You are invited to submit nominations for the 2019 LERN International Awards. The nomination deadline to receive your submission is Oct. 11, 2019. Categories include:

- Brochure Design
- Marketing
- Management Practice/Operations
- Program Development
- Business and Industry (Contract Training/Prof. Development)
- Community Service
- Exemplary Home Page

Documentation of impact and completeness of description will enhance your chances of success.

Please circulate this to others in your department who may wish to submit a nomination.

NOMINATION GUIDELINES

1. All nominees must be LERN Members.

2. Each member organization may submit up to two award nominations but they must be in separate categories.

3. More than one award may be given in each category. LERN may elect not to bestow an award in a category if none of the nominees meet the standards for recognition set by the judges. LERN may also elect to present Special Recognition Awards. A panel of judges makes selections and all decisions are final. Award entries will not be returned to the nominee.
**AWARD CATEGORIES**

**Catalog/Brochure/Schedule**
This can include new or improved techniques you have implemented in the areas of front/back cover design, table of contents, copy, graphics, layout/design, registrations and any aspects you consider noteworthy. Please note in your submission which areas of the literature you consider exemplary. The judges will look at the publication as a whole as well. Four copies must be submitted for each entry to be considered. Include any documentation you may have regarding the effectiveness of your literature, such as:

- Increased Enrollment
- Increased Revenue
- Response from Participants
- Increased Media Response

**Programming**
This category includes any programs that are creative, innovative or exemplary. In addition, they may have provided new direction for your organization or allowed you to serve new populations. These may be individual courses, seminars, events or a series directed at a specific population, age group or interest group. Documentation will increase the quality of your submission so be sure to include:

- Number of Participants
- Participant Fees
- Cost of Program
- Income Generated
- Narrative on why the Program is exemplary

**Marketing**
Give a brief description of why the marketing effort was successful. The more documentation you can provide, the more competitive your submission will be, so be sure to include the following:

- Response Rate
- Return on the Dollar
- Increase in registrations or income over previous years, or any means by which you measure success.

**Management Practice/Operations**
This category recognizes innovative and replicable procedures for the following:

- Staff Manuals
- Establishing Operations Procedures
- Staff Training
- Job Description
- Other practices, training and procedures that promote sound management.

**Innovative Practice In Business And Industry**
This includes Contract Training Programming, professional and workforce development. Nominations for exemplary and replicable activities include:

- Sales Kits and Strategies
- Marketing
- Program Development
- Management
- Brochure Design

**Community Service**
*Only given at discretion of LERN judges*
This category recognizes your outstanding contribution to the community, whether it is a group or individual effort. The program itself, a staff person, teacher or participants may be nominated.

**Exemplary Home Page**
This is an area of growing importance. Though the judges will look at the page as a whole, please note in your submission which areas of your Home Page you consider exemplary. Your submission needn’t include the actual web page, only the address. LERN will print the necessary color copies of your pages to review for judging. Please document on your entry how your Home Page has affected your program and/or enrollments. Following are the five areas the judges will consider in their review of your Home Page entry:

- Accessibility
- Innovation
- Readability
- Content
- Graphic Design
TO SUBMIT AN AWARD

1. Gather all information needed from the checklist provided.

2. Mail four hard copies of each entry; each with the provided submission form. These copies are distributed to the judges.
   • You will also be asked to submit your nomination online for our permanent archive.
   • If the submitted documentation is a video, only one copy is necessary, though the judges still need four copies of the nomination form.

3. Be mindful of the following:
   • The most competitive entries will be those that include details of how the nomination affected the program’s performance. Include cost savings, increased participation or increased income.
   • The judges may determine in what category your nomination will be most competitive.
   • The decision of the judges is final.
   • First Place award recipients will be notified prior to the LERN Annual Conference. Awards for first place will be presented to the winners at the Awards Luncheon during the Annual Conference.
   • If your nomination receives a first place award, you must designate a representative to accept your award at the Awards Luncheon at the annual convention. If you are not able to attend the conference, LERN will assist you in naming a representative to accept the award on your behalf.
   • No late entries will be accepted. Entries must be complete as submitted, faxed or email entries will not be accepted. All entries must be postmarked Oct. 11, 2019.

LERN judges select exemplary programs at the leading edge in the field of lifelong learning.

The following criteria are considered:
• originality
• innovation,
• appropriateness and adaptability as a model for other programs
• measurable outcomes.

Thank you for your hard work and dedication to your program and the community you serve.

We look forward to reviewing your award submission!

MAIL TO:
LERN AWARDS
PO Box 9
River Falls, WI 54022

UPS and FedEx
1015 W. Maple St.
River Falls, WI 54022
Hard Copy Awards Submission Form

Year 2020 LERN AWARD NOMINATION

(Please return FOUR copies of this form for each nomination. This form may be photocopied.)

NOMINATION CATEGORY - Check one:
A __________ CATALOG/BROCHURE/SCHEDULE
B __________ PROGRAMMING
C __________ MARKETING
D __________ COMMUNITY SERVICE
E __________ MANAGEMENT PRACTICE
F __________ BUSINESS and INDUSTRY
G __________ INTERNET HOME PAGE

Please submit this information as you would like it to appear on your award, if you are selected.

Name of person submitting entry _______________________________________________________

Organization _________________________________________________________________________

Size of community serviced (population) _________________________________________________

Address _____________________________________________________________________________

City, State, Zip _______________________________________________________________________

Website ___________________________ Email _________________________________________________

Telephone (_______) ___________________ Fax (_____ ) _____________________________________

I understand that all entries become the property of LERN and LERN reserves the right to publish information from the entries unless specific written instructions not to do so are included with each entry. I understand that there must be a representative at the conference to accept the award if my nomination is selected as a first place winner.

MAIL TO: LERN AWARD
LERN AWARDS
PO BOX 9
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_____________________________________
Signature of applicant