



# ***Community Relations Award***

Entry Packet

For Calendar Year 2020

*Entry Deadline is January 15, 2021*

Illinois Association of Aggregate Producers  
1115 S. 2<sup>nd</sup> Street  
Springfield, Illinois 62704  
217-241-1639

### ***Why is IAAP presenting this award?***

This award recognizes IAAP Producer and Associate Member companies whose community involvement and support activities have enhanced the public's perception of the aggregates industry in general and the individual operation in particular. By doing so, the IAAP hopes to encourage more and continued public outreach efforts by its members in the future.

### ***Why should my company be concerned with community relations?***

A company must continually strive to remind the community of its importance by enhancing its image while demonstrating good corporate citizenship. Individuals working at the company are liaisons for your operation; their visibility in the community puts an identifiable face on your company. A pro-active company will empower its employees to be good citizens of the community by supporting and encouraging their outreach efforts and by incorporating community involvement into its company philosophy.

### ***Who is eligible to win?***

IAAP producer and associate members meeting a minimum score for the criteria detailed in this award packet are eligible to win. Some criteria may be met by the controlling company while others are site specific.

### ***What are the award criteria?***

Criteria are divided into three categories. Each category relates to general areas of community involvement. Within each category are specific activities or policies identified by the IAAP Public Information and Education (PIE) Committee as demonstrating a company location's efforts to meet the goals of this award. The award criteria are detailed on the last pages of this packet.

### ***How will my company be recognized for its community relations efforts?***

Company locations meeting the minimum points will be recognized in three ways.

1. First-time winners will receive a plaque suitable for display. The plaque will include an engraved plate describing the award and the year of achievement. Awards in subsequent years will include a date plate, for mounting on the plaque, attached to an attractive certificate.

2. IAAP staff and/or a PIE Committee member will present the plaque at the facility. A photo will be taken of the award presentation. A press release with the photo may be sent to the local newspaper(s). A press conference may be scheduled, if feasible.
3. All award winners will be introduced at the IAAP Annual Convention.

Award winners are encouraged to share this success with their employees. IAAP suggests that management host a luncheon on the day the award is presented and issue commemorative ball caps or other items to all employees who contributed to this successful accomplishment.

***My company deserves this recognition! How do I submit an award application?***

Most criteria may be satisfied with a written description of activities and supporting documents and photos, where available or required. The IAAP recommends that you download the award criteria in a Word file from the IAAP website to use when assembling your award application then submit it in a Word or PDF file sent by email (send to: [shawn@iaap-aggregates.org](mailto:shawn@iaap-aggregates.org)) or in a three-ring binder with a separate section for each of the twelve criteria and bonus questions. Please note: electronic submissions are preferred.

***When and to whom must the application be submitted?***

The entry packet must be received at the IAAP office no later than **January 15, 2021** to be considered for the 2020 awards.

Entries may be submitted for *each* company location. For example, a producer member company with five mines and may submit one application for each mine; an associate member company may have multiple sites and apply for each site, or one application for the company as a whole.

***How will the application be judged?***

A panel of judges made up of members of the IAAP PIE Committee will evaluate all applications. At least two (2) judges must agree on the merits of the entry for it to be successful.

Each criterion is worth two (2) points for a total of twenty-four (24) points. A producer company location must achieve a point total of eighteen (18) or more points to qualify for this award; an associate member company must achieve a point total of sixteen (16) or more points to qualify. The Bonus Points Questions are worth an additional two (2) points each. Partial credit of one (1) point may be awarded in some circumstances.

### ***When will I know if my location won an award?***

The IAAP staff will email the judges' decision to you prior to the IAAP Annual Convention. Any written comments from the judges will be attached.

### ***May I contest the judges' decision?***

After initial notification of your score is sent, you may submit additional documentation to be judged before a final award decision is made. At least two weeks prior to the IAAP Annual Convention, awards will be finalized.

### ***Will my application be published for all to see?***

The application and supporting materials will be kept confidential; however, the IAAP may ask permission to copy or publish exceptional award examples.

### ***Will the criteria change in the future?***

The IAAP PIE Committee will evaluate the program annually and recommend modifications and adjustments. Any changes in criteria will be announced a minimum of 60 days prior to the deadline for applications.

