



## 2008 Roy L. Shafer Leading Edge Awards

The Roy L. Shafer Leading Edge Awards are presented annually to ASTC members and/or their employees in recognition of extraordinary accomplishments in Visitor Experience, Business Practice, and Leadership in the Field that not only enhance the performance of their own institutions but also significantly advance the mission of science-technology centers and museums.

**Eligibility:** ASTC members in good standing (except the home institution of a Leading Edge Awards jury member) may submit a nomination for itself or one of its employees, or for another institution or individual. Collaborations between institutions are also eligible. Each nominating institution is limited to one application per category per year. Nomination forms must be signed by the institution's Chief Executive Officer, Board Chairperson, or equivalent.

### Leading Edge for Visitor Experience

(2 categories: Large Institution and Small Institution)

**Selection Criteria:** The visitor experience shall have been implemented by or for an ASTC science center or museum since January 2005. Large institutions are those with operating expenses at or exceeding US \$1.5 million for the most recent fiscal year; small institutions have annual operating expenses of less than US \$1.5 million. Each nomination must specifically address all of the following criteria

- its unique application of new ideas and promising practices, demonstrating creativity and extraordinary performance;
- its role in furthering the institution's mission by achieving a tangible impact or lasting effect on visitor experience—including, but not limited to, exhibitions, education programs, technology applications, theater and film programming, visitor services, research and evaluation;
- its embodiment of the ASTC values of collaboration, joy of experiential learning, equity and diversity, and forward-looking leadership; and
- its potential to serve as a model of creative thinking and best practices for the field as a whole.

### Leading Edge for Business Practice

(2 categories: Large Institution and Small Institution)

**Selection Criteria:** The business practice shall have been implemented by or for an ASTC science center or museum since January 2005. Large institutions are those with operating expenses at or exceeding US \$1.5 million for the most recent fiscal year; small institutions have annual operating expenses of less than US \$1.5 million. Each nomination must specifically address all of the following criteria

- its unique application of new ideas and promising practices, demonstrating creativity and a measurable impact on revenue, expenses, and/or organizational efficiencies;
- its role in furthering the institution's mission by achieving a tangible impact or lasting effect on business practice—including, but not limited to, human resources, marketing, public relations, fund-raising, and community collaborations;
- its embodiment of the ASTC values of collaboration, joy of experiential learning, equity and diversity, and forward-looking leadership; and
- its potential to serve as a model of creative thinking and best practices for the field as a whole.

### Leading Edge for Leadership in the Field

(New Leadership: individual who joined the field after January 2005)

(Experienced Leadership: individual who joined the field before January 2005)

**Selection Criteria:** The leadership award recognizes exemplary accomplishment since January 2005. Nominations will be judged according to the individual's degree of success at

1. applying new ideas and/or enhancing best practices;
  2. embodying the ASTC values of collaboration, joy of experiential learning, equity and diversity, and forward-looking leadership;
  3. demonstrating the potential to inspire and nurture creative thinking;
- having a tangible and lasting impact on the organization's mission;
  - building relationships for his or her institution within the community; and
  - developing the current talents/capabilities and nurturing the future capacity of staff.

**Each nomination must address the required criteria (#1, #2, and #3), while the bullets are optional if they help make your case.**

**Awards Ceremony:** The 2008 Leading Edge Awards will be presented during the annual banquet at the ASTC Annual Conference in Philadelphia, Pennsylvania, U.S.A. Each award will consist of a jade glass "Edgie" and a paid registration to the 2009 ASTC Annual Conference. Awardees will receive recognition in *ASTC Dimensions*, on the ASTC web site, and in a widely distributed press release.

**Selection:** A seven-member jury of professionals knowledgeable about the science center field, representing a broad spectrum of ASTC's worldwide membership, will review eligible nominations and select awardees. All decisions of the jury are final, including the decision not to choose an award recipient in a given category.

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**How to Enter:**

**A)** Complete the appropriate nomination form. The jury encourages e-mail submissions in Word or Adobe Acrobat formats. **Ten copies** of parts A and B are required when submitting by post. For nomination forms, visit [www.astc.org/about/awards/leading\\_edge.htm](http://www.astc.org/about/awards/leading_edge.htm)

**B)** Include **two to three** letters of support (one page each) from individuals with first-hand knowledge of the nominee's work. Letters of support must address the following:

***For Leading Edge for Visitor Experience or Business Practice***

1. Explain your knowledge of and affiliation with the visitor experience or business practice.
2. Describe why the visitor experience or business practice represents a unique application of new ideas and best practices, demonstrating creativity and extraordinary performance.
3. List the most significant benefits of the visitor experience or business practice, as you see them.

***For Leading Edge for Leadership in the Field***

1. Explain your relationship to the nominee and describe his/her exemplary accomplishment during the past three years that is the basis of your nomination.
2. Describe why you think this accomplishment deserves recognition.
3. List the most significant benefits of the nominee's accomplishment, as you see them.

**C) Optional:** Submit **one or two** supporting items, including but not limited to PowerPoint presentations, videotapes, articles, or photographs (professional quality not required). Review of supporting items is at the discretion of the jury. If these materials cannot be submitted electronically, mail one set to ASTC to be made available at the jury review session.

