



2016 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 among our members.

During this 50th anniversary year, the award will also recognize member engagement with the AAVMC's 50th Anniversary program. In addition to overall program excellence, judging criteria will recognize grassroots institutional participation in anniversary communication programs.

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 2016 annual meeting of the AVMA in San Antonio, Texas 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 2016.

Nomination Period:

- January 1, 2016 – March 31, 2016

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, 2015 will be considered during the award cycle.

Award Criteria:

- Strategic nature of communication program, extent to which it advances organizational goals and metrics that demonstrate results

- Overall quality and scope of the communication program conducted on behalf of the member institution (owned and earned media)
- Member institution engagement with 50th Anniversary Program (efforts to feature anniversary video before various audiences, procure and publicize resolutions of support from key stakeholder groups and deploy anniversary PSA materials with owned and earned media).

What to Submit:

- A 300-word description of the scope and major achievements of the member institution communications program. Please be succinct and quantitative.
- 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 individual member grassroots participation with the AAVMC's 50th anniversary celebration (documentation of engagement with three primary components of grassroots engagement 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