

Spotlight on Excellence
LaBerge Award for Excellence in Strategic Communication
Application Criteria

Please complete each of the sections below to describe why the nominee should receive the LaBerge Award for Excellence in Strategic Communication. Nominations may be submitted by a supervisor, subordinate, colleague, industry peer, or the individual may self-nominate. The point values assigned to each section will guide the panel of judges. Supporting evidence must be uploaded as designated in the Online Nomination Form.

- 1. How has the nominee lived out the co-op principle of “Cooperation Among Cooperatives” through service to a wider co-op audience (statewide, regional and/or national level)? (20 points; 500 words maximum)**
- 2. 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? (see page 5 of “Always On” located on the LaBerge web page) (20 points; 500 words maximum)**

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. How has the nominee embodied the principles of the Always On Communication model (see “Always On” document on LaBerge web page) to advance strategic electric co-op communication? What are specific examples of demonstrated excellence in the roles of Advocate, Manager and Innovator? (60 points total; 15 per criterion)**

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.

- 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)