



Arizona State University Employee Recognition Program President's Medal for Social Embeddedness 2018–19 application

Arizona State University's charter assumes "fundamental responsibility for the economic, social, cultural and overall health of the communities it serves," and our goals and design aspirations direct us to "enhance our local impact and social embeddedness."

ASU is transforming society by leveraging our place and collaborating with communities to drive discovery and solutions. Arizona communities have specific knowledge and on-the-ground resources. When ASU connects with communities through interactive, mutually-beneficial partnerships to collaborate and implement solutions, our local impact is enhanced and ASU becomes embedded in the community. The university and the community benefit from and rely upon each other.

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 partnering with the community to develop and implement mutually-beneficial solutions and outcomes.

Socially embedded projects/programs may be related to one or more of the following actions:

- Capacity Building – enabling both ASU and community organizations and institutions to become strong and effective by providing opportunities for mutual support, training and access to resources and information.
- Teaching and Learning – involving faculty, staff, students and the community in discovery, solving problems and/or maximizing opportunities for learning and growing.
- Economic Development – responding to the needs of the university and the needs of communities 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 leveraging community input, knowledge and needs.

Only programs or projects that have been implemented and have demonstrated positive results 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.

Why apply?

- Your initiative will be featured on the Community@ASU website (community.asu.edu) as well as future social embeddedness collateral pieces.
- All applicants may receive instructional support from the judging panel about their application including suggestions related to evaluation/measuring results.
- Recipients of the award will be recognized by President Michael Crow at an awards ceremony in April 2019. Each team will receive a team award and each team member will receive an award certificate. The team's accomplishments will be publicized on the web and in ASU News.

Selection process

A review group made up of ASU leaders and community leaders who are experts in social embeddedness will evaluate submissions and determine which programs/projects will receive the President's Medal for Social Embeddedness. There may be multiple recipients of this award.

Application and accompanying materials

The following will be considered a complete application packet. Failure to submit a complete packet will lead to disqualification.

1. Contact information and team roster, Forms 1 and 2.
2. Description of the project/program, how it was designed and implemented, and measurable results in seven or fewer typewritten pages in Arial font 10 or larger, single-spaced, including all charts and graphs. The description should address the award criteria listed in Form 3.
3. One letter of collaboration from the community member/group most impacted by your project (limited to 750 words). The letter should support your application and describe the impact of the project and how it has shaped their understanding, perspective and sense of connectedness to ASU. This letter will not be counted toward the seven-page limitation.
4. Short abstract of 180 words or less that summarizes the project. This abstract will be used for promotional purposes and will not be counted toward the seven-page limitation.
5. Two digital photos that show your “work in action” or your accomplishment. These photos will not be counted toward the seven-page limitation.

Resources related to social embeddedness

ASU design aspiration No. 7: newamericanuniversity.asu.edu/about/design-aspirations ASU News articles on award recipients:

asunow.asu.edu/20170419-solutions-presidents-awards-honor-innovation-within-asu-community

asunow.asu.edu/20160411-arizona-impact-honoring-innovation-asu

asunews.asu.edu/20150414-presidents-recognition-reception

Abstracts from winning projects: cfo.asu.edu/socialembeddedness-awardrecipients

Important dates

Application deadline: Feb 6, 2019 before 5p.m.

Award recipients notified: March 2019

President’s Recognition Ceremony: April 2019

Submission information

Before 5p.m. on Feb 6, 2019, submit Forms 1 and 2, the narrative that addresses the award criteria listed in Form 3, one community partner’s letter of collaboration, two photos and an abstract as email attachments to recognition@asu.edu.

Questions?

Contact Patty Rosciano, senior program coordinator, at 480-965-5089 or email patricia.rosciano@asu.edu.

**President's Medal for Social Embeddedness
Application Contact Information – Form 1**

Name or Title of Project/Program: (This name will appear on the award.)	
Team Information	
Team Name:	
Team leader's name:	
ASU Department:	
Phone:	Email:
ASU Mail Code:	

Contact Information	
The name of the person who wrote the application for submission and can answer questions about it:	
Phone:	Email:
ASU 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 and date:	

President's Medal for Social Embeddedness Team Roster – Form 2

Name or Title of Project/Program (This name will appear on the award.)

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List team members. To be included in the submission, 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. This list will be used to generate award certificates, so please check spelling for accuracy.

#	NAME	DEPARTMENT	MAIL CODE	CLASSIFICATION: check one			
				F = faculty	S = staff	SD = students	C = community partners
				F	S	SD	C
1							
2							
3							
4							
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**President's Medal for Social Embeddedness
2018–19 Award Criteria – Form 3**

Award applications are evaluated using the following criteria. Scores are determined by rating the degree to which the project/program – as it is described in the award application – meets the criteria in each category. Your narrative — seven pages or less — should clearly and convincingly describe the situation, the collaborative partnership and the beneficial outcomes of this project/program using the following organizational headings: Development, Collaborative Planning and Implementation, and Outcomes/Impact.

