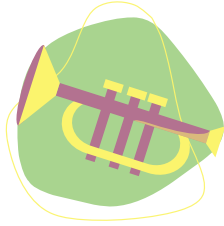


GEAUX FOR IT: TIPS TO CRAFT A STRONG AWARDS ENTRY

STATE IT
RECOGNITION
AWARDS
NASCIO

SUBMITTING A
STRONG AWARD
ENTRY



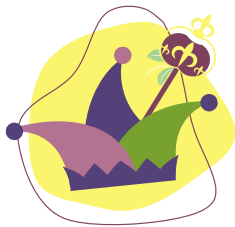
FOCUS ON INNOVATION

NASCIO seeks projects that not only solve problems but dance with creativity, jazzing up citizen engagement and energizing state government processes. Look for projects that don their feathers and beads, taking best practices to new heights or giving common methods a vibrant makeover.



READ, REREAD, THEN READ AGAIN

Reading (and following) requirements is a given. But beyond that, make sure you read the category descriptions. Your project might be strutting in a few different sections, but those descriptions will be your guiding drumbeat. Take a look at the Awards Library to view the kind of projects that have been getting the spotlight in certain categories and how the narrative was crafted.



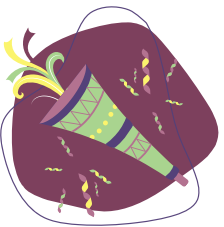
TELL A COMPELLING STORY

Entries are limited to seven pages; use that space to pull the judges into your project's rhythm. Set the stage for what you're all about and showcase the groove you're laying down. 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.



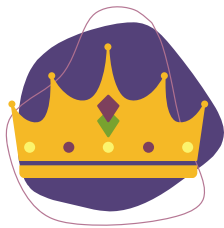
UNMASK THE VALUE

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 Crescent City Legend.



THROW IN SOME FLAIR

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



PUT A CROWN ON IT

You've worked hard, now show it off with the first thing judges see – the title! While the content of the entry is what matters most, your title does set the tone. Grab your crown and take your title from basic to boujee by finding something 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 optimist: 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