



IABC Heritage Region Silver Quill Entrant Checklist for Division 3 Communication Training and Education

For the best possible entry, follow this checklist when creating your entry or when reviewing before submitting to ensure all of these items are covered.

The Work Plan

Section	Elements to Include	Check When Complete
Business Need and Communication Opportunity (This section is worth up to 7 points)	<ul style="list-style-type: none"> Explain the business and professional environment, including specific challenges that have occurred, establishing need for the training. <i>TIP: Assume your evaluator is completely unfamiliar with your organization.</i> 	<input type="checkbox"/>
	<ul style="list-style-type: none"> Describe how the training opportunity aligns with the business need by explaining how the project helped the organization or the communication profession, function or discipline. 	<input type="checkbox"/>
	<ul style="list-style-type: none"> Include research to substantiate the need and inform the direction of the training/education project. 	<input type="checkbox"/>
Stakeholder Analysis (This section is worth up to 7 points)	<ul style="list-style-type: none"> Describe relevant audience characteristics, such as prior knowledge, education, geography, demographics, psychographics, preferences, attitudes, opinion, motivations, etc. <i>TIP: Showing you know your audience is key. Do not refer to the general public.</i> 	<input type="checkbox"/>
	<ul style="list-style-type: none"> How do you know the above characteristics of your audience? Share audience research that provides insight into the audience and the training/education. 	<input type="checkbox"/>
	<ul style="list-style-type: none"> Explain how the audience analysis and relevant audience research influenced the planning, delivery or measurement of the training and education. 	<input type="checkbox"/>
Goals and Objectives (This section is worth up to 7 points)	<ul style="list-style-type: none"> Describe an overall goal for the entire project that is linked to the organization's mission, vision, values, goals, strategic direction and brand. 	<input type="checkbox"/>
	<ul style="list-style-type: none"> Distinguish between goal, objectives, learning outcomes and an approach to the training/education. 	<input type="checkbox"/>



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	<ul style="list-style-type: none"> Bullet out (or put in a table) several specific, measurable, attainable, relevant and time-bound (SMART) objectives that align with the stakeholder analysis and the business need, and show they can produce an effect on the stated business need. <p><i>TIP: SMART objectives are CRUCIAL. You'll need them to earn an award. Outcomes are preferred over outputs. Focus on outcomes as much as possible. For more information, see the section on Goals and Objectives in How-To Guide for IABC Awards.</i></p>	<input type="checkbox"/>
	<ul style="list-style-type: none"> Show that learning outcomes and objectives are aligned with the stakeholder analysis and the business or profession need. 	<input type="checkbox"/>
	<ul style="list-style-type: none"> Thoroughly explain the strategic nature of the training/education. 	<input type="checkbox"/>
Solution Overview (This section is worth up to 7 points)	<ul style="list-style-type: none"> Explain what you did by providing an executive summary of the training plan and tactical plan, including how this was developed. 	<input type="checkbox"/>
	<ul style="list-style-type: none"> Explain how the choices you made in your strategic or creative approach, methods or materials aligned with the business or profession needs, audience analysis and objectives. 	<input type="checkbox"/>
	<ul style="list-style-type: none"> Demonstrate that the audience analysis was taken into account to engage learners or other audiences. 	<input type="checkbox"/>
	<ul style="list-style-type: none"> Explain the approach to teaching materials and methods. 	<input type="checkbox"/>
	<ul style="list-style-type: none"> Identify and address any potential ethical issues. 	<input type="checkbox"/>
	<ul style="list-style-type: none"> Include stakeholder input, if possible, and show how research helped determine the solution. 	<input type="checkbox"/>
	<ul style="list-style-type: none"> Explain choices selected, which may include evaluating other options. 	<input type="checkbox"/>



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Implementation and Challenges (This section is worth up to 7 points)	<ul style="list-style-type: none"> Include the budget you had to work with. If you are not permitted to share specific figures, explain your constraints/include ranges. <i>TIP: Even if you spent no money, estimate the value/cost of staff time and other resources.</i> 	<input type="checkbox"/>
	<ul style="list-style-type: none"> Describe how time, money and other resources were used effectively. 	<input type="checkbox"/>
	<ul style="list-style-type: none"> Discuss challenges faced during the project and describe how these were effectively managed. (Deadlines or budget restrictions?) 	<input type="checkbox"/>
	<ul style="list-style-type: none"> Show how stakeholders (audience members) were consulted during the project. 	<input type="checkbox"/>
	<ul style="list-style-type: none"> Provide evidence of the entrant's direct involvement in the training/education. 	<input type="checkbox"/>
Measurement and Evaluation (This section is worth up to 7 points)	<ul style="list-style-type: none"> List the SMART objectives again from the Goals and Objectives section, including the results you achieved. Check your math for accuracy when using numbers and percentages. Ideally, you met or exceeded some or all of the objectives. <i>TIP: Demonstrating the outcomes you achieved is key to showing the success of your project.</i> 	<input type="checkbox"/>
	<ul style="list-style-type: none"> Show that results influence awareness, understanding, opinion, attitude, behaviors, business results or application of learning. 	<input type="checkbox"/>
	<ul style="list-style-type: none"> Describe how you measured the objectives, showing a thorough evaluation that supports the results and any impact outside the classroom. 	<input type="checkbox"/>
	<ul style="list-style-type: none"> Include a summary explanation of evaluation and explain how the project helped the business/profession. 	<input type="checkbox"/>
	<ul style="list-style-type: none"> Show results presented to stakeholders and provide recommendations for improvement. 	<input type="checkbox"/>
Work plan total points	Points in each work plan section are added together, divided by six and then multiplied by .50.	

