



APPLICATION BASICS

Eligibility

NACWA Member Agencies in good standing are eligible to apply for the Association's *Excellence in Management Recognition (EIM)* program. **While Platinum honorees from 2017, 2018 and 2019 may not reapply until a three-year recognition period has expired, applicants not receiving Platinum recognition may reapply in 2020.** Subsequent applications from agencies not receiving Platinum recognition should address **only** those *Attributes of Effectively Managed Water Sector Utilities (Attributes)* not receiving NACWA Awards Committee endorsement the prior year. Upon receiving Platinum recognition, reapplying agencies will begin the noted three-year recognition period.

Recognition Criteria

To receive recognition, applicants must submit a written narrative describing the management practices and actions the public utility has implemented, or taken substantive steps to implement, consistent with a defined number of *Attributes*, as well as identifying relevant *Keys to Management Success* that played a role in implementation. Please see the accompanying listing of [Attributes & Keys to Management Success](#) for additional information.

Applicants may describe past actions, but the written narrative **must** illustrate how those actions impact **current accomplishments** (within the past 12 months of the 2019 calendar year). **Every application must include the Attributes of Product Quality and Financial Viability. The deadline for application for Excellence in Management Recognition is April 6, 2020.**

Recognition will be provided based on the following criteria:

Platinum Recognition

- Utility has fully implemented, or has taken substantive steps to implement a total of nine of the *Ten Attributes of Effectively Managed Water Sector Utilities*.

Gold Recognition

- Utility has fully implemented, or has taken substantive steps to implement, a total of seven of the *Ten Attributes of Effectively Managed Water Sector Utilities*.

Silver Recognition

- Utility has fully implemented, or has taken substantive steps to implement, a total of five of the *Ten Attributes of Effectively Managed Water Sector Utilities*.

Application Requirements

Applicants must describe each *Attribute* on a single page.

- Descriptions may include both text and graphics and can be less than – but must not exceed – one page.
- Performance measures or metrics (i.e. quantifiable measures that are used to track and assess the status of a specific process, activity, or initiative) **are required for some Attributes (as indicated)** and must have targets or target goals. Applicants are encouraged to include a table to display progress and trends over a 3-year period.

- Hyperlinks – with relevant page numbers indicated – **are required** for each submitting utility's 1) Strategic Plan, 2) Financial Plan, and 3) any other strategic metrics (including associated target goals) not otherwise included. Relevant page references for each hyperlinked document must be provided, where applicable, on each single page *Attribute* description, as well as the Nomination Form.

In developing the narrative description, the applicant **must** describe the following for each selected *Attribute*:

1. How the applicant's current management program is addressing the selected *Attribute*;
2. The performance measures or metrics used to track program effectiveness (where applicable);
3. How the applicant uses the performance measures noted to make any necessary changes to the management program; and,
4. The *Keys to Management Success* that played a role in the implementation of the selected *Attributes*.

The evaluation of each described *Attribute* by NACWA's Awards Committee will be based solely on single page submittals, and any included page references for hyperlinked plans or metrics.

All descriptions should be typewritten, single-spaced, using 12-point font (Times Roman or equivalent), with no less than 1-inch margins on 8.5 x 11-inch paper. A header must be included on each page with the following information:

NACWA Excellence in Management Recognition Program
Agency Name
Attribute (being described)

NACWA requests that materials be provided electronically as a PDF.

EIM Application Overview Webinar

Interested utilities should review the informative 26-minute video (nacwa.org/eim-info) detailing the application requirements, "Tips for Success" when submitting the application, and the evaluation process.

Application Deadline

Applications must be forwarded electronically to btrombino@nacwa.org **by April 6, 2020.**