

Chapter Awards Manual



Upper right photo – Washington Chapter
Lower right Photo – Tennessee Chapter



Overview and Purpose

This manual was created to help chapters recognize members, non-members and the public works industry through an established awards program at the local level.

Establishing an awards program can help define the value of public works and enhance the chapter's visibility. Knowing that each chapter is unique in size and structure this manual should be used as a guide and is not intended to be interpreted as policy.

Table of Contents

Creating a Chapter Awards Program	3
Marketing the Awards Program.....	4
Chapter Email	5
Chapter Newsletter.....	6
Social Media	7
Creating Excitement about your awards program	8
How to find Award Candidates	8
Recognizing the Award Recipients	9
Chapter Award Committee Job Description.....	11
Chapter Award Website Examples	12
Example Wording for Certificates	13
Free Resources	15
Submitting Chapter Awards to APWA.....	17
Increasing the chance for a nomination to win	17
Conclusion	19

Creating a Chapter Awards Program

Establish a Committee

In 2018 APWA identified forty seven chapters that have a local awards program committee. This committee could consist of one or more persons. Some chapters have two committees one to create the APWA Presidential Award for Chapter Excellence submission also known as the PACE and another to manage the chapter awards. Other chapters have one committee to manage the local awards and determine which awards will move up into the APWA awards competition.

Here are some steps a chapter can take to create or enhance their awards program.

Determine what awards to include in your awards program and if some will mirror the APWA awards criteria (which is recommended) so moving local awards into the APWA awards program will be seamless.

What is the purpose and responsibility of the committee? For example, “to create awards at the chapter level, review and update the awards criteria as needed”. How does the committee find the candidates and determine the process to collect the nominations? Who judges the nominations? How are the judges selected? How do you notify the candidates who received an award and those who did not? These are some of the responsibilities you will need to determine in establishing your committee. There is a template for an awards committee job description in the appendix.

Establish a budget for your awards. How much will you spend on the plaques and the awards ceremony? Software costs? Travel expense to present the award if you are going to their place of business. Phone costs (conference call) for judges to select recipients if not doing it face to face? If your selecting recipients requires a meeting, then budget for lunch or snacks. The budget will reflect how big your awards program and the recognition planned for the recipients will be.

**To those of you who received honors, awards and distinctions, I say well done.
And to the C students, I say you too, can be President of the United States.
George W. Bush**

Choose a venue for the recognition. Some chapters do not have an official awards ceremony but recognize recipients at various chapter events throughout the year. With smaller chapters it is probably best to go to the recipient's place of work and present the award there in front of their peers or at a city council meeting, but however you decide to recognize your award recipients take photos to market your awards program and recognize the recipient. More suggestions about an awards ceremony and recognition will be discussed later in the guide.

Marketing the Awards Program

The first place to publicize your awards program is on the chapter website. Below is the Mid-Atlantic chapter posted awards program. They state their purpose, what they want and when they want it, the forms and the descriptions of their awards, (which I left out to save space) and they gave a contact person and timeline at the end.

APWA's Mid-Atlantic Chapter Awards Program was established to recognize outstanding individuals and groups representing the best achievements in the Public Works profession in our Chapter!

We want your nominations!

Each year the Mid-Atlantic Chapter recognizes the awardees at our annual conference. All National Award categories are also eligible for Mid-Atlantic Chapter Awards. Please keep in mind the deadline for Mid-Atlantic Chapter award submittals is midnight, January 20, 2017. There will be no exceptions. All submittals must be made via email. Submit your awards via email to APWA@associationbuilders.com. If submittal file is too large to email, a CD or other storage medium may be mailed to APWA, 11712C Jefferson Avenue, Newport News, Virginia 23606. Adobe Acrobat (.pdf) files are required, and all submittals must be combined into a single file. Submit your awards via email to APWA@associationbuilders.com.

Forms to Utilize:

For Chapter Awards: Please utilize the "2017 Chapter Awards Nomination Fillable Form" linked below for Chapter awards only. PLEASE NOTE: this form does not download properly using FIREFOX or EDGE Web Browsers. If you only have access to these browsers, please email APWA@associationbuilders.com to obtain a copy of the nomination form.

