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Your ACE C&A Critique

April 1, 2013 9:55 PM

Dear Pamela,

Your ACE Critique and Award program entry "Demographica" (2013-0616) has been critiqued and is this year's bronze award winner in Class 39 - Best innovative use of communication technology. Congratulations!

We hope you'll be able to attend the ACE/NETC conference June 11-14 in Indianapolis to accept your award in person and to bring samples of your work or a display to share with others. Conference registration will be out soon, but learn more now at <http://www.dce.k-state.edu/conf/ace-netc/>.

Reviewer comments are below. Please contact me at becky.koch@ndsu.edu if you have questions. Thank you for submitting your work to ACE C&A.

Regards,
Holly Young, ACE Interim Executive Director, and Becky Koch, ACE President-elect

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REVIEWER COMMENTS:
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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 and elegant. Only weakness was that decrementing numbers was a bit difficult. 12

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)
The content is simple and very straight forward. I would love to see some options to go more in depth. 10

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)
Integration with email and csv was fantastic. 12

5. Use of medium:
Provide an overall rating for this entry's appropriate use of medium.
Strongest aspects:
Weakest aspects:
Score: (15 possible)
Perfect use. 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)

Good plan to distribute and it is available in appropriate channels. 8

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)

Anecdotal evaluation with users happy. It would be nice to see more detailed numbers of users or time savings. 8

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 appears to be effective in capturing simple demographic information. 15

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

80

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

Bronze

11. Judge's Comments:

Great and innovative app!