



2014 AAVMC Communications Excellence Award

Nomination Form

The "AAVMC Communications Excellence Award" is designed to recognize the important role communications plays in advancing academic veterinary medicine and the profession. It also seeks to inspire higher levels of performance and foster collaboration.

The award includes a \$1,000 honorarium, a plaque, and recognition during the annual meeting of the Association of Veterinary Advancement Professionals (AVAP). The recipient is expected to attend the AVAP meeting held in conjunction with the 2014 annual meeting of the AVMA in Denver, Colorado July 25-29, 2014 to receive the award.

Nominations are welcome from any individual employed by an AAVMC member institution and candidates may nominate themselves. Nominators are encouraged to submit materials electronically via email. Hard copy will be accepted if postmarked by the deadline for submission. The winner will be announced in May 2014.

Nomination Period:

- January 1, 2014 – March 31, 2014

Eligibility:

- College or university based communications officers primarily engaged with the management and operation of the communications program at an AAVMC member institution.

Performance Period:

- Work accomplished between January 1 and December 31, 2013 will be considered during the award cycle.

Award Criteria:

- Overall quality of the communication program operated on behalf of the member institution
- Quantity and quality of stories, photographs and other content shared with AAVMC Communications for integration within their national communication program
- Clarity, appeal and ability of communication products to effectively tell the story of modern academic veterinary medicine to diverse group of stakeholders
- Leadership and innovation in program development and execution

- Extent to which the body of work submitted reflects the many different facets of modern veterinary practice

What to Submit:

- A 300-word description of the scope and major achievements of the member institution communications program.
- A letter of recommendation from the dean of the institution describing the performance and achievements of the communication program and nominee.
- A summary sheet detailing the stories, photographs, related content and dates submitted to AAVMC Communications within the January 1 – December 31, 2013 performance period for inclusion in national communication program.

Candidate's Name:

Candidate's job title: _____

Your name and title (if different than candidate):

Member Institution:

Address: _____

Phone: _____

Email _____

Your address, phone and email (if different from candidate) _____

Where to Submit:

AAVMC Communications Excellence Award
1101 Vermont Avenue NW, Suite 301
Washington, DC 20005
Email: awards@aavmc.org