



## **ESB-MACC THE AWARD OF EXCELLENCE PROGRAM**

**PROCESS:** In 2009, the Award of Excellence was recommended by the MACC Advisory Board as an annual event that recognizes remarkable individuals and organizations for artistic excellence or arts advocacy in Austin, TX. Individuals or groups from any artistic discipline who have demonstrated distinguished service, leadership, dedication, outstanding performance and a lasting contribution in the arts can be considered for this honor. ESB-MACC staff accepted the Board's recommendation because it wanted to recognize and celebrate the accomplishments of its community.

**PROCEDURE:** ESB-MACC staff implements the following procedures:

- Guidelines for Nomination (to include criteria and updated categories).
- Promote, social media announcements, market, and outreach.
- Design flyers and banners to announce the nomination.
- Select a panel and schedule a meeting with the panel.
- Collect applications and make copies for each panel member.
- Contact the recipients to inform them that they have been awarded the honor. For those that have not been selected, staff contacts the nominees to inform them of the results.
- Staff requests and COA PIO invites the Mayor and Council Members are to be notified 4 -6 weeks of the event.
- Invitation design, website, and newsletter announcement.
- Catering, music, decorations are organized.
- Select emcee: devise the program; speakers confirmed.
- Printed program is designed.

### **TIMELINE:**

- Year-Round Nomination Form (Deadline March 1, 2016)
- Select Panel by March 28
- Schedule Panel to meet early April

- Recipient Announcements by mid- April
- Invitations and Promotion begin mid- April
- Event is scheduled for May 21, 2016

**SELECTION PANEL:** ESB-MACC staff selects 5 members from the community that have high credentials in the arts for the selection process.

### 2015 PANEL

**Amalia Mendoza-Rodriguez** – In 1990, Amalia was elected as Travis County District Clerk. At the time of the election, she was the first minority to serve as District Clerk in Travis County. She has been involved as a volunteer in the Austin Museum of Art, the Austin Public Library Foundation, The Austin History Center, La Peña, and the Mexican-American Legal Defense and Education Fund.

**Rick Hernandez** – Served as a staff member of the Texas Commission on the Arts from 1980 to 2007 and Executive Director of TCA from 2002 – 2007. Since retiring, Rick has been actively involved in the arts and health. Currently he’s been working as a development consultant for the Texas Health Institute. He taught art from 1973 – 1980 at Robstown Independent School District, Lockhart Independent School District, and Gatesville State School for Boys and worked as a painting and ceramic instructor in El Paso and New Mexico. He has served on numerous art panels and made art presentations around the nation since 1995. Currently, he is still a practicing artist.

**Michael Anthony Garcia** – Austin based artist, curator, educator, and founder of Los Outsiders. He has curated large-scale exhibitions of international artists, in and out of the U.S. and was featured in the 2011 Texas Biennial and has won awards for his curatorial and installation work.

**Jill Ramirez** – Educator, author, activist, Executive Director of Coronado Studio, and Board of Director of the Latino Health Care Forum. She also manages Manantial de Salud Dove Springs, a program that promotes healthy lifestyle. Jill is an art, education, and health activist. She is the author of PROMESAS, a Spanish language parent empowerment curriculum.

**Luis Guiterrez** – He has been actively involved in Austin’s art scene since 1981. In his early career, he pursued painting, printmaking, sculpture, and ceramics. His greatest passion is photography. Currently, he is working on an art exhibition for the ESB-MACC.

**EVALUATION:** ESB-MACC staff takes recommendations from the public, the panel and Board about the process and the actual event, year-round.

#### **PANEL RECOMMENDATIONS:**

- Include the criteria in the guidelines and a definition of “excellence”
- Add Category: Education
- Add two categories for Emerging Artist: (1) to reflect youth (1) adult

- Give consideration for incomplete applications
- When the panel is reviewing the applications, look for the consistency in their field of work.
- Must be nominated by the community and not oneself.

#### **STAFF RECOMMENDATIONS**

- Host the event after Mother's Day.
- Announce the Nominations year round and at every event, including the Award of Excellence.
- Staff may perform research to provide additional information for "incomplete" applications.

**Budget and Marketing is attached.**

**Excellence is about contributing our best to the world while evoking others to do the same. It's about understanding our place and making our mark in the world, as we attempt to make it a better place. Excellence is about contribution and honoring others as we move forward towards our vision. Excellence lies in the hearts of all who evoke it in others by mentoring, supporting, exemplifying and giving back.** - Jan Gordon, Executive, Career/Personal Coach