



CSHEMA Marketing and Communication Awards

The CSHEMA Marketing and Communications Awards seeks to honor the achievement of institutions (community colleges, comprehensive and doctoral institutions, research universities and small institutions) in the areas of Marketing and Communication. There are three categories for the CSHEMA Marketing and Communication Awards. An award will be presented within each category, for a maximum of 3 winners.

Categories of Awards

1. Single Media Award

Submissions for this category should be single pieces of media created and used by an institution for an intended purpose. These pieces are generally considered "stand alone" items. The following media are examples that may be submitted for this award, but other "stand alone" types of media submissions may also be considered: Issue of a Newsletter; Printed Advertisement; Poster; Signage; Video; Brochure; Mailer; Webpage; T-shirt; Promotional Item; etc.

Submissions for this award should include:

- Copy of single media
- Summary of the media's intended purpose (*The summary may be no more than 1 double-spaced page using a minimum font size of 12 points*)

2. Campaign Award

This award is given for excellence in marketing and communication for a comprehensive campaign of a health and/or safety message(s). Campaigns generally include multiple actions and pieces of media used over a defined period of time for a specific purpose.

Attributes of a Campaign:

- Identifies one or more target audiences
- Identifies audience attitudes about the health or safety issue
- Identifies the desired behavior change/modification/reinforcement of the audience
- Utilizes more than one media/medium
- Occurs over a time period

Strategy, measures of success, integration of media and mediums, creativity, and design excellence will also be considered as important attributes in determining the excellence of the campaign.

Submissions for this award should include:

- Copies of media used

- Summary of the campaign's intended purpose and how the campaign meets the attributes described above (*The summary may be no more than 1 double-spaced page using a minimum font size of 12 points*)

3. Comprehensive EHS Marketing and Communication Program

This highest award recognizes excellence in a comprehensive program of marketing and communications. This award includes the defined, planned, and ongoing marketing and communication activities that support and enhance the functionality of an EHS organizational unit.

Attributes of a program should include:

- Comprehensive strategic marketing plan that utilizes all six elements of marketing
 - Price
 - Product
 - Promotion
 - Place
 - Policy
 - Partnerships
 - Show how all integrate into the whole plan
- Application of the four elements of branding
 - Organization
 - Product
 - Person
 - Visual Image
 - Show how they relate to the overall strategy and objective of the marketing plan
- Program should include methods of measurement of the impact and results (metrics) of the program, either qualitative or quantitative (preferably quantitative).

Submissions for this award should include:

- Copies of media used
- Summary of the EHS Marketing and Communication Program and how the program meets the attributes described above. (*The summary may be no more than 5 double-spaced pages using a minimum font size of 12 points*)

Application Requirements

To be eligible to receive the award, the following requirements must be met:

1. The applicant must be a CSHEMA institutional member in good standing.
2. A separate application shall be submitted for each award.
3. Application must include the "Category" which they are applying.
4. Application must include the "Summary" as defined for the award in which they are applying.
5. The EHS unit submitting the award shall have been primarily responsible for the initiation, development, and implementation of the submissions for each Marketing and Communication Award. However, it will not have had to create the submission materials internally in their entirety. All providers for the creation and production of materials must be identified on the application. The submitter must be proactive in identifying who has participated in the creation and production of the submitted item. Deviation from this requirement may result in disqualification of a submission.

SUBMITTAL PROCESS:

1. Entries must be received by March 31.
2. Entries must be submitted online at <http://cshema.wufoo.com/forms/z7x3k1>
3. Entries should be one file, preferably PDF, and the file size should be as small as possible. Entries sent any other method will not be accepted.

Awards Process

1. The Awards and Recognition Committee will be choosing the top 3 submissions within each award category based on the Initial Evaluation defined below. Those top 3 will be sent in an electronic format to the CSHEMA membership so the membership may vote the top submission within each award category.
2. If there are less than 3 submissions, then those will be sent directly to the CSHEMA membership to be voted on. The winner will need to have at least 51% of the vote to win.
3. If the Institution of the Awards and Recognition Committee member has submitted an entry for a category, then that committee member will recuse themselves from voting within that category.
4. An award will be presented to the submitting institution's representative at the annual conference.

Initial Evaluation for CSHEMA Marketing and Communication Awards

- Marketing or Communication Objective Clarity (0-20 Points)
 - Marketing or communication is clear and easy to understand
- Originality (0-10 Points)
 - Shows originality in the concept expressed in the media
- Creativity (0-20 Points)
 - Shows evidence of creative ability and professional skills in graphic design and content
- Production Values (0-20 Points)
 - Shows excellence in the quality of the production, whether it is photography, printing, video, or other
- Appropriateness and Understanding of the Intended Audience (0-10 Points)
 - The message is appropriate for the intended audience
- Message Impact (0-20 Points)
 - Message is powerful and directly related to the marketing or communication objective

Additionally, the Comprehensive EHS Marketing and Communication Program Award Evaluation will include:

- Use of elements of marketing (0-50 Points)
- Application of elements of branding (0-20 Points)
- Measurement of the impact and results (metrics) of the program (0-30 Points)