

Texas
Municipal
Library
Directors
Association



**ACHIEVEMENT
OF
LIBRARY EXCELLENCE
AWARD**

APPLICATION PACKET 2021

Achievement of Library Excellence

Award 2021 Application Guidelines

This year, the submission process has changed. Please read carefully and follow this year's standards to ensure a successful application submission.

The Achievement of Library Excellence Award is open to Texas Public Library Directors and the library they represent. Please complete both Part I and Part II of the application with all information typed or legibly printed.

All applications must be completed and submitted by 5pm, December 30, 2021, and should cover the most recently completed fiscal year (typically ending September 30).

A \$70 (Texas Municipal Library Directors Association member), or \$150 (non-member) non-refundable fee must be included with the application. Online payments may be submitted at www.tmla.org, and checks should be made out to: *Texas Municipal Library Directors Association*. *If you chose to submit your application in a binder, rather than electronically, please note there will be a \$12.00 additional fee for processing and handling.*

There are three ways to submit your application, documentation, and proof of payment:

1. Dropbox or Google Drive. Upload and share a Dropbox folder (with subfolders) or Google Drive folder (with subfolders) with the completed application, including all requested attachments as digital files in Microsoft Word, PDF, JPEG or URL links. Please label each folder with your library's name and the category number for which the files support to facilitate evaluation. *If you paid the fee on the TMLDA website, include a scanned copy of your payment receipt in the folder as a separately-named document, or mail a check to the address listed below. Please share the folder in Dropbox or Google Drive as "viewable by link" and email the link to libraryoutreach@plano.gov.*

2. Your Library Website. Upload to your Library's website the completed application, including all requested attachments as digital files in Microsoft Word, PDF, and/or URL links. Please identify the URL pages by category number. If you paid your fee on the TMLDA website, include a scanned copy of your payment receipt on the site or mail a check to the address listed below. Email the link to libraryoutreach@plano.gov.

3. Binder. This application and all required enclosures may be mailed in a quality 3- ring binder (no larger than 3" wide) with appropriate section tabs to facilitate the evaluation. Any binder wider than 3" will not be reviewed. If you paid your fee on the TMLDA website, include a scanned copy of your payment receipt on the flash drive or mail the check to the address listed below. **Please note there will be a \$12.00 additional fee for processing and handling of the binder.**

NOTE: Flash Drives will not be accepted this year. In lieu of flash drive, please submit digital applications and supporting documentation via Dropbox or Google Drive.

Payment

The non-refundable application fee of \$70 (TMLDA members), and \$150 (non-members) plus \$12 if submitted in a binder, can be paid as follows:

Online at www.tmlda.org. Then: print, scan or email the receipt as proof

OR

Submit a check made out to "Texas Municipal Library Directors Association". Checks may be included as part of the application (i.e.: Inside the 3-ring binder application), or separately.

In order to apply for the 2021 Achievement of Library Excellence Award: email, mail, hand carry, or TEXpress one (1) complete set of the application, including all requested attachments and the appropriate fee or proof of payment to:

libraryoutreach@plano.gov

Subject line "TMLDA Achievement of Library Excellence"

OR

TMLDA Achievement of Library Excellence

Attn: Tammy Korns

Plano Public Library

2501 Coit Road

Plano, TX 75075

WITHOUT PAYMENT OR PROOF OF PAYMENT, APPLICATIONS WILL NOT BE REVIEWED.

Applications must be received by 5PM, December 30, 2021 to be eligible. TMLDA and its officers are not responsible for any lost, delayed, or misdirected award applications.

The TMLDA Achievement of Library Excellence Award Committee will review entries for completeness. Any applications deemed not complete will be excluded. Libraries will be awarded the Achievement of Library Excellence Award based on whether they met the criteria in EACH of the ten categories. **The library need not provide all services indicated in each category but should include an example of at least one program or item that represents each of the ten categories.** The decision of the committee is final.

Award recipients will receive a digital badge that can be used on websites and email signatures. The badge can be clickable to the TMLDA award site to explain the value of the award and listing recipient libraries. You may request a TMLDA member to present the award if desired.

For additional information and for answers to frequently asked questions, visit the Texas Municipal Library Directors Association website at www.tmlda.org or contact Tammy Korns, Achievement of Library Excellence Award Committee – 972.769.4473 or libraryoutreach@plano.gov.

2021 Achievement of Library Excellence Award

Part I – Contact Information

Name of Library: _____

(Name *exactly* as it will appear on the plaque)

A formal announcement of the award will be mailed to the official named in #1.