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The Work Sample

Section	Elements to Include	Check When Complete
Stakeholder Alignment and Influence (This section is worth up to 7 points)	<ul style="list-style-type: none"> The work sample includes selections that demonstrate good choice of messages, mediums, media, channels and methodology that align with the audience analysis as discussed in the work plan (language, font size, vehicle choice, channels). 	<input type="checkbox"/>
	<ul style="list-style-type: none"> The work sample has messages that connect with and engage the audience. 	<input type="checkbox"/>
	<ul style="list-style-type: none"> The work sample shows the language and instruction level align with the audience analysis. 	<input type="checkbox"/>
Alignment with Objectives and Strategy (This section is worth up to 7 points)	<ul style="list-style-type: none"> The work sample selections show the training/education is on strategy and consistent with business needs. 	<input type="checkbox"/>
	<ul style="list-style-type: none"> The work sample elements are clear, consistent and clever, communicating in a powerful way, emotional way. 	<input type="checkbox"/>
	<ul style="list-style-type: none"> The work sample reflects the objectives, learning outcomes and strategic thinking presented in the work plan. 	<input type="checkbox"/>
	<ul style="list-style-type: none"> The work sample provides clear evidence that it has the desired effect on the audience and business or profession needs. 	<input type="checkbox"/>
Professional Execution (This section is worth up to 7 points)	<ul style="list-style-type: none"> The work sample elements include well-crafted lesson plans or presentations that lead directly to improved results. 	<input type="checkbox"/>
	<ul style="list-style-type: none"> The work sample elements demonstrate high-quality writing and production that is professionally executed within available budget and resources. 	<input type="checkbox"/>
	<ul style="list-style-type: none"> The work sample elements demonstrate consistency between what is presented in the work plan and what is delivered. 	<input type="checkbox"/>



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Section	Elements to Include	Check When Complete
	<ul style="list-style-type: none"> The work sample uses engaging methods of instruction to increase learners' ability to learn, remember and apply skills. 	<input type="checkbox"/>
	<ul style="list-style-type: none"> The work sample displays a high level of teaching with a likelihood of making an impact outside the classroom. 	<input type="checkbox"/>
	<ul style="list-style-type: none"> The work sample has thorough documentation that supports the training/education and explains the emotional connection made with the audience. 	<input type="checkbox"/>
Overall Quality (This section is worth up to 7 points)	<ul style="list-style-type: none"> The work sample meets professional standards with a well-written and produced entry that's easy to understand. 	<input type="checkbox"/>
	<ul style="list-style-type: none"> The work sample provides a comprehensive and representative sample of all the elements described in the work plan. <i>TIP: Do not include EVERYTHING in your work sample. Select the most representative items.</i> 	<input type="checkbox"/>
	<ul style="list-style-type: none"> The work sample demonstrates strategic and creative thinking that reflects the audience and business or profession needs. 	<input type="checkbox"/>
	<ul style="list-style-type: none"> The work sample demonstrates the ability of training/education to serve as a foundation for communication and to influence valid business results. 	<input type="checkbox"/>
	<ul style="list-style-type: none"> The work sample demonstrates and explains a meaningful result. 	<input type="checkbox"/>
Work sample total points	Points in each work sample section are added together, divided by four and then multiplied by .50.	



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Final Checklist

Check Before Submission	Check When Complete
<ul style="list-style-type: none"> The work plan is four pages or less, has a font size of 10 points or larger and has at least 0.5 inch margins. 	<input type="checkbox"/>
<ul style="list-style-type: none"> The work entered was completed within the allowed time frame. 	<input type="checkbox"/>
<ul style="list-style-type: none"> If you're a consultant and your work was done for a client, you have included a client permission letter for your entry. 	<input type="checkbox"/>

Entry score = work plan points + work sample points.

- A score between 5.12 and 5.24 receives a Silver Quill Award of Merit**
- A score of 5.25 or higher receives a Silver Quill Award of Excellence**



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Evaluators follow IABC’s Seven-point Scale of Excellence.

7	Outstanding: An extraordinary or insightful approach or result
6	Significantly better than average: Demonstrates an innovative, strategic approach, takes all elements into account and delivers significant results
5	Better than average: Demonstrates a strategic approach and aligns the communication solution with the business need to deliver meaningful results
4	Average: Competent approach or results, professionally sound and appropriate
3	Somewhat less than satisfactory: Several key elements that are critical to the strategy or execution are missing, incorrect or underrepresented
2	An inadequate approach or result: A significant number of critical elements are missing
1	Poor: Work that is wrong or inappropriate

In scoring each section, evaluators begin with a score of 4 and score up or down based on criteria listed on a rubric. Scores of 7 or 1 are rare.

For more information:

- View [Evaluating Excellence: A Guide for IABC Evaluators, Divisions 1, 2 and 3*](#)
- Review [Gold Quill Resources for Entrants*](#)

*Note: Silver Quill follows the same scoring rules as Gold Quill.