[2017 Chapter Awards Nomination Fillable Form](#)

For Project Awards: Please use the following "Project of the Year Nomination Form" to submit nominations for Chapter Project of the Year. All Project nominations are due January 20, 2017. Submit your awards to APWA@associationbuilders.com.

[Project of the Year Nomination Form](#)

For National Awards

Please use the online submittal system located [here](#). Once complete, convert the submission form to Adobe Acrobat reader (.pdf) format, combine it with your submittal documents, and submit to the Chapter via email. Please email to apwa@associationbuilders.com. Remember, you will need to amend your submittal if it is selected for Chapter Endorsement.

Please submit National Applications to the Chapter for review and consideration for a Mid-Atlantic Chapter Award and Chapter endorsement for National awards. Self-nominations for Mid-Atlantic Chapter Awards are permitted. Please see the Awards section on the Chapter website for examples of previous award-winning submittals. Submit your awards by email to APWA@associationbuilders.com.

Please keep in mind the **absolute deadline** for Mid-Atlantic Chapter award submittals is **January 20th, 2017**. There will be no exceptions. Applications must be received by midnight on this day.

APWA Mid-Atlantic Chapter Awards Timeline	
Mid-Atlantic Chapter Awards Due	Friday, January 20, 2017
Notification of Endorsements to Chapter Winners- Submitter responsible for adding/modifying National submittal	Monday, February 6, 2017
APWA National Awards Due	Monday, March 01, 2017
Award Ceremony	Chapter Conference, May 11, 2017

Leave the awards program posted year-round so visitors and new members can view and learn about the chapters awards program. This will bring them back to the website when the new program is posted.



Links to chapter award websites can be found at the end of this document.

Chapter Email

You can email the entire chapter membership about the awards program by using the Chapter Email feature in the APWA Chapter Leader Resources area located in the APWA website. The chapter email page feature allows chapter leaders to

communicate with members of their chapter by composing the message and click “Queue Emails”. Your email request will be queued to be processed in the order in which requests are received. When your request reaches the front of the queue, emails will be sent at the rate of 50 every two minutes.

If you do not know how to reach the Chapter Leader Resource area there are two ways to get there. First go to the APWA website www.apwa.net login at the top of the home page and you will see on the far left MYAPWAHOME. Open this and you will see a page with icons choose this icon.



Or you can hover over the chapters tab located on the home page and a drop-down list appears with Chapter Leader Resources listed. Once in the Chapter Leader Resource site choose Membership and you will see a tab marked Chapter Email.

Chapter Newsletter

Any chapter that has a newsletter includes their Awards program. To see results you want to list a description of each of your awards, the deadlines, contact person and a link back to your website.



Links to chapter newsletter award announcements can be found at the end of this document.

Another way to market your awards program and chapter is to send/email your chapter newsletter to cities and companies that are not members but have an interest in the public works industry. There are several ways to find non-members or prospective members. To find prospective members you can go to the Chapter Leader Resource area under membership. Go to Live Reports and choose prospective members. Enter the dates you want to pull non-member records that were added in the APWA database and click find. This list will pull non-members who have set up an account to access information about APWA or to purchase products from the bookstore. The list includes their name, title, company, full address and email. You can export the list in various formats.

Other ways to find non-members and perhaps increase nominations is to download your chapter roster and sort by company. This will tell you which organizations are members. Use Google to find contacts from cities and counties you do not have members from. I googled “a list of all Missouri city governments” and found this website <https://www.mo.gov/government/city-county-government/>. The front page has two options: a list of cities and municipalities and their respective website and the other option is a list of counties and their respective website. This can be time consuming to visit the websites to glean contacts to send your chapter newsletter or awards program information so check with your membership committee who may already have a list of non-members or a prospective member list you can use.

Social Media



Post the awards announcement on the chapters Facebook and see if your chapter can do a live streaming Facebook video about the awards program.

Ask corporate members if they would post a flyer about your chapter awards information on their website or Facebook page. A flyer doesn't take a lot of space and this might be a good time to seek out sponsorships for the awards program/ceremony.



