



JUDGING CRITERIA

Award entries are evaluated using two judging criteria: one for printed materials and one for online materials. The online criteria was developed in conjunction with MFEA Corporate Partner **Corporate Insight** to more effectively evaluate and recognize the merits of online entries.

Printed materials are evaluated on the following criteria:

- ★ Educational Value—Does the piece adequately educate individuals and help them to make informed investment decisions?
- ★ Message Comprehension—Are investment concepts and/or philosophies explained in a manner simple enough for the average individual to understand?
- ★ Effective Design—Are design elements used effectively to illustrate concept(s)? Does the design simplify or effectively illustrate the message(s) being presented?
- ★ Objectives—Are the stated objectives obtained?
- ★ Bonus Points—Bonus Points may be awarded for superior quality, unique presentation, exceptional design or other areas that the judges determine warrant special recognition.

Online entries will be evaluated using the following criteria:

- ★ Educational Content—Does the website present educational tools and/or other interactive features? Is the material easy to comprehend and navigate?
- ★ Effective Design—Does the design support the site's mission? Is it effective and does it reflect current web trends?
- ★ Objectives—Are the stated objectives obtained?
- ★ Website Efficiency—Are the interfaces easy to use and understand? Is the navigation flow efficient and logical?
- ★ Timeliness—Does the entry reflect current technology, industry issues and topics pertinent to investors in today's market?
- ★ Information Management—Does the entry allow investors to easily manage their accounts or access information through current technology, tools and services?
- ★ Technology—Does the entry use appropriate and effective technology?
- ★ Bonus Points—Bonus Points may be awarded for superior quality, unique presentation, exceptional design or other areas that the judges determine warrant special recognition.

EVALUATION PROCESS

STAR Awards judges, selected by the MFEA, will complete the appropriate Evaluation Form for the finalists from each category. Entries can earn up to 20 points in each of the related areas, for a maximum of 100 points for printed materials and 160 points for online entries. Evaluations will be totaled and winners determined by highest number of points received. In the event of a tie, duplicate awards will be given.