WILLIAM & MARY
ALUMNI ASSOCIATION

Annual Review & Accolades

The Annual Review & Accolades are a way to honor and award Regional Engagement leaders and groups that have demonstrated exemplary programming and a commitment to engaging fellow alumni, parents, family and friends with alma mater in the previous fiscal year. The revised Annual Review & Accolades seeks to highlight the best of William & Mary outside the confines of campus.

Regional Engagement groups are encouraged to delegate individual award applications out to various volunteer leaders and are then expected to compile a completed award packet to submit for consideration to the William & Mary Alumni Association. **Regional Engagement groups may apply for as many or as few of the awards as they feel appropriate** – quantity of submissions will not impact individual award consideration.

All applications are due August 15 to the Regional Alumni Engagement Office via the online web form.

Section One: Overall Awards

These awards honor the various elements that comprise a successful and high-functioning leadership team: vision, devotion to William & Mary and effective execution. The award winners for the Strategic Vision and Campus Connector will receive $1,000 toward their Regional Engagement group allocation for the upcoming fiscal year. The winner(s) of the Leadership Giving award will receive a stipend from Regional Alumni Engagement to host a stewardship dinner for their leadership team. All award winners in this section will be recognized in the William & Mary Alumni Magazine, and two representatives from each winning Regional Engagement group will be invited to ride in the Homecoming Parade.

1. **Strategic Vision Award:** Given to the leadership team that demonstrates the greatest level of organization, forethought and employment of a strategic communications plan
2. **Campus Connector Award:** Given to the leadership team that best connects alma mater to their community through their events and initiatives
3. **Leadership Giving:** Given to the leadership team with the highest percentage participation in annual giving for the fiscal year (no application necessary)

Section Two: Programming Excellence Awards

Each award below is given to a Regional Engagement group that successfully executed a dynamic event in the given category that engaged alumni, parents, family and friends in a meaningful way. Each award winner will be recognized in the William & Mary Alumni Magazine, and two representatives from each winning group will be invited to ride in the Homecoming Parade.

1. **Best Educational Programming**: An event or series of events that gives members of the community the opportunity to engage in lifelong learning. This event may be connected directly to alma mater, or may simply be an educational event that is meaningful and interesting to the local William & Mary community.
2. **Best Family Programming:** An event or series of events that are clearly designed for all ages. These events provide meaningful opportunities for children and adults to enjoy time together.
3. **Best Cultural Programming**: An event or series of events designed to engage the local William & Mary community in cultural experiences
4. **Best Partner Programming:** An event or series of events that is created in partnership with the Alumni Engagement staff. Examples include professional/career focus, affinity (such as women, black alumni, LGBTQIA, etc.), athletics, or other collaborations.
5. **Best Service Programming:** An event or series of events that allow the group to give back to the local community through financial or in-kind donations and/or volunteering time
6. **Best Signature Programming:** An event or events that falls under the Regional Engagement staff's designation of signature programming: One Tribe One Day, Yule Log, Charter Day or another iconic William & Mary event
7. **Most Unique Event:** An event or series of events that is unique to the local William & Mary community. This event may occur just once or year over year. It may happen in other regions but does not fall into the "Signature Event" category.

Section Three: Engagement Leader Awards

Fellow Regional Engagement leaders select highly engaged William & Mary supporters in their region who have demonstrated excellent leadership, dedication and pride for alma mater through planning, organizing and attending regional events. Each award winner will receive a gift provided by the Regional Alumni Engagement team. Regional Engagement groups are encouraged to apply for as many of these individual stewardship awards as they wish throughout the year.

Strategic Vision Award

Given to the leadership team that demonstrates the greatest level of organization, forethought and employment of a strategic communications plan

1. Regional Engagement Group Name:

2. Nominating Regional Engagement Leader:

3. Describe the working structure of your leadership team. (250 words max)

4. How do you ensure clear lines of communication? Describe how your leadership team communicates throughout the year. (150 words max)

5. Describe how event responsibilities are delegated. (150 words max)

6. How do you ensure all members of the leadership team are active and participating? (150 words max)

7. How do you recruit new volunteers, and how are new ideas are being shared and incorporated? (150 words max)

8. Describe your on-boarding and off-boarding process (term limits, training, elections, etc.). (150 words max)

9. Discuss your leadership team's strategic vision for programming, fundraising, budgeting, event planning and anything else that makes your leadership team structure a superior model. (250 words max)

