



# Chapter Communications Award

## PURPOSE

The Chapter Communications Award recognizes chapters that have exceptional chapter communication and publicity efforts. The creativity and hard work it takes to communicate effectively with members of the chapter, campus community and local community enhance visibility for the chapter and STTI.

## ELIGIBILITY

All active chapters of STTI are eligible for this award and are encouraged to apply. Communication efforts are required to have occurred between 1 April 2009 and 1 March 2011.

## NOMINATIONS

Any active STTI chapter member or officer may nominate. Self-nominations are invited.

## CRITERIA

Nominations will be judged on six criteria — media use, audience, purpose, timeliness, relevancy and creativity. Listed below are questions to consider for each criterion.

- **Media Use:** Does the chapter use various media—web, print, electronic?
- **Audience:** Does the chapter communicate with various audiences — chapter members, campus community, local community?
- **Purpose:** Does the chapter's communications serve various purposes — educating people about the chapter and STTI's history; promoting membership; and publicizing activities and opportunities? Did the communications' outcomes meet their purposes?
- **Timeliness:** How often does the chapter communicate? Is information communicated at appropriate times? How frequently does the chapter distribute newsletters and update its website?
- **Relevancy:** Is communicated information relevant for members of the chapter, campus community and local community? How does communicated information enhance the chapter's visibility, initiatives and activities within those groups?
- **Creativity:** In what unique ways has the chapter communicated? Is the layout and design of the chapter's web, print and electronic communications appealing?

## SUBMISSION REQUIREMENTS

A complete nomination consists of:

- Online entry form and payment.
- Supporting narrative that addresses criteria and describes the chapter's communication efforts and outcomes related to chapter visibility, initiatives and activities (1-3 pages).
- Materials or documentation that demonstrate implementation of communication efforts. Examples include, but are not limited to, fliers, newsletters and website pages.
- Letter of acceptance.

## CONTACT INFORMATION

For further information or to make a contribution to fund this award, please contact Michelle Lilly at +1.317.634.8171 (International), 888.634.7575 (U.S./Canada toll free) or e-mail [michelle@stti.org](mailto:michelle@stti.org).

## Call for Entries opens

1 November 2010

## Deadline

1 March 2011

## Entry fee

US \$50

The fee structure for nominations outside the U.S. will be set according to World Bank classifications based on per capita income designated as low, middle and high.

## Submission guidelines

Award entries must be submitted via the online submission system. Instructions are available at [www.nursingsociety.org/awards](http://www.nursingsociety.org/awards).

## Judging

Qualified judging panels representing strong talent and expertise are appointed.

## Notification

Award recipients will be notified by e-mail by 1 July 2011.

## Presentation

All awards will be presented at STTI's 41st Biennial Convention in Grapevine, Texas, USA, on 29 October – 2 November 2011.

## Contact us

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