

NASPE

4th Annual Communication Award Nomination for Excellence in Print, Electronic and Audio/Video

Title: Governor's Awards for Excellence

Category: Print - Brochure

State: North Carolina

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1. PLEASE provide a brief description of the submission.

The Governor's Awards for Excellence program honors state employees who have provided exemplary service to the state of North Carolina in one of five categories. The award recipients are recognized annually at an awards ceremony. The submission serves as the program for the event. It includes a brief write-up and photos of each award recipient, as well as other information about the awards program and ceremony.

2. HOW long has the submission been in existence?

The brochure was created in January 2010 for the awards ceremony.

3. WHY was the submission created?

The program has several purposes: it serves as the agenda/program for the awards ceremony; it serves as a lasting memento of the occasion for the award recipients and their friends and families; and it provides a venue for thanking those who contribute to the awards program and ceremony. The program also serves as a marketing tool for the Governor's Awards for Excellence program.

4. HOW does this submission support the goals and objectives of your agenda/department?

The North Carolina Office of State Personnel understands the importance of recognizing the valuable contributions its employees make, not only, to state government, but to their communities and beyond our borders. Employee recognition enhances productivity, retention, recruitment, engagement and more. The ceremony and accompanying materials, such as the program, are sponsored by the State Employees Credit Union, which ties the efforts of state employees to the community at large. The production of the brochure was a joint initiative of the Office of State Personnel and the Dept. of Administration which supports our mission of working with state agencies, breaking down silos and sharing resources.

5. HAVE you been able to measure the effectiveness of this submission? If so, how?

There has been no official measure of the effectiveness of the program/brochure itself, however the award recipients and family members always request additional copies. The color scheme for the program is used throughout the ceremony.

We respectfully submit the Governor's Awards for Excellence
brochure for consideration in
the 2010 NASPE Communication Award