

AIA Grassroots

2012 Leadership and Legislative Conference
Washington, D.C.
March 7–10, 2012

THE AMERICAN INSTITUTE OF ARCHITECTS

2012 GRASSROOTS LEADERSHIP AND LEGISLATIVE CONFERENCE EXCELLENCE AWARDS

LEADERSHIP * ADVOCACY * COMMUNICATIONS:

COME AS YOU ARE, LEAVE INSPIRED!

CALL FOR ENTRIES

This document contains information on the following topics:

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Grassroots Theme: Leadership Advocacy

Communication: Come as You Are, Leave Inspired!

Leadership Advocacy Communication represents three key subject matters that architects must understand and take on to become an even stronger collective body of design professionals. Through design, architects are in a unique position to advocate change and connect with their peers, members, communities, and the general public through leadership, advocacy, and communication. They are connected. It is in this connection that the power of design is revealed.

ABOUT THE PROGRAM

The Excellence Awards are intended to remind the entire American Institute of Architects (AIA) community that many of the Institute's best ideas and practices come from components and special member groups. Although not all components or member groups (i.e., member communities and special member groups) are equal in terms of staffing or funding, the AIA recognizes that the accomplishments of its state and local organizations and member groups can be remarkable, regardless of their size or resources. All-volunteer components often offer remarkable member programs and activities that sometimes go unnoticed. We encourage you to submit best practices in the areas of continuing education and chapter communications.

AIA Component Relations will share best practices programs with AIA members through all available communication channels, including recognition at the 2012 Grassroots Leadership and Legislative Conference, on the AIA Web site, and in *AIArchitect*. You also may be asked to present a best-practices workshop on your submission at the Grassroots conference. Please use this opportunity to share your knowledge gained through experience by submitting an entry to the 2012 Excellence Awards Program.

ELIGIBILITY

Any AIA component, member group, or member in good standing may enter. You may nominate a member of your component or member group based on their contributions to the group, or you may nominate your group. Components, member groups, or members may enter in no more than two categories in any given year and cannot resubmit the same entry in the same categories until a full two-year period has lapsed. For example, if your group submitted two entries in 2008, you cannot resubmit the same two entries until 2011. Multiple entries in the same category are not permissible (i.e., only one entry per category for a total of two categories). Should a group submit multiple entries in a category, none of the entries will be considered. The jury reserves the right to reclassify an entry if this is deemed to be appropriate.

SUBMISSION DEADLINE, JUDGING, AND PRESENTATION OF AWARDS

AIA National must receive all entries on or before **Friday, November 4, 2011**. The jury, composed of AIA members and component staff with extensive experience in the relevant areas, will review the submissions and select the award recipients. Award recipients will be recognized at the Grassroots 2012 conference and will receive framed certificates.

SUBMISSION MATERIALS & REQUIREMENTS

Relevant material such as newsletter articles, press releases, videotapes, brochures, issue briefs, and testimony may be included as exhibits. All entries and their accompanying exhibits **MUST** be submitted via our FTP site.

HOW TO SUBMIT ENTRIES TO FTP SITE

- Using an FTP client like Filezilla or Windows Explorer (not Internet Explorer)...
- Go to: <ftp.aia.org>
- Username: **GEA2012**
- Password: **5j3gb2nz**

- Once you logon you will be in the home directory, navigate directory to the '*incoming*' folder. In that folder you will find the category for your entry and create a folder for your entry labeled by the component's name. This folder is where you should put all files that you want to upload.
- Send an e-mail to kjackson@aia.org after files have been uploaded. **Please include category number on all submissions or the entry will not be considered.**
- Password is case-sensitive.

If you could not open FTP site via a web browser or Windows Explorer, an FTP program like WS_FTP, SmartFTP, or CuteFTP may be used to access the site by connecting to "ftp.aia.org" with the given username and password. You will need to consult with your IT support to ensure which approach is the most appropriate for use in the intended network. For the Mac: Fetch program is recommended.

- **Friday, November 4, 2011 is the deadline.**

Exhibits will not be returned to you. Exhibits should not exceed 10 pages. If you want to submit exhibits you believe to be important that do not comply with these restrictions, contact Patricia Harris, AIA Component Relations, 202-626-7377.

All award recipients will be asked to submit at least 18 digital images (color or black-and-white; 300K or higher) for use in a video that will air during the awards program. The photos should help tell the story of the program, activities, and people involved from beginning to end. Include, for example, photos that represent elements of the program (e.g., buildings, brochures, magazine covers) and images of members, local leaders, and others involved in the process (group photographs of participants are particularly desirable). Recipients of outstanding individual contributions should submit photos that represent the program or initiative spearheaded by the individual, not photos of the individual recipient unless he/she is participating in a meeting or group activity that is part of the process. So please start thinking about your group's programs and activities and document these initiatives step by step, taking lots of pictures.

SUBMISSION CATEGORIES AND DESCRIPTIONS

LEADERSHIP

MEMBERSHIP

Category #1—Membership: Outstanding Single Program

This award recognizes components or member groups that have developed a program at the local or state level to recruit and retain members.