### ***Whom do I contact if I have other questions?***

Shawn McKinney, IAAP Assistant Director, can answer questions regarding administration of the award program or refer you to a member of the PIE Committee. Shawn can be contacted by email ([shawn@iaap-aggregates.org](mailto:shawn@iaap-aggregates.org)) or telephone (217-241-1639). *The judging team will only answer questions regarding interpretation of the award criteria.*

### **NEW FOR THIS YEAR**

- Application deadline date changed to January 15<sup>th</sup>
- Applicants are urged to submit award application electronically, rather than in a binder.
- #7, in order to achieve points, clarified when contact with sponsored teacher occurred and method of communication.
- #10, awards and recognition must have been received in the calendar year.
- Bonus Points #3, awarded only for unique efforts that could not have been used to satisfy other criteria.
- Application has been modified to encourage associate member participation.

## ***IAAP Community Relations Award Criteria***

Award criteria are described on the following pages. **Documentation is required for all of the criteria and should be submitted as part of your award application. A brief description may be adequate. You may not use the same activity, donation, interaction, etc. to satisfy more than one criterion.**

Company Name:

Facility Name:

Your Name and Job Title:

Email Address:

### ***Mine or Company Site Appearance***

1. The main entrance often is the first public impression. Describe how the appearance of your mine site or place where you do business provides a positive image for your company. **A photo must be included with award application.**
2. Do you have a method to minimize track out and spillage from leaving the property? **Describe and include photos. Not applicable to associate member award application.**

### ***Community Education***

3. Do you have a designated employee(s) available to speak to groups? **List the employee name(s) and contact information.**
4. Did your company provide scholarships, classroom supplies, or monetary sponsorship of educational activities or educational institutions doing educational activities in communities near the business location or mine site; or as an associate member did your company participate in an activity along with a mine? **Give an explanation and documentation, including dates.**
5. Did your location or company provide an internship or participate in a career fair near the facility encouraging students to consider a career in the mining industry; or as an associate member did your company participate in an activity along with a mine? **Briefly describe the internship or event, including dates. Include a photo if available.**
6. Has your location hosted a tour of the mine for school children (pre-k to 12<sup>th</sup> grade) or has an employee visited a classroom(s) or school(s), or similarly interacted with school-aged children (pre-k to 12<sup>th</sup> grade) this year; or as an associate member did your company participate in an activity along with a mine? **Describe the interaction, list the school name and date, and include a photo, if available, from the event.**

7. Did your location or company sponsor a teacher at the IAAP Illinois Teachers Workshop this year? Has your company contacted that teacher, or another teacher that attended the most recent workshop, after the workshop concluded? **Include the teacher's name and describe your contact with the teacher.**

### **Community Outreach**

8. Did your location conduct mine or plant tours for community, professional, or college groups this year; or as an associate member did your company participate in a tour along with a mine? If the tour was with an elected government official, it should be used to satisfy #12. Tours given to regulatory agency personnel as part of their official duties does not satisfy this criterion. **Describe the group, activities that occurred, and include photos.**
9. Do you have a response plan to address neighborhood complaints and or concerns near the mine site, or this facility? **Please explain the steps you take in responding to a complaint or concern and name the person(s) responsible for those steps.**
10. Has your company or specific location received any awards or recognition from your local community for community service such as a plaque, newspaper article or thank you for your support letter during 2020? **List the awards or recognitions and include pictures, with clearly visible date, or copy of newspaper article or letter for each.**
11. Did your location donate professional services, equipment, materials such as rock, sand, gravel, or other building materials, or services such as volunteer labor to your community? **Please describe these donations of materials and/or services and include supporting documents such as thank you letters, scale tickets showing no charge for materials, log of volunteer hours, photos with captions including the date, and so on.**
12. Does your location or company have an employee assigned to interact with elected officials, community leaders and neighbors, including one-on-one meetings discussing current issues and future plans pertaining to the location; or as an associate member did your company assist a mining company in an interaction? **List the name of the employee(s) and briefly describe a recent interaction** (i.e. John Smith, Plant Manager, met with the *Mining Concerns Me League* on August 2, 2020 to discuss...). Employees serving as members of community groups may satisfy this criterion.

### **Bonus Points Questions**

1. Did employees from your location participate in an open house at an active mine site where the general public was invited during the last two years? **Describe activities and include the approximate number of attendees, a copy of the invitation, flyer, press clippings, and photos.**
2. Does your company have a current employee who is an active participant, attending at least one meeting or event a year, on the IAAP Public Information and Education Committee? **Include their name.**
3. Describe community relations efforts this mine site or associate member company did in 2020 that are unique and could not have been used to satisfy other criteria in this award.

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