

becky.koch@ndsu.edu
To: <pamelmar@nmsu.edu>
Cc: <holly.young@unh.edu>, <becky.koch@ndsu.edu>
Reply-To: <becky.koch@ndsu.edu>
Your ACE C&A Critique

April 1, 2013 9:51 PM

Dear Pamela,

Your ACE Critique and Award program entry "Don't Be Gross" (2013-0637) has been critiqued and is this year's silver 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

=====
REVIEWER COMMENTS:
=====

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)
Nice all round design with well thought out features. Weakness is that perhaps the targeted audience would use other social media portals than perhaps adults. 14

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 fantastic for the target audience. Especially the use of promo items. 12

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 video animations are high quality. 12

5. Use of medium:
Provide an overall rating for this entry's appropriate use of medium.
Strongest aspects:
Weakest aspects:
Score: (15 possible)
Good use of the videos to do the story telling. 12

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)

Very diverse marketing plan. 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)

Good evaluation. Would like more detail though especially on how effective the innovation points may be in its success. 12

8. Effectiveness:

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

Strongest aspects:

Weakest aspects:

Score: (15 possible)

I would like to see the data on how the social tools were used as likes don't seem to show any numbers on the website. 10

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

82

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

Silver