

CASE-KENTUCKY AWARDS 2001

ENTRY FORM

DEADLINE: 10/15/2001

Division _____
Category _____
Institution _____
Title of Entry _____
Name of Person Submitting Entry _____
Title of Person Submitting Entry _____
Address _____
City, ST ZIP _____
Telephone _____
Fax _____
Email Address _____
Department to be recognized _____
Other pertinent information _____

Names of individuals to be recognized	Titles of individuals to be recognized
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Award winners will receive a letter of recognition addressed to the president/CEO of the institution for them to forward.

President/CEO of Institution _____
Address _____
City, ST ZIP _____

Award certificates list "Level of Award, Entry Title, Institution, Date" and signature of CASE-K President. Winners may order additional certificates for \$15.

- A separate entry form must be completed for each entry
- Include a double spaced, typewritten summary (for specifics, see "Entries" on page 1)
- Include appropriate supplementary materials (for specifics, see "Entries" on page 1)
- Entries must be clearly marked "CASE-K AWARDS," submitted with \$15 fee and shipped to arrive no later than 10/15/2001 to:

Leigh A. Perry
Associate Director of Annual Giving
MSU Development and Alumni Affairs
106 Development and Alumni Affairs Center
Murray, KY 42071

270/762-3131 telephone
270/762-3436 fax

CASE-KENTUCKY AWARDS 2001

I. TIMELINE

9/05/01, 10/01/01	Email Reminders
9/20/01	Notification Mailing to all members
10/15/01	Entry Deadline
11/01/99-6/30/01	Entry must have been produced between these dates
10/15/01-11/10/01	Awards Judging
11/20/01	Announcement letters to all entrants, copies for CEOs, Thank you letters to judges
12/13-14/01	Announce winners at CASE-K Conference

II. ENTRIES

Each entry must be accompanied by \$15 and four (4) complete sets of the following:

- A separate completed entry form
- A double spaced, typewritten summary to include a description of the program, objectives, audience, research conducted, creative process followed, implementation, budget, staff/personnel resources, results, and creative concept and unit cost when appropriate. Length of summary is listed by division.
- Appropriate supplementary materials, which may include brochures, press kits, clippings, case statements, survey documentation, audiovisuals, etc.
- Entries must be clearly marked "CASE-K AWARDS", submitted with \$15 fee and shipped to arrive no later than 10/15/2001 to:

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SPECIAL NOTES

- There are no limits to the number of entries an institution may submit.
- Checks should be made payable to CASE-Kentucky.
- If checks will arrive separately from entries, or one check will be processed for all entries, please submit appropriate documentation with the check.
- Entry fees must be received no later than November 1, 2001 for an entry to be considered.
- Entries will NOT be returned. The four sets of materials are for the three judges and the display at the CASE Kentucky Conference on December 13-14, 2001.
- Save your money and time! Materials which are mounted or otherwise prepared for presentation, will not be considered. Materials must stand on their own merits and be easy to distribute to judges by standard delivery services.
- To protect your entry and ensure each judge views it in its totality, package or bind each set of your materials together. The method used to bind the materials; folders, binders, envelopes, etc. will not have a bearing on the award.

III. DIVISIONS & CATEGORIES

A. TOTAL PROGRAMS: *Seek to recognize excellence in the development and management of institutional advancement programs. They place emphasis on planning, execution, and evaluation of results.* Typed summary should be no more than four (4) pages.

1. **Institutional Relations Programs:** Public relations programs that are comprehensive in nature and were created to support a specific initiative or achieve an institutional objective. Your written communications plans should be submitted as part of your supplementary materials.

2. **Public Affairs Programs:** Are those of a specific, short-term nature designed to raise awareness among targeted groups (alumni, community leaders, legislators, etc.) regarding issues or concerns facing the institution.
3. **Internal Communications Programs:** Designed to enhance communications to internal audiences or to address a specific problem or issue. Special constituencies need not be limited to faculty/staff and may include board of trustees, advisory boards, etc.
4. **Publications Programs:** Will be evaluated on content, writing, design, photography, printing, and use of resources in relation to stated objectives. Submit ten (10) samples reflecting the total publications program.
5. **Total Educational Fundraising Programs:** Annual fund, planned giving, stewardship, campaigns, and special programs are recognized in this category. Multi-year efforts may be entered as long as objectives and results can be measured. (Individual educational fund-raising projects should be entered in B.2.)
6. **Overall Alumni Relations Programs:** Designed to improve and sustain good relationships with alumni. Events may be submitted only as part of the total alumni relations program. Multi-year efforts may be entered as long as objectives and results can be measured. (Individual alumni projects should be entered in B.3.)

