



International Facility Management Association

**Empowering Facility Professionals Worldwide**

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# *Awards of Excellence 2012*

## *Chapter Award of Excellence in Newsletter Publishing*

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The Chapter Award of Excellence in Newsletter Publishing is presented to the chapter(s) that produces a regular publication that communicates chapter activities, related events and opportunities to its readers. Meeting the needs of the reader, appearance, quality, resources and continual improvement will be reviewed. The judging panel will consist of the IFMA vice president of communications, two previous winners of the award and two additional IFMA members who have experience in chapter leadership positions.

**Eligibility:** Chapters must be in good standing with IFMA. A chapter that has won this award within the past two years is ineligible to participate.



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Dear Prospective Nominator:

Thank you for your interest in preparing a submission for the 2012 IFMA Awards of Excellence program. This program honors those individuals, companies, chapters and councils who have raised the bar in their contributions to the advancement of the facility management profession and to IFMA around the globe.

All completed submission packages are due to IFMA headquarters by **June 4, 2012**. Each submission is reviewed to ensure it meets the specific requirements established for that particular category. *Incomplete submissions or those that do not meet the requirements will be returned to the nominator and will not be considered eligible.*

Judging binders containing one of each submission in the various categories are assembled and are sent to the 2012 Awards of Excellence Judging Panel. The judging panels are composed of qualified volunteers who have demonstrated expertise and practice in the award areas they are to judge. The form used by the judges to evaluate this award is included in the nomination package. Each of the questions (achievements) and judges' overall evaluation of your entry are assigned point values and summed to determine the final score. Some award categories also call for the nominator to provide exhibits that are also worth points. Winners are determined by the highest total scoring; however, judges reserve the right to withhold an award should they determine no submission qualifies as "excellent" or does not reach the minimum of 85 cumulative points out of a total possible of 100.

We appreciate your participation in this awards program and your effort to complete the nomination package thoroughly and thoughtfully. Please review the following pages to ensure all requirements for the nomination are met. Complete submissions are due at IFMA headquarters by **June 4, 2012**. Nominators and entrants will be notified in August 2012 regarding qualification. All awards will be presented at the Awards of Excellence events at World Workplace 2012 on Friday, Nov. 2 in San Antonio, Texas.

Please contact me by e-mail at [barbara.zlatnik@ifma.org](mailto:barbara.zlatnik@ifma.org) by phone at 281-974-5624 if you have any questions.

Sincerely,

A handwritten signature in black ink that reads "Barbara J. Zlatnik". The signature is fluid and cursive, written in a professional style.

Barbara J. Zlatnik, CAE  
Director, Member Services

## Important Reminders:

Specific requirements have been established for all submittals to ensure the judging process is as objective as possible. Judging is done by volunteers and is an arduous task.

Please fill out the nomination form thoroughly. When all entries are received at IFMA headquarters, they will be assembled in a binder for each judge. Any submission not meeting these criteria will be disqualified. Please follow the specific guidelines below:

1. Type or computer-generate the forms. Font size should be at least 12-point (use a standard, easy-to-read font, such as Arial or Times New Roman).
2. Three-hole punch every page of your entry. Separate each judge's copy with clamps or rubber bands.
3. Do not place in presentation folders, notebooks or binders. All entries will be placed in notebooks for each judge.
4. You will be allowed **one** 8 ½" x 11" sheet of paper, front side only, per question asked on the nomination form. Be sure to clearly identify the question you are answering. This generally allows about 1,000 words to answer a question.
5. The nomination form explains how many pages of supporting exhibits you should submit. Any exhibits submitted in excess of the allowable amount will not be furnished to the judges. Exhibits should be placed in plastic sleeves
6. Examples of materials that may be placed in the sleeves: booklets, pictures, rosters, graphs, reports etc. Anything that is not that are not the standard size can be placed in a sleeve. Each sleeve is equivalent to one page (one side) of exhibits. You may place as many items in each sleeve as you wish.
7. The nomination form also clearly states how many copies of the entry must be submitted. Be sure all copies are very clear and equal in quality.
8. Provide specific information, not generalities. Statements such as "membership has increased significantly" would be more impressive if backed by actual statistics.
9. You will receive a verification letter acknowledging that IFMA headquarters has received your entry. Please contact Barbara Zlatnik if you do not receive this letter.
10. Your nomination package also contains the form the judges will use in evaluation of your entry. Take the time to read this prior to preparing your submittal so you will understand the criteria and point system.
11. Before forwarding your entry, verify that every judge's copy is complete and contains the supporting documentation required.

