

NJEA Awards for Excellence in Communications

Enter your association's communications efforts

At the NJEA Communications Tools Workshop on April 23, local and county associations will be recognized for excellence in three award categories:

1. Most Effective Use of Communications Tools to Achieve a Goal
2. Best Website
3. Best Newsletter (print or electronic)

To be eligible for consideration, entries must come from local or county associations affiliated with NJEA, N.J. Retirees' Education Association (NJREA), or NJEA Preservice.

Associations may submit for each award category within one of the following six divisions based on size and association type:

1. Local associations (500 or fewer members)
2. Local associations (501 or more members)
3. County associations (8,000 or fewer members)
4. County associations (8,001 or more members)
5. County NJREA organizations
6. NJEA Preservice campus-level associations

Local associations representing members working at institutions of higher education would compete in the appropriate local association division based on size. Preservice organization entries must be submitted by campus-level NJEA Preservice chapters that are recognized by their respective New Jersey institutions of higher education and are affiliated with NJEA.

In all instances, submitted materials must have been developed and created by members of the association entering the awards program during the 2021-22 or 2022-23 school years.

The deadline to enter is Jan. 15, 2023



ENTRY FORM – Category “Best Website”

Entries will be judged on:

- The use of well-written, timely, and informative material.
- Ease of navigation.
- Attractive design elements that enhance the message and engage website visitors.
- An accompanying narrative should explain how the website improves the standing of the association with its target audiences

Requirements:

- On an attached page, include an explanation of how the website improves the standing of the association with its target audiences.

Deadline: Entries MUST BE received no later than Jan. 15, 2023 email to njeareview@njea.org.

Association name: _____

Website URL: _____

Association member with major responsibility for entry: _____

Phone number: _____

Email address: _____



ENTRY FORM – Category “Best Newsletter”

Entries will be judged on:

(whether print or electronic)

- Content, design, visuals, and quality of writing, particularly if writing is clear and interesting with a visually appealing design.
- Presentation of informative material in a logical, consistent format that uses print or electronic technology effectively.

The three most recent editions of the publication must be submitted. An accompanying narrative should explain how the newsletter improves the standing of the association with its target audiences

Requirements:

- On an attached page, include an explanation of how the newsletter improves the standing of the association with its target audiences.

Deadline: Entries MUST BE received no later than Jan. 15, 2023.

Electronic newsletters: Email three electronic newsletters, or share the link where the newsletters may be found (below), to njeareview@njea.org.

Printed newsletters: Mail three printed newsletters to:

Liz Murphy
NJEA Awards for Excellence in Communications
P.O. Box 1211, Trenton, NJ 08607-1211

Association name: _____

Website URL: _____

Association member with major responsibility for entry: _____

Phone number: _____

Email address: _____



ENTRY FORM – Most effective use of communication tools

“Most effective use of communications tools to achieve a goal” entries will consider campaigns conducted during the 2021-22 and 2022-23 academic years.

Entries will be judged on:

- The clarity and measurability of the goals.
- The creative use of various tools of communication to advance those goals.
- Samples of materials used in a communications campaign.
- A narrative describing the communications campaign and its relationship to the broader objectives of the association (local, county, retiree, or preservice).

Requirements:

On attached pages, include the following

- List of materials/links included with entry, such as flash drives, websites, social media platforms, news clippings, posters, fliers, and other communications tools.

- Description of activity: Include no more than two pages to describe the goal and how the communications tools used to achieve it fit into the communications plan, campaign or project.
- Unusual circumstances: Be sure to include, if appropriate, any unusual or unexpected circumstances or constraints that affected the planning and implementation of the project.

Deadline: Entries (hand-delivered or mailed) MUST BE received, or postmarked, no later than Jan. 15, 2023.

Mail to:

Liz Murphy
NJEA Awards for Excellence in Communications
P.O. Box 1211
Trenton, NJ 08607-1211

If all materials are electronic, they may be uploaded to a platform such as Google Drive or Dropbox. In that case email the file link to njeareview@njea.org by Jan. 15, 2023.

Association name: _____

Entry Title: _____

Association member with major responsibility for entry: _____

Phone number: _____

Email address: _____

Duration of project: _____