

SCOA
Newsletter of Excellence

Affiliate Full Name:	Person Submitting and Role in Affiliate:
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Purpose of Award: The purpose of this award is to honor outstanding affiliate newsletters and their editors and to encourage excellence in these publications. Newsletters selected represent models for affiliate newsletters to emulate.

In order to earn the award, the majority of an affiliate’s submission materials must successfully fall into the “Meets Expectations” level of achievement.

- An affiliate may have two criteria identified as “Approaching Expectations” and still earn an award as long as all of the other criteria are in the “Meets Expectations” category.
- They may not have any criteria identified as “Working Toward Expectations” or “Not Yet Meeting Expectations.”

Levels of Achievement	Success Criteria
Exceeds Expectations	●
Meets Expectations <i>The affiliate provides high-quality, cohesive evidence of the programming, professionalism, and policies that demonstrate they fully support their members and NCTE’s mission.</i>	<ul style="list-style-type: none"> ● The affiliate produces and publishes a minimum of two high-quality newsletters a year. ● The affiliate aligns their newsletters with the NCTE mission. ● The affiliate provides information about upcoming programming that supports their members. ● The affiliate provides information and/or resources that align with their vision/mission and strategic plan. ● The affiliate designs their layout through a consistent typography for copy and headlines that meets professional standards. ● The affiliate newsletter appeals to a diverse audience with varying teaching assignments, grade levels, and/or experience within the affiliate and the communities their members serve. ● The affiliate publishes well-written and well-organized pieces that have an engaging voice and clear purpose. ● The affiliate designs their newsletter for easy accessibility across different browsers and on mobile devices.
Approaching Expectations <i>The affiliate provides adequate evidence of the programming, professionalism, and policies that demonstrate they mostly support their membership and NCTE’s mission.</i>	●
Working Toward Expectations <i>The affiliate provides minimal and/or unclear evidence of the programming, professionalism, and policies that demonstrate they somewhat support their membership and NCTE’s mission.</i>	●
Not Yet Meeting Expectations <i>The affiliate provides insufficient evidence of the programming, professionalism, and policies that demonstrate they support their membership and NCTE’s</i>	●

mission. They might have missed pieces of evidence or submitted incomplete evidence.