All nominations must be received at IFMA headquarters no later than **June 4, 2012** to be considered valid. The materials will be assembled into binders at IFMA headquarters and forwarded to the judges for review. Judges will score each submittal, and IFMA headquarters staff will tabulate all scores. Winners will be determined by the highest total scoring; however, judges may reserve the right to withhold an award should they determine no submittal qualifies as excellent and has a minimum of 85 cumulative points.

## 2012 Nomination Form

Submittal covers activities from May 1, 2011 to April 30, 2012.

# Chapter Award of Excellence in Newsletter Publishing

Type or computer-generate the forms. Font size should be at least 12 point, and an easy-to-read font such as Arial or Times New Roman should be used. All communications regarding this entry will be directed to the individual listed in the section "Nominated by."

Nominee chapter: \_\_\_\_\_

Chapter president: \_\_\_\_\_

Mailing address: \_\_\_\_\_ Phone #: (     ) \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip/Mail code: \_\_\_\_\_

E-mail: \_\_\_\_\_

Newsletter committee chairperson(s): \_\_\_\_\_

Mailing address: \_\_\_\_\_ Phone #: (     ) \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip/Mail code: \_\_\_\_\_

E-mail: \_\_\_\_\_

- Award category:      Small chapter (200 or fewer members on April 30, 2012)  
                           Large chapter (201 or more members on April 30, 2012)

## Chapter information:

Number of newsletters published per year: \_\_\_\_\_

Number of copies distributed each issue: \_\_\_\_\_

## Nominated by:

Chapter president: \_\_\_\_\_

Employer: \_\_\_\_\_

Business address: \_\_\_\_\_ Phone #: (     ) \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip/Mail code: \_\_\_\_\_

Fax #: (     ) \_\_\_\_\_ E-mail: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Chapter Award of Excellence in Newsletter Publishing Nominee: \_\_\_\_\_

*Please answer each question on a separate 8 1/2" x 11" sheet of paper, using one side only. Clearly identify the question you are answering.*

Summarize the basis for this nomination.

Chapter Award of Excellence in Newsletter Publishing Nominee: \_\_\_\_\_

*Please answer each question on a separate 8 ½" x 11" sheet of paper, using one side only. Clearly identify the question you are answering.*

1. Describe the chapter's overall strategy for publishing the newsletter. How is this strategy tied into the chapter's strategic plan? Include how often the newsletter is published, how deadlines are met, distribution is accomplished, etc. (0-10 pts)

Chapter Award of Excellence in Newsletter Publishing Nominee: \_\_\_\_\_

*Please answer each question on a separate 8 ½" x 11" sheet of paper, using one side only. Clearly identify the question you are answering.*

2. What costs are associated with the newsletter? Include cost to publish, salary paid to outside professionals and income from advertising. What is the total cost per issue for the newsletter? (0 – 5 pts)

Chapter Award of Excellence in Newsletter Publishing Nominee: \_\_\_\_\_

*Please answer each question on a separate 8 ½" x 11" sheet of paper, using one side only. Clearly identify the question you are answering.*

3. What is the degree of member involvement in contributing to the success of the newsletter (i.e., contribution of articles, editing, photography, donated printing, mailing, etc.)? (0 – 10 pts)

Chapter Award of Excellence in Newsletter Publishing Nominee: \_\_\_\_\_

*Please answer each question on a separate 8 ½" x 11" sheet of paper, using one side only. Clearly identify the question you are answering.*

4. How has the newsletter changed and evolved over the years? (0-10 pts)

Chapter Award of Excellence in Newsletter Publishing Nominee: \_\_\_\_\_

*Please answer each question on a separate 8 ½" x 11" sheet of paper, using one side only. Clearly identify the question you are answering.*

5. What is the most successful feature of the newsletter? Use survey data if available. (0 – 5 pts)

Chapter Award of Excellence in Newsletter Publishing Nominee: \_\_\_\_\_

*Please answer each question on a separate 8 ½" x 11" sheet of paper, using one side only. Clearly identify the question you are answering.*

6. What items are featured consistently in each issue? (0 – 5 pts)

Chapter Award of Excellence in Newsletter Publishing Nominee: \_\_\_\_\_

*Please answer each question on a separate 8 ½" x 11" sheet of paper, using one side only. Clearly identify the question you are answering.*

7. What feedback instrument is used to measure reader satisfaction? (0 –10 pts)

Chapter Award of Excellence in Newsletter Publishing Nominee: \_\_\_\_\_

## Authorization:

We hereby agree that IFMA has the right to use our nominee's name, organization and information in this form as it relates to the promotion of this award. We understand IFMA and other trade publications can publish the award.

