



2023 UNIVERSAL AWARD APPLICATION

Thank you for your interest in applying for the various constituent awards included in the Universal Award Application (UAA). In an effort to simplify and standardize the award process for constituents, the Regional Directors, AGD Councils and Committees, and Headquarters staff created a universal application that includes all awards. Regional Directors work with the Chairs of the Communications, Dental Practice, Dental Education, Legislative & Governmental Affairs, and Membership Councils to review and continually improve this application.

The UAA streamlines the amount of paperwork needed and enables constituents to submit all award documentation at one time. Applications are shared on an annual basis with constituent leaders, who are asked to complete the necessary sections and provide documentation as requested by the deadline as determined for that year.

Please note that each Council sets the criteria for its respective award and will be responsible for selecting winners.

AWARDS OVERVIEW AND RECOGNITION

Award Name	Winners	Winner Prizes	Honorable Mention	Honorable Mention Prizes
A. Advocacy	1	\$1000 and program, sticker	N/A	N/A
B. ACE	4	<ul style="list-style-type: none"> • Plaque at the AGD Annual Meeting • Listed in the AGD Annual Meeting program • Web sticker placed on Constituent website 	4	<ul style="list-style-type: none"> • Verbal mention at the AGD Annual Meeting • Listed in the AGD Annual Meeting program
C. CE Award of Excellence	4		4	
D. Membership	4		4	
E. Public Information	4		4	
F. Constituent of the Year	4		4	

MEMBERSHIP CATEGORIES

Membership Category	Category Size
Category 1	800 or more members
Category 2	201 to 799 members
Category 3	200 or fewer members
Federal Services	Federal Services

There are four potential awards to be given—one for each membership category. Winners will be notified at least 45 days before the start of the AGD 2022 Annual Meeting (HOD).

APPLICATION DOCUMENTATION

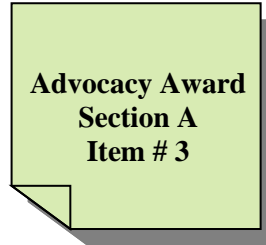
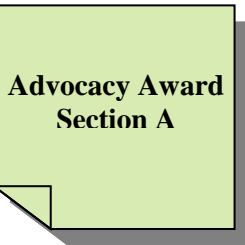
The Universal Award Application is very inclusive and may take time, research, and planning. By completing the application, the constituent will be working to not only receive award recognition, but also gain a thorough understanding of its overall state of affairs.

The award application is divided into the following sections:

- Section A–Advocacy
- Section B–ACE
- Section C–CE Award of Excellence
- Section D–Membership
- Section E–Public Information
- Section F–Constituent of the Year (need to complete other sections to be eligible)

Many of the awards require the submission of supporting documentation in order to earn applicable credit/points. ***It is vital that you follow the appropriate steps to ensure that you receive all available points for which your constituent qualifies.*** In order to apply, the constituent should follow the three steps listed below:

1. Identify the awards for which your constituent would like to apply on the first page.
2. Create a section cover sheet for each award for which your constituent will apply.
3. Clearly label/mark supporting documentation with the section code and item number.



APPLICATION TIMELINE

In order to be considered for any of the awards within the UAA, **you are now encouraged to send your completed application in an electronic version including all award section(s) and supporting documentation via email to constituentservices@agd.org** or return the completed application and all supporting documentation via mail, **postmarked by July 25, 2023, to be received no later than August 1, 2023,** to:

Seneshia Jones
Manager, Constituent Services
Academy of General Dentistry
560 W. Lake St., Sixth Floor
Chicago, IL 60661-6600
Phone: 888.243.7392, ext. 4084
Fax: 312.335.3429
seneshia.jones@agd.org

AWARDS OVERVIEW

Advocacy: As AGD solely represents the interests of the general dentist, it is vital that constituents are involved in this process as well. The activities listed on the application are some of the first steps constituents can take to become the voice of the general dentist. This award will not be given unless the council determines a constituent truly deserves an award. Ties will be broken by number of successful legislative/regulatory initiatives. Further ties will be broken by rating the successful initiative as matched to the Council's legislative/regulatory priorities. Please note: Points earned for the Advocacy Award will be determined by the Legislative and Governmental Affairs Council.

