



EMPLOYEE RECOGNITION PROGRAM

President's Medal for Social Embeddedness 2009-2010 Application

ELIGIBILITY

The **President's Medal for Social Embeddedness** recognizes ASU faculty and staff who have worked as departmental, interdepartmental or transdisciplinary teams that have demonstrated excellence in embedding ASU in the social and cultural fabric of our surrounding communities. Social Embeddedness at ASU is a university-wide, interactive, and mutually supportive partnership with the communities of Arizona.

Social embeddedness means that both the community and the university benefit from and rely upon each other. At ASU, this vision involves the ongoing integration of five innovate and distinct, yet interrelated, actions:

- **Community Capacity Building**
enabling community-based organizations and institutions to become strong and effective by providing support, training and access to resources and information.
- **Teaching and Learning**
involving faculty, staff and students in solving problems facing communities.
- **Economic Development**
responding to the university's needs and the communities' needs as ASU pursues its role as an economic engine.
- **Social Development**
enhancing the well-being of the diverse people and communities of Arizona, by working closely with public and private institutions.
- **Research**
advancing relevant inquiry by valuing community input, knowledge and needs.

Only programs or projects demonstrating positive results and implemented since Aug. 1, 2002, will be considered for the award. The project must be institutional work done in the name of Arizona State University rather than individual or group community service.

AWARD CRITERIA (See Form 3 on page 5)

- ◆ **Community Impact (35%)**
What is the value and relevance of the project to the community's needs? How does it foster diversity of thought, culture and expression?
- ◆ **University Impact (35%)**
How has the project furthered the university's goals of social engagement? How does it foster an environment in which university resources are matched with community needs. How does it set an example of what it means to be an open, inclusive community?
- ◆ **Measurable Results (30%)**
What are the specific details, data and observations derived from the project that document positive measurable results? The team should collect and present data that represents how effective the project was at accomplishing its goals.

SUBMISSION INFORMATION

Before 5pm

Thursday, Jan. 14, 2010

Submit the complete application, community partner's letter of collaboration, Forms 1 & 2 and abstract as one document in an email attachment or on a CD:

EMAIL: Linda Uhley
linda.Uhley@asu.edu

CAMPUS MAIL

President's Medal
for Social Embeddedness
ATTN: Linda Uhley
Office of Human Resources,
Employee Recognition Program
University Services Building
Mail Code 5612

QUESTIONS?

Linda Uhley | 480.965.5089
linda.uhley@asu.edu



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APPLICATION AND ACCOMPANYING MATERIALS

Failure to submit this application and a complete application packet (as described below) will lead to disqualification.

1. The application must contain a **complete description of the project/program** and the results in **seven or fewer typewritten pages** in font 10 or larger, single-spaced, including all charts and graphs.
2. Submit **Forms 1 & 2 (Contact Information and Team Roster)**, found on pages 3-4
3. Submit a **letter of no more than 750 words** of collaboration from the community member/group most affected by your project. The letter should support your application and state the impact of the project and how it has shaped their understanding, perspective and sense of connectedness to ASU.
NOTE: This letter does not count as part of the seven-page application limitation.
4. On a separate page, write a **short abstract of 180 words or less** summarizing the project. This abstract will be used for promotional purposes and also does not count as part of the seven-page application limitation.

SELECTION PROCESS

A review group appointed by the University President will determine the recipients of the President's Medal for Social Embeddedness. There may be multiple award recipients.

HELPFUL RESOURCES RELATED TO "SOCIAL EMBEDDEDNESS"

These resources offer additional info on ASU's Social Embeddedness goals:

- newamericanuniversity.asu.edu/home.php
- newamericanuniversity.asu.edu/vision/aspirations.php#07
- www.asu.edu/hr/programs/erp/pmse_winners.html
- www.asu.edu/president/univinitatives
- www.asu.edu/president/univinitatives/socialembeddedness

WRITER'S BRIEFING

A writer's briefing will offer tips to organize and write submissions that best represent your team/project efforts. Learn to present your information concisely and clearly so award examiners can easily review your submission against the award criteria.

