

# NAAMY Awards Entry Evaluation Form



Educational  
Programs -Lectures,  
K-12, College  
  
2019-2020

Judge Name:

Museum Name:

Entry Title:

Division:

**Rating Scale** *Please rate on an individual basis*

5 = Excellent,  
Masterful

4 = Above  
Average,  
Memorable

3 = Average,  
Effective but  
needs improvement

2 = Below  
Average,  
Few major flaws

1 = Very Below  
Average,  
Many flaws

<b>Criteria:</b>	<b>Score:</b>	<b>Comments:</b>
<b>Presentation/ Professionalism</b> Please rate the overall quality of how the program was presented to the audience. Was it constructed well, informative, and engaging?		
<b>Curriculum</b> When compared with the curriculum/lesson plans, did the program present an appropriate breadth and depth of information for the intended audience? Did it align with appropriate educational standards?		
<b>Experience</b> Were instructions easy to follow and was material presented clearly? Was the topic interesting and useful to visitors/students? Were teachers satisfied that the experience aligned with their needs in the classroom?		
<b>Overall Creativity</b> Did the project use elements creatively? Was it appropriate for the intended audience? Was information presented in a creative way that attracted and interested students, teachers, and the general public?		
<b>Achievement of Goals</b> How well did the project achieve the goals set forth in narrative? Did their results meet, exceed, or fall short of goals and expectations? Were budget guidelines met? How well was the project received by the intended audiences?		
<b>Total:</b>		

# NAAMY Awards Entry Evaluation Form



## Events & Public Promotions 2019-2020

**Judge Name:**

**Museum Name:** «Museum»

**Entry Title:** «Entry Title»

**Division:** «Division»

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Effective but

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Average,

<b>Criteria:</b>	<b>Score:</b>	<b>Comments:</b>
<b>Presentation/ Professionalism</b> How did you rate the overall quality and presentation of the exhibit? Was it attractive and eye-catching? Did it promote the brand, mission, and long term goals of the museum?		
<b>Concept</b> Did the marketing materials, event photos, and other materials adequately support the concept of the event/ promotion and meet goals relating to the target audience, and the brand/image of the museum. Was it a unique program or event, or new to the museum?		
<b>Execution</b> How well was the event marketed? Did the strategy employ multiple marketing techniques or creative approaches? Were the marketing efforts sufficient? Was the event itself well planned and executed? Were the quality and quantity of accommodations (signage, food, presented information, etc.) for visitor expectations appropriate based on materials submitted?		
<b>Overall Creativity</b> Did the project use elements creatively? Was it appropriate for the intended audiences?		
<b>Achievement of Goals</b> How well did the project achieve the goals set forth in the narrative? Did their results meet, exceed, or fall short of goals and expectations? Were budgetary guidelines followed? How was the project received by the intended audiences?		
<b>Total:</b>		

# NAAMY Awards Entry Evaluation Form



## Collections Care & Preservation 2019-2020

**Judge Name:**

**Museum Name:** «Museum»

**Entry Title:** «Entry Title»

**Division:** «Division»

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Effective but  
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Many flaws

<b>Criteria:</b>	<b>Score:</b>	<b>Comments:</b>
<b>Statement of Need</b> Was the need, problem, or challenge to be addressed clearly identified and supported by available evidence? Were the collections and/or documents that were the focus of the project and their current condition described and quantified in sufficient detail?		
<b>Impact</b> Was the care, condition, and/or management of the museum collections improve as a result of the project? Were the tangible outcomes useful?		
<b>Quality of Interpretation</b> How well did the collections care and preservation achievements align with interpretation to the public and researchers? Did it further the mission of the museum?		
<b>Project Design</b> Was execution of the proposed conservation, preservation, maintenance, and restoration activities guided by appropriate theory and practice? Was there an effective plan for communicating results and/or sharing discoveries?		
<b>Achievement of Goals</b> How well did the project achieve the goals set forth in the narrative of the work proposal? Did their results meet, exceed, or fall short of goals and expectations? Were budgetary guidelines followed? How was the project received by the intended audiences?		
<b>Total:</b>		

# NAAMY Awards Entry Evaluation Form



## Film & Video 2019-2020

**Judge Name:**

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**Entry Title:** «Entry Title»

**Division:** «Div»

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Average,

<b>Criteria:</b>	<b>Score:</b>	<b>Comments:</b>
<b>Presentation/ Professionalism</b> How did you rate the overall quality of presentation? Were the film and video easily accessible? Was the video well produced? Did the recording and sound quality meet an appropriate standard? Was the information provided useful?		
<b>Quality of Production</b> Was the film/video navigation user friendly? Was the film/video edited in an understandable, effective, and meaningful way? Were the sound and imagery balanced to create impact?		
<b>Quality of Content</b> Was the quality and quantity of information presented appropriate for the intended audience of the film/video? Was the quality of images and archival resources sufficiently high?		
<b>Overall Creativity</b> Were the results of the project presented in an imaginative way? Was it appropriate for the intended audience?		
<b>Achievement of Goals</b> How well did the project achieve the goals set forth in narrative? Did their results meet, exceed, or fall short of expectations and goals? Were budgetary guidelines followed? How was the project received by the intended audiences?		
<b>Total:</b>		