Overall Project: Development (35 percent)

- What was the nature and magnitude of the problem or opportunity addressed?
- What social, economic or human consequences could result from not addressing this need?
- How was this need or opportunity identified?
- What is the program's purpose, goals and objectives? Describe the process used to establish these goals and objectives. See Appendix for tips on SMART objectives.
- Who benefits from your program and in what ways? Who does your program serve?
- What partners were involved (individuals, groups, businesses, educational institutions, etc.), and what role did they play in the identification of the need being addressed?

Collaborative Planning & Implementation (35 percent)

- Describe how the partners collaborated. What role did each partner play in implementing and assessing the project?
- What resources were mobilized by ASU and the community partners – people (staff, volunteers, faculty, students), knowledge, time, money, materials – to develop and implement the project and how were they distributed/shared?
- To what extent did the partners come to understand and appreciate each other's values, intentions, concerns and resource base?

Outcomes/Impact (30 percent)

- How did you measure program success? What data (quantitative, qualitative) did you collect to provide evidence of the impact or success of your program?
- What are the major accomplishments of your program?
- How does this project provide a direct benefit to our community partners and stakeholders?
- How does this project provide a direct benefit to ASU?
- To what extent does the program build capacity for individuals, institutions or social infrastructure; i.e. financial, technical, leadership, planning, professional, collaborative, etc. See page one: capacity building, teaching and learning, economic development, social development, research, etc.
- Describe how this partnership has promoted positive relationships between ASU and the community.
- What lessons were learned, and how will these lessons be applied in the future?

Appendix: Three Steps toward Measurable Results

Program evaluation is a systematic process of determining how well a program is meeting its goals. This process involves defining the program's outcomes in measurable terms, asking good questions about what the program does and does not do, and using valid and reliable methods to collect quality data to answer key questions about program progress, outcomes, impact and overall success. Effective program evaluation can provide information useful for making programmatic improvements and for providing information needed by stakeholders and decision-makers.

Contact University Office of Evaluation and Educational Effectiveness (UOEEE) 480-965-9291 for program evaluation services and resources at ASU.

Shelly A. Potts, Ph.D., Senior Director
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1. Clearly define your project:

- **Goals:** What do you want your program to accomplish (i.e., broad, general statements)?
- **Stakeholders:** Who does your project involve both as providers and participants?
- **Inputs:** What does your program invest (e.g., people, time, money, materials)?
- **Activities:** What activities do your team members conduct (e.g., trainings, services, or product development)? What is the purpose of each activity? Who benefits? How do they benefit?
- **Outcomes:** How would you measure success? A change in knowledge or skills? A change in attitude (e.g., perception, understanding)? A change in behavior (e.g., actions, policies)? A change in conditions or context (e.g., social, economic, civil, environmental)?
- **Timeframe:** When would you expect to see these changes? Define short-, mid-, and long-term outcomes.
- **Measures:** How will you capture these changes (e.g. surveys, interviews, pre/post-tests, observations)?

2. Create SMART objectives:

Describe your project's purpose & intended results using brief, clear and specific statements that can be measured and assessed.

- a. **Specific:** concrete, detailed, defined with clear indications of who is involved, what they are expected to do, and why
- b. **Measurable:** clear and specific criteria to demonstrate change; quantify targets and benefits
- c. **Achievable:** interventions/services can be delivered and objectives met within resource constraints (e.g., time, money, staff, skills, capacity)
- d. **Relevant:** clear link between the objective and the larger goal of the project/program
- e. **Time-bound:** specific time frame is set to achieve the objective(s)

Examples:

- By the end of the six-week program, over 90 percent of program participants will rate the program as highly effective in changing their attitudes about the need for recycling programs on campus.
- By the end of the spring semester, 75 percent of program participants will be accepted into a Ph.D. program in engineering.

3. Set up systems to track progress and collect data

- Tracking systems do not need to be complex.
- Spreadsheets to track numbers of participants or individuals served, resources/activities/services provided, etc. can be sufficient when it comes time to report on your accomplishments. Databases can link more complex sets of information over time.
- Systematic qualitative data could include participant feedback, impact testimonials, or rubric driven evaluation of work. Additional evidence may include photographic examples of work or events.
- Devise ways to collect data to demonstrate measurable, convincing results of program success or impact. Consider the questions you want to answer when you plan data collection.
- Revisit these systems periodically to reflect program changes or growing data needs.