

Scoring Rubric for Communicator of the Year Award

Criteria	Example	1 = low 5 = high	multiplier	Totals
Demonstrated achievement from April 2018 to present.	Nominee demonstrates exceptional abilities, skills and talents in leading their organization to greater and more successful communications and public engagement from April 2018 to present. Record of achievement can include but is not limited to number of successful projects completed where outcomes exceed goals, added public value, improved public trust and agency transparency, enhanced community engagement, etc...		3	
Generous with knowledge and experience	Shared knowledge through workshops, presentations, participation in listserv and contributions to knowledge library		2	
Supporting other members' experience with CAPIO	Provided a significant service to members, host and/or participated as a speaker for regional workshops, participate on CAPIO committees, nominate others for awards, etc...		1	
Mentorship	Participating in formal mentorship or nominator provides statement(s) from mentee(s)		2	
Advocacy for profession:	Proactive steps to raise the profile of PIOs on state or national level, like published white papers, columns in professional publications, etc		2	
Years specifically in the public communications profession	Objective scoring	1 = up to 5 years 2 = 6 -10 3 = 11 -15 4 = 16-20 5 = 21+	1	
Total (55 possible)				