

# TENNESSEE ASSOCIATION OF MUSEUMS

## 2009 Award of Excellence

### GUIDELINES & RULES

**PURPOSE:** The purpose of the TAM awards program is to recognize, encourage, and promote excellence within the activities of the Tennessee museum community and organizations in related fields of interest. We will, through these awards, focus public attention on the outstanding programs, projects, and services offered by Tennessee museums.

**ELIGIBILITY:** Awards will be given as defined and indicated on the nomination form for outstanding accomplishment by an institution or organization in Tennessee whose primary purpose includes preservation and/or interpretation in one or more of the following areas: natural history, cultural history, folklore, art or science. Nominated projects must relate to the nominee's mission.

- Only members of the Tennessee Association of Museums are eligible to receive TAM Awards. (Institutional members must have current institutional status to receive an award.)
- Nominations should be submitted electronically if at all possible. The form is available on the TAM website. It should be downloaded, filled out and submitted via email **to the appropriate representative. See the TAM website for a list of representatives.** All supporting material should be submitted in an electronic format wherever possible.
- Applications will be accepted only for projects completed in the 2009 calendar year.
- A **\$15.00** entry fee (Made payable to TAM) must be received by your regional representative no later than January 15, 2010. These funds will be used to help defray the cost of awards.

One Award of Excellence may be awarded in each of the award categories below and in each of the three size classes. A Certificate of Commendation may be made in each of the award categories below and in each of the three size classes. Judges reserve the right to make no awards in categories or to grant more awards in the case of a tie.

### INSTITUTIONAL SIZE CLASSES

Museums and related organizations will be classified as large, medium, or small based on the number of full-time paid staff:

- Small:** 0 to 7 full-time paid staff
- Medium:** 8 to 20 full-time paid staff
- Large:** More than 20 full-time paid staff

Of primary importance to the judges will be the accomplishments relative to the resources available to the organization. Competition and awards will be within class size. The judges may re-classify an institution if its operating budget and/or part-time staff are significantly larger or smaller than those of other institutions in the same class.

## **AWARD CATEGORIES**

Awards may be made in each of the following categories and sub-categories in the three institutional size classes. Submission in the appropriate category and sub-category is the responsibility of the nominator.

### **1. EXHIBITIONS** Subcategories include:

- a. Permanent Exhibits: long-term exhibits installed for a minimum of 5 years.
  - b. Temporary Exhibits: exhibits or displays produced for a given and limited period of time.  
Examples include original in-house exhibitions or traveling shows (created by the nominee) that go on tour to other locations. Also eligible are existing traveling shows (rentals) that are augmented by the nominee with additional research, artifacts, etc.; the nomination for a rented exhibit should emphasize the nominee's original contributions to the project.
  - c. Blockbusters: major temporary exhibitions of extraordinary and/or unusual size, expense, or lavish production values that feature history, art, science, popular culture, etc.
- Digital photos, slides, or video (not to exceed 5 minutes in length) which indicate the scope and nature of the exhibition should be included with the nomination.

### **2. PUBLICATIONS**

Sub-categories include:

- a. Books and Catalogs (bound text with or without pictures)
- b. Flat Paper (i.e., posters, invitations, brochures)
- c. Newsletter-- a publication published more than once a year
- d. Annual Report--a publication distributed for the purpose of fundraising or financial report
- e. PR kits--information packages including press releases, etc. to promote an event or exhibit
- f. Audio-Visual (including CD format)
- g. Special or Novelty (i.e., T-shirts, street banners, coffee mugs).

Entry in each publication sub-category is a separate nomination. Two copies of each publication should be submitted as support material.

(Note: No specific sub-categories have been established for the following categories.)

**3. EDUCATIONAL PROGRAMMING:**

Examples include a packaged program that involves an exhibition, interpretive events (historical dramatizations, living history programs, etc.), a lecture or film series, an outreach program to special audiences, teachers' manuals, children's workbooks, etc.

**4. SPECIAL EVENTS:**

Examples include a one-time promotional or exhibit-related event, a one-time celebration of a local or wider event, holiday tours, conferences, concerts, etc. (An annual or recurring event may be nominated if the 2009 event was significantly different from previous ones; the nomination must explain why the 2009 event was a unique accomplishment.)

**5. VOLUNTEERISM:**

Examples include individuals, corporations, organizations, volunteer groups or programs that have provided outstanding volunteer support.

**6. SPECIAL RECOGNITION:**

Examples include marketing or membership campaigns, fundraising or research projects, oral history projects, etc.

**7. WEB PAGE:**

Promotional, educational, or membership information formatted for Web access.

Institutions may nominate themselves or be nominated by other organizations, interested citizens, or commercial/business concerns. Individuals may be nominated only by TAM member institutions. Nominated work must have been completed by December 31, 2009.

Awards Committee area representatives must receive the completed nomination form and EIGHT (8) additional copies of the form with two identical sets of support materials by **Friday, January 15, 2010**.

