



## **The James C. Hall Jr. Exemplary Program Awards** **Crisis Management, Marketing and Enrollment Award Submission Form**

THE JAMES C. HALL JR. EXEMPLARY PROGRAM AWARDS RECOGNIZE INNOVATIVE AND EFFECTIVE PROGRAMMING AND MARKETING ACTIVITIES THAT MAKE A CONTRIBUTION TO THE FIELD OF ADULT AND CONTINUING EDUCATION. 3 COMMON QUALITIES OF EXCELLENCE ARE REFLECTED IN ALL OF THESE AWARDS: INNOVATION, WHICH INCLUDES NEW TOPICS, NEW IDEAS, AND NEW OR IMPROVED COMBINATION OF EXISTING OR TRADITIONAL IDEAS APPLIED TO THE FIELD OF ADULT OR CONTINUING EDUCATION. QUALITY AND EFFECTIVENESS, WHICH REFLECTS HOW WELL THE PROGRAM, ACTIVITY, OR SERVICE FULFILLED ITS STATED OBJECTIVES. CONTRIBUTION TO ADULT OR CONTINUING EDUCATION, WHICH CONSIDERS THE DEGREE TO WHICH A PROGRAM OR PROCESS MAKES AN ONGOING CONTRIBUTION TO ADULT OR CONTINUING EDUCATION AND CAN BE REPLICATED BY OTHER INSTITUTIONS.

### AWARD DESCRIPTION

The CEANY Crisis Management, Marketing and Enrollment Award recognizes an outstanding professional and/or continuing education member organization (unit or individual) that has demonstrated the ability to pivot their marketing and implement new plans and program activities during these testing times. This award is affiliated with the CEANY Exemplary Marketing Program or Plan Award.

Please provide a narrative sharing how your team has pivoted during these challenging times. Nominees can enter their unique enrollment planning, crisis management strategies, operational best practices and/or how you have gained superior results in enrollment management during the COVID19 pandemic. Please provide a narrative describing the overall effectiveness of the program or plan.

The nominee must provide concrete examples of:

- Creativity based on resources
- Flexibility and implementation of new marketing plans, enrollment management procedures, programmatic design, crisis management, etc. during the pandemic
- Ability to pivot during the pandemic

### CRITERIA

1. Nominations must be made by a current member of CEANY in good standing.
2. Nomination must be for a current member of CEANY in good standing, self nominations are acceptable.
3. Nomination must be from within the last year of annual conference.

### SUBMISSION INSTRUCTIONS

1. Complete and submit nomination form and attachments electronically to [nominations@ceany.org](mailto:nominations@ceany.org).
  - a. The award form by itself will not be considered a complete application without the required attachments.
  - b. When submitting, the name of the award followed by the nominated party must be written in the subject line of the email with nomination material. For example: Exemplary Marketing Program: City College
  - c. The award application form and attachments must be received as 1 "package."
  - d. The maximum entire packet must not exceed 7 pages.
  - e. All award documentation must be attached documentation, not links.
  - f. The award must be received by the deadline date. No late submissions will be considered.

If selected, CEANY may use the application and award information on the website and in conference information. Further, CEANY may use any photographs of the award ceremony in promotional materials.



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Marketing: Crisis Management, Marketing and
Enrollment Award Submission Form

PROGRAM/PLAN TITLE: \_\_\_\_\_

Please check appropriate affiliation:
[ ] CUNY [ ] SUNY [ ] Other: \_\_\_\_\_

Nominee / Contact Name \_\_\_\_\_ Position \_\_\_\_\_

Institution \_\_\_\_\_ Telephone Number \_\_\_\_\_

Mailing Address (City, State, Zip) \_\_\_\_\_ Email Address \_\_\_\_\_

Nominator / Submitted by (if different than above) \_\_\_\_\_ Position \_\_\_\_\_

Institution \_\_\_\_\_ Telephone Number \_\_\_\_\_

Mailing Address (City, State, Zip) \_\_\_\_\_ Email Address \_\_\_\_\_

- Purpose of Program
Program Duration
Rationale for Program
Target Markets/Audiences
Marketing Approach
Cost
Effectiveness
Measures of Success
Additional Comments
List of Un-ailable Materials

Please include attachments that describe (no more than 7 pages) or visualize this nomination.