

Estela & Raúl MORA AWARD 2011

Application Instructions

REFORMA, the National Association to Promote Library and Information Services to Latinos and the Spanish-speaking, announces the competition for the 2011 Mora Award. The Award is presented annually to the most exemplary program celebrating *El día de los niños/El día de los libros* (Children's Day/Book Day), also known as *Día*. **Libraries and schools that plan and implement Día programs in 2011 are eligible to submit an application by August 15, 2011.**

The Estela and Raúl Mora Award was established by author and poet Pat Mora and her siblings in honor of their parents and to promote *El día de los niños/El día de los libros*. The Mora Award consists of a \$1,000 stipend and a plaque to be displayed by the winning library or school.

REFORMA is *Día*'s founding partner and its members serve as judges for the Award. Pat Mora and REFORMA believe *Día* is a daily commitment to link all children to books, languages and cultures. Annual, culminating celebrations are held across the country on or near April 30. *Día* is now housed at the Association for Library Service to Children (ALSC), a division of the American Library Association (ALA).

Previous Mora Award recipients have been: Arthur F. Turner Community Library (Yolo County Library), Pima County Public Library, and Santa Barbara Public Library (2010); San Francisco Public Library and Topeka and Shawnee County Public Library (2009); Riverside County Library System and the Public Library of Charlotte/Mecklenburg County (2008); Broward County Library (2007); Kenton County Public Library (2006); REFORMA de Utah (2005); Providence Public Library (2004); Corvallis-Benton County Public Library (2003); Multnomah County Library (2002); El Paso Public Library (2001); and Austin Public Library (2000).

Application guidelines

1. While broad community partnerships are essential, and contribute to award-winning applications, the applicant and host of the Día program must be a library or school.
2. Día programming must have taken place during spring 2011.
3. The event must be literacy-focused.
4. The \$1,000 award stipend will be used to enhance future Día programs.
5. Applications will be judged by the following:
 - a. Literacy focus and creativity of programming
 - b. Level of involvement of partnering agencies
 - c. Extent of publicity campaign
 - d. Impact of programming and award
 - e. Demonstrated support for and commitment to Día's goals
6. For further guidance, see "Completing the application," pages 3-4.

The following are **not eligible** to apply for the award: REFORMA chapters; library systems or schools/school districts employing current Mora Award committee members; and Día celebrations featuring author and award sponsor Pat Mora.

Completing the application

Cover Page

On one page, include the following information:

- Name of applicant
- Name of institution
- Address
- Phone number
- E-mail address
- A brief description of your program.

Statement of support and commitment (10 points)

On up to two pages include:

- A signed letter of support from your library director or school principal.
- A written commitment to Día's goals, including the creation and maintenance of a web page for your Día celebration should your institution win the award. The web page will serve as a motivating example for other institutions seeking to establish Día celebrations and will be featured in publicity about the Mora Award.
- The location where the Mora Award plaque will be displayed at your institution.

Narrative description (30 points)

In up to two pages, describe your Día celebration. The celebration must be literacy-focused, with an emphasis on multicultural activities. Entertainment and food are fun and help draw attendees, but the heart of Día is linking children and families to books.

Describe the activities presented, including estimated total attendance. What were the goals for your Día celebration and how well were those goals met? What were the demographic goals of your Día and did you reach them? Share any anecdotes or correspondence that reflect the audience's response to your event.

Your narrative description may be supplemented by photographs or a video clip (up to 5 minutes long) of the event. If you include photographs or video, make sure they depict the literacy component. Applications may include CD/DVD copies of photos and video or a listing of links within the narrative description to online photos and video.

Partnering organizations (20 points)

List partnering organizations plus contact names and contact information. Briefly describe the level of involvement of each of the partnering organizations.

Publicity (20 points)

Briefly describe your publicity campaign. Include copies of press releases and other publicity, including non-print. This may include CD/DVD copies of photos/video/audio or a listing of links to online photos/video/audio.

Bilingual publicity is highly encouraged. If bilingual publicity is not possible, please explain.

Remember to have five copies of each publicity item for assembling your application packets. Items submitted will not be returned.

Impact (20 points)

On one page, describe the following:

- If this is your institution's first or second Día, describe the motivation for beginning this annual celebration and your perceptions of this early effort. What was accomplished and what was learned?
- If your institution has a history of Día celebrations, please outline that history and how your celebration has evolved. What are some accomplishments? What has been learned?
- What impact would winning the award have on next year's Día celebration?

Submitting the application

The application packet will be no more than 12 pages of text set in 12-point font, not including copies of publicity documents or supplementary photos/video/audio. Pages must be numbered.

Mail application packets individually to the committee chair and members listed below. **Packets must be postmarked by August 15, 2011.** Materials will not be returned.

Beatriz Pascual Wallace, Mora Award committee chair
Seattle Public Library, South Park Branch
8604 8th Ave. S.
Seattle, WA 98108

Hope Crandall
135 Cindy Lane
Dayton, OR 97114

Rebecca Hickman
Nova Southeastern University
4196 Bay Laurel Way
Boca Raton, FL 33487

Cecilia S. Hem Lee
Thomas Lee Hall Library
4679 Lee Road
Fort Jackson, SC 29207

Maggie Sepulveda
Houston Public Library
2407 Sail Port
Pearland, TX 77584

Award selection

The winner will be announced by October 17, 2011. The formal presentation of the plaque and award check will be made at the American Library Association's 2012 Midwinter Meeting in Dallas.

For additional information, contact committee chair

Beatriz Pascual Wallace, beatriz.pascual-wallace@spl.org