

Current Publications rubric

Section E5 Publications Competition Scoring Sheet

Lodge Presenting: _____

Description: The Publications Competition will focus attention on following criteria that lead to a high-quality publication.

Presentation: Each presenter will be given 15 minutes to present all material that he or she has prepared. Presentations should include both quantitative and qualitative information that appropriately represents their lodge. PowerPoint presentations are recommended. Additional documents may be distributed to presenters by the presenter. A final copy of all presentation materials and documents must be submitted to the Section Secretary prior to Section Conference in order to be used in the competition.

Scoring: After the presentation period, there will be a 5-minute period where the presenters can ask questions about the presentation; following the period for questioning, presenters will score the presentation. Any time period may be amended at the discretion of the Section Secretary.

Evaluation Criteria	Points Awarded	Max Points
Distribution		25 Total
At least four publications published over a lodge's program year		10
Publications produced and distributed in a timely manner (planned vs. actual distribution date)		10
Publications easily accessible online		5
Layout		30 Total
Publication is eye-catching and aesthetically appealing (color, pictures, heading)		15
Content is logically organized and easy to consume (typeface, table of contents, divided sections).		10
There is a consistency in layout and theme between publications.		5
Content		45 Total
Publication promotes interest, involvement, and spirit within the OA		15
Writing is interesting, substantial, and free of filler (informative, no excessive graphics, or pictures).		15
Writing is free of grammatical, typographical, and factual errors		10
Publication contains a calendar of upcoming events		5
Total Points		100 Total

Option 1: Combined competition

Section E5 Communications Competition Scoring Sheet

Lodge Presenting: _____

Description: The Communications Competition will focus attention on following criteria that lead to high-quality publications and social media.

Presentation: Each presenter will be given 15 minutes to present all material that he or she has prepared. Presentations should include both quantitative and qualitative information that appropriately represents their lodge. PowerPoint presentations are recommended. Additional documents may be distributed to presenters by the presenter. A final copy of all presentation materials and documents must be submitted to the Section Secretary (secretary@e5.oa-scouting.org) prior to Section Conference in order to be used in the competition.

Scoring: After the presentation period, there will be a 5-minute period where the presenters can ask questions about the presentation; following the period for questioning, presenters will score the presentation. Any time period may be amended at the discretion of the Section Secretary.

Evaluation Criteria	Points Awarded	Max Points
Publications		75 Total
At least four publications released throughout a lodge's program year		Yes = 5 No = 0
Publications are produced and distributed in a timely manner (planned vs. actual distribution date)		10
Publication design is eye-catching and visually appealing (use of color, images, headings)		15
Content is organized and easy to follow (clear structure, typeface, and sections)		10
Layout and theme are consistent across all issues		5
Content promotes interest, involvement, and spirit within the OA		15
Publication contains a calendar of upcoming events		Yes = 5 No = 0
Publications are easily accessible online		Yes = 5 No = 0
Writing is accurate and free of grammatical, typographical, and factual errors		None = 5 Few = 3 None = 0
Social Media		75 Total
At least twelve posts made during a lodge's program year, incorporating a mix between standard posts, reels, and/or stories		Yes = 10 No = 0
Posts are made consistently (at least once per month)		10 (-1 for each missed)
Content is visually appealing and fits a consistent style/brand		15
Content promotes lodge spirit, engagement, and participation		15
Posts feature timely and relevant information (events, announcements, etc.)		Yes = 10 No = 0
Posts are accurate and free of grammatical, typographical, and factual errors		None = 5 Few = 3

		Major = 0
Total Points		150 Total

Option 2: Separate competitions for each (one on each page)

Section E5 Publications Competition Scoring Sheet

Lodge Presenting: _____

Description: The Publications Competition will focus attention on following criteria that lead to a high-quality publication.

Presentation: Each presenter will be given 15 minutes to present all material that he or she has prepared. Presentations should include both quantitative and qualitative information that appropriately represents their lodge. PowerPoint presentations are recommended. Additional documents may be distributed to presenters by the presenter. A final copy of all presentation materials and documents must be submitted to the Section Secretary (secretary@e5.oa-scouting.org) prior to Section Conference in order to be used in the competition.

Scoring: After the presentation period, there will be a 5-minute period where the presenters can ask questions about the presentation; following the period for questioning, presenters will score the presentation. Any time period may be amended at the discretion of the Section Secretary.

Evaluation Criteria	Points Awarded	Max Points
Distribution		25 Total
At least four publications published over a lodge's program year	Yes = 10 No = 0	
Publications produced and distributed in a timely manner (planned vs. actual distribution date)		10
Publications easily accessible online	Yes = 5 No = 0	
Layout		30 Total
Publication is eye-catching and aesthetically appealing (color, pictures, heading)		15
Content is logically organized and easy to consume (typeface, table of contents, divided sections).		10
There is a consistency in layout and theme between publications.		5
Content		45 Total
Publication promotes interest, involvement, and spirit within the OA		15
Writing is interesting, substantial, and free of filler (informative, no excessive graphics, or pictures).		15
Writing is free of grammatical, typographical, and factual errors	None = 10 Few = 5 Major = 0	
Publication contains a calendar of upcoming events	Yes = 5 No = 0	
Total Points		100 Total

Section E5 Social Media Competition Scoring Sheet

Lodge Presenting: _____

Description: The Social Media Competition will focus attention on following criteria that lead to high-quality social media.

Presentation: Each presenter will be given 15 minutes to present all material that he or she has prepared. Presentations should include both quantitative and qualitative information that appropriately represents their lodge. PowerPoint presentations are recommended. Additional documents may be distributed to presenters by the presenter. A final copy of all presentation materials and documents must be submitted to the Section Secretary (secretary@e5.ao-scouting.org) prior to Section Conference in order to be used in the competition.

Scoring: After the presentation period, there will be a 5-minute period where the presenters can ask questions about the presentation; following the period for questioning, presenters will score the presentation. Any time period may be amended at the discretion of the Section Secretary.

Evaluation Criteria	Points Awarded	Max Points
Distribution		30 Total
At least twelve posts made during a lodge's program year, incorporating a mix between standard posts, reels, and/or stories		Yes = 10 No = 0
Posts are made consistently (at least once per month)		10 (-1 for each missed)
Posts include timely and relevant information (events, announcements, etc.)		Yes = 5 No = 0
Lodge actively posts on multiple platforms (e.g., Facebook, Instagram)		Yes = 5 No = 0
Layout		35 Total
Posts are visually appealing and use graphics, photos, videos, or other media effectively		15
Posts are visually balanced with clear use of space, images, and text		5
Posts follow a consistent theme/style aligned with lodge branding		10
Posts use platform-specific features appropriately (stories, reels, links)		5
Content		35 Total
Posts clearly communicate upcoming events, dates, times, and locations		10
Posts include lodge announcements, news, or updates		Yes = 5 No = 0
Posts feature event highlights or recaps		Yes = 5 No = 0
Content promotes lodge spirit, engagement, and participation		10
Posts are accurate and free of grammatical, typographical, and factual errors		None = 5 Few = 3 Major = 0
Total Points		100 Total