**Suggested Model Options for Local Community Awards Programs:**

**North American Grinspoon Awards for Excellence in Jewish Education, 2018-2019**

**Model 1: Classic Campaign Example**

The central agency determines which Jewish educational organizations are eligible, and asks for their buy-in in the form of soliciting nominations from the school community, and potentially contributing financially to the award (membership fee model). The category of educator might be limited to specifically “day school,” “complementary school,” or “early education,” for example. Only educators from these institutions (who meet the other criteria) are eligible, with a focus on classroom teaching and pedagogy as evaluation areas. Traditionally, any educator teaching at the institution is eligible even if they are personally not Jewish, unless otherwise specified. Information about the award process is distributed through these channels (organizational mailing lists, flyers, etc.). Once nominations are received, each nominated educator is contacted to let them know they have been nominated and for them to complete a form with additional information. A nice additional event is a reception specifically for all nominees to be honored and meet local donors and persons of interest. In the final round of evaluations, a committee (potentially composed of representatives from each school) selects one awardee using the nomination form and the form completed by the nominee (and optionally, an observation of the educator in action). The award is presented at a meeting or other event at the end of the school year. The local community may run a print ad to celebrate the award winner, and may submit a press release to local news media.

**Suggested Timeline:**

Initial committee meeting to confirm evaluation rubric- Jan. 15

Announcement of the award process- Jan. 22

Nominations period- Jan. 29–Feb. 22

Nominee forms requested- March 1

Nominee forms due- March 22

Committee meeting to review nominations- March 29

Awardee (and school) notified; other nominees (and schools) notified- May 21

Award ceremony announced- May 22

Award presented- June 4

Press/ad run- June 4

**Model 2: Modern Campaign Example**

The committee meets and defines “Who is a Jewish educator?” to establish the eligibility criteria and create an evaluation rubric. This definition is not limited to institutions, specific institutions, or classroom teaching, and may include songleaders, camp educators, independent Jewish educators, tutors, etc. Innovation may be a focus in the evaluation criteria. Information about the award process is distributed through all possible channels including local secular media and social media to capture the attention of community members and educators who are not affiliated with a specific Jewish organization. The nomination process is completely open, and consists of one longer form to be completed by the nominator, with no information required from the nominee directly. Depending on the number of nominations, multiple meetings of the committee may be required. Observations (if desired) will likely only be of the final 3-5 nominees selected by the committee. Committee members should be diverse and may include at least one secular education expert. The final ceremony will likely be non-traditional and could take the form of a community gathering at an unexpected place, potentially tied to the identity of the award winner. The local community may run a print ad and social media campaign to celebrate the award winner, and may submit a press release to local news media. It may also be helpful to view this as a celebration of Jewish education in the whole community, and include “honorable mentions” and other highlights.

**Suggested Timeline (same as Model 1):**

Initial committee meeting to confirm evaluation rubric- Jan. 15

Announcement of the award process- Jan. 22

Nominations period- Jan. 29–Feb. 22

Nominee forms requested- March 1

Nominee forms due- March 22

Committee meeting to review nominations- March 29

Awardee (and school) notified; other nominees (and schools) notified- May 21

Award ceremony announced- May 22

Award presented- June 4

Press/ad run- June 4

**Model 3: Extended Campaign Example**

Your community can use this program as an opportunity to highlight local Jewish education throughout the year. This may work best in a community that would like to improve its communication and involvement with community members, as opposed to a community that already has many successful competing avenues for involvement and Jewish programs (ex. New York City). After asking for buy-in from local organizations, press, and influencers, the community begins a campaign to solicit a series of direct feedback from community members, to determine the following:

-“Who is a Jewish educator?” (establish eligibility criteria and create an evaluation rubric)

-“Who is on the committee to evaluate nominations?” (ask for suggestions)

-“Who should be honored?” (to find highlights to post as part of the campaign)

-“How can we honor them?” (ask for ideas and solicit donations of cash, space, and items)

-“Who deserves this award?” (open call for nominations)

While this is a very challenging project, it can be very rewarding. There could be many opportunities for events and celebrations throughout the year, with the goal of having one final award winner at the end. A key piece of this model is honoring all feedback and contributions, and acknowledging everyone involved in the process, even if their input is not being used. Committee members should be diverse and may include at least one secular education expert. The final ceremony will likely be non-traditional and could take the form of a community gathering at an unexpected place, potentially tied to the identity of the award winner.

**Suggested Timeline (broad outline):**

Announcement of the project- Sept. 1

Feedback from community- monthly contest/poll, weekly highlight, daily social media

Nominations period- Jan. 29–Feb. 22

Committee meeting to review nominations (round 1)- March 29

Committee meeting for final selection- May 17

Awardee (and school) notified; other nominees (and schools) notified- May 21

Award ceremony announced- May 22

Award presented- June 4

Final press/ad run- June 4

**Model 4: Expanded Campaign Example**

The central agency determines how many awards will be given, what the categories and eligibility requirements will be, and which Jewish educational organizations are eligible. The categories of educator might be specifically “day school,” “complementary school,” or “early education,” for example. Only educators from these institutions (who meet the other criteria) are eligible, with a focus on classroom teaching and pedagogy as evaluation areas. Traditionally, any educator teaching at the institution is eligible even if they are personally not Jewish, unless otherwise specified. Information about the award process is distributed through these channels (organizational mailing lists, flyers, etc.). Once nominations are received, each nominated educator is contacted to let them know they have been nominated and for them to complete a form with additional information. A nice additional event/series is a reception specifically for all nominees (in each category) to be honored and meet local donors and persons of interest. In the final round of evaluations, a committee (potentially composed of representatives from each school) selects one awardee using the nomination form and the form completed by the nominee (and optionally, an observation of the educator in action). The awards are presented at a meeting or other event at the end of the school year. The local community may run a print ad to celebrate the award winner, and may submit a press release to local news media.

**Suggested Timeline:**

Initial committee meeting to confirm evaluation rubric- Jan. 15

Announcement of the award process- Jan. 22

Nominations period- Jan. 29–Feb. 22

Nominee forms requested- March 1

Nominee forms due- March 22

Committee meeting to review nominations (round 1)- March 29

Committee meeting to select nominees to observe (round 2)- April 19

Observations of nominees- April 30–May 16

Committee meeting for final selection- May 17

Awardees (and schools) notified; other nominees (and schools) notified- May 21

Award ceremony announced- May 22

Awards presented- June 4

Press/ad run- June 4