# NAAMY Awards Entry Evaluation Form



## Interpretive Exhibits 2019-2020

**Judge Name:**

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**Entry Title:** «Entry Title»

**Division:** «Div»

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Effective but  
needs improvement**

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Many flaws**

<b>Criteria:</b>	<b>Score:</b>	<b>Comments:</b>
<b>Presentation/ Professionalism</b> How did you rate the overall quality and presentation of the exhibit? Was it free of spelling errors and well-constructed?		
<b>Visitor Friendly</b> Were the design and layout of the exhibit easy to understand, navigate, and move about? Was the information prominently displayed and easy to access? Did this exhibit accommodate the learning styles of the expected array of visitors? Did the exhibition meet ADA accessibility guidelines and requirements?		
<b>Quality of Interpretation</b> How well did the exhibit interpret or explain information? Did it effectively communicate a meaningful message? Were artifacts appropriately identified throughout the exhibit?		
<b>Overall Creativity</b> Was information presented in an engaging way that attracted and interested visitors? Was it appropriate for the intended audience? Did the museum approach the creative challenges in a way that had not been tried before?		
<b>Achievement of Goals</b> How well did the project achieve the goals set forth in narrative? Did their results meet, exceed, or fall short of goals and expectations? Were budgetary guidelines followed? How was the project received by the intended audiences?		
<b>Total:</b>		

# NAAMY Awards Entry Evaluation Form



## Newsletters & Magazines 2019-2020

**Judge Name:**

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<b>Criteria:</b>	<b>Score:</b>	<b>Comments:</b>
<b>Presentation/ Professionalism</b> How did you rate the overall quality of the presentation? Was it free of spelling errors, constructed well, and visually appealing?		
<b>Quality of Layout</b> Was the organization of the newsletter(s) or magazine(s) clear, easy to navigate, and understandable? Were there harmonious balance and clear links between images and content?		
<b>Quality of Copy</b> Was information provided in a clear, easy-to-understand manner? Did the publication provide an appropriate quality and quantity of information in order to effectively build and maintain a relationship with the intended recipients? Was the frequency of publication (monthly, bi-monthly, annually, etc.) considered in determining the quality and quantity of material presented in the publication?		
<b>Overall Creativity</b> Did the project use elements creatively? Was it appropriate for the intended audiences?		
<b>Achievement of Goals</b> How well did the project achieve the goals set forth in narrative? Did their results meet, exceed, or fall short of goals and expectations? Were budgetary guidelines followed? How was the project received by the intended audiences?		
<b>Total:</b>		

# NAAMY Awards Entry Evaluation Form



Published  
Research, Books &  
Exhibit Catalogs  
2019-2020

**Judge Name:**

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**Division:** «Div»

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Many flaws**

<b>Criteria:</b>	<b>Score:</b>	<b>Comments:</b>
<b>Presentation/ Professionalism</b> Please rate the overall quality of how the project was presented to the public. Is it free of spelling errors, well constructed, and professionally cited? Did it further the mission of the museum and the standard of scholarship within the field of automotive history?		
<b>Quality of Layout</b> Was the organization of the research/ book/exhibit catalog clear, easy to navigate and understand? Were there harmonious balance and clear links between images and content?		
<b>Quality of Copy</b> Was information provided in a clear, easy-to-understand manner? Was the title attention grabbing? Did the content meet visitor and researcher expectations and present clear results?		
<b>Overall Creativity</b> Did the project use artistic and written elements imaginatively? Were the topic and presentation appropriate for the intended audiences?		
<b>Achievement of Goals</b> How well did the project achieve the goals set forth in the narrative? Did the results meet, exceed, or fall short of expectations/goals including budget constraints? How was the project received by the intended audiences and by what method was public feedback evaluated?		
<b>Total:</b>		

# NAAMY Awards Entry Evaluation Form



Virtual Programming,  
Social Media, & Web  
Design  
  
2019-2020

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**Entry Title:** «Entry Title»

**Division:** «Div»

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<b>Criteria:</b>	<b>Score:</b>	<b>Comments:</b>
<b>Presentation/ Professionalism</b> How did you rate the overall quality of the presentation? Was it free of spelling errors, constructed well, and visually appealing?		
<b>Quality of Layout</b> Was the organization of the virtual program, social media campaign, or website clear, easy to navigate, and understandable? Was there an appropriate balance of image, content, and links to supplemental materials? Did the design/layout encourage the observer to spend more time on the website or foster greater interaction with the virtual program?		
<b>Quality of Content</b> Did the links work? Was pertinent information readily accessible? Was information up to date? Was an appropriate quantity and quality of information provided the visitor, member, or media person? Was the social media campaign engaging? Was the virtual program well attended or used? How was this information tracked and evaluated?		
<b>Overall Creativity</b> Were the results of the project presented in an imaginative way? Was it appropriate for the intended audience?		
<b>Achievement of Goals</b> How well did the project achieve the goals set forth in the narrative? Did the results meet, exceed, or fall short of expectations and goals? Were budgetary guidelines followed? How was the project received by the intended audiences?		
<b>Total:</b>		