

Texas  
Municipal  
Library  
Directors  
Association



**ACHIEVEMENT  
OF  
LIBRARY EXCELLENCE  
AWARD**

**APPLICATION PACKET 2018**

## Achievement of Library Excellence Award 2018 Application Guidelines

***This year, the submission process has changed. Please read carefully to ensure a successful application submission.***

The Achievement of Library Excellence Award is open to Texas Public Library Directors and the library they represent. Please complete both Part I and Part II of the application with all information typed or legibly printed.

All applications must be completed and submitted by 5pm on December 30<sup>th</sup> 2018, and should cover the most recently completed fiscal year (typically ending September 30<sup>th</sup>).

A \$70 (Texas Municipal Library Directors Association member), or \$150 (non-member) non-refundable fee must be included with the application. Online payments may be submitted at [www.tmlda.org](http://www.tmlda.org), and checks should be made out to: *Texas Municipal Library Directors Association*.

There are four ways to submit your application, requested documentation, and proof of payment:

1. Dropbox or Google Docs. Upload and share a Dropbox folder (with subfolders) or Google Docs the completed application, including all requested attachments as digital files in Microsoft Word, PDF, JPEG or URL links. Please label each folder with your library's name and the category number for which the files support to facilitate evaluation. *If you paid the fee on the TMLDA website, include a scanned copy of your payment receipt in the folder as a separately-named document, or mail a check to the address listed below.* Share the Dropbox folder or Google Docs with [sholley@friscotexas.gov](mailto:sholley@friscotexas.gov) AND [dbjornstad@friscotexas.gov](mailto:dbjornstad@friscotexas.gov).

2. Your Library Website. Upload to your Library's website the completed application, including all requested attachments as digital files in Microsoft Word, PDF, and/or URL links. Please identify the URL pages by category number. If you paid your fee on the TMLDA website, include a scanned copy of your payment receipt on the site or mail a check to the address listed below. Email the link to [sholley@friscotexas.gov](mailto:sholley@friscotexas.gov) AND [dbjornstad@friscotexas.gov](mailto:dbjornstad@friscotexas.gov).

3. Flash Drive. You may mail your completed application and all requested attachments as digital files in Microsoft Word, PDF, and URL links on a USB flash drive to the physical address below. Please label each folder with your library's name and the category number for which the files support. If you paid your fee on the TMLDA website, include a scanned copy of your payment receipt on the flash drive or mail a check to the address listed below.

4. Binder. This application and all required enclosures may be mailed in a quality 3- ring binder (no larger than 3" wide) with appropriate section tabs to facilitate the evaluation. If you paid your fee on the TMLDA website, include a scanned copy of your payment receipt on the flash drive or mail the check to the address listed below. **Please note there will be a \$12.00 additional fee for processing and handling of the binder.**

The non-refundable application fee of \$70 (TMLDA members), and \$150 (non-members) can be paid as follows:

1. Online at [www.tmlda.org](http://www.tmlda.org). Then: print, scan or email the receipt as proof, OR,
2. Submit a check made out to “Texas Municipal Library Directors Association”. Checks may be included as part of the application (i.e.: Inside the 3-ring binder application), or separately.

In order to apply for the 2018 Achievement of Library Excellence Award: email, mail, hand carry, or TEXpress one (1) complete set of the application, including all requested attachments and the appropriate fee or proof of payment to:

[sholley@friscotexas.gov](mailto:sholley@friscotexas.gov) AND [dbjornstad@friscotexas.gov](mailto:dbjornstad@friscotexas.gov)  
Subject line “TMLDA Achievement of Library Excellence”

OR

TMLDA Achievement of Library Excellence  
Attn: Shelley Holley  
Frisco Public Library  
6101 Frisco Square Blvd, Ste. 3000  
Frisco, TX 75034

***WITHOUT PAYMENT OR PROOF OF PAYMENT, APPLICATIONS WILL NOT BE REVIEWED.***

Applications must be received by 5PM on December 30, 2018 to be eligible. TMLDA and its officers will not be responsible for any lost, delayed, or misdirected award applications.

