



2011 Roy L. Shafer Leading Edge Awards

The Roy L. Shafer Leading Edge Awards are presented annually to ASTC members and/or their employees in recognition of extraordinary accomplishments in Visitor Experience, Business Practice, and Leadership in the Field that not only enhance the performance of their own institutions but also significantly advance the mission of science-technology centers and museums.

Leading Edge for Leadership in the Field

(New Leadership: individual who joined the field after January 2008)

(Experienced Leadership: individual who joined the field before January 2008)

Selection Criteria

The leadership award recognizes exemplary accomplishment since January 2008.

Nominations will be judged according to the individual's degree of success at

1. applying new ideas and/or enhancing best practices;
2. embodying the ASTC values of collaboration, joy of experiential learning, equity and diversity, and forward-looking leadership;
3. demonstrating the potential to inspire and nurture creative thinking;
 - having a tangible and lasting impact on the organization's mission;
 - building relationships for his or her institution within the community; and
 - developing the current talents/capabilities and nurturing the future capacity of staff.

Each nomination must address the required criteria (#1, #2, and #3), while the bullets are optional if they help make your case.

Leading Edge for Visitor Experience

(2 categories: Large Institution and Small Institution)

Selection Criteria

The visitor experience shall have been implemented by or for an ASTC science center or museum since January 2008. Large institutions are those with operating expenses at or exceeding US \$3 million for the most recent fiscal year; small institutions have annual operating expenses of less than US \$3 million. Each nomination must specifically address all of the following criteria

- its unique application of new ideas and promising practices, demonstrating creativity and extraordinary performance;
- its role in furthering the institution's mission by achieving a tangible impact or lasting effect on visitor experience—including, but not limited to, exhibitions, education programs, technology applications, theater and film programming, visitor services, research and evaluation;
- its embodiment of the ASTC values of collaboration, joy of experiential learning, equity and diversity, and forward-looking leadership; and
- its potential to serve as a model of creative thinking and best practices for the field as a whole.

Leading Edge for Business Practice
(2 categories: Large Institution and Small Institution)

Selection Criteria

The Business Practice award recognizes outstanding accomplishments in the administration and financial sustainability of ASTC member institutions.

Business practices implemented in the past three years (**since January 2008**) are eligible.

Nominations will be assessed against these criteria. Please explain how the business practice:

- has achieved a tangible impact or lasting effect on the institution's business efficiency and effectiveness—including, but not limited to, revenue generation, marketing, public relations, fundraising, human resources, or community collaborations;
- applies and demonstrates new ideas and best practices for the field as a whole; and,
- embodies the ASTC values such as collaboration, forward-looking leadership, equity and diversity, creativity, and the joy of experiential learning.

Large institutions are those with operating expenses at or exceeding US \$3 million for the most recent fiscal year; small institutions have annual operating expenses of less than US \$3 million.

Eligibility: ASTC members in good standing (except the home institution of a Leading Edge Awards jury member) may submit a nomination for itself or one of its employees, or for another institution or individual. Collaborations between institutions are also eligible. Each nominating institution is limited to one application per category per year. Nomination forms must be signed by the institution's Chief Executive Officer, Board Chairperson, or equivalent.

Nominations from the home institution of a Leading Edge Awards jury member will not be considered. Institutions represented on the jury include Coyote Point Museum for Environmental Education; Museo Modelo de Ciencias e Industria (MUMCI); North Museum of Natural History and Science; Ontario Science Centre; Pusat Peragaan Iptek, Science and Technology Center of Indonesia; Saint Louis Science Center; and one more to be named before January 31, 2011.

Selection: A seven-member jury of professionals knowledgeable about the science center field, representing a broad spectrum of ASTC's worldwide membership, will review eligible nominations and select awardees. All decisions of the jury are final, including the decision not to choose an award recipient in a given category.

Awards Ceremony: The 2011 Leading Edge Awards will be presented during the banquet at the ASTC Annual Conference in Baltimore, Maryland, U.S.A. Each award will consist of a jade glass "Edgie" and a paid registration to the 2012 ASTC Annual Conference. Awardees will receive recognition in *ASTC Dimensions*, on the ASTC web site, and in a widely distributed press release.

How to Enter:

A) Complete the appropriate nomination form. The jury encourages e-mail submissions in Word or Adobe Acrobat formats. **Ten copies** of parts A and B are required when submitting by post. For nomination forms, visit **www.astc.org/about/awards/leading_edge.htm**

B) Include **two to three** letters of support (one page each) from individuals with first-hand knowledge of the nominee's work. Please ensure that letters of support come from independent sources. Letters of support from staff, Board members, or contractors involved in the nominated project are not appropriate.

Letters of support must address the following:

For Leading Edge for Leadership in the Field

1. Explain your relationship to the nominee and describe his/her exemplary accomplishment during the past three years that is the basis of your nomination.
2. Describe why you think this accomplishment deserves recognition.
3. List the most significant benefits of the nominee's accomplishment, as you see them.

For Leading Edge for Visitor Experience or Business Practice

1. Explain your knowledge of and affiliation with the visitor experience or business practice.
2. Describe why the visitor experience or business practice represents a unique application of new ideas and best practices, demonstrating creativity and extraordinary performance.
3. List the most significant benefits of the visitor experience or business practice, as you see them.