Tweet about the awards program. Use hash tags that include your chapter name, public works and APWA. Encourage members and past award winners to tweet about the program and during the awards ceremony.



If your chapter has a YouTube channel post a video of past winners announcing the opening of the awards program. Have them talk about their experience as a recipient.



Posting in your professional social network to connect to other professionals you know in the local area.

There are lots of possibilities for you or your committee to think about. Get creative and share your ideas with other chapters by posting them in the “My

APWA Connect” section of the APWA website. Send examples of your awards flyers, programs and accomplishments to Rhonda Wilhite, Awards and Chapter Relations Associate at rwilhite@apwa.net to post in the Chapter Leader Resource awards area.

Creating Excitement about your Awards Program

By following the suggestions throughout this guide a chapter can generate excitement for their awards program especially if this is your first year. Other suggestions are:

Create an award that is a People’s Choice award where your members vote online for the winner of their choice. You could also consider letting non-members vote in a People’s Choice award to get them on your website and introduce your chapter to what you can do for them professionally.

Don’t reveal an award winner until your awards ceremony. This builds excitement and brings people to your ceremony.

How to find Award Candidates

It is easy to attract those that are already active in the chapter and branches, but what if you are a small chapter or large chapter that feels they have nominated most of the plausible candidates. Where do you look for candidates?

Excitement drawn to the awards program by using social media outlets will help with entries.

If your chapter has a non-member award you can check into sending the chapter awards information to non-members as discussed under chapter newsletter and social media.

Try and involve inactive members keep a list of those that have attended a chapter lunch or social and send the information about your awards with a personal invitation to nominate themselves.

Send a survey to your membership asking, “after reviewing the awards offered by your chapter can you think of anyone including yourself that would be a great candidate”. You can also approach a chapter member you know would be perfect

for a certain award if you are not the one doing the judging. Ask them personally to consider applying for an award you feel they would be a perfect candidate.

Go through each award you have as a chapter and APWA's awards criteria along with your membership roster. Look up a candidate in LinkedIn to see what qualifications they have listed. For example, if they are heavy into community service, they may make a good candidate for the community service award. If they are on your roster, they know about APWA even though they may not be participating locally you have their email, their phone number reach out to them.

Review your past award winners to see if they might qualify for another award. If it has been a few years a past Professional Manager could be a good candidate for a APWA Top Ten Public Works Leader of the Year. Or could a previous award winner be a good candidate for another chapter award? Look at non-members in your industry and network for possible candidates if non-members are eligible for an award.



If your chapter has had any success with identifying candidates, award success stories or examples please email Rhonda Wilhite, Awards and Chapter Relations Associate at rwilhite@apwa.net

Recognizing the Award Recipients

It doesn't matter if you're a chapter with less than 100 members or greater than 500 members you need to determine the best way for your chapter to recognize the award recipient.

If you are a small chapter throwing a large-scale luncheon awards ceremony isn't practicable for several reasons such as lack of funds and volunteers. A small chapter should consider taking the award to the place of employment of the recipient to be presented by the chapter president and other chapter leaders in front of the recipient's colleagues. Work with the nominator or company's HR department about the proper time and presentation. Could it be done during a staff meeting, take some snacks such as donuts, cookies and leave behind information about your chapter, take photos and post on your chapter website. Perhaps at a city council meeting, or wherever they feel others are there congratulating and

recognizing them for the honor. Take pictures, post to all social media outlets, perhaps do a press release, you can contact APWA for assistance.

Larger chapters usually have a luncheon during National Public Works Week, or at the end of the year where they recognize past and incoming chapter leaders and their award recipients. If your chapter has the funds, volunteers and crowd participation this is the best way to recognize your award recipients.

Other ways a chapter can recognize their award recipients would be during their chapter dinner at PWX. Sure, most chapters combine to a region dinner at PWX but after you have recognized the host chapter and all those that put the dinner together have the regional director stand and recognize any award recipients present. Have that list prepared for the region director to read from.

