

PRSA Chapter DEI Awards

Eligibility

Chapter DEI Awards eligibility is July 1, 2023-June 30, 2024.

2024 Timeline

- **May 16:** Discussion with DEI Liaisons
- **May 31-June 23:** Promote the Chapter DEI Awards and tease launch of award entry portal
- **June 24:** Open the award entry portal
- **August 16:** Close entries (provides eight weeks for entries to be submitted)
- **August 19-30:** Judging of entries
- **Week of September 2:** Inform award recipients



Best Practices for Submission

- **Think big.** Highlight comprehensive DEI efforts; big picture is better than a singular program. Demonstrate how your Chapter focused on DEI throughout the eligibility time period.
- **Focus on RPIE.** Research – Planning – Implementation – Evaluation (aka Results). Be prepared to summarize your information for these sections.
- **Be clear on your research for a stronger entry.** What quantitative or qualitative research guided your DEI work?
- **Include specific metrics.** Demonstrate how you met your objectives.
- **Make it informative and engaging.** Make the content interesting. Include challenges, successes and lessons learned.
- **Highlight innovative approaches.** This could be unique partnerships, technological integrations or novel programs that set your efforts apart.
- **Demonstrate DEI commitment from Chapter leaders.** Show that your Chapter's top leaders from the Board and/or Past Presidents are involved with your DEI initiatives. This could include a brief quote, or better yet, note specific actions taken by leaders as a result of the DEI work.
- **Demonstrate engagement beyond the Chapter.** Did you collaborate with local groups or PRSSA students on your DEI work? Show how the work extended beyond the Chapter to engage others.
- **Include attachments to guide your narrative.** Do you have photos or designs from an event? Include several on a PDF so judges can literally see what you're referring to in your entry.
- **Proofread!** Proof your entry thoroughly for clarity, grammar and adherence to submission guidelines. A sloppy entry or one missing the basic criteria can result in lower scoring of what might otherwise be a stellar entry.