The TMLDA Achievement of Library Excellence Award Committee will review entries for completeness. Any applications deemed not complete will be excluded. Libraries will be awarded the Achievement of Library Excellence 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. Award plaques will be mailed to the official indicated in #1 on the contact form. Award recipients will receive a digital badge that can be used on websites and email signatures. The badge will be clickable to the TMLDA award site to explain the value of the award and listing recipient libraries. 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](http://www.tmlda.org) or Shelley Holley, Achievement of Library Excellence Award Committee – 972.292.5610 or [sholley@friscotexas.gov](mailto:sholley@friscotexas.gov)

**2018 Achievement of Library Excellence Award  
Part I – Contact Information**

**Name of Library:** \_\_\_\_\_  
(Name *exactly* as it will appear on the plaque)

A formal announcement of the award, and the plaque will be mailed to the official named in #1.

**1. To Whom (Mayor, Board Chair, City Manager, etc.) should the formal announcement of the Achievement of Library Excellence Award be mailed?**

Name: \_\_\_\_\_  
(Please Note if the name is Mr. - Mrs. - Ms.)

Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State \_\_ Zip Code \_\_\_\_\_

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

**2. Person submitting the application must check one from each column:**

Select submission type	Payment Amount	Payment Type
Dropbox/Google Docs	<input type="checkbox"/> \$70 member <input type="checkbox"/> \$150 nonmember	<input type="checkbox"/> Check mailed separately <input type="checkbox"/> CC Online scanned receipt attached
Library Website	<input type="checkbox"/> \$70 member <input type="checkbox"/> \$150 nonmember	<input type="checkbox"/> Check mailed separately <input type="checkbox"/> CC Online scanned receipt attached
Flash Drive	<input type="checkbox"/> \$70 member <input type="checkbox"/> \$150 nonmember	<input type="checkbox"/> Check mailed separately <input type="checkbox"/> CC Online scanned receipt attached
Binder	<input type="checkbox"/> \$70 member <input type="checkbox"/> \$150 nonmember AND <input type="checkbox"/> \$12 Binder handling charge	<input type="checkbox"/> Check enclosed + binder handling charge <input type="checkbox"/> CC online scanned receipt attached + binder handling charge

Credit card payments can be made directly to [www.tmla.org](http://www.tmla.org).  
TML Phone Number: 512.231.7400 - TML Website: (<https://www.tml.org>)

Name: \_\_\_\_\_  
(Please Note if the name is Mr. - Mrs. - Ms.)

Phone Number: \_\_\_\_\_ Email Address: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State Texas Zip Code \_\_\_\_\_

Library TexPress Address: \_\_\_\_\_

## Part II – Application

To successfully receive the Achievement of Library Excellence 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 attachments as outlined in the Application Guidelines.

- 1. 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.
  
- 2. 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.
  
- 3. 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.
  
- 4. Provide cultural, topical, and educational programming for adults and families.**  
*Include supporting materials such as:*
  - Publicity materials.
  - Newspaper articles

5. **Provide literacy support for all ages.**  
*Include supporting materials such as:*
  - ESL Classes.
  - GED Classes and/or High School Diploma Program.
  - Support materials for ESL or GED.
  - Family Storytimes.
  - Bilingual material and/or programs.
  - Tutoring programs or study centers.
  
6. **Conduct a Summer Reading Program; youth, teen and/or adult.**  
*Include supporting materials such as:*
  - Publicity items including brochures, newspaper articles, web articles, program fliers, bookmarks, etc.
  - Statistical information, including the number of programs, program age levels, program attendance, and an overview of the program,
  
7. **Invest in collaborative efforts with community organizations.**  
*Include information that demonstrates collaboration or partnerships such as:*
  - Programs with schools, museums, other educational institutions.
  - Interdepartmental programs.
  - Volunteer programs.
  - Non-Governmental Agencies.
  
8. **Support workforce development.**  
*Include supporting materials that demonstrate the library's activities to provide assistance to the unemployed, underemployed, or to assist in job skill development such as:*
  - Publicity items, fliers, program descriptions, etc.
  - Collections, e-resources, or classes focused on employment, resume creation, vocational training, and certifications, etc.
  - Workspaces for mobile workers.
  - Partnering with outside workforce development agencies.
  
9. **Support digital inclusion by providing public internet access, digital literacy training, and offering library services online.**  
*Include supporting materials that demonstrate public internet access, digital literacy training, and at least one online library service such as:*
  - Internet usage, and technology and training statistics.
  - Provide information about library's or third party vendor's apps, screen shot.
  - Statistical information on usage of online services such as homework help or online reference, downloadable collections, etc.
  - Publicity items, fliers, program descriptions, etc.
  
10. **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.