



Judging Criteria and Scoring Rubric for Carl Ernst Founders Award

Criteria: Industry Specific Need or Standard Addressed

- **1 (Minimal):** No alignment with industry needs or standards; lacks evidence of industry relevance.
- **2 (Fair):** Some relevance to industry needs or standards, but evidence or impact is weak or unclear.
- **3 (Good):** Clearly meets industry needs or standards with moderate supporting evidence of impact.
- **4 (Very Good):** Strong and direct alignment to industry needs or standards, substantiated with concrete examples and outcomes.
- **5 (Excellent):** Demonstrates outstanding and innovative alignment with pressing industry needs or new/exemplary standards; shows clear, measurable impact.

Criteria: Unique Leadership Demonstrated by Nominee

- **1 (Minimal):** Leadership not demonstrated or generic
- **2 (Fair):** Some signs of basic leadership skills, but impact or uniqueness is inconsistent or weak.
- **3 (Good):** Demonstrates leadership with clear positive results; some innovation or unique actions evident.
- **4 (Very Good):** Shows significant, positive, and sustained leadership; clear examples of motivational, innovative, or transformational actions.
- **5 (Excellent):** Leadership is exemplary and distinct; nominee sets new standards, inspires others broadly, and achieves results.

Criteria: Nominee Reflects PRIA's Core Values

- **1 (Minimal):** No apparent reflection of PRIA's core values in submission.
- **2 (Fair):** Occasional examples of alignment with PRIA's core values in submission.
- **3 (Good):** Frequently acts in ways consistent with PRIA's core values as evidenced in the submission.
- **4 (Very Good):** Regularly exemplifies PRIA's core values as evidenced in the submission.
- **5 (Excellent):** Consistently and visibly embodies PRIA's core values; actions have reinforced and advanced PRIA's culture and set a positive example for others.