

## Excellence in Integrated Media Award

**Purpose of the Award:** To recognize NCTE state affiliates that demonstrate exceptional skill in using a multiplatform approach—including, but not limited to, social media, blogs, newsletters, and websites—to engage members, amplify NCTE’s mission, and provide high-quality professional resources.

In order to earn the award, the majority of an affiliate’s submission materials must successfully fall into the “**Meets Expectations**” level of achievement.

- An affiliate may have **two criteria identified as “Approaching Expectations”** and still earn an award as long as all other criteria are in the “Meets Expectations” category.
- Affiliates may **not** have any criteria identified as “Working Toward Expectations” or “Not Yet Meeting Expectations.”

Levels of Achievement	Success Criteria
<p><b>Exceeds Expectations</b>  <i>An affiliate that Exceeds Expectations serves as an exemplary model of digital media leadership, utilizing seamless and innovative media programming to proactively drive NCTE’s mission and professional advocacy. Their presence is characterized by a sophisticated synergy across platforms that goes beyond information sharing to inspire member participation.</i></p>	
<p><b>Meets Expectations</b>  <i>An affiliate that <b>Meets Expectations</b> provides a high-quality, professional, and cohesive digital presence that actively advances both the affiliate’s strategic goals and NCTE’s mission. Their multiplatform approach, which may include websites, social media, and newsletter, is characterized by the following:</i></p>	<ul style="list-style-type: none"> <li>• Clearly states the affiliate’s vision and mission and identifies affiliation with NCTE.</li> <li>• Aligns media platforms with the affiliate’s strategic goals and NCTE’s mission.</li> <li>• Communicates programming, initiatives, professional opportunities, and resources that support members.</li> <li>• Publishes well-written, well-organized, relevant, and timely content appropriate to members’ professional needs.</li> <li>• Appeals to diverse audiences across grade levels, teaching contexts, and experience levels.</li> <li>• Properly cites authors, affiliations, sources, images, and statistics when applicable.</li> <li>• Demonstrates consistent typography, professional layout standards, and purposeful use of graphics.</li> <li>• Maintains cohesive branding (logo, color palette, visual identity) and consistent voice across platforms.</li> <li>• Ensures accessibility across browsers and mobile devices with easy navigation and functional links.</li> <li>• Publishes up-to-date content with consistent frequency and meaningful engagement strategies that foster professional community and dialogue.</li> </ul>
<p><b>Approaching Expectations</b>  <i>An affiliate that <b>Approaches Expectations</b> maintains a foundational digital presence that identifies its affiliation with NCTE and provides basic information to its members. While the affiliate utilizes multiple platforms—such as a website, social media, or a newsletter—the communication strategy may lack consistency, timely updates, or a cohesive professional identity.</i></p>	
<p><b>Working Toward Expectations</b>  <i>An affiliate that is <b>Working Towards Expectations</b> maintains a limited or emerging digital presence that identifies a basic connection to NCTE but lacks the consistency and professionalism required to fully serve its membership. While one or more platforms may exist (such as a website or a social media account), the communication strategy is often reactive rather than proactive.</i></p>	
<p><b>Not Yet Meeting Expectations</b>  <i>An affiliate that is <b>Not Yet Meeting Expectations</b> has a minimal or nonexistent digital presence that fails to represent the organization’s mission or serve its members’ professional needs. Communication is non-functional or severely outdated, providing little to no value to the NCTE community.</i></p>	