ACE: The Constituent Editors' Program provides constituent editors with useful content for constituent newsletters and information on ways to recruit, retain, and train new editors. This award recognizes excellence in newsletter publishing. Newsletters are evaluated by impartial judges who are not affiliated with the AGD. Please note: Points earned for the ACE award will be determined by the Communications Council.

RDK CE Award of Excellence: The RDK Continuing Education (CE) Award of Excellence recognizes exemplary continuing dental education programs throughout a state. It acknowledges constituents who have provided multiple CE opportunities throughout their state through direct training or through approved local program providers and have encouraged participation in the Fellowship and Mastership Awards programs. Please note: Points earned for this award will be determined by the Council on Dental Education.

Membership: The Membership department contributes to the growth and effectiveness of the AGD by continuing to improve our member service, building and maintaining a viable membership base, and maintaining continuing dental education transcripts for members. This is accomplished by a combination of staff and volunteer efforts to energize and involve members in activities of the AGD, including the recruitment and retention of members. This award seeks to honor and reward constituents who have gone above and beyond other constituents in their recruitment and retention efforts. Please note: Points earned for this award will be determined by the Membership Council.

Public Information: Public information and public relations efforts communicate specific messages through the media without purchasing ads or paying for promotion. This involves creating newsworthy ways to communicate the message and then working to interest media to cover the story idea. Through these efforts, each constituent has the ability to recruit new members, attract media attention, establish the constituent as a credible dental resource in the community and help enhance the image of general dentistry. This award recognizes excellence in public information achievements that have increased awareness of dental health issues and raised visibility for general dentistry, the AGD and its members. Please note: Points earned for the Public Information award will be determined by the Communications Council.

Constituent of the Year: The Constituent of the Year (COY) Award recognizes constituents who display strengths in every area of constituent activity representing: governance and administration, CE, communication, membership, and public information. Constituents seeking to earn the COY must complete all necessary sections of the UAA to be eligible. Please note: Points earned for the Constituent of the Year award will be determined by the Regional Directors.

Canadian and Federal Services constituents applying for COY will be selected as follows;
Sections B-E...75 % of score (18.75% weight from each section) / Section F... 25% of score

All other constituents applying for the COY will be selected using the following criteria;
Sections A-E...75% of score (15% weight from each section) / Section F... 25% of score



Universal Award Application

Constituent: _____ President Name: _____

Address: _____

Phone: _____ Fax: _____

Email: _____

Officer submitting application: _____

Return evaluation and application to: _____

Application Deadline: Postmarked by July 25, 2023 to be received no later than August 1, 2023 (if sending by mail).

Award Eligibility Period: Jan. 1, 2022–Dec. 31, 2022

Our constituent is applying for the following awards (Check all that apply):

- Advocacy Award–Complete Section A
- ACE Award–Complete Section B
- CE Award of Excellence–Complete Section C
- Membership–Complete Section D
- Public Information– Complete Section E
- Constituent of the Year (COY)–Complete Sections A-F *
(for constituents other than Canadian and Federal Services constituents)
- Constituent of the Year (COY) – Complete Sections B-F *
(for Canadian and Federal Services constituents only)

** Please note: COY applicants MUST submit all applicable sections to be considered for the award.*

Our constituent’s membership category as of Dec. 31, 2022 was (Select one):

- Category 1 (800 or more members)
- Category 2 (201 to 799 members)
- Category 3 (200 or fewer members)
- Category 4 (Federal Services)

AGD Headquarters acknowledges that a substantial amount of time and work goes into completing this application. We appreciate your effort. Thank you for the work that you do on behalf of the AGD and your constituent. Good luck!

