

*Jostens*  
**EPIC SCHOOL REVAMP™**  
*Creating an Identity to Rally Around*

## JUDGING CRITERIA

A panel of qualified judges will select the three (3) best entries, based on the following criteria to become finalists:

	GOOD	BETTER	BEST
<b>BASE CRITERIA</b>	<p>Application is missing one or more of the following:</p> <ul style="list-style-type: none"> <li>• Signature from principal</li> <li>• Essay</li> <li>• Video</li> </ul>	<p>Application includes a signature from principal, essay and video, but is missing one or more of the criteria listed in points 1-5 to the right.</p>	<p>Application indicates that the school</p> <ol style="list-style-type: none"> <li>1. Is a high school with predominantly grades 9-12</li> <li>2. Has a currently-standing physical building</li> <li>3. Is in the 50 US states</li> <li>4. 80% in-person learners</li> <li>5. School has enrollment of at least 400</li> <li>6. Has a signature from school principal</li> <li>7. Includes an essay and video about why they're deserving of this makeover</li> </ol>
<b>COMPELLING STORY</b>	<p>Essay and video don't effectively tell the school's story, and/or weren't created specifically for the contest.</p> <p>Essay/video includes information on <b>zero or one</b> of the following areas of need: identity, educator morale, academic achievement or discipline.</p>	<p>Essay and video present a story that indicates that the school is struggling with climate and culture. The essay/video must hit us in the heart, appealing to emotion.</p> <p>The Essay/video touch on not only culture but also floundering identity and <b>at least one</b> area of need in terms of educator morale, academic achievement or discipline.</p>	<p>Essay and video present a story that indicates that the school is struggling with climate and culture. The essay/video must hit us in the heart, appealing to emotion.</p> <p>The essay/video touch on not only culture but also floundering identity and <b>at least two</b> areas of need in terms of educator morale, academic achievement or discipline.</p>
<b>DATA</b>	<p>Data is not provided.</p>	<p>Data does not demonstrate a decline in, or ongoing struggle with, attendance, discipline, test scores, retention, etc.</p>	<p>Data is provided that demonstrates a decline in, or ongoing struggle with, attendance, discipline, test scores, retention, etc.</p>
<b>EXTERNAL PERSPECTIVE</b>	<p>No perspective outside of the school's is portrayed.</p>	<p>Perspectives from outside community are not compelling.</p>	<p>Essay/video shows perspective other than their own through statements or survey data from parents or other community members.</p>