



National Company Newsletter Competition

Competition Overview & Guidelines

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.

CONTENT REQUIREMENTS

- **Company & Mission:** Include company contact information, mission statement, and information that demonstrates what the company is doing to align with the mission statement.
- **Industry Trends & Market News:** Include an article related to industry trends and their impact on the company.
- **Employee Announcements & Recognition:** Demonstrate how the company highlights their employees.
- **Company Events:** Share what is happening in the organization.

FORMATTING ELEMENTS

- **Font Size:** Minimum 10 font size, unless a subscript for a photo, graphic, etc.
- **Font Type:** Readable and appropriate for your message and company branding

SUBMISSION GUIDELINES

- Submit as a **single** .pdf file to the Competitions Manager.
- Company Newsletters should be no more than 6 pages.
- Maximum file size: 1GB
- One entry per firm.
- All submissions due by 10:55 PM ET.

PENALTY POINTS

- Only pages 1–6 will be evaluated based on the Content Requirements. Any content beyond page 6 will not be considered during judging.

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

TASK ALIGNMENT

Operations Task 4 - Coordinate Company Newsletter Project

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



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COMPANY NEWSLETTER SCORING GUIDE

Using the *Judging Criteria*, each *Element* will be rated from 1 to 5 stars. A score of five is outstanding, and a score of one needs significant improvement. Scores with 0.5 increments are encouraged.

ELEMENT	★	★★	★★★	★★★★	★★★★★
Company & Mission <i>Does the newsletter provide unique and relevant information about the firm, company mission, and employees?</i>	Provides information with little or no relevance to the company, its mission, or audience interests; employee highlights are missing or unclear.	Includes basic information about the company, addressing either the mission or employee highlights, but lacks clarity or audience relevance.	Communicates the company's mission and includes relevant employee highlights; information is appropriate and aligned with the audience's interests.	Clearly explains the company's mission and meaningfully features employee contributions; firm information is tailored to the audience and enhances understanding.	Effectively integrates a compelling company mission with detailed, purposeful employee highlights; content is highly relevant, engaging, and adds clear value for the intended audience.
Industry Trends and Market News <i>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)</i>	Includes outdated, irrelevant , or inappropriate news or industry trends; lacks citations or includes inaccurate sources.	Includes current or general news, but connections to the industry or audience are weak or unclear ; citations are minimal or incomplete.	Includes timely and appropriate news or trends with clear relevance to the company's market; proper citations are provided.	Includes well-selected, timely trends and market news that consistently align with the company's market and audience; citations are accurate and complete.	Integrates highly relevant, timely news and trends with clear, well-explained connections to the company's strategy or decisions; citations are complete, accurate, and enhance credibility.
Employee Announcements and Recognition <i>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.)</i>	Employee announcements and recognition are missing, incomplete , or contain significant errors.	Employee announcements and recognition are present, but lack meaningful detail or clarity in describing accomplishments.	Employee announcements and recognition include relevant details that describe individual or departmental accomplishments with clarity.	Employee announcements and recognition are thoughtfully written , using specific details that clearly showcase employee and/or department contributions.	Employee announcements and recognition are thoroughly developed with compelling, well-integrated details that meaningfully celebrate employee and/or department achievements and promote a positive workplace culture.

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

Go to competitions.veinternational.org to participate and judge. Find results at veinternational.org/competition-results.

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Company Events <i>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)</i>	Provides no information or vague , incomplete details about internal company events.	Describes a past company event with minimal relevant details ; lacks clarity on event purpose or significance.	Summarizes a past company event with clear, relevant details that inform the reader about the event's purpose and outcomes.	Presents an engaging and well-organized overview of a past company event, including specific details such as key participants, activities, or outcomes.	Delivers a thorough and compelling overview of one or more company events, integrating specific, meaningful details (e.g., keynotes, outcomes, relevance to company goals) that clearly communicate the event's value to the audience.
Presentation <i>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.)</i>	Presentation lacks professionalism ; contains multiple spelling, grammar, or formatting errors. Design elements such as logos or brand colors are missing or inconsistent.	Presentation shows limited professionalism ; includes several noticeable errors and inconsistencies in writing or formatting. Design elements are present but not fully aligned with branding.	Presentation is professional; writing is clear with only minor errors . Branding elements (logo, colors, formatting) are consistently applied and support the company image.	Presentation is polished and professional ; writing is clear and mostly error-free. Branding elements are well-integrated and enhance the overall appearance and consistency.	Presentation is highly professional and publication-ready ; writing is clear, concise, and error-free. Branding elements are seamlessly and consistently incorporated, demonstrating strong alignment with the company's identity.

AI USAGE POLICY

Virtual Enterprises (VE) acknowledges the growing prevalence of AI in today's academic and professional environment and its potential for facilitating various tasks. As an organization that prepares students for the future of work, we are mirroring industry leaders, and our stance is to embrace the potential of AI.

Where AI is used, schools must disclose its use and appropriately cite all sources, including AI-generated content or suggestions. AI should augment the learning experience, not replace intellectual work in the classroom and competitive event submissions.

Please note that the AI policy of schools and districts will supersede VE's Ethical Use of AI policy.

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