

Communications Toolkit

Celebrating the NEA Foundation's 2017 Awards for Teaching Excellence Recipients

Contents:

- I. Press Releases
- II. “5 Ways to Recognize Awardees”
- III. Sample Social Media Posts
- IV. Frequently Asked Questions

Share this exciting announcement

The NEA Foundation will announce the recipients of the 2017 Awards for Teaching Excellence on **June 13, 2016**. Please download and share the press release below that corresponds to the award recipient from your state.

[Alaska](#)

[North Carolina](#)

[Alabama](#)

[North Dakota](#)

[Arkansas](#)

[Nebraska](#)

[Arizona](#)

[New Jersey](#)

[California](#)

[New Mexico](#)

[Colorado](#)

[Nevada](#)

[Delaware](#)

[New York](#)

[Federal Education Association](#)

[Ohio](#)

[Georgia](#)

[Oklahoma](#)

[Hawaii](#)

[Oregon](#)

[Iowa](#)

[Pennsylvania](#)

[Idaho](#)

[South Carolina](#)

[Illinois](#)

[South Dakota](#)

[Indiana](#)

[Tennessee](#)

[Kansas](#)

[Texas](#)

[Kentucky](#)

[Utah](#)

[Louisiana](#)

[Virginia](#)

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[Vermont](#)

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[Washington](#)

[Minnesota](#)

[Wisconsin](#)

[Missouri](#)

[Wyoming](#)

[Montana](#)

5 Ways to Recognize Awards Recipients

We hope you will join us in recognizing the awardee from your state. Need some ideas? Here are a few suggestions we've seen used.

1. Call or email to congratulate your member

If you haven't done so already, send a personalized message recognizing your member for receiving this prestigious award in public education.

2. Visit your member and invite him/her to meet NEA leadership

Visit your member at or after school to congratulate him or her in person!

This is a great opportunity for your member to get to know his or her NEA leadership better.

3. Issue the press release to local reporters, and share the news via social media

We've made it easy by providing a personalized news release and posts in our online communications toolkit. Share the release with local reporters and your own congratulations on your personal or professional Facebook and Twitter pages.

4. Ask a member of congress, or other elected official, to recognize and congratulate your member

Sharing the announcement with elected officials and asking them to congratulate their constituent sometimes results in letters of acknowledgement being sent directly to your member. Your elected official will need the awardee's contact information and details about the awardee themselves, which you can pull from the news release we've provided.

5. Promote the Gala livestream

Your member will be honored at the NEA Foundation's Gala on Feb. 10, 2017, in Washington, D.C. We will livestream the entire program on our website, so you can encourage your member's colleagues, students, families, and friends to celebrate online. Look for our livestream promotional materials this fall.

Sample Social Media Posts

Facebook

Status Update: We're proud of [insert name of educator], a [insert title or grade level taught] and [insert association name] member, for receiving this prestigious award in public education!

Photo: Use a headshot provided on neafoundation.org (coming soon), or request a photo from the awardee.

Headline: [Insert your state] Educator Receives NEA Foundation Award

Link: <http://www.neafoundation.org/pages/nea-awardees/>

Twitter

Congrats to [insert educator's name] for being named 2017 Award for Teaching Excellence recipient by @NEAFoundation! <http://bit.ly/1rSlZvc>

Frequently Asked Questions

What is the NEA Foundation?

The NEA Foundation is an independent public charity supported by contributions from educators' dues, corporate sponsors, foundations and others. We support student success by helping public school educators work with key partners to build strong systems of shared responsibility. Visit www.neafoundation.org to learn more about our leadership and programs.

What are the Awards for Teaching Excellence?

The NEA Foundation Awards for Teaching Excellence (ATE) recognize, reward, and promote excellence in both teaching and advocacy for the association. The awards are presented jointly by the NEA Foundation and the National Education Association (NEA).

There are three levels of recognition:

- All educators nominated by their NEA state affiliates are California Casualty Awards for Teaching Excellence recipients.
- Five educators receive the Horace Mann Awards for Teaching Excellence.
- One receives the NEA Member Benefits Award for Teaching Excellence.

What are the award criteria?

Applications for the national awards are judged according to five criteria. Panelists rate state awardees on each criterion using the point value indicated below.

- Professional practice (15 points)
- Advocacy for the association (15 points)
- Community engagement (5 points)
- Leadership in professional development (10 points)
- Attention to diversity (5 points)

What does the awards process include?

A national selection panel chooses the five recipients of The Horace Mann Awards for Teaching Excellence from among the educators nominated by their NEA state affiliate for the California Casualty Awards for Teaching Excellence. The Horace Mann awardees are invited for personal interviews with the national selection panel over the summer, and, based on these interviews, the NEA Member Benefits Award for Teaching Excellence recipient is selected.

What will awardees receive?

- All California Casualty Awards for Teaching Excellence recipients are invited to become the NEA Foundation Global Learning Fellows. The year-long fellowship includes supported learning experiences and international field study in Peru in June 2016.
- All California Casualty Awards for Teaching Excellence awardees will also receive expenses-paid travel to the NEA Foundation's Annual Salute to Excellence in Education Gala in Washington, DC.
- The Horace Mann Award for Teaching Excellence recipients are honored with \$10,000 plus expenses-paid travel to the Gala for themselves and a guest. Their students help create a video paying tribute to them that is premiered at the Gala.
- The NEA Member Benefits Award for Teaching Excellence recipient, selected from the five, is honored with an additional \$25,000 and a commemorative gift.

How are awardees publicly recognized?

Every February, the NEA Foundation holds an annual awards ceremony, the Salute to Excellence in Education Gala, to celebrate the men and women who work in America's public schools. Awardees are honored on stage in front of an audience of 850 leaders from the public education, business, and philanthropic sectors. In addition, the NEA Foundation works with the NEA state affiliates to generate public recognition via media coverage.

How can community members celebrate their awardees?

Friends, families, and colleagues are encouraged to buy tickets to the Gala and to travel to Washington, DC to celebrate their awardee. Those who are unable to travel to Washington, DC can watch via a live webcast. We encourage those watching from home to host a local gathering to celebrate their awardee.

Why did the NEA Foundation create these awards?

The NEA Foundation created the Awards for Teaching Excellence with support from the NEA, to recognize exceptional educators for their instructional expertise and advocacy for the association. Each class of awardees is presented with opportunities, such as the Global Learning Fellowship, to grow as professionals and emerge as a new cadre of teacher-leaders poised with the skills and knowledge to transform public education in America and prepare all American students to thrive in a global economy.

Have additional questions? Need to find the awardee from your state's contact information? Contact Edith Wooten at ewooten@nea.org, or Carrie McCloud at cmcccloud@nea.org.