**Region G Communication Award**

The Region G Communication Award will be given to the collegiate and professional section(s) that have developed the best communications program to inform and develop its members and general public. Forms of communications considered for this award include brochures, web pages, newsletters, blogs, podcasts, social media, CD’s, etc.

**Recognition**

An award will be given to both a collegiate and professional section for the best communication program. The time frame for the activity to have been completed in is January 1 of the previous SWE fiscal year through December 31 of current SWE fiscal year. Cash grants based on funds available may be distributed at the discretion of the Region G Awards Committee. Submissions should be professional-grade and readily adaptable to others in the Society.

**Submission Format**

There are two parts to the submission:

* Section and Program Information
* Appendix: List of media used: include links, examples

Please email all submissions in PDF File to the Region G Awards Co-Chair with the subject line Communication\_SectionName\_SectoinNumber. Receipt will be confirmed via email.

• In 2,000 words or less please highlight your section’s communications program.

• The Report will be judged based on the requirements listed in **Report Content**.

• Format for the Report must be as follows:

o PDF File ONLY

o 1.5 Line Spacing, 12-Point Times Roman New Roman Font

o Titles of each new section should be bolded, underlined, and centered

o Do not include graphics, photos, program booklets, brochures, etc. within your report.

o Save File as ‘Communications\_SectionName\_SectionNumber’

o Incomplete packages or those that exceed or do not follow the requirements will be removed from consideration.

**Report Content**

The report is limited to 2,000 words and the following sections. Titles of each new section should be bolded, underlined, and centered; please title accordingly:

* Title Page
* Executive Summary
* External Activities
* Internal Activities

**Membership Involvement/Results of the Program**

Title Page: Include Title (Communications Award), submitting organization (i.e. Section name), number of members as of June 30 of the current fiscal year, and name, address, and phone number of person filing report. Also include the name and email address of the contact.

Executive Summary: Provide a description of your Communications program including goals and strategies. Describe how your program supports one or more aspects of the mission and/or strategic plan of the Society, Region, and Section.

External Activities: Describe all measures taken to externally promote the submitting organization’s activities. Include how these actions increase awareness of SWE among the media and public, help support SWE’s mission, the strategic goals and objectives of the Section or Region, and how well they create positive visibility for SWE. The summary should document proof of media contact, such as: press releases, newspaper articles, employer publications, social media usage, and any other external visibility. Copies of these materials should be scanned in or working links provided and submitted in the Appendix.

Internal Activities: Describe all measures taken to internally promote your organization’s activities. Include how these actions increase awareness of your organization’s activities among SWE members and supporters, help support SWE’s mission, the strategic goals and objectives of the Section or Region, and how well they create positive visibility for SWE. The summary should document activities such as article submissions to SWE Magazine or other SWE publications, activities submitted to Headquarters for press release, and activities submitted for inclusion in SWE’s annual report. Copies of these materials should be copied or scanned in, links provided and submitted in the Appendix.

Membership Involvement/Results of the Program: Provide a summary of membership involvement with the various forms of communications used and the results that may be attributed, at least in part, to your Communications program. Include examples of positive visibility for SWE, as well as more quantitative results such as: % increase in membership, % increase in sponsorship, % increase in activity attendance, % increase in external requests for speakers and/or information, number of presentations by members about SWE or member participation in other organizations with an external focus, number of visitors to the website, blog, estimated reach of electronic newsletters/announcements, etc.

## Appendix Content

The Appendix should include a list of the media or forms of communications used as well as PDF files containing examples of materials developed for your organization’s Communication Program. This could include items such as press releases, brochures, flyers, announcements, paper newsletters, and links to website, electronic newsletters, blogs, or social media groups. The file should be saved as ‘Communications\_Appendix\_SubmittingOrganization’. The appendix does not eliminate the need for the report.

**Judging Basis**

* 25% External Activities
* 25% Internal Activities
* 40% Membership Involvement / Results of the Program
* 10% Alignment\*

\*Alignment Criteria – Points will be awarded to programs that provide a consistent look and feel with SWE publication, programs that use the templates and procedures provided for press releases, and proper use of the logo and tagline.

Any report received after the deadline stated in the Call for Awards will not be judged.