The President of TAM appoints a chairperson for the Award of Excellence Committee. This chair recruits the committee, which includes a representative from each major geographic area of the state, plus two additional members from the museum community at large. The Award of Excellence Committee is entrusted with responsibility and authority to make TAM awards, and its power is conferred by the TAM Council. Award Committee members will review the materials submitted and, if enough merit is found, select winners in any and all categories. All committee members must be members of TAM.

Nominations are received by the Awards Committee area representatives who review them for completeness before submitting them to the full committee. The full Awards Committee votes on the nominations prior to the TAM annual meeting.

Factors considered in judging include content, design, writing, art/photos, appeal, quality, concept, originality, and successfulness (as measured in published reviews or other documentation). Nominated projects must relate to the nominee's mission and goals. Awards are announced at TAM's annual meeting in March.

1. All nominations must be submitted on the TAM nomination form. The form is available for download on the TAM website. Electronic submissions are highly encouraged.
2. Each nomination may be made in only one category or sub-category. (For example, an educational event may be nominated in either the "Educational Programming" category or the "Special Events" category, but not in both categories.) The nomination should represent an extraordinary achievement, as opposed to an ongoing program or normal operating situation. Eligible projects are not limited to the examples given.
3. You may submit only one nomination per category or sub-category. (For example, you may nominate a catalog and a flat paper publication, but may not nominate two catalogs.)
4. Each nominated project must have been completed in the calendar year for which the award will be given. Long-term exhibitions must have opened in that calendar year (in this case, 2009).
5. Include as much information as possible on the form. A description of the nominated program or project must be included on the nomination form, even though support materials are included.
6. Provide support materials for nominated accomplishments (brochures, photos, slides, tapes, catalogs, etc.) in a digital format, if at all possible. The awards banquet will utilize a PowerPoint presentation this year.
7. TAM requires the use of all support materials through the annual meeting when awards are announced. The TAM archives will keep one copy of the support materials for each nomination that receives an award.
8. Mail a **\$15.00** entry fee for each nomination to your representative. Checks or money orders should be payable to TAM. Submit all entries to your area representative.

**TENNESSEE ASSOCIATION OF MUSEUMS**  
**AWARD OF EXCELLENCE NOMINATION FORM**  
**2009**

Name of Nominee (Institution or Individual) \_\_\_\_\_

Address \_\_\_\_\_

Contact person \_\_\_\_\_ Title \_\_\_\_\_

Institution/Company \_\_\_\_\_

Address \_\_\_\_\_

Telephone ( ) \_\_\_\_\_

**AWARD CATEGORY** (one category and sub-category per nomination form)

<b>Exhibition</b>
<input type="checkbox"/> Permanent
<input type="checkbox"/> Temporary
<input type="checkbox"/>
Blockbuster

<b>Publication</b>
<input type="checkbox"/> Book/Catalog <input type="checkbox"/> Newsletter
<input type="checkbox"/> Annual Report <input type="checkbox"/> Flat Paper
<input type="checkbox"/> Audio-Visual or CD
<input type="checkbox"/> Special/Noveltv <input type="checkbox"/> PR Kit

- Educational Programming
- Special Event
- Special Recognition
- Web Page
- Volunteerism

**INSTITUTIONAL INFORMATION**

Museum's focus (select ONE of the following):

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> Aquarium                   | <input type="checkbox"/> Historic House/Site          | <input type="checkbox"/> Science/Technology |
| <input type="checkbox"/> Arboretum/Botanical Garden | <input type="checkbox"/> History                      | <input type="checkbox"/> Zoo                |
| <input type="checkbox"/> Art                        | <input type="checkbox"/> Natural History/Anthropology | <input type="checkbox"/> Other (specify)    |
| <input type="checkbox"/> Children's/Youth           | <input type="checkbox"/> Nature Center                |   |
| <input type="checkbox"/> General                    | <input type="checkbox"/> Planetarium                  |   |

Museum's attendance for the most recent l y c o m p l e t e d calendar year \_\_\_\_\_

Year the museum was first opened to the public \_\_\_\_\_

Museum's operating budget for the last fiscal year \_\_\_\_\_

Number of full-time paid museum staff \_\_\_\_\_

Number of part-time paid museum staff \_\_\_\_\_

Number of unpaid museum staff (volunteers) \_\_\_\_\_

<b>Institutional Size</b>
Please circle one.
SMALL    MED    LARGE
1-7        8-20    21 or more
<b>Full-time paid staff</b>

Briefly describe the institution's purpose and programs (mission statement).

How does this nomination demonstrate compliance with the institution's mission?

## DESCRIPTION OF ACCOMPLISHMENT

Title of nomination

Dates

Explain as succinctly as possible why this project or individual should receive the Award of Excellence.

## PROJECT QUESTIONS

What was the project budget size (include all expenditures and in-kind services)

Was the project budget part of the museum's operating budget?

