



Superintendent's Award for Excellence in Museum Education

Award Application Instructions

The Superintendent's Award for Excellence in Museum Education Competition recognizes the outstanding achievements in California museum programs that serve K-12 students and/or educators. The competition is the joint project of the sponsors, the California Association of Museums (CAM) and the California Department of Education. Since 2012, the competition has recognized 48 programs, presented by a diverse range of institutions, that demonstrate the vibrant contributions museums make to California's K-12 educational system.

| APPLICATION DEADLINE: MONDAY, NOVEMBER 25, 2019 | |
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| Application Instructions: | All application forms and required attachments must be submitted on/before Monday, November 25, 2019. Read the guidelines and instructions prior to submitting your application. Application forms can only be submitted online through the following URL: https://www.calmuseums.org/superintendentsawards |
| Notifications: | Immediately after submitting an application, applicants will be redirected to a submittal confirmation page and receive an email notification. All applicants will be notified of the awards in late December 2019. |
| Questions: | Contact Celeste DeWald, CAM's Executive Director, by phone at 831-471-9970 x102 or by e-mail at cam@calmuseums.org . |
| Web page: | Superintendent's Award for Excellence in Museum Education webpage: https://www.calmuseums.org/superintendentsawards |

Superintendent's Award for Excellence in Museum Education

Application Guidelines and Requirements

Eligibility

All types of museums are invited to submit application forms, including zoos, aquariums, science centers, children's museums, botanical gardens, and historical societies. Each museum that enters must be located in California and be a legally organized nonprofit organization or government entity. Foundations, friends groups, or services organizations that collaborate with multiple museums to administer the program are also eligible.

The 2019 awardees are not eligible to enter the 2020 award competition.

The education program must have served K-12 students and/or educators between October 31, 2018 and November 1, 2019.

No entry fee is required. Although [Institutional CAM membership](#) is not required, applicants are strongly encouraged by the Superintendent to explore membership options in CAM before applying.

Presentation of Awards

All applicants will be notified of the award results in late December 2019. The winning programs will be presented with their awards by the State Superintendent of Public Instruction (or his designee) at a CAM event in Los Angeles on Wednesday, March 4, 2020 in conjunction with CAM's annual conference. Representatives will be asked to give a short presentation about their award-winning program the following morning (on Thursday, March 5, 2020). The winner will also receive statewide recognition through CAM and the California Department of Education, which may include announcements in *CAM eNews* and information on the competition sponsors' websites and social media networks.

Application Instructions

All application forms must be submitted on or before Monday, November 25, 2019 at 11:59pm. Each application must include the following components to be eligible:

- Completed application form
- Narrative in Word or PDF format, no longer than four typed pages
- One or two photographs in JPG format
- Up to two letters of support or other documentation from program participants, in Word or PDF format (optional)

Prepare and assemble your narrative, photograph(s), and application form information according to the instructions below. When ready to submit your application, go to the following URL: <https://www.calmuseums.org/superintendentsawards> and click on "Submit Application Here" at the bottom of the page.

Please note that each file must not exceed 10 MB in size and the total maximum for the entire application is 20 M.

Immediately after submitting an application, entrants will be redirected to a submittal confirmation page and receive an email notification.

Selection Process

Prior to referring the applicants to the State Superintendent of Public Instruction for final selection, a Selection Committee will score the applications based on the following criteria:

- Program Design (maximum 4 points)
- Evidence of Excellence (maximum 8 points)
- Planning / Evaluation (maximum 4 points)
- Innovation (maximum 4 points)

After a formal evaluation and scoring by the Selection Committee, the State Superintendent of Public Instruction, Tony Thurmond, will chose the final recipients. A link to the scoring rubric is available online.

Two to six awards will be selected at the discretion of the State Superintendent of Public Instruction based on the information provided in the application forms and the recommendations of CAM's Selection Committee. At least one third of the awards will be given to eligible organizations with annual operating budgets less than \$2 million.

Application Form Requirements

The application form includes fields and/or questions to be completed online. Please assemble the information needed to complete the following fields and answer the following questions in the entry form:

Museum Name:

Address:

City/State/Zip:

Museum website address:

Museum's annual operating budget range:

Under \$2 million

Over \$2 million

Contact person:

Contact's email:

Contact's phone number:

Program title:

Type of education program (Check all that apply):

- onsite/fieldtrip program
- curriculum
- offsite/in-school program
- distance learning/online program
- teacher training/professional development

Target audience (Check all that apply):

- elementary students
- middle school students
- high school students
- teachers
- parents

Program partners:

How many K-12 students were served through this education program between October 31, 2018 and November 1, 2019?