10. Is there anything else you would like to add? (250 words max)

Campus Connector Award

Given to the leadership team that best connects alma mater to their community through their events and initiatives

1. Regional Engagement Group Name:

2. Nominating Regional Engagement Leader:

3. Why do you feel your leadership team as a whole best represents alma mater at events and in the larger community? (150 words max)

4. Describe how you involved William & Mary history, culture or traditions in your events. (150 words max)

5. Describe how your leadership team has shown their pride for alma mater. (150 words max)

6. Describe other examples of how you keep William & Mary pride alive in your area. Please list at least two specific programmatic examples. (400 words max)

Best Educational Programming

An event or series of events that gives members of the community the opportunity to engage in lifelong learning. This event may be connected directly to alma mater, or may simply be an educational event that is meaningful and interesting to the local William & Mary community.

1. Regional Engagement Group Name:

2. Nominating Regional Engagement Leader:

3. Event Name, Date, Time and Location:

4. Estimated Attendance:

5. Brief Description of the Event (100 words max):

6. How was this event educational in nature (i.e. why is this event deserving of this award)? In your answer, please discuss how the event was designed to engage attendees in lifelong learning, if the event is recurring, how it has evolved overtime, etc. (250 words max)

Best Family Programming

An event or series of events that are clearly designed for all ages. These events provide meaningful opportunities for children and adults to enjoy time together.

1. Regional Engagement Group Name:

2. Nominating Regional Engagement Leader:

3. Event Name, Date, Time and Location:

4. Estimated Attendance:

5. Brief Description of the Event: (100 words max)

6. How was this event family-friendly (i.e. why is this event deserving of this award)? In your answer, please discuss how the event was designed for children and adults, if the event is recurring, how it has evolved over time, etc. (250 words max)

Best Cultural Programming

An event or series of events designed to engage the local William & Mary community in cultural experiences

1. Regional Engagement Group Name:

2. Nominating Regional Engagement Leader:

3. Event Name, Date, Time and Location:

4. Estimated Attendance:

5. Brief Description of the Event: (100 words max)

6. How was this event developed to have a specific cultural focus (i.e. why is this event deserving of this award)? In your answer, please discuss how the event was designed, if the event is recurring, how it has evolved over time, etc. (250 words max)

Best Partnership Programming

An event or series of events that is created in partnership with the Regional Engagement staff. Examples include professional/career focus, affinity (such as women, Latinx, LGBTQIA etc.), athletics or other collaborations.

1. Regional Engagement Group Name:

2. Nominating Regional Engagement Leader:

3. Event Name, Date, Time and Location:

4. Estimated Attendance:

5. Brief Description of the Event: (100 words max)

6. How was this event developed in collaboration with Regional Engagement staff (i.e. why is this event deserving of this award)? In your answer, please discuss the process of creating and executing the event, if the event is recurring, how it has evolved over time, etc. (250 words max)

Best Service Programming

An event or series of events that allow the group to give back to the local community through financial or in-kind donations and/or volunteering time

1. Regional Engagement Group Name:

2. Nominating Regional Engagement Leader:

3. Event Name, Date, Time and Location:

4. Estimated Attendance:

5. Brief Description of the Event: (100 words max)

6. How did this event provide an opportunity for the group to give back to the local community (i.e. why is this event deserving of this award)? In your answer, please discuss how the event was designed, if the event is recurring, how it has evolved over time, etc. (250 words max)

Best Signature Programming

An event or events that falls under the Regional Engagement staff's designation of signature programming: One Tribe One Day, Yule Log, Charter Day or another iconic William & Mary event

1. Regional Engagement Group Name:

2. Nominating Regional Engagement Leader:

3. Event Name, Date, Time and Location:

4. Estimated Attendance:

5. Brief Description of the Event: (100 words max)

6. How did this event reflect the overall mission of the signature event (i.e. why is this event deserving of this award)? In your answer, please discuss how the event was developed, if the event is recurring, how it has evolved overtime,
   etc. (250 words max)

Most Unique Event

An event or series of events that is unique to the local William & Mary community. This event may occur just once or year over year. It may happen in other regions but does not fall into the "Signature Event" category.

1. Regional Engagement Group Name:

2. Nominating Regional Engagement Leader:

3. Event Name, Date, Time and Location:

4. Estimated Attendance:

5. Brief Description of the Event: (100 words max)

6. How is this event unique to your local William & Mary community (i.e. why is this event deserving of this award)? In your answer, please discuss how the event was developed, if the event is recurring, how it has evolved over time, etc. (250 words max)