

## **CATEGORY 13B – BURIED TREASURE**

### **Benedictine Health System 2006 Awards Event Program**

#### **PLANNING**

As a Mission-based and values directed organization, the Benedictine Health System (BHS) places the integration of its Mission and Core Values at the top of its strategic priorities. Each year, the BHS honors the extraordinary efforts to bring the Mission and Values to life with the Trustee of the Year, the Benedictine Horizon Award and the Benedictine Spirit Awards at the Trustee Leadership Conference banquet. September 2006 was the 10<sup>th</sup> year of the BHS Awards Program created to recognize and encourage these efforts within BHS Participating Organizations.

One of the Awards Program's goals is to share information about these unique programs so others may replicate them if desired. Historically, this communication has been achieved through featuring all nominees in annual Awards slide presentation; posting announcements in BHS print and electronic publications and on the BHS intranet, *eSource*; and sharing information with the Mission/Spiritual Care coordinators at their regular meetings.

For the 10<sup>th</sup> Anniversary, we sought to expand the recognition and information shared and focused on the captive audience at the Trustee Leadership Conference Banquet, where the awards are presented. This audience includes Sisters from St. Scholastica Monastery; facility and System governance and philanthropic board members; facility CEOs, development officers, Mission and Spiritual Care coordinators; and Corporate office staff. The goal was to create a simple communication piece that would expand the key audience knowledge of these efforts and encourage the sharing of these best practices.

#### **APPROACH**

Analysis of the audience and goals helped determine the approach. Because the target audience could be a conduit to a secondary audience – facility employees, a take away piece was necessary to ensure that the information could be shared with others. The piece needed to be small enough to travel, easy to read, and have enough information to peak interest and direct questions. The type needed to be larger for the older audience members. We chose to expand the event program for this purpose because every audience member receives a copy, it could be easily expanded to meet the needs within the budget, and it has traditionally been a keepsake for Award winners ensuring that some copies would return to the facilities.

In addition to the standard content of the event prayer service and the program agenda, the event program included a history of the BHS Awards Program to build understanding; a listing of past award recipients to counteract the perception that only large facilities have achieved the honors; and a brief synopsis of each nominee to enhance awareness of these efforts. The design complemented the overall event look and theme.

Award entries were received in July. Writing and design were completed in August. Final production took place the week of the event, which allowed for the last minute changes that always occur with special events.

## **BUDGET**

Because there was not a designated budget for the project, it needed to be completed internally. One staff member devoted approximately 48 hours to write and design the program using BHS brand standards and the event graphic theme. The piece was printed in color, in keeping with the BHS brand standards and to give due honor to the event and nominees. The 180 copies were made on the office color copier (approximate cost of \$119).

## **RESULTS**

Using past award ceremonies as a point of reference, the expanded 2006 Awards Event Program was successful in reaching its goals. The event drew 175 people, 15% more than the previous year. In the past, approximately 20% of the attendees retained their event programs. In September 2006, only one event program was left behind. Following the event, the department fielded calls for additional copies – some which were included in facility board information packets and others that were shared internally. In total, an additional 70 copies were reproduced upon request.

The expanded event program was the only item added to promote the Award nominees, yet more than 10 calls and e-mails for contact information of specific projects featured in the event program were received. In the past, only one follow-up contact may have been received. In addition, several individual compliments regarding the event program's look and content were received, including one from a person who was previously critical of the BHS Awards Program for not recognizing all the efforts.

On additional measure of success will be evaluated by the number of entries received for the 2007 Awards Program. Although entries are not due until June 22, nominations have already been received, two weeks ahead of previous years.

Because of the positive response, the expanded event program will be repeated for the 2007 Awards Program ceremony.