

LaBERGE AWARD JUDGING RUBRIC					
CATEGORY	Excellent	Good	Average	Below Average	Poor
Cooperation Among Cooperatives (20 points max)	17-20	13-16	9-12	5-8	1-4
Education, Training and Information (20 points max)	17-20	13-16	9-12	5-8	1-4
Always On Approach (60 points max; 15 per criterion)					
<ul style="list-style-type: none"> • Communication as an integral part of strategic plan 	13-15	10-12	7-9	4-6	1-3
<ul style="list-style-type: none"> • Member engagement 	13-15	10-12	7-9	4-6	1-3
<ul style="list-style-type: none"> • Multiple communication channels and platforms 	13-15	10-12	7-9	4-6	1-3
<ul style="list-style-type: none"> • Positioning of the co-op 	13-15	10-12	7-9	4-6	1-3

The “Always On” communication model (located on the LaBerge page on cooperative.com) serves as the foundation for this award.

Each entry is judged on its own merits and not in comparison to other entries.

Each entry may earn up to 100 points. The maximum point counts for each section are weighted differently. Twenty points are available in each of the first two sections, and a total of 60 points is available in the final section (15 points for each of four criteria).

Supporting materials are optional. If the narrative is well done in terms of writing and details, the written narrative can be sufficient. With respect to the supporting materials, there are no minimum requirements for number of pieces, and entrants are not *required* to submit specially prepared reports or other documents beyond the 500-word written descriptions. Any materials that are submitted, however, must be in an electronic form and within size (25 MB total) requirements.

If no entries, after averaging judges’ scores, have attained a score of 80 or above, the CREC Awards and Recognition Committee and NRECA reserve the right to determine that no award will be given.