

2019 CUAD Award Packet



Entry Submission Information

Entry Requirements

Each entry must include:

- *A completed nomination form
- *An overview following the stated maximum number of words or video of no longer than the stated length that summarizes the achievements of the individual, credit union, or chapter in each of the areas listed for each award.

Entry Submission Deadline and Formats

Entry submission must be received by CUAD no later than **December 21, 2018**. Send electronically to dkruckenber@cuad.coop.

Selection Process

All entries submitted will be reviewed by the CUAD awards committee, comprised of an outside cooperative group. Any nominations submitted may be featured in various CUAD materials to demonstrate how credit unions and their leaders benefit their communities. Submission of a nomination indicates approval for CUAD to use the nomination materials in its publications and advocacy efforts.

Award Presentation

A public award presentation will be held during the 2019 CUAD Summit in Fargo, ND.

2019 CUAD Award Packet

Awards Overview

Professional of the Year Award

This award recognizes a credit union professional that deserves recognition for their contribution to advance the credit union movement in their state and the nation. Winners of this award will be recognized for their efforts to help craft an environment that allows credit unions to grow and prosper in order to better serve their members.

Eligibility is limited to any staff member of a CUAD member credit union who has 10 or more years of service in the credit union movement. Individuals who received this award within the past five years and employees of CUAD are not eligible to participate.

Entry submission must include the following:

- Overview in a written document or a video no longer than three-minutes in length that summarizes the accomplishments of the professional. Suggested items to include:
 - Current and previous positions held
 - Number of years involved with the credit union movement
 - Chapter involvement
 - Governmental affairs involvement
 - Service to CUAD and CUNA
 - Information on impact of the professional on credit union growth, service to members, service to the community and service to the credit union movement
- You may also include up to two supporting documents that address the criteria listed above, such as news coverage, recognition for community service, etc.

Volunteer of the Year Award

This award recognizes a credit union volunteer that has selflessly contributed time, effort, and talent to the development of the credit union movement in their state. Volunteers are an integral part of the credit union movement and their contributions deserve recognition. Their contributions resonate throughout the credit union community by illuminating the most important part of the credit union structure.

In addition to volunteer service at the individual credit union(s), ideally, nominees should have a record of involvement at the chapter, state, and national level.

Eligibility is limited to any volunteer member of a CUAD member credit union. Individuals who received this award within the past five years and employees of CUAD are not eligible to participate.

Entry submission must include the following:

- Overview in a written document or a video no longer than three-minutes in length that summarizes the accomplishments of the volunteer. Suggested items to include:
 - Current and previous positions held
 - Number of years involved with the credit union movement
 - Number of years on the board of directors and other leadership positions
 - Committee involvement
 - Chapter involvement
 - Governmental affairs involvement
 - Service to CUAD and CUNA
 - Civic/Community involvement
 - Educational efforts to enhance their credit union knowledge
- You may also include up to two supporting documents that address the criteria listed above, such as news coverage, recognition for community service, etc.

Chapter of the Year Award

This award recognizes a credit union chapter for its outstanding achievements in advocacy, communication, education, and community involvement.

Entry submission must include the following:

- Overview in a written document or a video no longer than three-minutes in length that summarizes the accomplishments of the chapter. Suggested items to include:
 - Support of CUAD initiatives including PAC fundraising and legislative/advocacy events
 - Continuous outreach/recruiting efforts in drawing credit unions into active Chapter participants
 - Activities that support the growth of the next generation of credit union leaders through education, training, and seeking young professionals to fill chapter leadership positions
 - Foster credit union relationships by providing social networking opportunities
 - Host events or fundraisers that raise awareness of credit unions and support unmet needs within the community.
- You may also include up to two supporting documents that address the criteria listed above, such as news coverage, recognition for community service, etc.

CU Social Good Award

The CU Social Good Award recognizes one credit union program per asset category that has positively affected the community and the North Dakota or South Dakota credit union movement. Any product, service, or project of a credit union is eligible for this award.

Entry submission must include the following:

- Overview in a written document or a video no longer than three-minutes in length that summarizes the accomplishments of the program. Suggested items to include:
 - Demonstrate the significant contribution and impact on the community
 - Display a commitment to work cooperative with community partners
 - Exemplify the credit union philosophy of “people helping people”
 - Number of volunteer hours, credit union staff/volunteers involved and any other applicable information.
- You may also include up to two supporting documents that address the criteria listed above, such as news coverage, recognition for community service, etc.

Rising Star of the Year Award

This award recognizes a credit union employee that has shown proven dedication and enthusiasm for the credit union movement. This award is for employees building a career in the industry, executing the credit union mission and guiding the mission in new directions that enhance the overall vision of the organization.

Entry submission must include the following:

- Overview in a written document or a video no longer than three-minutes in length that summarizes the accomplishments of the rising star. Suggested items to include:
 - Current and previous positions held and years of service
 - Dedicated time and effort in credit union education/career development programs to achieve a higher level of knowledge and expertise.
 - Contributed in an exemplary manner to enrich the lives of credit union members or community members
 - Involvement in credit union activities beyond their job description
 - Emerging leadership qualities, integrity, and service to the credit union movement
- You may also include up to two supporting documents that address the criteria listed above, such as news coverage, recognition for community service, etc.

Marketing and Communication Award

This award recognizes a marketing communications piece or project that was used over the past year and proved to be a successful investment. One award will be presented within each asset category. This award category is all-encompassing and is used to recognize any marketing and communications piece(s). Entries could include, but are not limited to—Radio, TV, Print, or online advertisements, social media campaigns, websites, newsletters, or a specific marketing plan targeted towards membership or potential membership demographics.

Entry submission must include the following:

- Overview in a written document or a video no longer than three-minutes in length that summarizes the accomplishments of the marketing effort. Suggested items to include:
 - Goals, outcomes, and achievement of the program
 - Supporting documents/examples of the collateral materials used.

2019 CUAD Award Packet Nomination Form

Check one: (one form per entry)

- Professional of the Year Award
- Volunteer of the Year Award
- Rising Star Award
- Chapter of the Year Award

Credit Union Asset Size Category:

Applicable for CU Social Good Award and Marketing & Communications Award

Up to \$50M \$51M-\$200M Over \$201M

- CU Social Good Award
- Marketing & Communication Award

Name of Nominee (Individual/Credit Union/Chapter):

Nominee Address, City, State, and Zip Code:

Nominee Telephone: _____ Fax: _____

Email: _____

Name of Individual Submitting Nomination:

Credit Union: _____

Address, City, State, and Zip Code:

Telephone: _____ Fax: _____ Email: _____

Return form by December 21, 2018 to:

CUAD Awards 2005

N Kavaney Dr

Bismarck ND 58501

Or

dkruckenberg@cuad.coop



**CREDIT UNION
ASSOCIATION
OF THE DAKOTAS**