

# Community Spotlight Recognition Program

## Objective

The purpose of this program is to provide a recurring opportunity to recognize community members who live the **#JCoMakesADifference** motto through their actions to improve the quality of life for Jefferson County residents.

Secondary objectives include:

- Promote the non-profit groups that may be represented by the winners (non-profits, Parks Friends groups, etc.)
- Promote our Strategic Plan.
- Increase engagement between County, Supervisors, and residents.
- Generate positive news/promotion opportunities for the County and our residents.

## Eligibility

The primary goal is to recognize Jefferson County residents, but the Selection Committee may also consider non-residents who have supported Jefferson County in a meaningful way. Jefferson County employees and County Supervisors are not eligible.

## Selection Criteria

There are no specific criteria for nominees other than that their actions or achievements serve to better the Jefferson County community. Successful nominations will align with or support our Strategic Plan pillars, most often “Highly Regarded Quality of Life,” by impacting a resident’s life in a positive way or achievement that betters the community.

Common nomination examples (not a complete list):

- Exceptional results (community fundraising; other award recognition)
- Heroism/bravery (helping others at their own risk)
- Innovation (improving an existing process or creating a new one)
- Improvement (solving or working to address a community issue)
- Service (extended history of community service)

The Selection Committee may be comprised of Executive Committee members.

## **Promotion and Nomination Process**

We will promote the Community Spotlight program to residents via a regular cadence of social media posts and website alerts; we'll also promote the program by making it an agenda item at each Executive/Selection Committee meeting.

Residents of Jefferson County and Jefferson County Supervisors are eligible to submit nominations. They will submit their nominations to a central collection point, most likely a dedicated Jefferson County email address. Residents will submit nominations from the Jefferson County website; County Supervisors can use the website or send an email directly to the Community Spotlight email address.

The Selection Committee may select up to one award winner per month. Award recipients would be notified and honored in a brief recognition at the next County Board meeting.

## **Selection Process**

The Selection/Executive Committee will consider all nominations for the most recent period at each monthly meeting and will agree by majority vote to either award a specific nominee or decline to make an award for that month.

If the Committee feels there are multiple deserving recipients, they may keep nominees who do not win in the current cycle eligible to win in a future cycle. The goal for this award is to recognize deserving residents each month, whenever possible.

## **Recognition Events**

Community Spotlight winners would receive recognition at a County Board meeting (proclamation, resolution, or an informal introduction) and a photo with either the County Administrator or the Board Chair.

If a small budget or in-kind arrangement is available, winners may receive a personalized plaque and or/ an in-kind gift(s) from local businesses. (We could explore the possibility of obtaining one or more Community Spotlight sponsors.)

Each winner would be featured in a social media post and on the Community Spotlight page of the County website. If the achievement is impactful enough, additional media (press release, etc.) may be considered.