



The James C. Hall Jr. Exemplary Program Awards Exemplary Marketing Program or Plan 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 Exemplary Marketing Program award is offered for an outstanding marketing program that is comprehensive and creative in layout graphics and copy, and/or effective with measurable results. Please provide a narrative describing research and needs assessment, the targeted market, marketing approach, cost, distribution method, and the effectiveness of the advertisement / campaign / brochure as well as an example of the piece (if applicable).

You may also submit and Exemplary Marketing Plan, which is comprehensive and effective as shown by measurable results. Please provide a narrative describing research and needs assessment, the targeted market, marketing approach, cost, and the effectiveness of the campaign.

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.
 - 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.



The James C. Hall Jr. Exemplary Program Awards
Marketing: Marketing Program Award Submission Form

MARKETING 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 Marketing Program
Marketing Program Duration
Rationale for Marketing 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.