



LaBerge Award for Strategic Communications

LaBerge Award for Excellence in Strategic Communication *Application Criteria*

Please use this resource as you prepare your nomination form and responses for why your nominee should receive the LaBerge Award for Excellence in Strategic Communication.

Nominations may be submitted by a supervisor, subordinate, colleague, industry peer, or the individuals themselves. The point values assigned to each section will guide the panel of judges.

Please note: Supporting evidence must be uploaded as designated in the online nomination form.

1. Cooperation Among Cooperatives (20 points)

How has the nominee lived out the cooperative principle of “Cooperation Among Cooperatives” through service to a wider co-op audience (statewide, regional and/or national level)? (500-word limit)

2. Education, Training and Information (20 points)

How has the nominee demonstrated personal excellence delivering education, training and information? What are specific examples of demonstrated excellence in the roles of Technician, Artist, and Listener (as noted on page 5 of “[Always On](#)” located on the LaBerge web page)? (500-word limit)

Note: Evidence might include accreditation and/or certifications (i.e. CCC, APR, MIP, CKAE, etc.); Spotlight on Excellence, CCA, Statewide and/or Regional awards; CV of invited presentations (i.e. CONNECT, Statewide and/or Regional meetings, webinars, etc.).

Upload specific samples as supporting evidence (not to exceed 5 MB total)

3. Always On Approach (60 points- 15 points per criterion)

How has the nominee embodied the principles of the Always On Communication model (see “[Always On](#)” document) to advance strategic electric co-op communication? What are specific examples of demonstrated excellence in the roles of Advocate, Manager and Innovator?

Please address each of the following areas and provide specific examples and measures of success to demonstrate how communication plan(s) developed, directed and implemented by the nominee have helped to "storm harden" co-op communications.



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- a. *Communication as an integral part of the co-op's strategic plan, not just a support function of that plan.*
(250 words maximum)
- b. *Member engagement to build loyalty and grassroots political strength.*
(250 words maximum)
- c. *Use of multiple communication channels and platforms to meet members on their own turn.*
(250 words maximum)
- d. *Positioning of the co-op as a trustworthy source of information on complex and dynamic energy issues.*
(250 words maximum)

Upload specific samples as supporting evidence (not to exceed 5 MB total)

4. Optional Supporting Materials

You may upload one file that contains any supporting materials. These materials are optional and will not enter into the scoring used by the judges. Please note that the file size should not exceed 25 MB.