



COMPANY NEWSLETTER OVERVIEW

Each VE company is asked to design a company newsletter. The newsletter should communicate information about the company, special events, real world and virtual world news, contact information, and other information the company would like to share. Each company will use the newsletter to communicate with its employees and other Virtual Enterprise stakeholders. For this event, one PDF copy of the newsletter developed by student-employees will be submitted for judging.

Submission Criteria

Company newsletters should be submitted as a single PDF document and address the following themes:

- **Company and Mission:** The newsletter is unique to the specific company, mission and employees through content and presentation.
- **Newsletter Content:** Content may include timely articles, real and/or virtual industry trends, information about events, news from the HR department, professional development opportunities, or any other company related news appropriate for company employees and VE stakeholders.
- **Presentation:** The newsletter should be consistent with company branding elements such as logo and colors, be free of any plagiarism or copyright infringement, and be original student work. The newsletter should be free of any editorial and/or grammatical errors and maintain proper formatting and professional presentation.

Career Readiness Framework Alignment

Leadership:

- Demonstrates well-rounded perspective and unique style

Professional:

- Demonstrates professionalism
- Demonstrates self-development and learning orientation
- Communicates effectively
- Collaborates with others
- Embraces diversity

Functional:

- Understands general business dynamics

Core Technology Skills:

- Word processing software
- Department/function specific technology

Judging Criteria

Each element will be rated from 1 to 5 stars. A score of five is outstanding and a score of one needs significant improvement.

Company and Mission	Does the newsletter provide relevant information about the company, mission and employees?
Newsletter Content	Does the newsletter contain uniquely appropriate and relevant information about company news and updates, industry trends, employee announcements or recognition, and/or company events?
Presentation	Is the newsletter professionally written and designed?

Rubric

5 stars Well above standards	Outstanding execution: content and/or strategies are clear, comprehensive, thoughtful, and very well researched and/or developed.
4 stars Above standards	Well executed: content and/or strategies are evident and well researched and/or developed.
3 stars Meets standards	Includes essential components: content and/or strategies are evident; most components are researched and/or developed.
2 stars Below standards	Missing essential components: content and/or strategies are not evident or unclear; research and/or development are below standards.
1 star Well below standards	Major flaws or section missing.