

"Gleason, Jeanne" <jgleason@ad.nmsu.edu>

March 26, 2013 11:43 PM

To: All mediaproductions <mediaproductions@nmsu.edu>

Cc: "Goldberg, Natalie" <ngoldber@ad.nmsu.edu>, Stef Sutherin <sutherin@cybermesa.com>

[Mediaproductions] Gold award winner for "Southwest Plant Selector" in Class 38-interactive media program.

Dear team:

Another gold winner - this time for "Southwest Plant Selector" in Class 38-interactive media program. Like our other gold winners, it will be considered for the overall top award for all the information technology entries.

Jeanne

Begin forwarded message:

Resent-From: <jgleason@nmsu.edu>
From: "Young, Holly" <Holly.Young@unh.edu>
Subject: ACE C&A critique
Date: March 26, 2013 1:31:32 PM MDT
To: "jgleason@nmsu.edu" <jgleason@nmsu.edu>
Cc: "Becky Koch (becky.koch@ndsu.edu)" <becky.koch@ndsu.edu>, "Young, Holly" <Holly.Young@unh.edu>, "jboren@nmsu.edu" <jboren@nmsu.edu>

Dear Jeanne,

Your C&A Award entry "Southwest Plant Selector" (2013-0592) has been critiqued in ACE C&A, and is the gold winner in Class 38-interactive media program. Congratulations! We hope you can come to the ACE/NETC conference in June to receive your award and share your work. Reviewer comments are included below.

Please do not hesitate to contact me via email (holly.young@unh.edu) with any questions that you may have.

Thank you again for submitting your work to ACE C&A.

Best regards,

Holly Young, Becky Koch
ACE C&A

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REVIEWER COMMENTS:
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Reviewer #1:

1. Judge:
Jake Dolan

2. Design:
Does this program demonstrate an appropriate level of planning and vision in its design and format, as stated in the entry's objectives?

Strongest aspects:

Weakest aspects:

Score: (15 possible)

Simple, easy to use, accomplishes mission. 10

3. Content:

Does this program present its content to the target audience(s) in an easy-to-grasp and engaging method?

Strongest aspects:

Weakest aspects:

Score: (15 possible)

Excellent job. Simple information, but effective. 13

4. Technical Quality:

Provide an overall rating for this program/product's technical quality, which can include images, sound, text, graphics, video, printed material.

Strongest aspects:

Weakest aspects:

Score: (15 possible)

The app looks great. Effective use of technology in the app. 13

5. Use of medium:

Provide an overall rating for this entry's appropriate use of medium.

Strongest aspects:

Weakest aspects:

Score: (15 possible)

You nailed it. Simple and effective. 15

6. Marketing/Promotion:

Did the entrant use appropriate techniques to market or promote availability of this program or product?

Strongest aspects:

Weakest aspects:

Score: (10 possible)

Extremely targeted promotion to the most likely users. 10

7. Evaluation:

Did the entrant use appropriate methods to evaluate this program, or does the entrant have appropriate methods outlined for a future evaluation?

Strongest aspects:

Weakest aspects:

Score: (15 possible)

Integrated feedback and updates from their pilot. 6

8. Effectiveness:

Was this program/product effective in achieving the entrant's stated goals, objectives, and needs?

Strongest aspects:

Weakest aspects:

Score: (15 possible)

This would appear to be a must have tool for a gardener in the southwest. 15

9. Total Score: (100 possible, no ties)

82

10. Award: (gold, silver, bronze {no ties} or honorable mention)

Gold

11. Judge's Comments:
This is an incredible piece of work.

Jeanne Gleason, EdD
Professor
Director of Media Productions
New Mexico State University

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575-202-0091 cell