

## Going the Distance in Innovation Award



The **Going the Distance in Innovation Award** will be presented to a returning sponsor who used innovative strategies and saw increased participation in their SFSP or SSO program in 2018. Additionally, we want to hear how using a marketing plan increased program participation. The award is open to all returning eligible sponsors.

To apply for this award, **please submit:**

- **Cover page** listing the award name, sponsor name, and sponsor or third-party representative.
- A **PowerPoint presentation**, 3-5 slides, no more than 40 words per slide plus notes as needed. The presentation should explain how using marketing and other innovative strategies increased participation in your program in 2018. Innovative concepts could include but are not limited to mobile feeding, use of social media, innovative partnerships, and adding new sites in rural or underserved areas.
- Your **marketing plan**. This can be the NCDPI Marketing Action Plan that was provided at the SummerPaloozas! and Policy Updates (see below) or your own document that provides the same information.
- **Bonus: Supporting Documentation.** Supporting documentation could include but is not limited to news clips about your program, photos, testimonials, outreach and promotion materials, community statements, State Agency feedback, special events, activities at meal sites, etc.

See the rubric on the next page for the distribution of points and additional guidance in preparing your materials for submission. Note: NCDPI will calculate your change in participation based on your claims data from 2017 and 2018.

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For submission to any of the 2018 Summer Nutrition Champion Awards, please send the cover page, presentation, and all attachments in ONE email to McCamy Holloway ([mccamy.holloway@dpi.nc.gov](mailto:mccamy.holloway@dpi.nc.gov)) with the title “**2018 Summer Nutrition Champion Awards – Your Sponsor/Stakeholder Name**” in the subject line of the email. Label the documents and/or attachments with the title of the award you are entering and your sponsor/stakeholder title, **Ex. “Going the Distance Award – Banana County Schools”**.

**All nominations should be submitted no later than Friday, September 14<sup>th</sup> by 5 PM.**

Awardees might be asked to make a short presentation at the SummerPalooza! within or outside their geographic area. Further information regarding the presentation content will be provided to awardees. The Summer Nutrition Champion nominees will be judged by an independent party outside of the NCDPI School Nutrition Staff.

For more questions, please email [mccamy.holloway@dpi.nc.gov](mailto:mccamy.holloway@dpi.nc.gov). Thank you and good luck!

# Going the Distance in Innovation Rubric

<b>Presentation Components (up to 6 points)</b>	<b>0 points</b> (Sponsor does not describe this topic)	<b>1 point</b> (Sponsor provides moderate explanation)	<b>2 points</b> (Sponsor provides detailed explanation and provides multiple examples)	<b>Total Points</b>
Innovative Concepts				
Marketing Strategies				
Connection to Growth				

<b>Marketing Plan (up to 4 points)</b>	<b>1 point</b>	<b>1 point</b>	<b>1 point</b>	<b>1 point</b>	<b>Total Points</b>
Use of marketing plan to increase program participation  Refer to sponsor's Marketing Plan	Identified a clear goal/vision for marketing in 2018	Identified key tasks, activities, or strategies	Assigned tasks and due dates to team members	Documented results or completion of tasks	

<b>Change in Participation from 2017 to 2018 (up to 4 points)</b>	<b>0 points</b>	<b>1 point</b>	<b>2 points</b>	<b>3 points</b>	<b>4 points</b>	<b>Total Points</b>
NCDPI will provide this information	Less than 5% growth	6 – 15% growth	16 – 25% growth	26 – 35% growth	36% growth or higher	

<b>Bonus: Supporting Documentation</b>	<b>0 points</b>	<b>1 point</b>	<b>2 points</b>
Circle one	Sponsor does not provide any relevant supporting documentation	Sponsor provides one form of relevant supporting document	Sponsor provides two or more forms of relevant supporting documentation

<b>Total points from Presentation, Marketing Plan, Change in Participation, and Supporting Documentation:</b>	out of 14
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## **2018 Summer Nutrition Champion Award Nomination**

Award: Going the Distance in Innovation Award

Sponsor:

Sponsor/Third-Party Representative:

Email:

Phone Number: