{SCOY}

STUDENT COMMUNICATOR OF THE YEAR AWARD 2015

CALL FOR ENTRIES

Deadline: April 24, 2015

IABC INTERNATIONAL ASSOCIATION OF BUSINESS COMMUNICATORS

BRITISH COLUMBIA

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2015 IABC/BC STUDENT COMMUNICATOR OF THE YEAR AWARDS CALL FOR ENTRIES

The IABC/BC Student Communicator of the Year (SCOY) Awards recognize young talent, reward excellence, and showcase some of the best communication work from students across the province.

Entering the SCOY Awards is a great way to display your skills to IABC's senior communicators and start a portfolio. The knowledge gained from entering an awards competition also enhances your résumé.

The SCOY Awards are offered to IABC/BC student or student transitional members, who were either full-time students at a BC college, university or other educational institution, or part-time students working toward a degree, during the time the entry was created. Entrants do not need to have significant professional experience to enter. Entrants who have graduated from a post-secondary institution may apply within one year from the date they graduated.

We encourage students of communication, public relations, business, journalism, graphic design, marketing, advertising, and other fields to enter.

If you have any questions, please email students@iabc.bc.ca.

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{ ABOUT THE STUDENT AWARDS

JUDGING

Entries are judged by a panel of senior IABC members. Judges evaluate students' critical thinking and tactical skills in identifying a communication need, creating and implementing a solution, and assessing results. Entrants will receive an evaluation of their submission, including feedback on strengths and areas for improvement.

RECOGNITION

Winners will be recognized on IABC/BC's website and a SCOY award will be presented at a later date. Winners will be contacted by the Student Services committee for further details.

ELIGIBILITY

Entries should be original work done by a student or a group of students. **Entrants must be IABC/BC student or transitional members**, who were either full-time students at a college, university or other educational institution, or part-time students working toward a degree, during the time the entry was created. Entrants who have graduated from a post-secondary institution may apply within one year from the date they graduated. **Visit the IABC International website and fill out the online membership application before you submit your Student Communicator of the Year entry.**

Entries should reflect work performed in a student, not professional, capacity. Entries created for coursework, a club or volunteer association, an internship/co-op term or other non-commercial activities are eligible for submission. Entries must be in accord with IABC's Code of Ethics.

Extensive communication experience or employment may disqualify you, even if you were enrolled as a student at the time of the project. The IABC/BC Student Communicator of the Year Awards are meant to recognize the work of those about to enter the professional communication field. Professors or advisors may not enter on behalf of a student.

DEADLINE FOR ENTRIES

The deadline for entries is **Friday, April 24, 2015**. All entries must be received – not postmarked – by this deadline. Digital entries are highly encouraged, each file should not exceed 5MB. Entries may be emailed to students@iabc.bc.ca or submitted by mail, courier, or dropped off in person (Monday – Friday from 9 a.m. – 5 p.m.) to:

IABC/BC SCOY Awards
Office Suites
#400 – 601 W. Broadway
Vancouver, BC
V5Z 4C2

Allow extra time when sending your entry by mail. Check with your postal service ahead of time if you are unsure of delivery timing.

HOW TO ENTER }

Carefully follow all the instructions below; **any entry that does not adhere to deadlines and specifications will be disqualified.** Entrants will be notified of disqualification. For more details or for help with your entry, contact the VP, Student Services at students@iabc.bc.ca.

STEP 1: JOIN IABC

- Entrants must be a student or student transitional member of IABC/BC. A student membership is CDN$50.76 (compared to $354.00 for a regular membership!), while a student transitional membership is $187.00.
- You may register as an IABC/BC member with IABC International, click here.
- Please note SCOY entries are to be submitted to IABC BC at students@iabc.bc.ca and not through IABC International.

STEP 2: PREPARE YOUR ENTRY

1. Entry form

- ☐ Choose an appropriate category for your entry from the list of student categories.
- ☐ Complete an entry form.

2. Work Plan

- ☐ Complete the Work Plan for your entry. For complete details, see page 8.
- ☐ Electronic submissions are highly encouraged. Only, in exceptional circumstances are hard copies required, please follow these instructions if you must submit hard copy entries: please prepare both an electronic copy on a CD or USB drive and a hard copy of the Work Plan if sending via mail. If you do not, your entry may be disqualified. Consider a pouch for your CD or USB drive, as contents shift in the mail. Make sure to label your CD or USB drive with the entrant's name, entry title, school and entrant's organization for which the work was completed for, if applicable. If sending by email, include submission as an attachment.

