



NACE Awards Member Guide

The NACE Awards recognize excellence in the career services and university relations and recruiting professions. Each year, members are honored for their leadership, innovation, and impact on the profession.

To help you prepare a strong submission, the following guide can help you effectively highlight a nominee's accomplishments and align them with award criteria.

Myth: The nomination itself doesn't matter. The candidate's accomplishments determine who wins.

Truth: The nomination package is essential. A strong submission clearly connects the nominee's accomplishments to the award's criteria through a compelling, well-structured narrative. It should highlight the nominee's credentials and explain why you—and others—view this individual as outstanding and deserving of recognition.

Myth: You shouldn't ask to be nominated. If you're qualified, someone will take the lead.

Truth: It's perfectly appropriate to ask a colleague to nominate you. Many qualified professionals are overlooked simply because no one submits their name. Expressing interest and offering to assist strengthens your chances and helps broaden the diversity of the nomination pool.

Myth: Only senior professionals can submit nominations for NACE Awards.

Truth: Any NACE member may submit a nomination. NACE values engagement from all members—regardless of title, role, or years of experience.

Myth: Only NACE leaders should write letters of support.

Truth: Strong nominations include letters from colleagues at every level—senior, peer, and junior. While leaders can provide valuable perspective, diverse voices offer a fuller picture of the nominee's contributions and influence.

Myth: The nomination process should be confidential, and nominees shouldn't know they have been nominated.

Truth: NACE does not require or expect secrecy. Transparency often strengthens nominations—especially for underrepresented groups—by allowing nominees to contribute accurate details and context.

How to Nominate (or Self-Nominate)

Submitting a nomination is simple. During the open nomination period, visit the NACE Awards webpage and select the appropriate award category. Follow the prompts to complete your submission online.

Completing the Online Form

For ease and accuracy, consider drafting your responses in a Word document before entering them into the online form. This gives you a record of your submission and allows for easier editing. The form automatically saves your progress, so you can return and complete it later.

Tailoring Your Nomination

1. **Review the Criteria Carefully.** Confirm that your nominee—or yourself, if self-nominating—meets the specific award criteria. For a complete list of award descriptions, visit our website at naceweb.org/about-us/nace-awards.
2. **Be Specific and Aligned.** Clearly explain how the nominee demonstrates excellence in each area of the award criteria. Use examples that illustrate impact and relevance.
3. **Plan Ahead.** Set aside dedicated time to prepare your submission. Many nominators work close to the deadline, but previous award recipients have emphasized the value of taking a few focused hours to outline, draft, and refine their nomination.
4. **Address Every Criterion.** Each nomination should explicitly connect the nominee's accomplishments to the award requirements and explain why those achievements matter.
5. **Showcase the Full Picture.** Provide a well-rounded overview of the nominee's work, emphasizing what distinguishes them from others—their accomplishments, innovations, leadership, and measurable impact.
6. **Keep It Clear and Concise.** Follow the nomination format and length requirements outlined on the form. Avoid generic praise; instead, use concrete details that demonstrate excellence.
7. **Provide Objective Support.** Include letters from supporters who represent different institutions, organizations, or professional perspectives. This helps demonstrate the nominee's broader influence and credibility.
8. **Strengthen with Strong Endorsements.** Solicit letters that add meaningful evidence and context. Encourage supporters to describe specific outcomes, impacts, or behaviors that reflect the award's intent.

9. **Refine and Resubmit if Needed.** The nomination process is competitive. If your nominee isn't selected, seek feedback from the selection committee. As long as the nominee continues to meet the criteria, update and resubmit the following year.

Updated November 2025