



2019 Savvy Judges Training



You're a Savvy Judge

- Thanks for volunteering to be a judge!
- Judging is now entirely online
- New system is responsive to member requests for easy to use system and opportunity for feedback from judges
- No packets in mail or hard copies
- Purpose of competition: Nationwide recognition; excellence; and also an opportunity for professional development

Requirements for Judges

- Willing to give the time to fairly judge each entry
- Willing to give helpful feedback on each entry
- This year all judges asked to take part in this webinar or watch it prior to judging to help ensure consistency in judging

Judging Process

- At least three judges for each team
- Judges: Communicators in local govt, consulting, or academics
- Divided by population when appropriate
- Awards: Savvy, Silver Circle & Award of Excellence
- Judges can contact 3CMA to reassign entries to another category, if appropriate
- Each judge receives email and password to access the entries they will judge

What are we looking for?

- Overall accomplishments, with measurable outcomes heavily weighted
- In tools categories: Overall creativity, quality of content, design and production, and budget
- In processes category: customer focus, use of methods to encourage two-way exchange, and budget

Standard Judging Process

- 1. Individually score and comment online
- 2. The system calculates the top three winners based on scores from individual judges
- 3. If you choose, your team can confer via phone or in person to look at any outlying scores, discuss, and edit individually if needed (not required)
- 4. No edits allowed after deadline, July 24

Problem/Opportunity Statement

- Descriptive letter is 25% of total score
- Does the entry clearly describe the situation or environment that created the need for the project or program?
- Look for any research conducted
- Is the target audience defined

Intended Goals or Outcomes

- What outcomes will be used to measure success?
- Are these outcomes measurable? Can they be quantified (EX: Everyone having a good time is not measurable; attracting 1,000 residents to the event is measurable)
- Did the entry clearly tell the outcomes the program was designed to achieve?
- Look at outcome, audience, level of accomplishment and timeframe

Documentation of Achievement

- Did the work accomplish the desired outcomes? (look back at goals)
- Does the entry describe quantitative or qualitative measures of the degree of success?
- In the attached files (optional), are there relevant materials like surveys, media coverage, citizen evals, levels of participation and/or descriptions of citizen access?
- Is the work innovative, creative, sharp?

Budget & Use of Outside Resources

- Is the project budget included?
- Does it include hard costs like printing, advertising buys, postage, if appropriate?
- Does it include information on staff hours involved (not required by helpful)?
- Does it detail work produced in-house vs by outside contractors?
- Was there a strong return on investment?

Comments are Required

- Comments on entry should be constructive, positive, meaningful and of substance (from a viewpoint of mentorship – not just “Great” or “Needs Improvement”)
- Explain what impressed you, compliment creativity, specificity, challenging issue
- Likewise give feedback on what can make entry stronger, if appropriate

Sample Constructive Comments

- Consider including survey results in your documentation
- On objectives and outcomes, it would be good to include additional measurable results such as visits to website, # of people who attended the event, or comments received
- Liked your focus on attracting youth. Would have liked examples of the tools and outreach you used for this audience

Comments to Avoid, Please!

- Following AP style does not matter
- If there are typos or errors, they happen – no need to call them out
- Are your comments likely to be seen as helpful to the people who worked hard to put an entry together? If not, don't use
- Your work as a judge helps maintain the credibility and integrity of the Savvy Awards – people take to heart what you share in comments

How Comments Are Used

- The judges' comments on the Savvy winners are shared at the awards ceremony
- Summary comments on the top 3 awards in each category are sent to winners to use in releases or announcements of winning

Judge entries

Search list

Browse by category

Digital Interactive

Electronic Reports

Category: Electronic Reports (X) Displaying 1 - 9 of 9

ID Entry 3CMA Category My score Status



514

Macon-Bibb Public Affairs Annual Report

Savvy Awards

Electronic Reports

-

To be scored



289

Strategic Report

Savvy Awards

Electronic Reports

-

To be scored



194

2017 County of SLO Annual Report

Savvy Awards

Electronic Reports

-

To be scored



182

City of McKinney 2018 Annual Report

Savvy Awards

Electronic Reports

-

To be scored



308

Snohomish County Public Works 2018 Annual Report: Partnerships in Focus

Savvy Awards

Electronic Reports

-

To be scored



788

Monthly Report

Savvy

Electronic

-

To be



Need a hand?

Descriptive Letter Scoring Criteria

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Descriptive Letter, Worth 25 Percent of Total Score.

The content of the descriptive letter must clearly describe the issue or goal, the problem-solving steps and convey the degree of success of the chosen solution(s). Each descriptive letter must include the following components:

1. Problem/Opportunity Statement.
2. Intended Goals or Outcomes.
3. Documentation of Achievement and
4. Budget and Use of Outside Resources

How clearly does the problem/opportunity identify the problem, challenge or opportunity?

 / 5

SCORE (1 = Poor; 2 = Needs Improvement; 3 = Average; 4 = Above Average; 5 = Outstanding)

Are the goals defined and measurable?

 / 5

SCORE (1 = Poor; 2 = Needs Improvement; 3 = Average; 4 = Above Average; 5 = Outstanding)

How well does the approach taken meet those objectives?

 / 5

SCORE (1 = Poor; 2 = Needs Improvement; 3 = Average; 4 = Above Average; 5 = Outstanding)

Was the project successful?

 / 5

SCORE (1 = Poor; 2 = Needs Improvement; 3 = Average; 4 = Above Average; 5 = Outstanding)

How clear, concise, understandable and informative is the written statement?

 / 5

SCORE (1 = Poor; 2 = Needs Improvement; 3 = Average; 4 = Above Average; 5 = Outstanding)

How well defined is the budget and use of outside resources?

 / 5

SCORE (1 = Poor; 2 = Needs Improvement; 3 = Average; 4 = Above Average; 5 = Outstanding)

Evaluation of Entry Scoring Criteria

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Evaluation of project, worth 75 percent of total score.

How well the the entry incorporate logos and graphics?

 / 5

SCORE (1 = Poor; 2 = Needs Improvement; 3 = Average; 4 = Above Average; 5 = Outstanding)

How well does the writing and editing fit a technological format?

 / 5

SCORE (1 = Poor; 2 = Needs Improvement; 3 = Average; 4 = Above Average; 5 = Outstanding)

How well is the content/navigation organized?

 / 5

SCORE (1 = Poor; 2 = Needs Improvement; 3 = Average; 4 = Above Average; 5 = Outstanding)

How effective is the entry in addressing the needs of its audience?

 / 5


SCORE (1 = Poor; 2 = Needs Improvement; 3 = Average; 4 = Above Average; 5 = Outstanding)

Rate the overall look and feel of the entry. (Evaluate the effectiveness of its graphic design.)

 / 5

SCORE (1 = Poor; 2 = Needs Improvement; 3 = Average; 4 = Above Average; 5 = Outstanding)

Comment on this entry

 Comments should be positive and reflect standout qualities of the entry. (Note: These are the comments read during the Savvy Awards Ceremony about the winning entries.)



| Write a comment

Save comment

< Save + previous

Save + next >

Save + close

Saving Your Scores

- Recommend saving your scores and comments after each entry is judged
- With new online system, you can stop and come back at any time
- The system is easy to use and easy to access the supporting material and videos

Deadline

- All entries must be scored and judging completed by Wed., July 24
- This allows time for winners to be notified and awards to be ordered
- If you have any questions, email Michelle@3cma.org, or call her at 850.264.4233 or the 3CMA Office at 703.707.0867

Thank you for being a
Savvy Judge!