3. Work sample

- ☐ Assemble the work sample – the physical examples of the communication project. For complete details, see page 9.

STEP 3: SEND IN YOUR ENTRY

Submissions by email:

- ☐ Include a copy of your valid student ID (or other proof of identity) for the time the entry was created.
- ☐ Include one copy of your completed entry form. (See the official student entry form on page 12-13).
- ☐ Include one electronic copy of your Work Plan.
- ☐ Include your work sample.
- ☐ Email your entire package by **Friday, April 24, 2015** to students@iabc.bc.ca

Submissions by mail:

- ☐ Include a copy of your valid student ID (or other proof of identity) for the time the entry was created.
- ☐ Include one copy of your completed entry form. (See the official student entry form on page 12-13).
- ☐ Include one electronic copy (on CD or USB drive) and one hard copy of your Work Plan.
- ☐ Include your work sample. *Please note: Do not fax or e-mail Work Plans or work samples.*
- ☐ Send your entire package by **Friday, April 24, 2015** (entries must be received – not postmarked – by this date) Entries can be sent by mail, courier, or dropped off in person (Monday – Friday from 9 a.m. – 5 p.m.) to:

  IABC/BC SCOY Awards
  Office Suites
  #400 – 601 W. Broadway
  Vancouver, BC
  V5Z 4C2

CATEGORIES }

Please specify to which categories you intend your entry to be applied.

CATEGORY 1: WRITING

This category includes original material written for a particular communication project, such as:

- Articles
- News writing
- Recurring features or columns
- Editorials
- News releases
- Speeches
- Scripts
- Sales promotion and marketing
- Technical writing

CATEGORY 2: ELECTRONIC AND DIGITAL COMMUNICATION

This category includes computer-based communication projects produced for internal or external audiences that primarily use electronic production and/or delivery tools. This category includes published content that audiences access predominantly online. Projects in this category may include the following:

- Websites or intranets
- Blogs
- Electronic annual reports
- Writing for the web (profiles, features, editorials, articles, newsletters, news releases, sales promotion/marketing, technical writing, scripts, speeches, columns, etc. that appeared online)
- Publication production/graphic design for web- or computer-based publications (e-newsletters, magazines, e-books, etc.)
- Interactive communication programs or presentations

Electronic and interactive work samples should be viewable on Windows or Mac equipment and/or software. For websites, provide the URL of the website in your entry. For intranets or limited, secured-access sites, provide registration instructions, account name or password. Consider submitting a "Tour of Work Sample" video (of five minutes or less) on a CD-ROM if access could be a barrier to evaluation, or if the site will change after submission. Electronic entries will be disqualified if they contain viruses, if they disable or require disabling of any part of the computer system used in the judging, or if judges cannot view or install work samples using the instructions provided. Summarize your CD, DVD or other electronic medium (a screen shot with caption, a storyboard of select scenes, etc.) in your Work Plan.

CATEGORY 3: PUBLICATIONS

This category includes graphic design and writing for publications in all printed formats, such as:

- Magazines
- Newsletters/newspapers
- Magapapers/tabloids
- Special publications
- Annual reports

CATEGORY 4: COMMUNICATION CAMPAIGNS

Entries for communication campaigns should address background research, planning, goals and objectives, execution/implementation and evaluation/results (any documented results, or how you would measure results if the campaign were implemented). Examples of campaigns include:

- Internal programs
- External programs and campaigns
- Community relations
- Customer relations
- Media relations
- Marketing programs
- Other

CATEGORY 5: COMMUNICATION CREATIVE

Communication creative includes elements that showcase creative talent and design through an essentially communicative function. Entrants must demonstrate innovation, creativity, strategic alignment and effective visual communication. Examples of projects include:

- **Other graphic design**
  Design of an organizational brand identity or other graphic project where design is the primary communication function. *Includes cartoons, drawings, paintings, collages, posters, displays, book and magazine covers, logos, product labels and packaging, 3-D materials, and illustrations.*
- **Photography**
  Original photographs created or commissioned for a particular communication project. *Includes single photos, photo essays, photo montages, etc.*
- **Video/film**
  Innovative use of video and film.