- *Outstanding Single Program:* Recruitment ad, direct response recruitment campaign, annual conference or convention program, or any single initiative designed to recruit and retain members.

Category #2—Membership Overall Program

This award recognizes all aspects of a component's membership program, including organization, member involvement, and accomplishments.

STREAMLINING IMPROVEMENT OF PROCESS

Category #3—Increasing Organizational Performance: Outstanding Individual Contribution or Single Program

This award recognizes AIA members who have made an exceptional contribution to the advancement of the AIA through their work with their component or member group and/or AIA National staff. This category also recognizes an individual's or group's work on a best practice or streamlining of a current idea/practice that increases the effectiveness of the AIA to provide member value; the program may be ongoing or a one-time effort. Examples of submissions in this category include

- *Outstanding Individual Contribution:* Members who have developed a process to streamline a service and create a better experience for AIA members.
- *Outstanding Single Program:* Creation of a tool, resource, or process that increases the efficiency of provided services, knowledge, or tools to the member.

ADVOCACY

GOVERNMENT AFFAIRS

Category #4—Government Affairs: Outstanding Individual Contribution or Single Program

This award recognizes AIA members or components that have made exceptional contributions to the advancement of the AIA's legislative or regulatory agendas through their work with their component or member group or the national AIA government advocacy program. It also recognizes work on an individual lobbying campaign or other government affairs initiative; the program may be ongoing or a one-time effort. Submissions in this category might focus on the following:

Members who have led or coordinated significant legislative initiatives or lobbying campaigns for passage of qualifications-based selection (QBS) or other legislation

- Members who have organized government affairs programs or legislative contact programs
- Members whose service in a public office has benefited the profession
- A state or local initiative to improve enforcement of licensing laws

Category #5—Government Affairs: Overall Program

This award recognizes all aspects of a government affairs program, including organization, member involvement, and legislative/regulatory accomplishments.

COMMUNICATIONS

Category #6—Component Member Communications: Overall Program

This award recognizes any aspect of a component's communication program; the program may be ongoing or a one-time effort. Individual or group efforts may be submitted. Examples of programs/initiatives include Web sites, electronic communications, and newsletters.

Category #7—Component Outreach Communications: Overall Program

This award recognizes any aspect of a component's outreach communication plan that promotes and enhances the architecture profession to the community and the public. Examples of programs include

- A school program designed to highlight the profession of architecture
- A public display/exhibit that educates the public about design issues
- An outreach program that places a premium on developing community relationships through social change

Category #8—Public Affairs and Communications: Outstanding Single Program

This category recognizes a component' or member groups work on an individual public affairs program that may be ongoing or a one-time effort. Examples of submissions in this category include Web sites, public awareness campaigns, newsletters, magazines, and other publications.

Category #9—Public Affairs and Communications: Overall Program

This award recognizes all aspects of a component's or member group's public affairs and communication efforts. The entry should include all elements of a component's communications plan, including electronic communications, newsletters and magazines, audiovisual presentations, and promotional pieces. Entries are evaluated for content, effectiveness, and creativity.

SUBMITTAL GUIDELINES FOR OUTSTANDING INDIVIDUAL CONTRIBUTION OR A SINGLE PROGRAM

Category #1: Membership: Outstanding Single Program

Category #3: Increasing Organizational Performance: Outstanding Individual Contribution or Single Program

Category #4: Government Affairs: Outstanding Individual Contribution or Single Program

Category #8: Public Affairs and Communications: Outstanding Single Program

You may submit only one entry in each category; that is, you must decide whether your submission is for an outstanding individual contribution or a single program.

A. Outstanding Individual Contributions (*Government Affairs and Increasing Organizational Performance Only*)

If your entry is for an *Outstanding Individual Contribution*, include the following information:

Information about Nominee and Submitter

- Name of nominee, component or member group name, address, telephone number, e-mail address, and any AIA leadership positions held in the past three years.
- Name of submitter, position/title in component or member group, address, telephone number, and e-mail address.

Description of Nominee's Contribution

Briefly describe the nominee's participation and contribution to public affairs and communications; federal, state, and/or local government affairs programs; membership programs; or continuing education. Be sure to include the following:

- Goal of program(s)
- Detailed description of the nominee's involvement in program(s); include specifics, noting why the nominee's contributions are "outstanding"
- Outcome/results
- Importance of program(s) to membership, continuing education, and/or the profession
- Other relevant history and background information

Letters of Support

Entries for *Outstanding Individual Contribution* must include at least two letters of support. The letters must clearly demonstrate how the nominee's efforts in the specific category significantly benefited the group, the community, or the local/state government. Letters of support may not be written by AIA members. Letters of support typically would be from the following:

Government Affairs

- State and local officials
- Coalition partners (e.g., executive directors or senior staff members of other organizations)
- The public

Increasing Organizational Performance

- Members of your member group who participated in an event in response to a specific resource that was created that improved the member experience
- Members of your member group
- Members of an AIA national board of directors

