

# INTERNATIONAL AWARDS SUBMISSION

You are invited to submit nominations for the 2024 LERN International Awards. The nomination deadline to receive your submission is Nov. 4, 2024.

Categories include:

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

**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.

## SUBMISSION CHECKLIST

- Name of Organization
- Main Contact Information
  - First & Last name
  - Email
  - Mailing Address
  - Phone
  - Fax
  - URL
- Award Category
- Size of Community Serve
- PDF of Award Visual
- Narrative Supporting Your Nomination of Award
  - Increased Revenue
  - Increased Enrollment
  - New Markets Reached
  - Increased Web Traffic
  - Increased Public Awareness
  - Higher Staff Productivity, etc.



*“Information That Works!”*

## 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.



*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!*

## TO SUBMIT AN AWARD

1. Gather all information needed from the checklist provided.
2. Email your submission to [info@lern.org](mailto:info@lern.org).
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. Winners will be announced in the Awards Session during the Annual Virtual Conference.
  - No late entries will be accepted. Entries must be complete as submitted. All entries must be submitted Nov. 4, 2024

**Awards Submission Form**  
**2024 LERN AWARD NOMINATION**

NOMINATION CATEGORY - Check one:

- A \_\_\_\_\_ CATALOG/BROCHURE/SCHEDULE
- B \_\_\_\_\_ PROGRAMMING
- C \_\_\_\_\_ MARKETING
- D \_\_\_\_\_ COMMUNITY SERVICE
- E \_\_\_\_\_ MANAGEMENT PRACTICE
- F \_\_\_\_\_ BUSINESS and INDUSTRY

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.

EMAIL TO: info@lern.org

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Signature of applicant