



WILLIAM & MARY

ALUMNI ASSOCIATION

Annual Accolades 2020

The Annual Accolades are a way to honor and award Regional, Affinity and Identity Engagement leaders and networks 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 Accolades seeks to highlight the best of William & Mary outside the confines of campus and recognizes the unprecedented times we are all experiencing during COVID-19 conditions.

Regional, Affinity and Identity Engagement networks are encouraged to delegate individual award applications out to various volunteer leaders and are then expected to compile a completed award packet in order to submit for consideration to the William & Mary Alumni Association. **Networks 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 December 11, 2020 to Alumni Engagement 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. All award winners in this section will receive a gift from the William & Mary Alumni Association, recognition in the William & Mary Alumni Magazine and a feature on William & Mary Alumni Association social media channels.

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 2019-20 (no application necessary)

Section Two: Programming Excellence Awards

Each award below is given to a Regional, Affinity and Identity Engagement networks 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 receive recognition in the William & Mary Alumni Magazine, and a feature on William & Mary Alumni Association social media channels.

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 a meaningful opportunity 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 the local cultural experiences.
4. **Best Partner Programming:** An event or series of events that is created in partnership with Alumni Engagement staff. Examples include professional initiatives, affinity, identity, athletics, or other campus collaborations.
5. **Best Service Programming:** An event or series of events that allow the local group to give back to the local community.
6. **Best Signature Programming:** An event or series of events that falls under the William & Mary Alumni Association's designation of signature programming: Homecoming, One Tribe One Day, Yule Log, Charter Day or an 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.
8. **Best Virtual Engagement Opportunity:** A virtual event or series of events that engages the W&M community.

Section Three: Engagement Leader Awards

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

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

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

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

8. Describe your board training process . (150 word 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 word max)

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

Campus Connector Award

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

1. Network Name:
2. Nominating Leader:
3. Why do you feel your leadership team as a whole best represents alma mater at events and in the larger W&M community? (150 word max)
4. Describe how you involved William & Mary history, culture or traditions in your events. (150 word max)
5. Describe how your leadership team has shown their pride for alma mater. (150 word max)

6. Describe other examples of how you keep William & Mary pride alive in your area and/or within your network community. Please list at least two specific programmatic examples. (400 word 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 William & Mary Community.

1. Network Name:
2. Nominating Leader:
3. Event Name, Date, Time and Location:
4. Estimated Attendance:
5. Brief Description of the Event (100 word 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 over time, etc. (250 word max)

Best Family Programming

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

1. Network Name:
2. Nominating Leader:
3. Event Name, Date, Time and Location:
4. Estimated Attendance:
5. Brief Description of the Event: (100 word 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 overtime, etc. (250 word max)

Best Cultural Programming

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

1. Network Name:
2. Nominating Leader:
3. Event Name, Date, Time and Location:
4. Estimated Attendance:
5. Brief Description of the Event: (100 word 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 overtime, etc. (250 word max)

Best Service Programming

An event or series of events that allow the group to give back to the local community .

1. Network Name:
2. Nominating Leader:
3. Event Name, Date, Time and Location:
4. Estimated Attendance:
5. Brief Description of the Event: (100 word 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 overtime, etc. (250 word max)

Best Signature Programming

An event or events that falls under the William & Mary Alumni Association's designation of signature programming: Homecoming, One Tribe One Day, Yule Log, Charter Day or another iconic William & Mary event.

1. Network Name:
2. Nominating Leader:
3. Event Name, Date, Time and Location:
4. Estimated Attendance:
5. Brief Description of the Event: (100 word 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 word 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. Network Name:
2. Nominating Leader:
3. Event Name, Date, Time and Location:
4. Estimated Attendance:
5. Brief Description of the Event: (100 word 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 word max)

Best Virtual Programming

A virtual event or series of events. Examples include online webinars or Zoom meetings.

1. Network Name:
2. Nominating Leader:
3. Event Name, Date, Time and Platform (Zoom Meeting, Zoom Webinar, Brazen, etc.):
4. Estimated Attendance:
5. Brief Description of the Event: (100 word max)

6. How does this event engage the 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 word max)