

**State of
[Insert Name] and [Corporate Partner]**

Department of [Insert Name]

[Enter Submission Title Here]

[Enter Category Here]

This template will help guide your submission for review by the 2022 NASCA Awards Judges. It is recommended that you keep the headings as they are provided in this template for committee review. You may delete the guideline text in this template; it is listed to note how the committee evaluates each category and will not count against your page limits.

Please review **guidelines and eligibility** and submit the completed **application by June 29**. For questions contact **headquarters@nasca.org.**

The Excellence in Collaboration recognizes corporate partner companies

that have partnered with a state to implement a program, project or

service that positively impacts its service to the state.

The Award Committee review consists of examining the criteria with each one addressing a different aspect of the project's implementation with each weighted separately to provide an overall score.

Applicants will use a NASCA template that includes an executive summary and narrative of each of the following judging criteria**.**

**Submissions are limited to five pages in addition to the title page,** although optional supporting material can be submitted as a separate document when needed to showcase images, examples, or documentation that is too large to fit within the five-page submission itself.

**Visual aids are encouraged** and may be included as supplemental material, but scores will be based on the written submission.

**Executive Summary**

Describe the project through an abstract/executive summary that illustrates the purpose and scope of the project and offers a brief overview of the implementation process. The introduction is not scored but should help the judges familiarize themselves with the project. The executive summary should not exceed one page and is included as part of the total page count for the submission.

**Innovation: Project Goals/Objectives (25%)**

Applicants should highlight what problem does this address? Why does the problem matter? What unique ways unique approach, scale, or magnitude of effort did the state undertake (point out differences and distinguishing the state from similar projects)? What makes this universal and transferable? What makes this project stand out as a notable contribution in state government operations? Goals should be broad and overarching, objectives should be expressed in specific and measurable terms.

**Strategy /Tactics (25%)**

Strategy/Tactics should outline the plan, strategy, tactics, resources, team, roadmap used to reach the goals and objectives set. In this section, describe for reviewers the practical ability for replication by other states and entities, including the resources needed for implementation. List how a project or initiative template can be used broadly by other states and note any geography, environment, governmental structure, or needs required for implementation. In some cases, it may be necessary to explain how an apparent state-bound effort can be adapted for greater transferability in other areas.

**Impact: Success Metrics/Outcomes and Efficiencies Achieved (50%)**

For the measurement of your goals and objectives applications should indicate the metrics used to measure success and why those measure are a good indicator of what the project was hoping to accomplish. Examples include:

* + Number of hours saved, and hours saved were used in meaningful new ways
	+ Employee engagement impact on retention
	+ Increased customer satisfaction survey
	+ Visits and use of the online data visualization

**Tips for a strong submission**

* Remember to focus on what the project was intended to and whether it achieved its stated outcomes.
* Tell a story of why this project matters.
* Focus on measurable outcomes. Back up your claims with statistics, visuals, and testimony, especially of the end user and citizen experience. This will be scored by your peers in the industry, but they won’t be aware of the obstacles and benchmarking in your state the project had to overcome.
* Keep it simple! Make sure entry is succinct, clear and focused on the judging criteria. Help break up text with key points.
* Try to interject your agency’s authentic personality.

Submissions are due to NASCA no later than June 29, 2022.