How many teachers were served through this education program between October 31, 2018 and November 1, 2019?

Please note: The maximum file size for attachment is 10 MB and the total size for each application is 20 MB. If you are having trouble uploading or submitting your application, check to make sure the total size for all materials in your entry form is less than 20 MB.

Narrative Requirements

The narrative is a separate document that must be ready to upload when submitting your application form. The narrative must be four (4) pages or less in length (see additional requirements below).

The narrative must address the following questions, in the following order:

Institutional Profile: Provide general information about your institution. This may include mission/purpose, annual number of visitors, description of the collection and/or exhibitions, and other information relevant to your program. (Recommended length: 100 words or less)

Program Description: Provide a description of the education program. This may include program goals and learning outcomes, a description of all components of the experience, how the program supports your institution's educational mission, and other relevant information.

Statement of Excellence: Provide a narrative describing how this program represents excellence and/or is a model of innovation. Describe how the program reflects professional museum standards, supports the California State Board of Education's content standards (if applicable), meets or exceeds the needs of its audience, embodies innovative strategies, and/or serves as a model for other museums.

Audience Awareness and Evaluation: Identify the program's target audiences. Describe the thinking, studies, or processes the museum education team engaged in to gain insight into the needs/interests of these audiences, provide examples of how this

understanding was considered or incorporated into the planning process, and/or describe how the program reflects a diversity of perspectives or learning styles. Briefly summarize any evaluation results.

The font type and size must be Arial 12 in the narrative text. The margins must be at least $\frac{3}{4}$ " on the right, left, top, and bottom, on a standard 8 $\frac{1}{2}$ " by 11" white page. Paragraphs may have either a first line indent of five spaces, or may be separated by a blank line. Use of black-and-white or color tables, charts, and/or photos is allowed. The font size for text that appears in these graphic images may be smaller than the Arial 12 font required for narrative text; however, the font size must not be smaller than Arial 8. Applications that fail to adhere to these instructions may not be reviewed. If additional pages or attachments are added beyond the allowable four pages, the additional pages and/or attachments will be removed before the application is reviewed.

The narrative should be uploaded in the following format:

- DOC, DOCX or PDF format
- No more than four (4) pages in length
- File naming convention (30 characters or less):
 - Part or all of the museum name should be referenced
 - Example "museumofart_narrative.doc" or "museumofart_narrative.pdf"

Photograph Requirements

Each applicant must submit at least one (1) digital photograph as part of its application package. A second digital photograph is optional. The photograph should capture the spirit, personality, and special qualities of the program.

Each photograph should be uploaded in the following format:

- JPEG format
- 300 dpi resolution (minimum)
- File size maximum is 10 MB
- File naming convention (30 characters or less):
 - Part or all of the museum name should be referenced
 - Example "museumofart_photo.jpg" or "museumofart_photo2.jpg"

Please keep in mind that each application, including photographs, cannot exceed 20 MB.

Supporting Documentation Requirements

Each applicant has the option of submitting one (1) or two (2) letters of support, thank you notes, and/or other supporting documents from participating teachers or students. Each document must not exceed one page in length. These supporting documents are not required. The documents should help demonstrate the effectiveness and special qualities of the program.

The optional supporting document(s) should be uploaded in the following format:

- DOC, DOCX or PDF format
- No more than one (1) page in length
- File size maximum is 10 MB.
- File naming convention (30 characters or less):
 - Part or all of the museum name should be referenced
 - Example "museumofart_supdoc.doc" or "museumofart_supdoc2.pdf"

Please keep in mind that each application, including supporting documents, cannot exceed 20 MB.

Competition Policies

All entry materials become the property of the competition sponsors and applicants agree to allow CAM and the California Department of Education to use photographs of the winning program, at no charge, in publications, announcements, and presentations about the award and/or the competition. Applicants warrant that they have the right to allow such use. Institutions will be credited in any published reference to the winning application.

Contact Information

For questions or additional information, please contact:

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