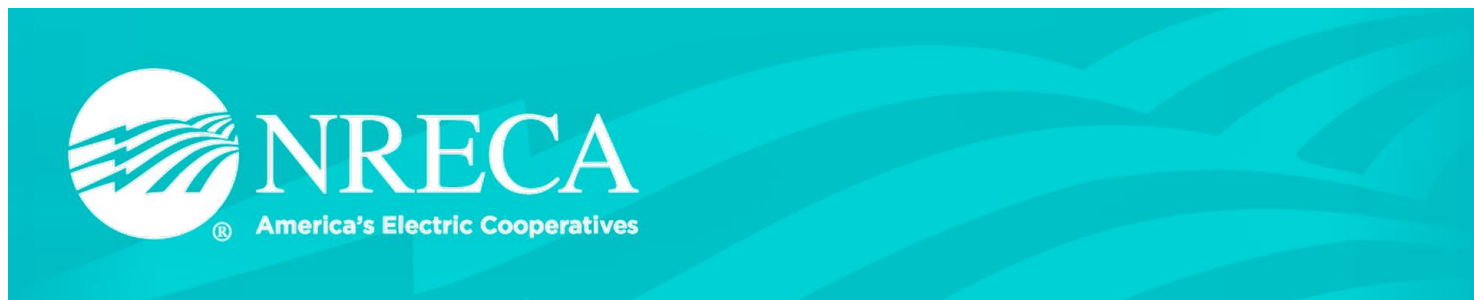


## Sample form, not for offline completion.

Visit <https://nreca.awardsplatform.com> to enter.



# LaBerge Nomination Cycle

The LaBerge Award for Excellence in Strategic Communication recognizes an electric cooperative communicator with demonstrated excellence, influence and impact in co-op communications, both as a practitioner and contributor across the network.

The award was established in 2018 in memory of Justin Erick LaBerge, who served as the senior leadership communications manager for the National Rural Electric Cooperative Association.

## Welcome to NRECA's award submission platform!

Thanks for your interest in our awards programs! Before you get started, here are a few things you should know.

**Chapter:** refers to the name of the award program.

**Category:** refers to the category in which you are submitting an entry. If there are additional classification requirements for that award program, continue making the correct selections for your entry.

**Entry Name:** Please indicate the name of your project as you would like it to be referred to in promotional materials where applicable.

*For BOGO promotion submissions* - You may indicate under Start Here -> Entry Name. Include the Entry name and (BOGO) for your promotional submission. Questions regarding eligibility should be directed to [spotlightonexcellence@nreca.coop](mailto:spotlightonexcellence@nreca.coop). This promotion only applies to cooperatives who have not entered in 5, and is valid for one (1) promotion submission. Information can be found [here](#).

**Helpful Hints:** If you're unsure what to enter in a specific field, please click on the (?) icon to reveal some helpful hints. Be sure to also reference the Help Text located along the right side of your screen.

### Need Assistance?

If you run into any issues along the way, don't hesitate to reach out! Please visit the award's webpage on [cooperative.com](http://cooperative.com) and reach out to the appropriate staff member noted in the Contact Section at the bottom of the page.

### SUBMITTING MULTIPLE ENTRIES? Here's a tip to save you some time!

If you are submitting multiple entries, you can save yourself some time by copying your entry form. (This is especially useful for the Personal Information tab!)

Visit the "My Entries" tab, check the box next to the entry you'd like to copy, and click the "Copy" button. Once your entry is successfully copied, you can edit the new entry with the correct category selection and answer the rest of the required fields that were not included in your previous copy.

**Good luck!**

Entry name

On this tab, please provide your information, as the nominator. This information will not be shared or distributed and will only be used internally to contact you if there are additional questions regarding your nomination.

Please submit all the required information and fill out as completely as possible.

Your Name

Your Job Title

Your Electric Cooperative

City

State

Phone

Email

On this tab, please provide information about the individual you are nominating for the **LaBerge Award for Excellence in Strategic Communication**.

Information on this page is **ABOUT YOUR NOMINEE**.

Name of Nominee

Please indicate the name of the individual you are nominating, as it would be written on an award.

Job Title

How long has your nominee been at their current cooperative?

How long has your nominee been in the NRECA co-op network?

Provide a brief description of your professional relationship with the nominee.

Please describe why the nominee should receive the LaBerge Award for Excellence in Strategic Communications. Provide written descriptions and proof points for each of the three criteria. Point values have been assigned to each criterion to guide the panel of judges.

## 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? 500 words

Please note cooperative service to audiences at statewide, regional and/or national level.

## 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? 500 words

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.).

## “Always On” Approach (60 points)

How has the nominee embodied the principles of the “Always On” Communication model 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.

Communication as an integral part of the co-op’s strategic plan, not just a support function of that plan. (15 points) 250 words

Member engagement to build loyalty and grassroots political strength. (15 points) 250 words

Use of multiple communication channels and platforms to meet members where they are. (15 points)

250 words

Positioning of the co-op as a trustworthy source of information on complex and dynamic energy issues. (15 points) 250 words

You may upload one file that contains any supporting materials. These materials are optional and will not impact the scoring used by the judges.