

Evaluation Matrix for Initial Requests

Instructions

This matrix is only to be used to evaluate initial requests for content to be added to the Adele Carousel
 This document is not to be edited without prior authorisation from the Stakeholder Committee
 Use the Record of Evaluation of Initial Request in conjunction with this matrix to record your evaluation
 This matrix and report have two sections each. Section 1 - Card Evaluation must always be completed
 Section 2 - Special Publishing requests is only completed if the customer requires it.
 Do not complete Section 2 if Section 1 indicates the request is not yet suitable

SECTION 1 - Content Evaluation

Criteria	0	1	2	3 Multiplier
Does the description imply that the content may be inappropriate?	Content is likely to be highly inappropriate, such as an extremist political event, a hate group meeting, or is highly likely to cause offence or embarrassment to Defence, such as Black & White Minsteral Show.	Content is likely to be controversial and may cause offence to some people or cause Defence's reputation to be questioned, such as a hosting a main stream political event for only one side of politics, or announcing a controversial speaker engagement.	Content has a slight chance of causing offence or causing Defence's reputation to be damaged but it would depend on the treatment of the content. Use this if you cannot be 100% sure that the content will be uncontroversial	Content is likely to be completely uncontroversial
How related to the practice of Education and Training is the content?	Not related at all. Include announcements of team individual team sports events, social events, safety alerts	Somewhat related as the content related to some learning but is largely an advertisement for a non-E&T product or service. EG a Smart Salary Information session. It could be considered 'training' but is mostly a sales session.		Directly related as it is announcing an E&T event, such as a course or seminar irrespective of whether it is Defence sponsored or hosted
				5
				1

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How is the card related to Defence, or to a Defence Education and Training Institution?	Completely Unrelated. Defence neither endorses nor hosts the event. This could be an off-site sporting event that Defence has no official connection with	Somewhat related in that Defence sponsors or hosts the event, but it is neither sponsored nor hosted by the E&T Institution. An example would be the dawn service at the War memorial on ANZAC Day.	Related. At least one Defence E&T Institution is either sponsoring OR hosting the event. This could be a social club activity at the mess, or a non-Defence event renting a theatre from the E&T institution, or an off-site event that is sponsored by the E&T institution.	Highly related. At least one Defence E&T Institution sponsors and hosts the event being advertised. This could be A course or seminar or an on-site sporting event or an on-site social event. Or the content is an alert specific to the effected Defence E&T Institution.	1
What is the degree of Defence audience Interest?	None. Announcements and minor alerts that will be of very little interest to almost all users of the system. Even those who are interested are barely interested.	Low. Of interest to only a small number of people, but of high interest to those people, such as most safety or upgrade alerts.	Moderate. Items will be of interest to about half of the audience, such as less popular sporting events, or a high level of interest in a small number of people (such as a Smart Salary Lecture)	High. The content of the message will be of a high degree of interest to almost all the Defence Learners. Examples would be announcements around ANZAC Day ceremonies. Special guest Speakers that are expected to attract high audience numbers etc.	1
How reasonable is the requested publish date	Unachievable. The requested publish date is less than a week out	Extremely tight. The date is between 1 and 2 weeks from the submission of the initial request	Moderately achievable. The start date is 2-4 weeks from the initial publish date.	Achievable. The requested publish date is more than 4 weeks from the initial submission date.	2
How reasonable is the requested removal date?	Unreasonable. The customer has requested that the card be on permanent rotation - completely against policy	Not very reasonable. The requested removal date is with one week of the start date or it is more than three months after the requested start date	Fairly Reasonable. The removal date is 1-2 weeks from the requested start date or between 2 to 3 months from the requested start date.	Reasonable. The requested removal date is between 2 weeks and 2 months of the requested start date	2

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What is the level of endorsement?	None. Request has no official endorsement	Executive endorsement. The card has the endorsement of the requestors executive level superiors.	Senior Executive Endorsement. The card has the endorsement of the SES 1 or One star level.	Endorsed and/or requested SES Band 2 or Two star rank or higher or by the head of the issuing E&T Institute if that head is lower than the indicated level.	3
Does the requester own the content of the card?	No. The person making the request is outside the chain of command of the owner of the item or event being advertised	n/a	n/a	Yes the person making the request can prove that they belong to the area that is making the request for the card	5

SECTION 2 - Special Publishing Requests

Criteria	0	1	2	3	Multiplier
What is the justification for a non-standard publishing date?	No justification given	Justification is that the event is imminent, but the audience interest level is not indicated nor does the card have any endorsement.	Card has any form of endorsement.	The card has high level endorsement (3 rated above), has high audience interest, and is for an imminent event	1
What is the justification for a non-standard removal date	No justification given			Card is for an evening event on a Monday, Tuesday or Wednesday and the card remaining up after the event is pointless	1