

Oklahoma ACTE 2009 Outstanding Communications and Marketing Award

PURPOSE

To recognize staff who are demonstrating outstanding skills in communications and marketing above and beyond normal responsibilities. Recipients of this award must have made significant contributions toward innovative, unique or novel programs that are serving to improve and promote CareerTech.

ELIGIBILITY

Oklahoma ACTE members who are currently employed, as full-time communications and marketing personnel in a technology center are eligible for this award. Contributions and achievements on which the nomination is based should have been made within the past three years.

The nominee also should have attended 85% of the communications and marketing council activities, and must have been a member of Oklahoma ACTE/ACTE for at least the past three consecutive years.

Applicants must not have been the recipient of the Outstanding Communications and Marketing Award in previous years. However, applicants who have previously received the Outstanding Communications and Marketing Award may apply for other Oklahoma ACTE/ACTE awards, such as Educator of the Year and the Arch Alexander Award, providing they meet the criteria for the awards.

APPLICATION PROCEDURES

A nomination dossier must be prepared consisting of the following:

Applications for this award must include:

1. Nomination Form (Form B).
2. Official Endorsement Form (Form C).
3. A description of your marketing program 's innovative or unique characteristics that should address the following (limit to a total of two pages):
 - Its impact on students.
 - Its impact on the technology center.
 - Its impact on the community.
 - The employee's effectiveness.
4. Support: On a separate sheet for each heading please describe the following in regards to the candidate (limit to one page per heading):
 - Community Service Awards or Acknowledgements (should include dates of presentation and organization names).
 - Civic and Community Organization Memberships (to include civic, fraternal and/or honorary memberships).
 - Professional Memberships and Activities (must include dates of service).
 - Education and Experience Background (to include educational preparation and work experience, including dates for each activity listed).
5. Letters of support (no more than 3). For this award, letters must be from:
 - The candidate's immediate supervisor.
 - Two additional letters of choice.
6. Photograph: (digital photographs should be at least 300 dpi and in a .jpg format).

All materials must be submitted electronically as a complete package. No supplementary materials may be submitted; items not outlined above will be discarded before judging. All procedures must be followed for an application to be considered. Applications that do not follow these procedures will be rejected.

All applications must be submitted to charder@okacte.org at OkACTE by 5:00 p.m., April 30. Any application received after the deadline may be subject to having points deducted by the Awards Committee. The award will be presented at Summer Conference.

The application may be accompanied by documentation of the project. Documentation may include photos, brochures, posters, video, etc., in any format that can be sent electronically.

NOMINATION/SELECTION PROCESS

The OATC awards committee along with the Oklahoma Department of Career and Technology Education Communications and Marketing Director will make the selection based on the evaluation/nomination form.