



2020 AAVMC Communications Excellence Award

Official Nomination Form

The "AAVMC Communications Excellence Award" recognizes the important role communication programs play in advancing academic veterinary medicine and the profession. It also seeks to inspire higher levels of performance among our members.

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 2020 annual meeting of the AVMA in San Diego, California to participate in the award presentation ceremony.

While the award recognizes institutional achievement in this performance area, the honorific and the honorarium are presented to an individual. Member institutions determine the specific employee they wish to nominate for the award.

All nominations must be submitted in digital form via email (see below). The winner will be announced in May 2019.

Nomination Period:

- January 1, 2020 – March 31, 2020

Eligibility:

- College or university based communications officers primarily engaged with the management and operation of the communications program at an AAVMC member institution.
- Nominations are welcome from any individual employed by an AAVMC member institution and candidates may nominate themselves.

Performance Period:

- Work accomplished between January 1 and December 31, 2019 will be considered during the award cycle.

Award Criteria:

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

- Overall quality and scope of the communication program conducted on behalf of the member institution (owned and earned media, print, digital and multimedia products).

Judging:

Nominations will be adjudicated by a team of qualified judges based upon documentation submitted during the application/nomination process:

What to Submit:

- **IMPORTANT! All materials must be submitted electronically. Submit to awards@aavmc.org**
- A 300-500 word description of the scope (major components) and achievements of the member institution communications program (Please be succinct and quantitative).
- Samples of supporting program materials (do not include multiple versions of same product; e.g. magazine or newsletter).
- A letter of recommendation from the dean of the institution describing the performance and achievements of the communication program and nominee (not to exceed two pages).

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:

All awards must be submitted electronically. All supporting materials must be submitted in PDF format. Links only accepted for video/multimedia products. Submit award nomination/application packets to:

awards@aavmc.org

Deadline: March 31, 2020

Questions: Contact Jeff Douglas at 202-371-9195 ext. 171 or jdouglas@aavmc.org

AAVMC

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