Return a completed application and all supporting documentation in electronic format via email to constituentservices@agd.org or by mail **postmarked by July 25, 2023 to be received no later than August 1, 2023** to Seneshia Jones, Manager, Constituent Services, Academy of General Dentistry, 560 W. Lake St., Sixth Floor, Chicago, IL 60661-6600.

Section A:

Section 1. Advocacy Achievement	Required Documentation to be attached	Points Available	Constituent Tally	Council Tally
Our constituent has a constituent legislative chairperson	No documentation necessary, AGD headquarters will verify	Yes = 150 pts No = 0 pts	N/A	
Ten or more members of our constituent responded to AGD Engagements.	No documentation necessary, AGD headquarters will verify.	25% of engagements = 100 pts 50% of engagements = 150 pts 75% of engagements = 200 pts 100% of engagements = 250 pts	N/A	
A representative of our constituent attended a meeting of our state dental board.	Please provide documentation of who attended and on what date(s)	1 meeting = 50 pts 2 meetings = 125 pts 3+ meetings = 200 pts		
Members of our constituent have contributed to the AGD Advocacy Fund.	No documentation necessary, AGD headquarters will verify	Yes = 100 pts No = 0 pts	N/A	
Members of our constituent attended the 2022 AGD Advocacy Conference.	Please provide documentation, including date and articles or photos if available.	Yes = 100 pts No = 0 pts		
Our constituent members conducted in-district grassroots advocacy, including, but not limited to: in-district meetings with legislators, attending legislators' town hall meetings, inviting a legislator to tour a member's dental practice. (Virtual substitutes qualify)	Please provide documentation of who conducted these activities, date and with whom. Include articles or photos if available.	Yes = 150 pts No = 0 pts		
TOTAL FOR SECTION 1		950		
Section 2. Advocacy Essay				
<i>(optional)</i>				
Consider your constituent's advocacy activities over the past calendar year, including any efforts to influence legislation and/or regulatory efforts; inform members; work with allied groups; etc.	Submit essay (5 paragraphs max.) and copies of any brochures, flyers, web pages advertising, and other materials relative to the activity.	25-100 pts		
TOTAL FOR SECTION 2		100		

AGD Headquarters Use Only:

Total points earned: _____

Total points available: 1050

Final Percentage* (points earned/available): _____

*to be used for Constituent of the Year Award

Section B:

Editor's Name: _____

State/Region: _____

ACE Award	Required Documentation to be attached	Points Available	Const. Tally	Council Tally
Categories:				
WRITING	Forward issues for consideration	100		
CONTENT	Forward issues for consideration	100		
ISSUE DESIGN	Forward issues for consideration	100		
MASTHEAD AND LOGO DESIGN	Forward issues for consideration	100		
FREQUENCY (number of issues published per year)	Forward issues for consideration	25 points per issue Max 100 pts		
TOTAL FOR SECTION B (ACE):		500		

AGD Headquarters Use Only:

Total points earned: _____

Total points available: _____

Final Percentage* (points earned/available): _____

**To be used for Constituent of the Year Award*

Section C:

