



2024-2025

National Company Newsletter Competition



COMPETITION OVERVIEW

The company newsletter is used to communicate information to company employees and VE stakeholders. An effective company newsletter will promote the company, highlight successes, keep business partners and investors apprised of the company's progress, and acknowledge exemplary employees or departments. This competition challenges VE students to showcase their company culture through the submission of an informative and compelling end-of-year company newsletter.

SUBMISSION GUIDELINES

Each firm must prepare a company newsletter with details about the company, special events, real-world and virtual-world news, contact information, and other relevant information the company would like to share with the audience.

- Company Newsletters should be no more than 6 pages.
- Submit as a single .pdf file to the Competitions Manager.

TASK ALIGNMENT

VE

Operations Task 4 - Coordinate Company Newsletter Project

Design Task 4 - Design Marketing & Sales Materials: Brochure, Newsletter, Advertisement, Flyer, Direct Mail, Social Media Profiles

VE-JV

Admin Task 9 - Coordinate a Company Newsletter Project

CAREER READINESS FRAMEWORK ALIGNMENT

Leadership:

- Demonstrates intrapreneurship
- Operates with purpose
- Brings positivity and purpose
- Promotes well-being

Professional:

- Communicates effectively
- Demonstrates effective project management
- Develops relationships and networks effectively
- Embraces diversity

Functional:

- Understands general business dynamics
- Conducts research and analysis
- Communicates through storytelling

Technology

- Demonstrates fluency with collaboration tools
- Applies appropriate technology to task

JUDGING CRITERIA

Using the *Judging Criteria*, each *Element* will be rated from 1 to 5 stars.

Company & Mission - Does the newsletter provide unique and relevant information about the firm, company mission, and employees?				
★	★★	★★★	★★★★	★★★★★
Captures information with little to no relevance to company and/or audience.	Somewhat captures either company mission or employee highlights. Delivers firm information that is somewhat relevant to the audience.	Captures company mission and employee highlights. Delivers firm information that is relevant to the audience.	Clearly explains the company mission and adequately highlights the employees. Delivers relevant firm information that is clearly pertinent to the audience.	Thoroughly explains the company mission and meticulously highlights the employees. Delivers relevant firm information that is clearly pertinent to the audience.
Industry Trends and Market News - Does the newsletter contain uniquely appropriate and relevant information about industry trends and real/virtual world news affecting your company's market? (i.e. timely articles, real and/or virtual industry trends, information about current events affecting the firm)				
★	★★	★★★	★★★★	★★★★★
News/trends are untimely, inappropriate, and/or irrelevant to the company's audience. No	News/trends are somewhat timely, appropriate, and/or relevant to the	News/trends are timely, appropriate, and mostly relevant to the company's audience.	News/trends are well-timed , appropriate, and very relevant to the	News/trends are exceedingly well-timed , highly appropriate, and extremely relevant to

For sample submissions, visit: veinternational.org/competition-samples.

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citations or highly flawed citations included.	company's audience. Proper citations are incomplete.	Proper citations included.	company's audience. Proper citations included.	the company's audience. Proper citations included.
Employee Announcements and Recognition - Does the newsletter contain well-developed employee announcements and/or recognition? (i.e. news from the Human Resources department featuring employees of the month, highlighted departments, etc.)				
★	★★	★★★	★★★★	★★★★★
Employee announcements and recognition are missing or flawed .	Employee announcements and recognition are somewhat developed to highlight employee and/or department accomplishments.	Employee announcements and recognition are developed using key details of the employee and/or department's accomplishments.	Employee announcements and recognition are well-developed using details that clearly highlight employee and/or department's accomplishments.	Employee announcements and recognition are exceedingly well-developed using key details that seamlessly highlight employee and/or department accomplishments.
Company Events - Does the newsletter contain relevant information about the company's key events? (i.e. professional development opportunities or company retreats such as informational panels, networking sessions, or company gatherings; including relevant keynotes or attendees and how the event met its purpose)				
★	★★	★★★	★★★★	★★★★★
Provides little to no information about an internal company event.	Provides an overview of past internal company's newsworthy event(s) including somewhat important details of the event for the reader.	Provides an overview of past internal company event(s) and news including important details of the event for the reader.	Provides an engaging overview of past internal company event(s) including relevant details of the event for the reader.	Provides a highly comprehensive overview of past internal company event(s) including highly relevant details of the event for the reader.
Presentation - Is the newsletter professionally written and designed? (i.e. well written, clearly articulated, consistent with company branding elements such as logo and colors, original student work, free from spelling and/or grammatical errors, properly formatted, professional, etc.)				
★	★★	★★★	★★★★	★★★★★
Unprofessional presentation ; includes many errors. Design elements (i.e. logo and colors) are inconsistent and/or missing .	Somewhat professional presentation; may include grammatical and/or spelling errors. Design elements (i.e. logo and colors) are somewhat consistent.	Professional presentation; clearly written with some grammatical or spelling errors . Design elements (i.e. logo and colors) are consistently integrated into the newsletter.	Very professional presentation; clearly written with little to no grammatical or spelling errors . Design elements (i.e. logo and colors) are consistently integrated into the newsletter.	Highly professional presentation; clearly written with no grammatical or spelling errors . Design elements (i.e. logo and colors) are seamlessly and consistently integrated into the newsletter.

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