



## ACCSPRA COMMUNICATOR OF THE YEAR NOMINATION GUIDELINES & PROCESSES

*The Communicator of the Year Award recognizes an ACCSPRA member whose marketing, public relations, communication or recruiting efforts has demonstrated a special level of leadership, ability or innovation. Special emphasis is placed on accomplishments made within the past year.*

### ELIGIBILITY AND NOMINATION GUIDELINES

- A nominee must be a member of ACCSPRA in good standing at the time of the nomination, a member for the past three years and must have demonstrated excellence within the field.
- Nominations may be made by any member in good standing of ACCSPRA. Members are encouraged to nominate colleagues who have demonstrated the qualities of leadership, knowledge, ability and commitment to their institution and to ACCS. There is no limit to the number of nominations a member may submit.
- There is no entry fee for the award. The recipient of the award will receive a \$500 professional development stipend to be used for approved professional development activities including conference fees, college tuition, certifications, training or other activities deemed appropriate.

### NOMINATION PROCESS

- Nomination forms must be submitted along with a brief narrative providing details, which address the award criteria.
- Nominees will be contacted informing them of their nomination. A request for additional information will be made to nominees to complete their nomination packets. The information should address their contributions and abilities in relation to the award criteria along with any other supporting documents, including letters of support. It is the responsibility of the nominees to provide the additional information.

### SELECTION CRITERIA INCLUDES:

- How has the nominee made a significant difference in marketing/promoting their college or institution?
- How has the nominee demonstrated leadership abilities? This can be demonstrated through evidence of effective management and development of special projects or campaigns.
- How has the nominee demonstrated excellence in specific aspects of the profession, such as publication production, advertising, media campaigns or communication improvements?
- How has the nominee worked to advance the profession as a whole through professional development activities, such as academic studies, workshops, certifications and contributions to ACCSPRA or other professional development organizations?
- How has the nominee participate in civic, professional and/or service groups to expand awareness of their institution?
- How has the nominee demonstrated success in garnering internal support for marketing and public relations activities to advance their institution?
- How has the nominee shown support of ACCSPRA?
- How has the nominee shown support of the Alabama Community College System?

### SELECTION PROCESS

- Nomination forms must be **postmarked or emailed to the Awards Chairperson by June 23, 2023**. Nominations postmarked or emailed after the deadline will not be considered.
- Nominees will be contacted by **July 6** and asked to provide additional materials to complete the nomination packets. The additional information should be submitted by **July 25**. Materials received after the deadline will not be included in the selection process.
- Completed nomination packets will be submitted to an independent panel to review and one recipient will be selected.
- The Communicator of the Year will be announced at the ACCSPRA Pyramid Awards Ceremony during the annual conference.



**ACCSPRA COMMUNICATOR OF THE YEAR OFFICIAL NOMINATION FORM**

**NOMINEE'S INFORMATION:**

Nominee's Name & Title:

College/Institution:

Mailing Address:

Telephone:

Email:

**NOMINATOR'S INFORMATION**

Nominator's Name & Title:

College/Institution:

Mailing Address:

Telephone:

Email:

Brief nomination narrative:

Postmark or email by June 23, 2023.

**Jackie Brehm Edmondson, President-Elect**

**Gadsden State Community College - PO Box 277, Gadsden, AL 35902**

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