

## NAGDCA – Art Caple President’s Award Scoring Criteria

RATING FACTORS	Maximum Points
Submission meets all nomination requirements (if fail, no other scoring will occur)	<b>Pass/Fail</b>
<b>Quality of Award Entry</b>	
Evaluation of how clearly and effectively the nomination communicates the initiative. <ul style="list-style-type: none"> <li>• Clarity and organization of content</li> <li>• Completeness of required components</li> <li>• Strength and relevance of supporting materials</li> <li>• Clear articulation of objectives, strategies, and results</li> </ul>	3
<b>Comprehensiveness &amp; Strategic Execution</b>	
Assessment of how well the initiative was designed and implemented as a multi-year strategy. <ul style="list-style-type: none"> <li>• Thoughtfulness of planning and design</li> <li>• Alignment of objectives, strategy, and execution</li> <li>• Effective use of resources and timeline management</li> <li>• Ability to address challenges and adapt over time</li> </ul>	3
<b>Innovation &amp; Creativity</b>	
Evaluation of originality and forward-thinking approaches. <ul style="list-style-type: none"> <li>• Use of innovative strategies or tools</li> <li>• Creativity in addressing participant needs and challenges</li> <li>• Differentiation from standard industry practices</li> <li>• Effectiveness of innovation in achieving outcomes</li> </ul>	5
<b>Participant-Centric Impact</b>	
Assessment of how well the initiative prioritizes and benefits participants. <ul style="list-style-type: none"> <li>• Focus on participant needs, behaviors, and outcomes</li> <li>• Improvement in financial wellness, readiness, or engagement</li> <li>• Accessibility and inclusiveness of the initiative</li> <li>• Demonstrated participant value</li> </ul>	4
<b>Project Execution</b>	
Evaluation of the results and impact achieved. <ul style="list-style-type: none"> <li>• Clear, measurable outcomes tied to objectives</li> <li>• Demonstrated improvements (e.g., participation, deferrals, readiness, processes)</li> <li>• Strength and credibility of data provided</li> <li>• Consideration of plan size when evaluating impact</li> </ul>	5
<b>Total:</b>	<b>20</b>