B. Outstanding Single Programs

If your entry is for an *Outstanding Single Program*, provide the following requested information about the component and the program or initiative on *no more than two pages* (excluding exhibits, if any):

Component or Member Group Information

Staffed Component or Member Group

- Name of group
- Name of submitter (include position/title in component, address, telephone number, and e-mail address)
- Membership size
- Number of public affairs, government affairs, or membership staff (if any). Include the job title of each staff person who works in these areas and the approximate percentage of time that he/she devotes to them
- Total number of group
- Name of consultant, public relations/advertising agency, or contract lobbyist (if relevant)
- Annual component budget (excluding staff costs)
- Annual budget for the project

All-volunteer Component

- Name of component
- Name of submitter (include position/title in component, address, telephone number, and e-mail address)
- Membership size
- Number of component leaders who work on the program and the approximate percentage of time each person devotes to this program
- Component annual budget

- *Program Background*
- Brief, succinct description of the program
- Strategies/steps taken to achieve the goal
- Outcome/results
- Other relevant history and background information

Letters of Support

Single Program entries must include at least two letters of support. The letters must clearly demonstrate how the component's or member group's efforts in the specific category significantly benefited other components, the community, or the state/local government. With the exception of **Category #1—Membership** and **Category #3—Increasing Organizational Performance**, letters of support may not be written by AIA members. Letters of support typically would be from the following:

Category #8: Public Affairs and Communication

- News reporters and editors
- Local leaders (e.g., mayors, city/county managers, city council members)
- Outside clients
- The public

Category #4: Government Affairs

- State and local officials
- Coalition partners (e.g., executive directors or senior staff members of other organizations)
- The public

Category #1: Membership

- New members who joined the AIA in response to a specific membership initiative or campaign
- Members of your component

Category #3: Increasing Organizational Performance

- Members of your group who participated in an event in response to a specific resource that was created that improved the member experience
- Members of your group
- Members of an AIA national board of directors

SUBMITTAL GUIDELINES FOR OVERALL PROGRAMS

Category #2: Membership: Overall Program

Category #5: Government Affairs: Overall Program

Category #6: Component Member Communications: Overall Program

Category #7: Component Outreach Communications: Overall Program

Category #9: Public Affairs and Communications: Overall Program

Component or Member Group Information

Staffed Group

- Name of group-
- Name of submitter individual (include position/title in component, address, telephone number, and e-mail address)
- Membership size
- Number of public affairs, government affairs, or membership staff (if any). Include the position/job title of each staff person who works in these areas and the approximate percentage of time each person devotes to them
- Total number of group -staff
- Name of consultant, public relations/advertising agency, or contract lobbyist (if relevant)
- Component annual budget (excluding staff costs)
- Annual budget for the project

All-Volunteer Component

- Name of component
- Name of submitter (include position/title in component, address, telephone number, and e-mail address)
- Membership size
- Number of component leaders who work on the described component communications and the approximate percentage of time each person devotes to this program
- Annual budget for the project

Program Background

- Brief, succinct description of the overall program, including priorities, committee/task force structures, special programs, degree of member participation, and achievements/success of the program
- Strategies/steps taken to achieve goal
- Outcome/results
- Other relevant history/background information

Letters of Support

Entries for *Overall Program* must include at least two letters of support. The letters must clearly demonstrate how the component's or member group's efforts in the specific category significantly benefited other components, the community, or the state/local government. With the exception of **Category #5—Membership**, letters of support may not be written by AIA members. Letters of support typically would be from the following:

Category #9: Public Affairs and Communication

- News reporters and editors
- Local leaders (e.g., mayors, city/county managers, city council members)
- Outside clients
- The public

Category #5: Government Affairs

- State and local officials
- Coalition partners (e.g., executive directors or senior staff members of other organizations)
- The public

Category #2: Membership

- New members who joined the AIA in response to a specific membership initiative or campaign
- Members of your component

A LOOK AT LAST YEAR'S WINNERS

Would you like to know what the judges are looking for? Do you want to see some examples of quality programs and get an idea of exemplary initiatives? Visit [2011 Grassroots Excellence Awards Recipients](#) to get a glimpse of last year's Excellence Award recipients. If you have questions or concerns, contact Pat Harris, 202 626-7377 or pharris@aia.org.

Congratulation to our 2011 Grassroots Excellence Awards Recipients

- Public Affairs and Communications: Outstanding Single Program
[AIA San Francisco for "99% Invisible"](#)
- Component Outreach Communications: Outstanding Overall Program
[AIA Kansas City for Kansas City Design Week](#)
- Continuing Education: Outstanding Single Program
[AIA New Jersey for 2010 East Coast Green](#)
- Government Affairs: Outstanding Individual Contribution
[AIA Northwest Florida: Steve Jernigan, AIA, LEED AP](#)
- Government Affairs: Outstanding Overall Program
[AIA Puerto Rico for AIA 150 Blueprint for America Aguirre Master Plan](#)
- Membership: Outstanding Single Program
[AIA Charleston for Mentor Dinner Series](#)