1. To Whom (Mayor, Board Chair, City Manager, etc.) should the formal announcement of the Achievement of Library Excellence Award be mailed?

Name: _____

Title: _____

Address: _____

City: _____ State Texas Zip Code _____

A formal announcement of the award *and the plaque* will be mailed to the Library Director or person listed in #2.

2. Library Director

Name: _____

Title: _____

Phone Number: _____ Email Address: _____

Address: _____

City: _____ State Texas Zip Code _____

Library TexPress Address: _____

3. Person submitting the application (if not the person listed in #2):

Name: _____

Phone Number: _____ Email Address: _____

Must check one from each column:

Select submission type	Payment Amount	Payment Type
Dropbox/Google Docs	<input type="checkbox"/> \$70 member <input type="checkbox"/> \$150 nonmember	<input type="checkbox"/> Check mailed separately <input type="checkbox"/> Copy of CC Online receipt attached
Library Website	<input type="checkbox"/> \$70 member <input type="checkbox"/> \$150 nonmember	<input type="checkbox"/> Check mailed separately <input type="checkbox"/> Copy of CC Online receipt attached
Binder	<input type="checkbox"/> \$82 member <input type="checkbox"/> \$162 nonmember (includes \$12 handling fee)	<input type="checkbox"/> Check mailed separately <input type="checkbox"/> Copy of CC online receipt attached

Credit card payments can be made directly to www.tmla.org.

TML Phone Number: 512.231.7400 - TML Website: (<https://www.tml.org>)

Part II – Application

To successfully receive the Achievement of Library Excellence Award, the applicant must provide documentation in all 10 categories. **You must label each category by number in your application.** All categories require supporting materials. *The library need not provide all services indicated in each service category but should include an example of at least one program that represents each of the ten categories.* Submit one (1) complete set of the application and all requested attachments as outlined in the Application Guidelines.

1. Provide services to underserved populations either through outreach, special programs, collaborations with other libraries or organizations, special classes, special collections, etc.

Include supporting materials such as:

- Publicity items, fliers, program descriptions, etc.
- Newspaper articles or other media documents.
- Statistical information.

2. Provide enhanced service to the public during the past year either through increase in service or a change in type of services.

Include supporting materials such as:

- Circulation statistics.
- Other statistical information.
- Programs offered.
- Programming changes.
- Marketing materials for new or enhanced services.

3. Provide current marketing materials highlighting basic services and publicity about specific programs the library offers.

Include supporting materials such as:

- General library brochures.
- Recurring program brochures.
- Specific program publicity.
- Newsletter
- Media contacts (newspapers/TV/Cable).
- Bookmarks, fliers, etc.
- Web page publicity.
- Electronic publicity.

4. Provide cultural, topical, and educational programming for adults and families.

Include supporting materials such as:

- Publicity materials.
- Newspaper articles

5. Provide literacy support for all ages.

Include supporting materials such as:

- ESL Classes.
- GED Classes and/or High School Diploma Program.
- Support materials for ESL or GED.
- Family Storytimes.
- Bilingual material and/or programs.
- Tutoring programs or study centers.

6. Conduct a Summer Reading Program; youth, teen and/or adult.

Include supporting materials such as:

- Publicity items including brochures, newspaper articles, web articles, program fliers, bookmarks, etc.
- Statistical information, including the number of programs, program age levels, program attendance, and an overview of the program,

7. Invest in collaborative efforts with community organizations.

Include supporting materials such as:

- Programs with schools, museums, other educational institutions.
- Interdepartmental programs.
- Volunteer programs.
- Non-Governmental Agencies.

8. Support workforce development.

Include supporting materials that demonstrate the library's activities to provide assistance to the unemployed, underemployed, or to assist in job skill development such as:

- Publicity items, fliers, program descriptions, etc.
- Collections, e-resources, or classes focused on employment, resume creation, vocational training, and certifications, etc.
- Workspaces for mobile workers.
- Partnering with outside workforce development agencies.

9. Support digital inclusion by providing public internet access, digital literacy training, and offering library services online.

Include supporting materials that demonstrate public internet access, digital literacy training, and at least one online library service such as:

- Internet usage, and technology and training statistics.
- Provide information about library's or third party vendor's apps, screen shot.
- Statistical information on usage of online services such as homework help or online reference, downloadable collections, etc.
- Publicity items, fliers, program descriptions, etc.

10. Establish professional staff training to include training opportunities for staff at all levels.

Include supporting materials such as:

- Number of staff attending training.
- Number of classes attended.
- Attendance at professional meetings and conferences.
- Types of training.