



2020 Judging Criteria for Gold Medal Questions

About the Questions and the Scoring

- Questions 1 - 15 are statistical information collected to provide Gold Medal judges with background and statistical data on the agency and have no points associated with them.
- Questions 16, 18, 19 and 20 are worth 9 points each. Question 17 is worth 10 points. Questions 21-24 are worth 3 points each.
- Website, program brochure and comprehensive/long range/strategic plan summary have no points attached to them and are used to learn more about the agency.

Questions 16 and 17

- Question 16: “Outstanding Nature of Agency” is worth a total of 9 points
- Question 17: “Impact Upon Community” is worth a total of 10 points.

There are NO specific judging criteria for these two questions. In essence, your agency is providing the criteria for both of these questions and Gold Medal judges will award a total of 9 points for Question 16; 3 points for each example and 10 points for Question 17; 2 points for each example.

Question 16

What makes your agency “outstanding”? Please cite 3 specific examples that capture the outstanding nature of your agency as you serve your unique community. Each example provided will be worth up to 3 points, for a total of 9 possible points. (Total Maximum Word Count 180)

Example #1 (3 points)

Example #2 (3 points)

Example #3 (3 points)

Question 17

Tell us your story about how your agency positively impacts the community you serve. Share with us 5 actions or activities your agency has been involved with or undertaken in the past three years. Each example provided will be worth up to 2 points, for a total of 10 possible points. (Total Maximum Word Count 200)

- 1. Impact Action/Activity (2 points)**
- 2. Impact Action/Activity (2 points)**
- 3. Impact Action/Activity (2 points)**
- 4. Impact Action/Activity (2 points)**
- 5. Impact Action/Activity (2 points)**

Question 18

There are few resources more critical than public support, citizen involvement, and staff engagement. Please identify one outstanding or innovative example for each of these three characteristics. Each example provided will be worth up to 3 points, for a total of 9 possible points. (Maximum 210 Word Count)

- 1. Public Support (3 points)** on the basis of
 - Level of Outstanding/Innovative (1)
 - Range and Depth of Actions (1)
 - Perceived Level of Effectiveness (1)
- 2. Citizen Involvement (3 points)** on the basis of
 - Level of Outstanding/Innovative (1)
 - Range and Depth of Actions (1)
 - Perceived Level of Effectiveness (1)
- 3. Staff Engagement (3 points)** on the basis of
 - Level of Outstanding/Innovative (1)
 - Range and Depth of Actions (1)
 - Perceived Level of Effectiveness (1)

Question 19

Public entities have been increasingly called upon to demonstrate the results of their services and practices to decision-makers and the general public. Please share with us 3 results, impacts, or outcomes you have measured and brief background about the benefit and how the results were secured. Each example provided will be worth up to 3 points, for a total of 9 possible points. (Total Maximum Word Count – 210)

Example 1 (3 points) on the basis of

Value of result, impact or outcome (1)

Methods of measurement (1)

Process used to share result, impact or outcome (1)

Example 2 (3 points) on the basis of

Value of result, impact or outcome (1)

Methods of measurement (1)

Process used to share result, impact or outcome (1)

Example 3 (3 points) on the basis of

Value of result, impact or outcome (1)

Methods of measurement (1)

Process used to share result, impact or outcome (1)

Question 20

Park and recreation agencies have long been known for creativity and innovation. One of the desirable outcomes of the Gold Medal program is to identify these valuable efforts and approaches. Please identify and briefly explain 3 innovations implemented by your agency within the last 3 years. Each example provided will be worth up to 3 points, for a total of 9 possible points. (Total Maximum Word Count – 240)

Example 1 (3 points) on the basis of

Level of innovation (1)

Perceived level of effectiveness (1)

Result achieved (1)

Example 2 (3 points) on the basis of

Level of innovation (1)

Perceived level of effectiveness (1)

Result achieved (1)

Example 3 (3 points) on the basis of

Level of innovation (1)

Perceived level of effectiveness (1)

Result achieved (1)

Question 21

In what ways has your agency addressed the NRPA Pillar of [Social Equity](#) in the last 3 years? (Maximum Word Count 120)

Total of 3 points on the basis of

Range of people included in equity efforts (1)

Extent of actions taken (1)

Perceived effectiveness of actions (1)

Question 22

In what ways has your agency addressed the NRPA Pillar of [Health and Wellness](#) in the last 3 years? (3 points) (Maximum Word Count 120)

Total of 3 points on the basis of

Range of health issues addressed (1)

Extent of actions taken (1)

Perceived effectiveness of actions (1)

Question #23

In what ways has your agency addressed the NRPA Pillar of [Conservation](#) in the last 3 years? (Maximum Word Count 120)

Total of 3 points on the basis of

Range of conservation issues addressed (1)

Extend of actions taken (1)

Perceived effectiveness of actions (1)

Question #24

What challenges has your community and/or agency experienced over the past 3 years and what steps or actions have you taken to resolve these challenges. Include agency role with the challenge, types of actions/steps taken, and effectiveness of approach. (Maximum Word Count 210)

Total of 3 points on the basis of

Agency role with challenge (1)

Types of steps of actions taken (1)

Effectiveness of approach (1)

Question 25

Provide us with a link to your website. _____ [Make sure this link is fully functional]

Is your website controlled by the agency or your jurisdiction? Check as appropriate

Agency controlled ____

Control of jurisdiction ____

Provide us with a link to your program brochure. _____ [Make sure this link is fully functional]

Question 25 is not a question that will receive a score, but your website and program brochure will be reviewed by the judges during the judging and is intended to expand the judges' understanding of your agency and community.

Question 26

Please share with us a three-page Executive Summary of your most current Comprehensive, Long Range or Strategic Plan for the agency. Within this overview it is suggested that the agency include: major goals of the plan; current progress towards reaching those goals; and future plans to complete the plan.

Question 26 is not a question that will receive a score during the initial round of judging, but will be considered as part of your overall effectiveness as an agency.

The American Academy for Park & Recreation Administration (AAPRA) reserves the right to disqualify a National Gold Medal Award application if in AAPRA's sole discretion it determines that the application does not contain truthful information, is contrary to the standards or policies of AAPRA, or violates applicable laws, or if the agency has acted contrary to the standards or policies of AAPRA, or violated applicable law or could reflect negatively on AAPRA, the National Gold Medal Program, its partner NRPA and the national sponsor, Musco Lighting, LLC.

AAPRA reserves the right to revoke any Finalist or Grand Plaque Gold Medal award if in AAPRA's sole discretion, it determines that the agency acted contrary to the standards or policies of AAPRA or acted in violation of applicable laws or could reflect negatively on AAPRA.