If your chapter does a PWX chapter dinner without other chapters participating, then your list of people registering will tell you if the award recipient is coming. If you have combined your chapter dinner with other chapters provide a list to the host chapter to see if your award recipients have registered. Maybe your chapter pays the chapter dinner fee for the award recipients. Again, take photos at the chapter or region dinner and post on social media your website and include in your newsletter.

Chapter Awards Committee Job Description Example

PURPOSE:

The Purpose of the Awards committee is to promote, recruit and recognize the chapter awards program and recipients and then select those that will be submitted to the APWA awards program. This committee will be comprised of () members.

SELECTION OF THE AWARDS COMMITTEE

The Awards Committee Chair will be selected by the president. The chair will solicit support and assistance from other members. You could choose that each member of the committee comes from a branch of the chapter to help reach possible candidates, it could be directors of the chapter? This is where you figure out what works best for your chapter.

WHO JUDGES THE NOMINATIONS AND HOW ARE THE JUDGES SELECTED?

The Awards committee should not have the responsibility of selecting the award recipients because they are the ones primarily responsible to find the candidates. Another group should review the nominations and select the recipients. This group will most likely be appointed by the board or a section of the board like the directors can choose the recipients. After the recipients are chosen it will be the awards committee's responsibility to notify all the candidates of the outcome.

HOW TO RECOGNIZE THE WINNERS

If your chapter has a newsletter chair, publicity chair, annual conference or luncheon committee you will work with them to establish what type, when and where works best for your chapter to recognize the recipients.

The chapter publicity or newsletter committee or the equivalent to your specific chapter will promote the awards call for nominations and announce the recipients in all chapter media outlets such as the newsletter, Facebook, twitter, etc.

If your chapter has an annual conference or lunch, you will work with these committees on how to recognize and present the recipients their awards.

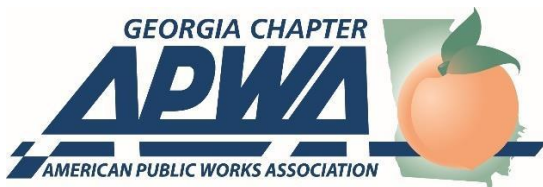
I don't deserve this award, but I have arthritis and I don't deserve that either
Jack Benny

These resources were found while viewing various chapter websites and in no way refer that other chapters not listed do not have these same types of items.

Chapter Awards Website Examples press Ctrl key and click on logo or right click on chapter logo and choose open link.



Chapter Award Flyer Example



Chapter Award Recognition Example



I hated every minute of training, but I said, “don’t quit” Suffer now and live the rest of your life as a champion Mohammed Ali

Example Wording for Certificates

Name of Chapter

Recognizes the outstanding career service achievements of

(Person’s Name)

As a token of the affection and esteem of all members of the (Name of Chapter)

By the Authority of the (Name of Chapter) Board of Directors

Date

Name of Chapter

In Recognition of Outstanding Achievement this certificate of appreciation (or use the words Award of Merit) is presented to

(Person’s Name)

As a token of the affection and esteem of all members of the (Name of Chapter)

Date

Name of Chapter

In Recognition of Outstanding Leadership and Dedicated Service to the (Name of Chapter)

This certificate is presented to

(Person’s Name)

As a token of the affection and esteem of all members of the (Name of Chapter)

Date

No person was ever honored for what he received. Honor has been the reward for what he gave. Calvin Coolidge

Name of Chapter

Meritorious Service Award

Is presented to

(Person's Name)

In appreciation and gratitude for leadership in serving as _____ ...

Name of Chapter

Presents this

Certificate of Appreciation

To

(Person's Name)

For serving as (or use his/her valuable service as)

(Fill in the service)

Date

Other Phrases

In recognition of outstanding leadership and dedicated service to the public works profession.

In recognition of noteworthy achievement in -----

To recognize valuable and dedicated service as a member of ----- at the (name of Chapter)

Of course, you would format the certificate to look its best. You may even have your chapter president sign the certificate. APWA certificate paper can be purchased in the APWA Bookstore at www.apwa.net.

Free items used by others that might help you as well. APWA does not endorse these products and they are only provided as a starting point to help you in your search for options in your awards committee management.