C) Optional: Submit **one or two** supporting items, including but not limited to PowerPoint presentations, videotapes, articles, or photographs (professional quality not required). Review of supporting items is at the discretion of the jury. If these materials cannot be submitted electronically, mail one set to ASTC to be made available at the jury review session.

Deadline:

Nominations and supporting materials must be received at the ASTC office **no later than 5 p.m., Tuesday, April 12, 2011**. Nomination forms are available on the ASTC web site, www.astc.org, or by calling 202/783-7200 x112.

Contacts:

E-mail address: awards@astc.org

Postal address: Roy L. Shafer Leading Edge Awards, Association of Science-Technology Centers, 1025 Vermont Avenue NW, Suite 500, Washington, DC 20005-6310, U.S.A.

Contact: For information, contact Diane Frendak, dfrendak@astc.org, or 202/783-7200.

NOMINATION FORM
Roy L. Shafer Leading Edge Award for Leadership in the Field

I. Subcategory (*choose a or b*):

___ a. New Leadership (nominee initially hired in the science center/museum field after January 1, 2008)

___ b. Experienced Leadership (nominee initially hired in the science center/museum field before January 1, 2008)

___ Check here to confirm that the nominee's exemplary accomplishment occurred in the past three years—since January 2008.

Name of nominee and title:

Name of ASTC-member institution:

Address:

Telephone:

E-mail:

Brief description of the nominee's accomplishment (up to 100 words):

II. Your name and title (*if different from nominee information in Part I*):

Name of ASTC-member institution:

Your address:

Your telephone:

Your e-mail:

___ Check here to grant permission to distribute information about your nomination to the science center field. Information will not be used for commercial purposes without permission of the director of the science center or museum.

Print Name:

Title:

Signature:

Date:

(*Chief Executive Officer, Chairman of the Board, or equivalent representative of nominating institution*)

- III. Narrative (*no more than 5 double-spaced pages in 12-point font. Adhere to page limits. Jury members may not read your narrative beyond the 5-page limit*).
- ✓**Each nomination must address the required criteria (#1, #2, and #3).**
- ✓**Address the optional bullets as appropriate for making your case.**

Use a specific exemplary accomplishment since January 2008 to describe the nominee's degree of success during the last three years at:

1. applying new ideas and/or enhancing best practices
2. embodying the ASTC values of collaboration, joy of experiential learning, equity and diversity, and forward-looking leadership
3. demonstrating the potential to inspire and nurture creative thinking
 - having a tangible and lasting impact on the organization's mission
 - building relationships for his or her institution within the community
 - developing the current talents/capabilities of and nurturing the future capacity of staff members

NOMINATION FORM
Roy L. Shafer Leading Edge Award for Visitor Experience

I. Operating expenses for the science center's or museum's most recent fiscal year:

___ Check here to confirm that the visitor experience was implemented in the past three years—since January 2008.

Name of the visitor experience:

Brief description of the visitor experience (up to 100 words):

II. Name of ASTC-member institution:

Contact person and title:

Address:

Telephone:

E-mail:

___ Check here to grant permission to distribute information about your nomination to the science center field. Information will not be used for commercial purposes without permission of the director of the science center or museum.

Print Name:

Title:

Signature:

Date:

(Chief Executive Officer, Chairman of the Board, or equivalent)

- III. Questions (*no more than 5 double-spaced pages in 12-point font. Adhere to page limits. Jury members may not read your narrative beyond the 5-page limit*).
✓**It is essential to address the selection criteria when answering the questions. Use the space under each criterion to respond.**

Describe the visitor experience and its level of creativity and extraordinary performance.

Describe the visitor experience's role in furthering the mission of the institution by achieving a tangible impact or lasting effect on operations—including, but not limited to, exhibitions, education programs, technology applications, theater and film programming, visitor services, research and evaluation.

Provide evidence or evaluation data in support of the visitor experience's impact.

Describe the visitor experience's embodiment of the ASTC values of collaboration, joy of experiential learning, equity and diversity, and forward-looking leadership.

Describe the visitor experience's potential to serve as a model of creative thinking and best practices for the field as a whole.

NOMINATION FORM
Roy L. Shafer Leading Edge Award for Business Practice

I. Operating expenses for the science center's or museum's most recent fiscal year:

___ Check here to confirm that the business practice was implemented in the past three years—since January 2008.

Name of the business practice:

Brief description of the business practice (up to 100 words):

II. Name of ASTC-member institution:

Contact person and title:

Address:

Telephone:

E-mail:

___ Check here to grant permission to distribute information about your nomination to the science center field. Information will not be used for commercial purposes without permission of the director of the science center or museum.

Print Name:

Title:

Signature:

Date:

(Chief Executive Officer, Chairman of the Board, or equivalent)

- III. Questions (*no more than 5 double-spaced pages in 12-point font. Adhere to page limits. Jury members may not read your narrative beyond the 5-page limit*).
- ✓**It is essential to address the selection criteria when answering the questions. Use the space under each criterion to respond.**

Explain how the business practice has achieved a tangible impact or lasting effect on the institution's business efficiency and effectiveness—including, but not limited to, revenue generation, marketing, public relations, fundraising, human resources, or community collaborations.

Explain how the business practice applies and demonstrates new ideas and best practices for the field as a whole.

Describe how the business practice embodies the ASTC values such as collaboration, forward-looking leadership, equity and diversity, creativity, and the joy of experiential learning.