



Reference and User Services Association
A division of the American Library Association

Emerging Leaders Project Proposal
(No guarantee this will be chosen)

RUSA Award Winners Recognition

RUSA is transitioning away from a formal awards ceremony at the Annual conference as a cost reduction measure. RUSA has web pages dedicated to its awards, but it would like to enhance this with a mix of images and brief video clips from both award sponsors and awardees. The organization seeks a team dedicated to this new undertaking. The images and video clips would allow RUSA to highlight these achievers through its web pages in a way that would bring national visibility to the awardees, the generous sponsors and to the organization.

The goal of the project is to create recognition of RUSA's 18 awardees and their award sponsors through images and video clips which will appear on the RUSA website and to develop a process that can be replicated in subsequent years.

The images and video clips would allow RUSA to highlight these achievers through its web pages in a way that would bring national visibility to the awardees, the generous sponsors and to the organization. The team does not have to actually take the photos or create the videos, but should be able to guide and advise sponsors and awardees on ways to create these deliverables in a relatively high quality manner. The team should review submissions for quality. If time is too tight, photos may be easier and preferable to video clips.

This project offers experience in project management. The team assigned would help create a new process for future years. While RUSA has a web services staffer, this person cannot allocate enough time to this project, but can assist with posting images and video on the proper pages and manage the layout. It is possible the project may require some technical skills with regard to image and video creation. Awardees may need some technical guidance. The project requires good communication skills for interacting with the RUSA Awards committee, the RUSA internal staff, award winners and sponsors. The team will need to adhere to good time management; it must keep the work progressing. The team needs a good sense of media presentation.

Time frame: Award winners are named in March of the year and the project needs to be completed by annual if at all possible. Some ground work can be done prior to the announcement of award winners. Sponsors can be contacted early in 2018.