**Deadline:** Nominations and supporting materials must be received at the ASTC office **no later than 5 p.m., March 18, 2008**. Nomination forms are available on the ASTC web site, [www.astc.org](http://www.astc.org), or by calling 202/783-7200.

**E-mail address:** [awards@astc.org](mailto:awards@astc.org)

**Postal address:** Roy L. Shafer Leading Edge Awards, Association of Science-Technology Centers, 1025 Vermont Avenue NW, Suite 500, Washington, DC 20005-6310, U.S.A.

**Contact:** For information, contact Diane Frendak, [dfrendak@astc.org](mailto:dfrendak@astc.org), or 202/783-7200 x112.

**NOMINATION FORM**  
**Roy L. Shafer Leading Edge Award for Visitor Experience**

I. Operating expenses for the science center's or museum's most recent fiscal year:

\_\_\_ Check here to confirm that the visitor experience was implemented in the past three years—since January 2005.

Name of the visitor experience:

Brief description of the visitor experience (up to 100 words):

II. Name of ASTC-member institution:

Contact person and title:

Address:

Telephone:

E-mail:

\_\_\_ Check here to grant permission to distribute information about your nomination to the science center field. Information will not be used for commercial purposes without permission of the director of the science center or museum.

Print Name:

Title:

Signature:

Date:

*(Chief Executive Officer, Chairman of the Board, or equivalent)*

- III. Questions (*no more than 5 double-spaced pages in 12-point font*).  
✓**It is essential to address the selection criteria when answering the questions. Use the space under each criterion to respond.**

**Describe the visitor experience and its level of creativity and extraordinary performance.**

**Describe the visitor experience's role in furthering the mission of the institution by achieving a tangible impact or lasting effect on operations—including, but not limited to, exhibitions, education programs, technology applications, theater and film programming, visitor services, research and evaluation.**

Provide evidence or evaluation data in support of the visitor experience's impact.

**Describe the visitor experience's embodiment of the ASTC values of collaboration, joy of experiential learning, equity and diversity, and forward-looking leadership.**

**Describe the visitor experience's potential to serve as a model of creative thinking and best practices for the field as a whole.**

**NOMINATION FORM**  
**Roy L. Shafer Leading Edge Award for Business Practice**

I. Operating expenses for the science center's or museum's most recent fiscal year:

\_\_\_ Check here to confirm that the business practice was implemented in the past three years—since January 2005.

Name of the business practice:

Brief description of the business practice (up to 100 words):

II. Name of ASTC-member institution:

Contact person and title:

Address:

Telephone:

E-mail:

\_\_\_ Check here to grant permission to distribute information about your nomination to the science center field. Information will not be used for commercial purposes without permission of the director of the science center or museum.

Print Name:

Title:

Signature:

Date:

*(Chief Executive Officer, Chairman of the Board, or equivalent)*

- III. Questions(*no more than 5 double-spaced pages in 12-point font*).  
✓**It is essential to address the selection criteria when answering the questions. Use the space under each criterion to respond.**

**Describe the business practice's level of creativity and measurable impact on revenue, expenses, and/or organizational efficiencies. Provide data or evidence in support of the practice's impact.**

**Describe the business practice's role in furthering the mission of the institution by achieving a tangible impact or lasting effect on operations—including, but not limited to, human resources, marketing, public relations, fund-raising, and community collaborations. Provide data or evidence to support the practice's impact.**

**Describe the business practice's embodiment of the ASTC values of collaboration, joy of experiential learning, equity and diversity, and forward-looking leadership.**

**Describe the business practice's potential to serve as a model of creative thinking and best practices for the field as a whole.**

**NOMINATION FORM**  
**Roy L. Shafer Leading Edge Award for Leadership in the Field**

- I. Subcategory (*choose one*):  
 New Leadership                       Experienced Leadership

Name of nominee and title:

Name of ASTC-member institution:

Address:

Telephone:

E-mail:

Brief description of the nominee's accomplishment (up to 100 words):

- II. Your name and title (*if different from nominee information in Part I*):

Name of ASTC-member institution:

Your address:

Your telephone:

Your e-mail:

Check here to grant permission to distribute information about your nomination to the science center field. Information will not be used for commercial purposes without permission of the director of the science center or museum.

Print Name:

Title:

Signature:

Date:

*(Chief Executive Officer, Chairman of the Board, or equivalent representative of nominating institution)*

- III. Narrative (*no more than 5 double-spaced pages in 12-point font*).
- ✓**Each nomination must address the required criteria (#1, #2, and #3).**
  - ✓**Address the optional bullets as appropriate for making your case.**

Use a specific exemplary accomplishment since January 2005 to describe the nominee's degree of success during the last three years at:

1. applying new ideas and/or enhancing best practices
2. embodying the ASTC values of collaboration, joy of experiential learning, equity and diversity, and forward-looking leadership
3. demonstrating the potential to inspire and nurture creative thinking
  - having a tangible and lasting impact on the organization's mission
  - building relationships for his or her institution within the community
  - developing the current talents/capabilities of and nurturing the future capacity of staff members