If not, how was funding secured?  Private  State  Federal  Local government

Number of paid staff utilized on this project\_\_ Number of volunteers utilized on this project\_\_

Estimated hours expended on this project by staff.

What publicity was generated to promote the project?

Attendance

Was this a joint project?                      If yes, list the names and addresses of the other participants, and give the names, addresses, and telephone numbers of contact persons.

Who originated the project?

Support materials enclosed?     Yes     No

If the nominee is selected for an award, the nominee's name on the certificate should read:

Nominator:

Organization:

Address:

Telephone #:

Date submitted

Please return support materials after the annual meeting to:

(TAM will keep one copy of the support materials for each nomination that receives an award.)

**DON'T FORGET YOUR  
ENTRY FEE!!  
FEE IS \$15 per entry  
Total enclosed \$**

*For Committee Rep Use Only*  
Size of Institution \_\_\_S \_\_\_M \_\_\_L  
Special AV equipment \_\_\_\_\_  
Return Materials \_\_\_\_\_

**REMINDER: Your area representative on the Awards Committee should receive the completed nomination form, eight additional copies of the form, two identical sets of support materials, and the entry fee by Friday January 15, 2010.**

## 2010 TAM Award of Excellence Committee

### Area Representatives

**Northeast Tennessee Representative:** George Collins, Director, Museums of Tusculum College, P.O. Box 5026, Greeneville, TN 37745, (423) 636-7348 or (800) 729-0256, [gcollins@tusculum.edu](mailto:gcollins@tusculum.edu)

*George represents the following counties: Carter, Cocke, Greene, Hamblen, Hancock, Hawkins, Jefferson, Johnson, Sullivan, Unicoi, and Washington.*

**Middle Northeast Tennessee Representative:** Andy Simon, Operations Manager, Great Smoky Mountain Heritage Center, P.O. Box 268, Townsend, TN 37882-0268, (865) 448-0044, [andy.gsmhc@yahoo.com](mailto:andy.gsmhc@yahoo.com)

*Andy represents the following counties: Anderson, Blount, Campbell, Claiborne, Cumberland, Fentress, Grainger, Knox, Morgan, Overton, Pickett, Roane, Scott, Union, and White.*

**Southeast Tennessee Representative:** Lollie Bekkevold, Museum Services Coordinator/Curator, Museum Center at Five Points, 200 Inman Street East, Cleveland, TN 37311, (423) 339-5745, [lolliemuseumcenter.org](mailto:lolliemuseumcenter.org)

*Lollie represents the following counties: Bledsoe, Bradley, Grundy, Hamilton, Loudon, Marion, McMinn, Meigs, Monroe, Polk, Rhea, Sequatchie, Sevier, and Van Buren.*

**Middle Tennessee Representative:** Julia Belsante, School Programs Coordinator, Country Music Hall of Fame & Museum, 222 5th Avenue South, Nashville, TN 37203, (615) 416-2088, [jbelsante@countrymusicHalloffame.com](mailto:jbelsante@countrymusicHalloffame.com)

*Julia represents the following counties: Bedford, Cannon, Cheatham, Clay, Coffee, Davidson, DeKalb, Dickson, Franklin, Giles, Hickman, Jackson, Lawrence, Lewis, Lincoln, Macon, Marshall, Maury, Montgomery, Moore, Putnam, Robertson, Rutherford, Smith, Sumner, Trousdale, Warren, Williamson, and Wilson.*

**West Tennessee Representative:** Alisa Bradley, Museum Manager, Mississippi River Museum, 101 Island Drive, Memphis, TN 38103, (901) 576-7241, [alisa@mudisland.com](mailto:alisa@mudisland.com)

*Alisa represents the following counties: Benton, Carroll, Chester, Crockett, Decatur, Dyer, Fayette, Gibson, Hardeman, Hardin, Haywood, Henderson, Henry, Houston, Humphreys, Lake, Lauderdale, Madison, McNairy, Obion, Perry, Shelby, Stewart, Tipton, Wayne, and Weakley.*

### Other Committee Members

**Chairpersons:** Theresa Burchett, Director, Carroll Reece Museum, P.O. Box 70660, ETSU, Johnson City, TN 37614, (423) 439-4392, [burchete@etsu.edu](mailto:burchete@etsu.edu)  
George Collins, Director, Museums of Tusculum College, P.O. Box 5026, Greeneville, TN 37745, (423) 636-7348 or (800) 729-0256, [gcollins@tusculum.edu](mailto:gcollins@tusculum.edu)

**At-Large Representative:** Anne Dale, Director, Tennessee Agricultural Museum, Ellington Agricultural Center, Nashville, TN 37204, (615) 837-5197, [Tennessee.Agricultural.Museum@state.tn.us](mailto:Tennessee.Agricultural.Museum@state.tn.us)

**At-Large Representative:** Patricia VornDick, Design Art, 6090 Fire Tower Road, Nashville, TN 37221, (615) 352-1227, [pvorndick@hotmail.com](mailto:pvorndick@hotmail.com)