



**Texas Municipal Library
Directors Association**

ACHIEVEMENT
OF EXCELLENCE
IN LIBRARIES
AWARD

APPLICATION PACKET
2011

Achievement of Excellence in Libraries Award Application Guidelines

The Achievement of Excellence in Libraries Award is open to all Texas Municipal Library Directors Association (TMLDA) members and the library they represent. Please submit both Part I and Part II of the application with all information typed or legibly printed.

This application and all enclosures required for the award should be presented in a quality 3-ring binder with appropriate section tabs to facilitate the evaluation.

All applications must be completed and submitted between December 1st and December 30th and should cover the most recently completed fiscal year (typically ending September 30th).

A \$55 non-refundable fee must be included with the application. Checks should be made out to:
Texas Municipal Library Directors Association

In order to apply for the 2011 Achievement of Excellence in Libraries Award, mail, hand carry, or TExpress (111/DAL) one (1) complete set of the application, including all requested attachments and the appropriate fee to:

TMLDA Achievement of Excellence in Libraries
c/o Kerry McGeath
City Librarian, Deputy Director Community Services
City of Southlake
1400 Main Street, Ste. 130
Southlake, Texas 76092
817-748-8384

Applications must be received by 5 p.m. on December 30, 2011 to be eligible. TMLDA and its officers will not be responsible for any lost, delayed, or misdirected award applications.

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

The person submitting the application will be advised of the decision. Application binders and award plaques will be mailed to the official indicated in #1 on the contact form. Award recipients will be formally recognized at the Texas Library Association Annual Conference during the TMLDA business meeting. In addition, the recipients will be recognized at the TML Annual Conference during the TMLDA business meeting. TMLDA members are available to present the award at any local formal presentations recognizing the receipt of the award. Contact information will be provided in the announcement letter.

For additional information and for answers to frequently asked questions, visit the Texas Municipal Library Directors Association website at www.tmlda.org or Kerry McGeath,

Achievement of Excellence in Libraries Award Committee, 817-748-8384 or kmcgeath@ci.southlake.tx.us.

Part I Contact Information

Name of Library: _____
(as it will appear on the plaque)

- 1. To whom (mayor, board chair, city manager, etc.) should the formal announcement of the Achievement of Excellence in Libraries Award be mailed? (The person submitting the application will also receive a copy of the formal announcement.)**

Name: _____

Title: _____

Address: _____

City/State/Zip: _____

The application binder, a formal announcement of the award, and the plaque will be mailed to the official named in #1.

- 2. Person submitting the application:**

Name: _____

Title: _____

Address: _____

City/State/Zip _____

Email address _____

A formal announcement of the award will be mailed to the individual named in #2.

PART II Application

To successfully receive the Achievement of Excellence in Libraries Award, the applicant must provide documentation in all 10 categories. 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 enclosures.

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

Include supporting materials such as:

- Copies of publicity including brochures, newspaper articles, web articles, program fliers, bookmarks, etc.
- A copy of the statistics, including the number of programs, age level of each program, attendance at program, and summation.

2. 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.

3. 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.
- Other.

4. 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 (electronic mail list).
- Other.

5. Develop a set of policies and procedures for the library which have been reviewed and updated within the past 5 years.

Include samples of recently revised policies and/or procedures.

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

Include supporting materials such as:

- Publicity materials.
- Newspaper articles.

7. Provide literacy support for all ages.

Include supporting materials such as information on:

- ESL classes.
- GED classes.
- Support materials for ESL or GED.
- Family storytimes.
- Bilingual material collections.
- Bilingual programming.
- Tutoring programs or study centers.
- Other literacy activities or materials.

8. Invest in collaborative efforts.

Include supporting materials such as information on:

- Programs with schools, museums, other libraries.
- Interdepartmental programs.
- Working with courts.
- Volunteer programs.
- Practicum students.
- Other collaborative efforts.

9. 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.

10. Provide a library web presence either through the city or with the library's own website.

Include the library URL, sample web pages and any web policies the library has developed.