**AIA**

2018 Grassroots Leadership Excellence Awards

<span style="color:red">Call for entries</span>

Please read this document carefully. The requirements for submissions have changed. You must complete the submission process in Cadmium and include all photos and exhibits and at least two letters of support. For the first time, we are offering monetary awards for the winners and finalists in each category.

This document contains information on the following topics:

<span style="color:red">About the program</span>
The Component Excellence Awards program highlights the best ideas, practices, and programs that come from components. Although not all components are equal in terms of staffing or funding, the AIA recognizes that the accomplishments of its state and local organizations can be remarkable, regardless of their size or resources.

<span style="color:red">New this year – $1,000 prize for winners</span>
For the first time, the AIA is offering a prize of $1,000 for first place winners and $500 for second-place winners. The prizes will be awarded for each of the three categories.

<span style="color:red">Eligibility</span>
Any AIA component or member in good standing may enter. AIA components or members may enter in no more than two categories. Multiple entries in the same category are not permissible (i.e., only one entry per category for a total of two categories). Should a group submit multiple entries in a category, none of the entries will be considered. The jury reserves the right to reclassify an entry if it would be a better fit for another category.

## SUBMISSION DEADLINE, JUDGING, AND PRESENTATION OF AWARDS

AIA national must receive all entries on or before **Friday, November 17, 2017**. The jury, composed of AIA members and/or AIA national staff with extensive experience in the relevant areas, will review the submissions and select the award recipients. Award recipients will be recognized at the Grassroots 2018 conference in San Diego, CA.

## Submission materials and requirements

Relevant material such as newsletter articles, press releases, videotapes, brochures, issue briefs, and testimonies may be included as exhibits. These must be uploaded in Cadmium. Please do not email the documents or submit hardcopies. Hard copies will not be accepted.

All submissions must include <u>at least 10 to 14 digital images (color or black-and-white; 300K or higher)</u> for use in a video that will air during the awards program. The video will be yours to keep afterwards and you may use it to feature your components, your programs, members, etc. The photos should help tell the story of the program, activities, and people involved from beginning to end. Include, for example, photos that represent elements of the program (e.g., buildings, brochures, magazine covers) and images of members, local leaders, and others involved in the process (group photographs of participants are particularly desirable

Please complete the submission form by 5pm PST on Friday, November 17. After that date, the website will be closed. You can make changes up until the deadline.

## Submission categories and descriptions

Advocate for the profession and community

The most important part of being an AIA advocate is building relationships with elected officials at all levels and other advocates in your community. The following award represents the contributions of members in making critical changes at every level of government to keep AIA issues at the forefront of the minds of legislators when making policy decisions.

## Category #1 — Citizen Architect

This award recognizes AIA members who have applied their skills, training, talents and experience to serve their communities and profession. The citizen architect is someone

who leads through example. Someone who engages the public, gives back to the community and advocates for a better world. Submissions in this category might include:

- Members who have worked with collateral organizations and/or policymakers to encourage and promote the planning of more livable neighborhoods.

- Members who have elevated the profession and championed causes to promote design as an elected or appointed official.

- Members who have proactively sought to advance AIA legislative priorities to improve practice and prosperity of the profession, the community or nation through advocacy.

- Members who have led other AIA members and allied professionals in community or legislative efforts to improve the built environment.

Elevate public awareness

AIA Components often promote what architects do and the value they bring to every project through outreach programs and visibility in their communities. Telling and demonstrating the compelling stories of architects' work do and the importance of a well-designed community is an integral ingredient that enhances the architecture profession to the community and the public. The following category represents the importance of community awareness.

Category #2—Community Outreach: Engaging the Public

This award recognizes any aspect of a component's outreach plan that promotes awareness of the value of design and the role of architects. Examples of programs include:

- An educational program that provides information and insight into the value of architecture and urban design to public audiences.

- A program that brings together community members, city officials, and experts in the design profession to showcase how design improves the community and the lives of its citizens.

- A program that provides the framework and a range of tools and resources to position members as leaders in rebuilding and reshaping communities.

- A series of activities that celebrate architecture in communities, promote public policies, and advance the AIA mission.

- A partnership with a local media outlet that results in news coverage that enhances the work of the component and the profession and demonstrates the value of architecture and design.

Expand and share knowledge

The collective knowledge of AIA and its members is a realm that is constantly expanding. Great ideas and best practices take shape throughout the AIA community in response to a wide range of specific needs and opportunities. The following category represents a scope of knowledge, learned from experience in working with knowledge communities to promote excellence in design, planning and public policies in the built environment.

## Category #3—Knowledge-sharing Initiatives

This category recognizes components programs and initiatives that demonstrate information sharing and collaboration with knowledge communities and other allied organizations to foster the creation and dissemination of knowledge. Examples may include:

- Developing programs and forums with knowledge communities and other member groups that position architects in leadership roles and can be replicated by other components across the country.

- Collaborating with schools and community groups to develop a unique curriculum or program that has a voice in shaping and setting requirements for education.

- Collaborating with schools of architecture and other allied organizations to create programs that connect the profession to students.

- Developing robust leadership programs that serve members at different career stages and demonstrate how members can engage in a variety of leadership positions at any level.

At least two letters of support must accompany each entry. The letters must demonstrate how the component's or member group's efforts in the specific category significantly benefited other components, members, the community, or the state/local government. Letters of support typically would be from the following:

Category 1 – Citizen Architect:

- State and local officials

- Coalition/Collateral partners (e.g., executive directors or senior staff members of other organizations)

- Local leaders (mayors, city/county managers, city council members)

- Members of the public

Category 2 – Community Outreach Communications: Engaging the Public:

- Local leaders (e.g., mayors, city/county managers, city council members)

- A member of your component (only one letter of support can be submitted from a member of your component) Other Constituent Groups

- Local media outlets

- Social media

- Outside clients

- Sponsors

- Members of the public

Category 3 – Knowledge-sharing Initiatives:

- A member of your component or a member from a knowledge community (only one letter of support can be submitted from a member of your component or a knowledge community)

- Strategic partners

- Educators (e.g. teachers, counselors, principals, students, college or university faculty)

- Members of the public