{ CRAFTING YOUR ENTRY: WORK PLAN + WORK SAMPLE

THE WORK PLAN

The Work Plan describes the program or project, how it was developed and what you intended to achieve.

Complete the core elements of your Work Plan by providing the following information:

1. **Project summary.** Provide an overview of the project. What need or opportunity did your communication project address? Clearly describe the issues the organization faced, and outline any impact these issues had on performance, reputation, image, profits, participation, etc. Highlight any formal or informal research findings that support your analysis of the need or opportunity.
2. **Your role.** State your role in the project and your level of involvement and responsibility.
3. **Intended audience(s).** Identify your primary audience and other audiences. Who will read your article, look at your web site, buy your product, etc.? Describe the key characteristics (needs, preferences, demographics, etc.) that were taken into account in developing your solution. Consider psychographic as well as demographic characteristics. Describe any research you did on your audience.
4. **Goals and objectives.** Goals describe what your communication project was designed to accomplish.

   Objectives should be realistic and measurable, and should examine outcomes such as quantity, quality, time, cost, percentages or other criteria (i.e., What outcome did you target? How did your objectives address the need or opportunity?). These measures are often financial, but not always.

   Choose one or two key goals to describe in detail. These goals should be aligned with your organization's future needs. If your measurements are not financial, be sure to note this in your description.
5. **Key messages/theme.** To support your solution, what were the most critical messages or themes to convey? State your key messages or theme.
6. **Solution overview.** Outline your project's solution and the logic that supported it. Tell us why you did what you did. The solution should demonstrate your thought process, imagination and approach to problem solving. Discuss how you involved stakeholders in developing the solution. Identify key messages. Present the tactics and communication vehicles you used.
7. **Implementation and challenges.** Describe any limitations or challenges that you faced when communicating and implementing your ideas. (Judges are looking for flexibility and a capacity to resolve problems and negotiate solutions.) Note any special circumstances and discuss how they were addressed. Discuss time frames. If applicable, state your project budget and how you made efficient use of money.
8. **Results.** How did you measure your project's results? Every result should be linked to one or more objectives. Results must be shown to be valuable, thorough and convincing. Demonstrate the effectiveness of your solution by showing increases in sales, traffic to a web site, participation in an event or other quantifiable outcomes. Measurement should demonstrate outcomes, not outputs.

Important note: If your plan was not implemented (such as a classroom research project), you may not have had to take the above considerations into account. If this is the case, you may state what you would have done or expected, but please make sure to explain how you arrived at these conclusions.

HOW TO LABEL YOUR WORK PLAN

List the following information at the top of your Work Plan. This needs to be included in the Work Plan, not on a separate page.

1. Entrant's name
2. Title of entry
3. Category
4. Entrant's post-secondary institution
5. Organization for which work was completed for (if applicable)
6. Time period of project (when communication took place)
7. Brief one- or two-sentence description of your entry

THE WORK SAMPLE

The work sample consists of the supporting materials for your project — please provide a mock work sample of the website you designed or the brochure with which you aimed to build awareness. If your plan was not actually implemented, the work sample is optional. Whenever possible, the work sample should also include supporting information, such as survey results, press clippings or materials documenting your results.

TECHNICAL SPECIFICATIONS FOR ENTRIES

- Use single column (paragraph) format, with margins of at least half an inch (1.3cm) on all sides.
- Use tabs to label the sections of your entry (i.e. entry forms, Work Plan, work sample).
- Work Plans must not exceed three single-spaced pages.
- Number all pages.
- The minimum font size is 10-point (no handwritten entries) on 8.5 x 11 inch paper.
- Keep your file under 5MB and label your file clearly with your name and date.
- Once you complete your entry, label the binder or folder with the name of your entry, label your CD or USB drive with your Work Plan, pack it carefully and send it to the IABC/BC VP, Student Services at students@iabc.bc.ca.
- Only under exceptional circumstances where a hard copy is required for an entry, please follow these steps: Entries must be contained in a binder or folder with a ring diameter of one inch or smaller. Pages inside the binder should be no larger than 8.5 x 11 inches. If a single piece of your work sample — such as a book or 3D item — is critical to your entry and exceeds the dimensions, you may package the one item along with your work sample. If a piece of your entry is too large to mail, submit a photo instead.
- For hard copy entries, avoid paper clips and rubber bands but consider re-sealable plastic pouches for DVDs, CDs, etc. If something can be three-hole punched, please avoid using plastic sleeves.

