**LaBerge Award Sample Nomination Form**

Use this sample nomination form to prepare your entry prior to submitting it through the online system.

**TIP:** When preparing your nomination, reference the “Always On” document on the LaBerge web page.

Information about **NOMINATOR (person submitting entry). Note: All communication will go to nominator.**

|  |  |
| --- | --- |
| **First Name \* Last Name \*** |  |
| **Job Title \*** |  |
| **Electric Cooperative \*** |  |
| **City \* State \*** |  |
| **Phone Number\*** |  |
| **Email \*** |  |
| * **Yes, I have paid to receive general feedback on my entry \*** |  |
|  |  |
| Information about **NOMINEE (the person being nominated for award). Note: This individual will NOT receive**  **any communication from NRECA unless specifically requested by nominator.**   |  |  | | --- | --- | | **First Name \* Last Name \*** |  | | **Job Title \*** |  | | **Electric Cooperative \*** |  | | **How long has nominee been at current cooperative? \*** |  | | **How long has nominee been in the NRECA co-op network? \*** |  | |  |  | |  |

**LaBerge Award for Excellence in Strategic Communications:** **Award Criteria**

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.

Note: Supporting evidence is optional and may be uploaded at the end of the entry process.

1. **Cooperation Among Cooperatives**

**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**

1. **Education, Training and Information**

**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 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.).*

1. **“Always On” Approach**

**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? (60 points; 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.

* Communication as an integral part of the co-op’s strategic plan, not just a support function of that plan**. \***

**(15 points; 250 word limit)**

* Member engagement to build loyalty and grassroots political strength. \* (15 points; 250 word limit)
* Use of multiple communication channels and platforms to meet members on their own turf. \*(15 points; 250 word limit)
* Positioning of the co-op as a trustworthy source of information on complex and dynamic energy issues. \*(15 points; 250 word limit)

**Optional Supporting Materials**

Attach a File

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