

**The United Synagogue of
Conservative Judaism**



The 2009

**Solomon Schechter Awards
for Synagogue Excellence**

**GUIDELINES and CRITERIA
for
Bulletins**

*to be presented at the
Biennial Convention
December 6-10, 2009*

Jerry I. Klibanoff
Committee Chair

Aaron L. Kischel
Staff Consultant

Carole Korowitz
Biennial Convention Chair

Rance Block
Biennial Convention Vice-Chair

Rabbi Paul Drazen
Biennial Convention Director

Raymond B. Goldstein, PhD
International President

Rabbi Jerome M. Epstein
Executive Vice President

Solomon Schechter Award Guidelines

Please review and follow these guidelines when applying for a Solomon Schechter award. Entries must be in our hands by the deadline of 5:00 pm Eastern time, Monday, April 17, 2009.

1. United Synagogue's Solomon Schechter Awards program recognizes congregations, not subgroups or affiliates. Therefore, please be sure that all entries are submitted by the congregation. We do not accept submissions from separate departments, programs, or people from the congregation.
2. Multiple entries are allowed but only one entry per award category. Please choose the category for each entry based on the printed guidelines and criteria, and indicate that category on the application.
3. You may put more than one entry in a box, but each entry must have its own application. You may copy the application form [or download the application from www.uscj.org] if you need more application forms.
4. Entries are accepted and judged based on your responses to the guidelines and criteria in each of the award category. We provide guidelines and criteria to simplify the application process and to help the judges to evaluate entries. *You need not respond to every item in the guidelines.* You may describe your entry in narrative form; be sure to include samples of all supporting materials. We encourage materials be submitted in *green formats*. Provide as much in electronic [CD or DVD] media as possible. The web site awards must be submitted in electronic form.
5. **Only congregations in good financial standing as of JUNE 30, 2009 are eligible to receive an award.**
6. Each entry must meet the basic criteria stipulated for its award category. To win an award, an entry must demonstrate extraordinary characteristics or unusual and outstanding aspects that go beyond the expected norms. Entries within award and congregational size categories are compared to each other.
7. We plan to award one gold and one silver award for each congregational size division for each category.
8. **Please note: Materials submitted will not be returned.** All submissions become the property of the United Synagogue of Conservative Judaism for its use. United Synagogue reserves the right to use materials from the submissions, in whole or in part, with appropriate credit, in materials to be produced or distributed by United Synagogue
9. Award-winning entries will be on display at United Synagogue's biennial convention in December 2009. We strongly encourage representatives from the award-winning congregations to attend the convention to accept the awards and to share information about the programs.
10. Applications **must** include an executive summary (**with a maximum of 2-3 brief paragraphs**) on the summary form sheet on the reverse side of the application.
11. The application must be signed as indicated on the application form.
12. Applications and supporting materials must be shipped by delivery services that allow for package tracking (such as Federal Express, USPS Priority Mail or UPS). Materials **MUST** be in our possession by the deadline of **April 17, 2009**. Entries, which include application, supporting material and summary, must be sent to:
Solomon Schechter Awards - The United Synagogue of Conservative Judaism
Rapaport House – 10th Floor
820 Second Avenue, New York, NY 10017

For additional or clarifying information, please talk to our staff consultant, **Aaron L. Kischel**,
at the New England office of United Synagogue of Conservative Judaism
Phone: 617-964-8210 e-mail: kischel@uscj.org

I. ADMINISTRATION

BULLETINS

Bulletins are judged for the way congregational resources are used creatively and imaginatively to produce a regular publication that is relevant to the congregation. Please tell us how often the publication appears and how often it gets out on time, and be sure to include at least three issues.

There are two sub-groupings in this category:

A. Bulletins edited, designed and laid out by people who are professionals in graphic design, whether paid or volunteer.

B. Bulletins edited, designed and laid out by people who are **not** professionals in graphic design, paid or volunteer.

Bulletins are judged on these criteria:

1. Presentation of general congregational data, such as schedules of activities, announcements and explanations of projects, social announcements, holiday readings, etc.
2. Presentation of Jewish educational material, looking at both form and content.
3. Coverage of related organizations, for example, news of the United Synagogue or other organizations with the Conservative movement.
4. Content -- quality of headlines, writing, and editing.
5. Layout -- overall design, style, readability, use of space, and creativity.
6. Presentation of e-bulletins.