FREQUENTLY ASKED QUESTIONS

What are judges looking for?

- Clearly stated objectives
- Originality
- Results based on measured outcomes
- A well-conceived and well-executed project
- Appropriate strategy and objectives in relation to the results desired and achieved
- How the outcomes are measured

What do winners receive?

- A personalized IABC/BC Student Communicator of the Year Award of Excellence or Award of Merit (award type depends on score received)
- Your name on IABC/BC's website
- Complimentary admission to IABC/BC's Bronze Quill Award in May
- The satisfaction of measuring up to a standard of global excellence

The top two scorers will receive the following prizes:

1st place award

- $800
- IABC membership for one year (up to a transitional membership)

2nd place award

- $500
- IABC membership for one year (up to a transitional membership)

What do all entrants receive?

- A one-page evaluation form with scores and brief comments from the judges.
- The chance to distinguish yourself in an international search for communication excellence.

Where do I send my entry?

Entries may be emailed to students@iabc.bc.ca or submitted by mail, courier, or dropped off in person (Monday – Friday from 9 a.m. – 5 p.m.) to:

IABC/BC SCOY Awards
Office Suites
#400 – 601 W. Broadway
Vancouver, BC VSZ 4C2

All entries must be received by **Friday, April 24, 2015.**

Are entries returned?

No materials will be returned. Do not send irreplaceable materials. All entries become the property of IABC for use in publications or as samples. (If the material is proprietary and not available for such use, indicate this clearly on your entry and entry form.) IABC is not responsible for lost or damaged entries.

Do judges really pay attention to details such as permitted font size and length of Work Plan?

Yes. Make sure to follow all rules and deadlines so that you will not be disqualified.

What if I have other questions?

Contact the VP, Student Services at students@iabc.bc.ca.

{ ENTRY CHECKLIST

- ☐ If applicable, have you included payment and the appropriate forms for your IABC membership to IABC International at www.iabc.com/membership?
- ☐ Does the Work Plan address the content required in the sub-headings of the entry?
- ☐ Have you carefully proofed and edited the submission to ensure it is clear and concise and free of spelling and grammar errors?
- ☐ Does the Work Plan fit within the required format and length?
- ☐ Have you read the "Call to Entries" document on the IABC/BC Student Awards page that explains what the judges are looking for?
- ☐ If there is no other mean to supply the Work Plan in an electronic copy*, have you submitted the Work Plan in a hardcopy such as via USB? (*electronic copy preferred)
- ☐ Have you completed two entry forms with your entry (includes Work Plan and work samples)?

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IABC/BC STUDENT COMMUNICATOR OF THE YEAR AWARD ENTRY FORM

Please complete and send TWO entry forms for each entry; see notes at the end of this entry form. All entrants must be IABC/BC student or student transitional members.

Name and Member ID Number: _____

School: _____

Client organization or outside agency: _____

Address: _____

_____

Phone: _____ Email: _____

Category (or categories): _____

Title of Entry: _____

Indicate your membership status or if you have included your IABC membership application forms/fees with your awards package.

- ☐ Student Member
- ☐ Student Transitional Member
- ☐ IABC membership currently under processing with IABC International

Please read the following and sign your entry form:

By entering my work in the 2015 IABC/BC Student Communicator of the Year Awards, I grant IABC/BC rights, title and interest to reproduce my work in IABC print and electronic vehicles if my entry wins an award.

Signature:

_____

Note: IABC does not return entries after they are judged; please do not send original material for which you do not have duplicate copies.

Permission

If this entry is being submitted for work done for an organization or agency, a letter from the organization is required to indicate permission to enter.

Notes:

- Your entry must be received – not postmarked – by **Friday, April 24, 2015**. Submissions can be emailed to students@iabc.bc.com or sent by mail, courier, or dropped off in person (Monday – Friday from 9 a.m. – 5 p.m.) to:

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- Because of the volume of materials received, IABC/BC cannot confirm receipt of your submission. We strongly advise that you submit your entry through a traceable form of delivery.