

# STATE IT RECOGNITION AWARDS

NASCIO

## SUBMITTING A STRONG AWARDS SUBMISSION



## TIPS to submit a strong AWARDS SUBMISSION

### FOCUS ON INNOVATION



NASCIO is seeking transformational projects that address critical business problems, improve business processes and increase citizen engagement in state government. Seek out projects that take best practices to the next level – those that exemplify leading and innovative practices or apply common practices in a transformational way.

### READ, REREAD, THEN READ AGAIN



Reading (and following) requirements is a given. Past that, make sure you carefully read category descriptions. While a project may relate to multiple categories, the descriptions will help you find the right home. Look to past submissions in the Awards Library to see the types of projects that have been recognized in certain categories and how the narrative was crafted.

### TELL A COMPELLING STORY



Nominations are limited to seven pages; use that space to draw the judge into the project. Provide context for what you're doing and highlight the difference you're making. We'll call it the big why and the little how. Focus on outlining the problem (the why) – what it is, who it impacts, why it's worth addressing and why the project solves it. Technical specifications (the how) may be necessary to touch on but shouldn't take center stage.

### DEMONSTRATE THE VALUE



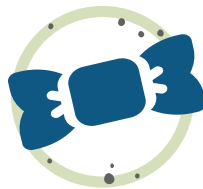
After you've shown why your project is innovative and consequential, bring on the data. Include whatever metrics are meaningful to your project – cost or time savings, increased engagement, improved satisfaction, thwarted threats, etc. A good story without supportive facts reads more like a fairy tale.

### THROW IN SOME FLAIR



Strategic visual aids can clarify components of your project. Screenshots, infographics, charts, etc. are allowed (and encouraged) in the nomination. It may feel like you're giving up valuable space to include a picture, but used correctly, the image will succinctly communicate an idea that would have taken a lot of words to explain.

### PUT A BOW ON IT



You've worked hard, now show it off with the first thing judges see – the title! While the content of the nomination is what matters most, your title does set the tone. Put on your creative hat and find a title that strikes a balance of catchy and descriptive. Some past examples include:

Florida cleverly used their project's acronym: Lighting a FIRRE in the Fight Against Fraud

Ohio was honest and optimistic: Expanding Unified Communications Across Ohio: Cloudy with a Chance of True Enterprise Collaboration

Michigan put the value their project front and center: Saving Time, Improving Outcomes: Michigan Child Support Program Transforms Its Customer Experience

