**Award Criteria and Judging**

Judging criteria for the Rare Bird award include efficiency, customer focus, transferability, innovation, transformational value, and leadership. Please note that all five judging areas must be addressed in your submission to be considered for the award.

**Efficiency**-The best practice provides documentation and/or metrics that explain how the manager increased productivity, lowered costs, or offered other improvements for his/her company. This efficiency would be a best practice for most companies. Most publications managers would recognize the results as excellent forms of process improvement, content management, minimalism, customer focus, or outsourcing, and so on.

**Customer Focus**-The best practice features improved methods or processes to incorporate customer needs in the information development process. There is clear evidence that customer input was used in the early design and development stages.

**Transferability**-The processes shown in this best practice could be transferred directly or with some modifications to other publications organizations. If adopted, the work has a high probability of offering similar improvements at the transfer site.

**Innovation**-The best practice offers unique approaches to traditional elements of information management, new processes, methods, or technologies that facilitate improvements in the way information management groups work within their company, with customers, or in the delivery of their products. The innovation should be measurable in business terms, such as reduced customer support calls, faster time to market, increased technical accuracy, easy access to concise information, and so on.

**Transformational Value**-The best practice is an example of creative thinking that takes information management to a higher level. Comments from company management or management peers about the change value of the effort would document its transformational value.

**Leadership**-The best practice subject matter, process, or results require outstanding leadership from the publications manager or team. For example, the manager or team changed the way work was done in the past, reallocated resources, reorganized for better results, solicited upper management support to bring in a content management system, teamed with customer support for better customer experiences, managed a corporate initiative, and so on.

**Scoring Guidance**

5—An exemplary best practice supported by superior anecdotal evidence and metrics.

4—Exceeds the expectations for the category. Supported by anecdotal evidence and/or metrics.

3—Meets the expectations for the category. Supported by anecdotal evidence and/or metrics.

2—Somewhat meets the expectations for the category.

1—Does not meet expectations for the category.