

Outstanding Business or Media Partner Award

Purpose:

To honor a company, business partner, or media agency (including newspaper, television, magazine, etc.) for their leadership or significant contribution in support of library service to a local, regional, or state-wide library organization.

Criteria:

A company, business partner or media agency may have provided...

- financial support;
- publicity
- volunteer recruitment campaign
- employee involvement project
- fund raising assistance or
- outreach project

...resulting in a positive change or improvement for library service. Special consideration will be given to efforts that can be replicated by others.

Required Information:

- description of the project
- description of the relationship between your organization and the nominee
- number of individuals served by the project
- outcomes/results
- selected representative samples (if applicable) of the project/program (i.e., posters, newspaper articles, photos, fund raising literature, etc.)

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Description of project and support illustrating positive change	A thorough description of the project including samples of documents to illustrate the relationship between the company, business partner, or media agency that provided support (financial, publicity, volunteer recruitment, employee involvement, fundraising, or outreach), providing evidence of an extremely positive improvement for library service.	[Intentionally left blank]	A basic description of the project and/or relationship between the company, business partner, or media agency (financial, publicity, volunteer recruitment, employee involvement, fundraising, or outreach) is provided to show a moderate improvement for library service.	Little if any evidence that the company, business partner, or media agency provided support (financial, publicity, volunteer recruitment, employee involvement, fundraising, or outreach) that resulted in an improvement for library service.
Number served	Project has vast implications and serves a large percentage of the potential audience.	[Intentionally left blank]	Project serves a moderate percentage of the potential audience.	Project is limited in scope, or not enough information is provided to determine.
Outcomes	Project outcomes are extremely positive and are detailed in the narrative.	[Intentionally left blank]	Moderate project outcomes are evident.	Little or no evidence of project outcomes.
Replication	Project can be easily replicated or modified for use in other locations.	[Intentionally left blank]	Project cannot be easily replicated or modified for use in other locations due to resource requirements (i.e., financial, staff, space, etc.).	Project cannot be replicated or modified for use in other locations, or not enough information is provided to determine.