Continuing Dental Education (CE Award of Excellence)	Required Documentation to be attached	Maximum points available	Constituent Tally	Council Tally
1. Approved Providers: We have a total of ___ AGD locally approved program providers. (5 points per provider)	Include list of providers as of December, 31 2022. This information may be found in the REPORTS area of your constituent webpage or contact PACE@agd.org for help	90		
Course Information				
2. Please attach a list of all CE opportunities sponsored or co-sponsored during 2022. (1 point per hour of lecture 1.5 points per hour of participation course)	Include all promotional materials advertising programs held in calendar year 2022. (brochures, flyers, newsletter, eblasts, etc.). Sort chronologically	150		
3. Mastership Program – We have a Mastership Program. (Yes- 50 points, No- zero points)	Submit copies of any brochures, flyers, web pages, etc. advertising the program	50		
3 a. If your constituent DOES NOT have a Mastership program, do you actively promote other constituents’ programs to your membership? (5 points for each course up to 25)	Submit copies of any emails, flyers, or webpages showing your constituent has promoted other constituent Mastership courses to your membership base.	25		
Fellowship/Mastership Information				
4. New Fellows – ___ of our members received their Fellowship in 2022. (2 points per Fellow up to 60 points)	List of 2022 Fellows as posted on the AGD Website. AGD headquarters will verify. .	60		
5. New Masters - ___ of our members received their Mastership in 2022. (5 points per Master up to 60 points)	List of 2022 Masters as posted on the AGD Website. AGD headquarters will verify.	60		
6. LLSR Recipients ___ of our members received an LLSR in 2022. (5 points per LLSR recipient up to 25 points)	List of 2022 LLSRs as posted on the AGD Website. AGD Headquarters will verify.	25		
7. Annual Meeting Does your constituent help promote the AGD’s Annual Meeting & Exhibits? (5 points per published promotion)	Submit annual meeting promotional materials (newsletters, blast emails, web pages, etc.) for the 2022 meeting.	20		
8. CE Directory Has your constituent posted CE courses on the CE Directory in 2022? (Yes- (5 points per listing)	No documentation necessary, AGD staff will review the postings online. <i>Contact PACE@agd.org for help.</i>	20		
SUBTOTAL FOR SECTION C:		500		

AGD Headquarters Use Only:

Total points earned: _____

Total points available: _____

Final Percentage* (points earned/available): _____

**to be used for Constituent of the Year Award*

Section D:

Membership category will be determined as outlined on Page 1 of the application.

Membership	Required Documentation to be attached	Points Available	Constituent Tally	Council Tally
Section 1. Membership Achievement				
Our percentage of growth of full dues paying members for 2022 exceeded 1%.	No documentation necessary, AGD headquarters will verify.	1-3% = 100 pts 4-6% = 150 pts 7-9% = 200 pts 10% + = 250 pts	N/A	
<i>For those constituents that wish to apply for the optional membership innovation award, please continue below:</i>				
Section 2. Membership Innovation (optional)				
Consider your constituent's membership recruitment, retention, and recovery activities over the past calendar year, as well as other membership activities such as converting dental student members to active general dentist members following graduation.				
Provide your single most innovative and/or impactful membership program or campaign for 2022.	Submit essay (1 page max) and copies of any brochures, flyers, web pages advertising, and other materials relative to the activity. Please include any relevant campaign outcomes/metrics.	25-100 pts	N/A	
TOTAL FOR SECTION D - Membership				

AGD Headquarters Use Only:

Total points earned: _____

Total points available: _____

Final Percentage* (points earned/available): _____

**to be used for Constituent of the Year Award*

Section E:

Public affairs, public information and public relations are all areas of communications where strategic communicate are used to share specific messages through the media without purchasing promotional slots. This involves creating newsworthy material, hosting events and creating other opportunities to communicate and creatively interest media to cover the story idea. While employing these efforts, each constituent has the ability to recruit new members, attract media attention, influence legislation, establish the constituent as a credible dental resource and enhance the image of general dentistry.

This award recognizes constituent excellence in public information efforts that have increased awareness of dental health issues and raised visibility for general dentistry, the AGD and its members. Please note: points earned for the Public Information award will be determined by the Communications Council.