Authorized signature: \_\_\_\_\_

Position: \_\_\_\_\_ Date: \_\_\_\_\_

## Exhibits:

*Include three separate issues of the newsletter (originals preferred) for each judge.*

*Include a maximum of five sleeves of additional exhibits.*

## Submit nomination:

### **Mail original and copies to:**

IFMA Awards Committee  
1 E. Greenway Plaza, Suite 1100  
Houston, TX 77046-0194 USA

*Submit seven copies of the entry for distribution to the judging panel.*

*Deadline for the receipt of nomination at IFMA headquarters is June 4, 2012.*

## 2012 Judges' Evaluation Form

Submittal covers activities from May 1, 2011 to April 30, 2012.

### Chapter Award of Excellence in Newsletter Publishing

Winners will be determined by the highest total scoring; however, judges may reserve the right to withhold an award should they determine no submittal qualifies as excellent and has a minimum of 85 cumulative points.

**ACHIEVEMENTS:** Sum of achievement columns 1-8 as follows. Maximum total point value = 70 points.

1. Describe the chapter's overall strategy for publishing the newsletter. How is this strategy tied into the chapter's strategic plan? Include how often the newsletter is published, how deadlines are met, distribution is accomplished, etc. (0-10 pts)
2. What costs are associated with the newsletter? Include cost to publish, salary paid to outside professionals and income from advertising. What is the total cost per issue for the newsletter? (0-5 pts)
3. What is the degree of member involvement in contributing to the success of the newsletter (i.e., contribution of articles, editing, photography, donated printing, mailing, etc.)? (0-10 pts)
4. How has the newsletter changed and evolved over the years? (0-5 pts)
5. What is the most successful feature of the newsletter? Use survey data if available. (0-5 pts)
6. What items are featured consistently in each issue? (0-5 pts)
7. What feedback instrument is used to measure reader satisfaction? (0-10 pts)
8. Overall evaluation of entry. (0-25 pts)

**EXHIBITS SUPPORTING ACHIEVEMENT:** (Maximum total point value = 25 points) Consider ease in reading, appearance and content.

Nominees	Achievements								Exhibits	Total Points
	1	2	3	4	5	6	7	8		

Judge: \_\_\_\_\_

Date: \_\_\_\_\_

Judges' Guideline for Point Spread						Definition
5	10	15	20	25	30	
0	0	0	0	0	0-1	Does not merit consideration
1	1-2	1-3	1-4	1-6	2-7	Below standards
2	3-4	4-6	5-8	7-12	8-14	Below average
2.5	5-6	7-9	9-12	13-16	15-18	Average
3	7-8	10-12	13-16	17-20	19-22	Above average
4	9	13-14	17-19	21-24	23-28	Excellent
5	10	15	20	25	29-30	Exceeds expectations

## ***Check Sheet for Submittal***

Any submission not meeting these criteria will be disqualified.

# **Chapter Award of Excellence in Newsletter Publishing**

## **General:**

- Nominations are scored on content only, not creative presentation of the submission.
- The submission covers activities from May 1, 2011 to April 30, 2012.
- **Do not place submission in presentation folders** (including spiral, GBC, notebook or other type of binder).
- Every page of submission should be three-hole punched.
- Exhibits are an important part of this submission. Items like booklets, pictures, etc. that are not the standard size, can be placed in a vinyl or plastic sleeve to prevent loss. Each sleeve is the equivalent to one page of exhibits. The sleeve should be three-hole punched.
- You may use rubber bands or clamps to secure separate copies of the submission.
- At least a 12-point font size must be used for submission, and an easy-to-read font such as Arial or Times New Roman should be used.
- Submission should be typed or computer-generated.
- You are allowed one 8 ½" x 11" sheet of paper, using front side only, per question asked on the nomination form. Clearly identify the question you are answering.
- All questions on the nomination form should be completed as requested.
- Authorization must be signed.
- Nominee may not have won this category of Awards of Excellence in 2010 or 2011.

## **Specific requirements for the Chapter Award of Excellence in Newsletter Publishing:**

- Nominator must be an IFMA member in good standing (dues current).
- Chapter must be recertified for the fiscal year ending June 30, 2011.
- Include three separate issues of the newsletter (originals preferred) for each judge.
- Maximum of five sleeves of additional exhibits may be submitted. No videotapes, DVDs, or CDs will be accepted. Photographs may be included within the five sleeves of exhibits.
- Provide seven copies of submittal.
- Deadline for receipt of nomination at IFMA headquarters is June 4, 2012.