IMPORTANT DATES

November 19, 2009
December 9, 2009
10-11:30am | Tempe

Application due | January 14, 2010
Award recipients notified | March 11, 2010
President's Recognition Reception | April 2010

REGISTER

linda.uhley@asu.edu
480.965.5089

Be sure to register at least **three days** prior to session.



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APPLICATION – Form 1

TEAM INFORMATION

Team Name:	
Team Leader's Name:	
Phone:	
Email:	
Mail Code:	

CONTACT INFORMATION

Contact Person's Name:	
Phone:	
FAX:	
Email:	
Mail Code:	
Relationship to Team:	

I certify that the information submitted as part of the application form is true and accurate to the best of my knowledge.

Name:	
Date:	

IMPORTANT NOTE

The **contact person** is the person who wrote the application for submission and can answer questions about it.



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TEAM ROSTER – Form 2
Name or Title of Project/Program (This name will appear on the award.)

Team Members List

To be included, team members must have regularly attended team meetings, actively participated in problem-solving and decision-making activities, and contributed significantly to the program or project. **Please check spelling for accuracy because this list will be used to create award certificates.**

CLASSIFICATIONS

F = faculty | S = staff | SD = students | N = non-ASU team members

NAME	DEPARTMENT	MAIL CODE	PHONE	CLASSIFICATION: Check One			
				F	S	SD	N
1							
2							
3							
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17							



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**2009-2010 Award Criteria–Form 3
Evaluation and Scoring Rubric**

The award application should contain a complete description of the project/program, including:

- What is the specific community need/issue and how was it identified?
- Who did you work with in the community? What individuals, groups, businesses, educational institutions, organizations or associations were central to your work and what role did they play?
- How did you implement the project? What methods did you employ?
- **Results:** How has your project affected the community and how has it furthered the role of ASU in the community? Show a clear link between this project and ASU’s design imperative of social embeddedness. In other words, how has this project built an interactive, mutually supportive partnership with ASU and the community?

CRITERIA
Here are the criteria used to evaluate award applications. Scores are determined by rating the degree to which the project/program application meets the criteria in each category.
<p>Community Impact (35%)</p> <ul style="list-style-type: none"> ▪ Identifies the community need or issue and the primary customer/stakeholder ▪ Identifies the community partner(s) who helped determine the need and implement solution ▪ Describes ASU’s collaboration with community partners ▪ Describes what was accomplished ▪ Describes how this project provides a direct community benefit (in terms of community capacity building, teaching and learning, economic development, social development and/or research) ▪ Demonstrates that project/program was relevant and useful to the community ▪ Fosters diversity of thought, culture and expression
<p>University Impact (35%)</p> <p>Project must be institutional work done in the name of ASU rather than individual or group community service. Describes:</p> <ul style="list-style-type: none"> ▪ the extent to which the project furthered the university’s goals of social embeddedness ▪ how project goals/outcomes link to ASU New American University design imperatives ▪ how this project/program uses ASU resources to create a sense of connectedness to the university ▪ how this project provides a direct benefit to ASU (in terms of community capacity building, teaching and learning, economic development, social development and/or research) ▪ how it sets an example of what it means to be an open, inclusive community ▪ how this partnership has promoted a positive ASU-community relationship
<p>Measurable Results (30%)</p> <ul style="list-style-type: none"> ▪ Outlines how the project/program was implemented ▪ Explains why this project was undertaken and the need for the program through some qualitative or quantitative data ▪ Documents positive impact on community, faculty, staff and students ▪ Provides specific details, data and observations derived from the project that document positive measurable results (NOTE: The best projects will attempt to measure the project’s social impact using measurable data. Ideally, it will offer solutions for any identified deficiencies in the project and will identify ways to strengthen the partnership in the future.)