Public Information Award	Required Documentation to be attached	Points Available	Constituent Tally	Council Tally
1. PIO Assigned We have a PIO/Constituent representative assigned to the task of developing and delivering constituent communications to the media and AGD headquarters communications team.	Our public information representative's contact information is on file with the AGD constituent services and communications departments.	10 pts.		
2. Media Placements and Interviews secured We were successful in securing articles/columns/announcements regarding the AGD in local papers, radio, TV or dental trade journals. (Note: Article, column or announcement should be constituent initiated. Advertisements do not count toward this category.)	# of articles, columns, announcements, interviews _____ Please submit the original article, column or announcement (this includes proof of any media placements, and/or details on interviews conducted.	1-5: 50 pts 6-10: 75 pts 11+: 100 pts		
3. Use of AGD Headquarters Public Relations Resources Our constituent makes it a practice to use the public relations and media resources/tools provided by AGD's Communications department. This includes press releases and other templates. Our PIO or a designated representative participates in scheduled PIO/Editor/Spokesperson call.	# of projects _____ Examples of resources used and how they were used. Include a tracking sheet to tally how often and for which project(s) you have used the resources. Please identify calls PIO participated in.	25 points per event (maximum of 75 points)		
4. AGD Communications Campaigns and Initiatives Constituent promotes programs, events and services offered by AGD Communications and Marketing campaigns by promoting the initiatives in our local market and to our members promoting the AGD and good oral health habits.	# of projects _____ Please include sample placements.	25 points per placement (maximum of 75 points)		
5. Media Management We utilized the Cision software to identify members of the media. (Contact AGD Communications team if you have questions about accessing this tool.)	Please share the media list utilized for outreach and placements.	25		
SUBTOTAL FOR SECTION E: Public Information/ Public Relations		285		

AGD Headquarters Use Only:

Total points earned: _____

Total points available: _____

Final Percentage* (points earned/available): _____

**to be used for Constituent of the Year Award*

Section F:

Constituent of the Year Application	Required Documentation to be attached	Points Available	Const. Tally	RD Tally
Bylaws – Our signed bylaws are as of _____.	No documentation necessary. AGD Headquarters to verify.	2019–2022 = 25 pts		
Email and List Agreement – Our signed email and list agreement is as of _____.	No documentation necessary. AGD Headquarters to verify.	50 pts		
Constituent Development – Our constituent participated in the following programs: <ul style="list-style-type: none"> • Constituent Administrative Development Initiative Pilot Program (applied and/or received a grant in 2022) • Mini Grant (applied and/or received a grant in 2022) • We participated in a STAR Visit in 2019-2022. • Constituent Virtual Meetings. • Student Chapter Scholarship (applied and/or received a grant in 2022) 	# of programs _____ AGD Headquarters to verify.	1 = 10 pts 2-3 = 20 pts 4+ = 25 pts		
We conducted a constituent membership survey and implemented the results.	Survey and results are attached.	25 pts		
We submitted articles, tips and/or quotes to be posted on the AGD Website and other communication platforms.	No documentation necessary. AGD Headquarters to verify	25 pts		
We submitted student nominations for the Senior Student Dental Award (SSDA).	No documentation necessary. AGD Headquarters to verify.	25 pts		
Meetings - Our Board met in 2022 via face-to-face, electronic, or Zoom conference calls.	# of meetings _____	1-2 = 10 pts 3-4 = 20 pts 5 + = 25 pts		
CE Events – We posted our 2022 Continuing Education in-person and/or virtual events on the AGD CE Directory.	# of CE events _____ AGD Headquarters to verify.	1-2 = 10 pts 3-4 = 30 pts 5 + = 50 pts		
Budget – Our budget is on file with CST.	2022 budget is attached.	25		
We provided in-person or virtual training for officers/chairs in 2022-excludes AGD training and conferences.	Names and position.	25		
Delegates from our constituent participated in the 2022 AGD Annual Meeting (HOD).	No documentation necessary. AGD Headquarters to verify.	25		
SUBTOTAL FOR SECTION F:		325		

Please note – COY applicants MUST submit all applicable sections to be considered for the award. Bylaws, surveys, minutes and budgets can be scanned along with a copy of the Constituent of the Year application above and faxed to 312.335.3429 or emailed to constituentservices@agd.org.

AGD Headquarters Use Only:

Total points earned: _____

Total points available: _____

Final Percentage* (points earned/available): _____

Please note: The final percentage for the COY application (Section F) will account for 25% of overall score. Percentage totals will be determined for other sections and included in the score for section F as follows;

(18.75% of final percentage from each section (B-E) for Canadian and Federal Services constituents)
(15% of final percentage from each section (A-E) for all other constituents)