

# JAA 2012 Recognition Awards

## Overview

JAA (Jesuit Advancement Administrators) presents recognition awards every other year to honor a special achievement or dramatic improvement in several areas of institutional advancement among the 28 Jesuit colleges and universities throughout the United States. JAA members are encouraged to submit nominations in all applicable categories.

There are 5 total award categories, each offering awards for achievement and/or most improved. Judges will consider the effectiveness of planning, technical merit, evidence of Jesuit mission, budget, method of communication, and any supportive data that illustrate your submission in relation to its goals. The categories are:

- Initiatives and Special Projects
- Publications
- Electronic-Digital-Social Media
- Special Events
- Green Across Advancement

First-place and runner-up awards will be presented at the JAA 2012 Conference, July 22-24, 2012 which will be held at Loyola University Chicago.

For questions about the JAA Recognition Awards Program, please contact the Recognition Chair, Frederick Zagone, S.J., Marquette University, at (414) 288-7695 or [fred.zagone@marquette.edu](mailto:fred.zagone@marquette.edu)

\*\*Please note to be eligible for an award, submissions must consist of materials produced or projects completed from March 2010 - April 2012.

## Process

Deadline: All entries must be received by **April 9, 2012**

Submissions:

1. Print and fill out entry form (see page 5).
2. Complete a Narrative: In 3 pages or less, describe what you hoped to achieve when you began the project (goals); how you developed and implemented it (in house, external staff or combination); budget for the entire project; how project's effectiveness measured in relation to set goals.

3. Send 3 sets of the entry form, narrative, and any supporting material (publications, brochures, collateral, videos/DVDs, etc.) to the appropriate category chair. Please note entries will not be returned unless arrangements with the category chair requested in advance.
4. Send submission fee of \$30.00 along with one (1) copy of entry form to the mailing address listed below. For credit card payments, please fill out credit card form as included with Entry Form. For check payments, please make out to "Loyola University Chicago".

Loyola University Chicago  
Attn: Rebecca Grim  
820 N. Michigan Avenue, Suite 914  
Chicago, IL 60611

## Judging

### Judges:

The JAA award category chairs select 3 judges who work outside their institution's advancement office. Each judge scores a submission independently, and the award category chairs tally the results, determining a first-place and runner-up.

### Criteria:

Submissions must be of materials produced /projects completed from March 2010 - April 2012. Judges will be reviewing the project's initial goals, the audience intended to influence, and the decisions made when implementing the project (i.e. in-house vs. external; budget constraints; location, etc.). In addition, Judges will look for measurements of the project's quality and success. Quality measured by appearance and substance; success measured by the description of the end result and any supporting data that shows the effectiveness in relation to stated goals.

### Awards:

The awards will be presented at the JAA 2012 Conference at Loyola University Chicago, July 22-24, 2012. Please note awards will be determined by the quality of the entry, not the quantity of submissions. If not warranted, a runner-up may not be named.

## Categories

### **1. INITIATIVES and SPECIAL PROJECTS AWARD**

Projects that enhance engagement or increase participation in any area of advancement. To submit entry for this category, please send 3 copies to:

Mindy Hovell  
Director of Development Services  
Spring Hill College  
4000 Dauphin Street  
Mobile, Al 36608  
Phone: (251) 380-2286  
Email: [hovell@shc.edu](mailto:hovell@shc.edu)

### **2. PUBLICATIONS AWARD**

Multifaceted communication projects within the areas of public relations, media relations, community relations, admissions, general marketing and internal information. Please note you may submit an individual piece, periodicals, or series. Awards will be given in 2 areas:

- Brochures and collateral material
- University magazines

To submit entry for this category, please send 3 copies to:

Kate Spencer  
Assistant Vice President  
University Marketing and Communications  
Fordham University  
888 Seventh Avenue, 7th Floor  
New York, NY 10019  
Phone: (212) 636-6522  
Email: [caspencer@fordham.edu](mailto:caspencer@fordham.edu)

### **3. ELECTRONIC-DIGITAL-SOCIAL MEDIA AWARDS**

Projects within the areas of Web sites, DVD/videos, E-magazines, E-mail Communications and Social Media

To submit entry for this category, please send 3 copies to:

Paul F. Lynch  
Director, Advancement Services  
Le Moyne College  
Office of Institutional Advancement  
1419 Salt Springs Road  
Syracuse, New York 13214  
Phone: (315) 445-4551  
Email: [lynchpf@lemoyne.edu](mailto:lynchpf@lemoyne.edu)

#### **4. SPECIAL EVENTS AWARD**

Include one-time activities or annual events (i.e. guest speakers, conferences, awards dinners, lectures).

To submit entry for this category, please send 3 copies to:

Liz Manigan  
Assistant Vice President for University Events and Stewardship  
Fordham University  
Office of Development and University Relations  
888 Seventh Avenue, 7th Floor  
New York, NY 10019  
Phone: (212) 636-7442  
Fax: (212) 636-7575  
Email: [manigan@fordham.edu](mailto:manigan@fordham.edu)

#### **5. GREEN ACROSS ADVANCEMENT**

Includes conservation across campus, having started in Advancement.

To submit entry for this category, please send 3 copies to:

Jennifer Falcon  
Director of Research and Prospect Management  
Office of Development & Alumni Relations  
Saint Joseph's University  
5600 City Avenue  
Philadelphia, PA 19131-1395  
Phone: (610) 660-1218  
Email: [jfalcon@sju.edu](mailto:jfalcon@sju.edu)

## **JAA 2012 Award Entry Form**

Entries must be received by **April 9, 2012** including full payment of the award submission fee of \$30.00. Your institution may submit multiple entries in any or all categories.

All entries must include 3 copies each of: 1) entry form 2) narrative or written description of project 3) applicable supporting materials/samples. For questions, contact Recognition Chair Fred Zagone, S.J., Marquette University, at (414) 288-7695 or [fred.zagone@marquette.edu](mailto:fred.zagone@marquette.edu)

**Category** \_\_\_\_\_  
(Refer to category descriptions above)

**Title of Entry** \_\_\_\_\_

**University/ College** \_\_\_\_\_

**First and Last Name** \_\_\_\_\_

**Title** \_\_\_\_\_

**Address** \_\_\_\_\_

**City** \_\_\_\_\_ **State/Zip** \_\_\_\_\_

**Daytime Phone** \_\_\_\_\_

**E-mail Address** \_\_\_\_\_

**Additional Person(s) to be credited for entry (names/titles only)**  
\_\_\_\_\_

**Name of creative firm/consultant (if applicable)**  
\_\_\_\_\_  
\_\_\_\_\_

**Credit Card Payment Information** (applicable if not paying via Check)

Amount:        \$ \_\_\_\_\_ (\$30 per submission)

VISA     MasterCard     Discover

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Name as it appears on card: \_\_\_\_\_ Signature: \_\_\_\_\_