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.

Eligibility:
Nominee must be a company, business partner, or media agency that 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. Nominator(s) must be a current member of the Florida Library Association; nominee does not need to be an FLA member.

Criteria:
- description of the project
- description of the relationship between your organization and the nominee
- number of individuals served by the project
- outcomes/results

Supplemental documentation may include selected representative samples (if applicable) of the project/program (i.e., posters, newspaper articles, photos, fundraising literature, etc.).

Rubric on next page

Rubric: Outstanding Business or Media Partner Award

	4	3	2	1
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 in library service	A description of the project and/or relationship between the company, business partner, or media agency (financial, publicity, volunteer recruitment, employee involvement, fundraising, or outreach) that includes specific examples of activities and how their outcomes produced significant improvement in library service.	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 in 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 library service.
Number served	Project serves a large percentage of the potential audience.	Project serves a significant percentage of the potential audience.	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	Project outcomes are positive as evidenced by documentation provided.	Moderate project outcomes are evident.	Little or no evidence of project outcomes.
Replicability	Project can be easily replicated or modified for use in other locations.	Portions or aspects of the project can be replicated or modified for use in other locations.	Project cannot be easily replicated or modified for use in other locations due to resource requirements (e.g., financial, staff, space, etc.).	Project cannot be replicated or modified for use in other locations, or not enough information is provided to determine.

End of document