



“Information That Works!”

International Award Nomination Guidelines

- 1.) All submitting nominees must be **LERN Members** listed on the active Membership roster.
- 2.) Each member organization may submit up to two award nominations, but the awards must be in separate categories.
- 3.) LERN requires that submissions be made either **online** or **by email to Awards@lern.org**.** If you are submitting online, you will find information and forms at the web link above. If you are submitting by email, please see **A** under **Instructions** below.

The most competitive entries will be those that include details (data - quantitative as well as qualitative information) of how the nomination affected the program's performance. You may include attachments for documentation. Submissions must be received electronically no later than Friday, September 10, 2010.

Any original materials that you want the judges to see for your submission should be sent to the address at the end of these Guidelines, including four (4) sets of materials accompanied by four copies of the completed nomination form for the judges to use. All original materials must be postmarked by September 10, 2010.

- 4.) More than one award may be given in each category. LERN may elect not to bestow an award in a category if none of the nominees meet the standards for recognition set by the judges. LERN may also elect to present Special Recognition Awards. Selections are made by a panel of judges, and all decisions are final. Award entries will not be returned to the nominee.

AWARD CATEGORIES

A.) Catalog/Brochure/Schedule

This can include new or improved techniques you have implemented in the areas of front/back cover design, table of contents, copy, graphics, layout/design, registrations and any aspects you consider noteworthy. Please note in your submission which areas of the piece you consider exemplary. The judges will look at the publication as a whole as well. Include any documentation you may have regarding the effectiveness of your literature, such as:

- 1.) Increased Enrollment
- 2.) Increased Revenue
- 3.) Response from Participants
- 4.) Increased Media Response

** When submitting for the Brochure/Catalog/Schedule category, you **MUST** send four (4) original copies of the nominated brochure (please see #3 above) to the address at the end of these Guidelines in addition to submitting your nomination online or by email.

PLEASE NOTE: Special Awards will be considered for exemplary Digital Brochures, for which original materials are not required.

B.) Programming

This category includes any programs that are creative, innovative, or exemplary. In addition, they may have provided new direction for your organization or allowed you to serve new populations. These may be individual courses, seminars, events, or a series directed at a specific population, age group or interest group. Documentation will increase the quality of your submission, so be sure to include:

- 1.) Number of Participants
- 2.) Participant Fees
- 3.) Cost of Program
- 4.) Income Generated
- 5.) Narrative on why the Program is exemplary

PLEASE NOTE: Special Awards will be considered for exemplary programming for Summer Camps and for Certificate Programs.

C.) Marketing

Give a brief description of why the marketing effort was successful. The more documentation you can provide, the more competitive your submission will be, so be sure to include the following:

- 1.) Response Rate
- 2.) Return on the Dollar
- 3.) Increase in registrations or income over previous years, or any means by which you measure success.

PLEASE NOTE: Special Awards will be considered for exemplary eMarketing, Social Networking, and/or Generational Marketing.

D.) Management Practice

This category recognizes innovative and replicable procedures for the following:

- 1.) Staff Manuals
- 2.) Establishing Operations Procedures
- 3.) Staff Training
- 4.) Job Description
- 5.) Other practices, training, and procedures, which promote sound management.

E.) Innovative Practice in Business & Industry

This includes Contract Training Programming as well. Submit nominations for exemplary and replicable activities that support business and industry and contract training programs. These include but are not limited to:

- 1.) Marketing
- 2.) Program Developing
- 3.) Management
- 4.) Brochure Design

F.) Exemplary Web Site

This is an area of growing importance. Please note in your submission which areas/pages of your web site you consider exemplary, though the judges will also look at the site as a whole. Your submission must include the web address/URL. LERN will print the necessary color copies of your pages to review for judging. Please document with your entry how your web site has affected your program and/or enrollments. Following are the five areas the judges will consider in their review of your entry:

- 1.) Accessibility

- 2.) Innovation
- 3.) Customer Service features
- 4.) Content
- 5.) Graphic Design

OPTIONAL – Community Service

This special category may be included at the Judges' discretion for programming that is unique and innovative with significant broad-reaching impact on the community being served. The exemplary program itself, a staff person, teacher, or participants may be nominated.

INSTRUCTIONS

A.) You may submit a nomination in one of two (2) ways:

- 1) Submit online from lern.org/conference including attachments (PDF or jpg files).
- 2) Submit by email to Awards@lern.org with the information that follows. You may copy and paste from this Word document into your email or request an email nomination form from nancyh@lern.org. The nomination form is required if you are sending original materials (see ^^ below) to support your nomination.

Nomination Information Required

Indicate the category for Your Nomination.

A ___ **CATALOG/BROCHURE/SCHEDULE**

B ___ **PROGRAMMING**

C ___ **MARKETING**

D ___ **MANAGEMENT PRACTICE**

E ___ **BUSINESS and INDUSTRY**

F ___ **EXEMPLARY WEB SITE**

G ___ **OPTIONAL – Community Service**

Please submit the following information as you would like it to appear on your award, if you are selected:

Name of person submitting entry

Organization

Size of community served (population)

Address

City, State, Zip

Web Site

E-mail

Telephone

Fax

Include a description of your nomination and why it is significant. The description should be in text within the body of the email or in a Word document attachment that can be copied and pasted (not in a scanned document or other format that cannot be copied and pasted by LERN). You MAY include any supporting documentation in PDF or jpg format as attachments.

In your email, you must acknowledge the following statement –

I understand that all entries become the property of LERN and LERN reserves the right to publish information from the entries unless specific written instructions not to do so are included with each entry. I

understand that there must be a representative at the conference to accept the award if my nomination is selected as a first place winner.

^^ Any original materials that you want the judges to see must be mailed to the address shown at the end of these guidelines. When submitting these materials, return four (4) copies of the nomination form along with four (4) copies of any original materials for use by the judges. If you do not include four (4) copies, your nomination cannot be considered.

- B.) No late entries will be accepted. All entries must be received electronically no later than Friday, September 10, 2010. Any original materials must be postmarked no later than Friday, September 10, 2010.**
- C.) The most competitive entries will be those that include details (data - quantitative as well as qualitative information) of how the nomination affected the program's performance. Provide details relating to cost savings, increased participation or enrollments, and/or increased income, along with documentation on testimonials, publicity, press coverage, etc related to your nomination.
- D.) The judges may determine in what category your nomination will be most competitive.
- E.) The decisions of the judges are final.
- F.) First Place award recipients will be notified prior to the LERN Annual Conference. Awards for first place will be presented to the winners at the Awards Luncheon during the Annual Conference.
- G.) If your nomination receives a first place award, you must designate a representative to accept your award at the Awards Luncheon at the Annual Conference. If you are not able to attend the conference, LERN will assist you in naming a representative to accept the award on your behalf.

Please mail any original materials along with accompanying nomination forms (including 4 sets of materials and 4 copies of the nomination form for judges) to:

**LERN Awards
PO Box 9
208 South Main Street, Suite 2
River Falls WI 54022**