Free Resources

Top 6 Free Conference Call Services 2018

Free Conference Call Service	Best For
FreeConferenceCall.com	(Best Overall) Businesses that need a comprehensive free conference call service.
UberConference	Startups that hold scheduled conference calls with up to 10 people.
FreeConference.com	Those who want a free conference number with toll-free international call-in numbers.
Google Hangouts	Companies that use G Suite products and want to sync communications across devices.
Zoom	Businesses that want a robust video conference service with a great mobile app.

Free Form Building software

Use these for plaque forms and award ceremony attendance forms.

Jotform.com: You can use five forms for free and you have very nice templates to make the form look great and brand it with your chapter logo. Another great feature I like with this form is you receive emails responses of the form.

Wufoo.com: You get three forms for free that include reports but only 10 fields and 100 entries per month.

Free Meeting Scheduler

Xoyondo – Its free and very easy to use. Some prefer it over Doodle.

Free Project Sharing software

Trello – most have heard of this but what makes this good is you can set up a free account and invite others into the board you set up for Awards. A board is a list of lists, filled with cards used by your and your team. You can add comments, upload attachments and create checklists and due dates.

Winning is great, sure but if you are really going to do something in life the secret is learning how to lose. If you can pick up after a crushing defeat and go on to win again you are going to be a champion. Wilma Rudolph

Submitting Chapter Awards to APWA Awards Program

In 2018 APWA had forty-two chapters participate in the APWA awards program by nominating one or more award nominations. Or maybe you are one of the twenty-one chapters that didn't submit any nominations, but you would like to. This section will help both groups improve submission and chances to win.

APWA awards program consists of thirty-one awards and from those sixty-five award recipients were selected this year. Some awards recognize multiple recipients such as the Public Works Projects of the Year and the Top Ten Public Works Leaders of the Year awards.

Some chapters submit the required amount of nominations to qualify for the Presidential Award for Chapter Excellence (PACE) award and some will submit many nominations and multiple candidates for the same award. To qualify for the PACE the requirements currently are chapters with 500 members or less need only one award nomination for any award of their choice. If your chapter has more than 500 members it must nominate at least one individual for the Top Ten Public Works Leaders of the Year AND submit nominations for three other awards of their choice.

Tips to increase a nomination's chance to win.



Tip. If you're submitting a candidate that won a chapter award and the chapter's criteria does not mirror the criteria in the national competition you should ask the candidate to modify the submission to cover all the criteria that is stated in the national award. This will benefit the candidate's submission.



Tip. Submit nominations for awards that are overlooked. Below is a list of awards that currently have a small number of submissions.

Harry S. Swearingen Award for Outstanding Chapter Achievement for a Corporate Member. Here is the chapter's chance to recognize that corporate member who always sponsors or pitch in when needed.

Excellence in Snow and Ice Control Award – Great for agencies that are or are not members. This award's due date is in December.

International Service Award – members only can be nominated.

Distinguished Service to Public Works Award – members only can be nominated

Commendation for exemplary Service to Public Works – non-members only can be nominated.

Please refer to the criteria when preparing for these and any award nominations submitted to APWA.



Tip. Follow the criteria and nomination form directions. Have your nomination in the same order as the criteria. The easier it is for the judges enables them to quickly find the information needed to score your nomination. If you don't receive the award on your first attempt and the award allows for resubmissions try again.



Tip. Take advantage of the webinars offered by APWA on the Awards Program and another for the PACE award. If you cannot attend these, they are recorded and can be viewed on the Chapter Leader Resource YouTube channel.



Tip. Learn how national conducts its awards program and be able to see how others submit nominations by becoming a judge on one of the awards committees appointed by the APWA President-elect. Next time you hear about nominations which happen around late January/February go and review the committee responsibilities for either the Awards Committee, Public Works Project of the Year or the Top Ten Public Works Leaders of the Year.

Conclusion

This manual was created to help chapters establish, promote and recognize their members and chapter achievements through an awards program. If you have any ideas or software you would like to contribute or need further assistance with your awards program, please contact Rhonda Wilhite at rwilhite@apwa.net or 816-595-5261.