B. SPECIFIC PROJECTS/EVENTS: *Single or on-going project designed to introduce, maintain, enhance or support a specific program, event, or institutional priority.* Typed summary should be no more than two (2) pages.

1. **Institutional Relations Projects**
2. **Fund-Raising Projects:** such as reunion giving, faculty/staff giving, telemarketing efforts, etc.
3. **Alumni Relations Projects:** such as homecoming, reunion and chapter events; audio visuals should be submitted in E.
4. **Media Relations Projects**

C. PRINTED PUBLICATIONS: *Judges will evaluate the technical quality of the publication, writing, and design; awards will recognize excellence and originality. A series counts as one entry.* Typed summary should be no more than two (2) pages, except numbers 8. and 10., which may include an additional page if necessary, for a total of no more than three (3) pages.

1. **Student Recruitment:** such as viewbooks, catalogs, undergraduate and graduate materials, and continuing education materials. (CDs should be entered in E.2.)
2. **Direct Mail:** such as invitations, brochures, and flyers.
3. **Paid Advertisements:** May be a single ad or a series (audio and video advertisements should be entered in E.1.)
4. **Institutional Publications:** such as calendars, maps, visitors guides, posters, and other materials not specifically produced for student recruitment or fund-raising purposes.
5. **Annual Reports**
6. **Fund-Raising:** such as case statements, booklets, and brochures aimed at specific development objectives.
7. **Tabloids/Newsletters:** Includes 8.5 x 11 format or larger, for internal or external audience.
8. **Tabloid/ Newsletters Publishing Improvement:** Focuses on overall improvement of publication for internal or external audience (i.e., writing, design, photography, and/or art). Summary may be up to 3 pages, and should include the mission/purpose of the publication and whether it has changed; if/how it complements other communication vehicles to achieve strategic goals; to what extent the human and financial resources required have changed; and summary of results from any formal evaluation (e.g. reader survey). Submit up to three issues from both previous year and current year, depending on publication cycle (i.e., two issues of quarterly or bimonthly, three issues of monthly or weekly).

9. **Magazines:** Recognizes all-around excellence in magazines sent to external audiences. Judges will consider content, writing, editing, design, photography, and printing and will review the budget and use of resources.

10. **Magazines Publishing Improvement:** Focuses on overall improvement (i.e., writing, design, photography, and/or art). Summary may be up to 3 pages, and should include the mission/purpose of the magazine and whether it has changed; if/how it complements other communication vehicles to achieve strategic goals; to what extent the human and financial resources required have changed; summary of results from any formal evaluation (e.g. reader survey); objectives for improvement. Submit up to three issues each from 1999 and 2000 (if quarterly). If published less than four times per year, submit representative sample of issues designed to show improvement.

D. NEWS AND FEATURE WRITING: *Recognizes excellence in staff-written material for use in the news and public information programs, or appearing in magazines, tabloids, and newsletters. Judges will evaluate writing quality and style as it relates to content. In the case of stories intended for use by external media, judges will also consider results.* Typed summary should be no more than two (2) pages.

1. **Excellence in Feature Writing:** articles that appeared in magazines, tabloids, and newsletters.
2. **General News Story or Series:** materials designed for use by external media.
3. **Feature Story or Series:** materials designed for use by external media.

E. AUDIOVISUAL COMMUNICATIONS: *Judges will look for technical quality and appropriate and creative use of the medium as it relates to stated objectives.* Typed summary should be no more than two (2) pages.

1. **Television, Video News Releases, Films and Videotapes:** advertisements and PSAs - individual or series - each 60 seconds or less; news stories produced by institution for use in television news programming, documentaries, special event projects, recruitment, orientation, and training programs - more than 60 seconds, any audience, any purpose. Submit on VHS.
2. **Slide and Multimedia Programs** (includes CDs) Single- or multiple-projector slide, mixed media, or CD presentations for any institutional purpose.
3. **Radio Programs and Announcements:** Paid, PSA, or series, any length. Submit on audiocassette.

IV. AWARDS

- Grand Award—Maximum of one per category
- Award of Excellence—Maximum of two per category
- Award of Merit—Maximum of three per category
- Judges may not award all honors in each category

V. JUDGES

Three judges will be reviewing the entries for each category. Each judge is uniquely qualified by his or her experience in the private sector, the field of Institutional Advancement, and/or volunteer involvement with non-profit organizations. Again this year, all judges reside outside of the Commonwealth of Kentucky.