



# 2025 Checklist for Applications & Grading Rubric

## NSSGA Community Relations Excellence Award

### About this document

This document provides NSSGA members with overall guidelines for completing the Community Relations Excellence Award application. Below are the six application questions along with suggested materials, examples and content that may be included to maximize the value of each answer. When completing this application, please do so based on an individual operation's efforts in the calendar year prior to the application (answers should pertain to events and initiatives that occurred from January-December). Each question should be answered to the best of the applicant's ability. Answers can be submitted directly into the text box or attached with a branded pdf document or slide. Proper sentences, grammar and spelling should be used to answer each question. Answers may overlap, as facilities demonstrate how their relationship-building efforts result in positive community relations throughout the year. The judges for the Community Relations Excellence Awards will also use this checklist to aid in scoring the applications.

### Question 1: Special Events

Please describe (in 3,500 characters or less) a special event that took place in 2024 hosted by the applying quarry. Include details of the event and any roles quarry employees played in ensuring the event helped build a positive relationship with the community. You must provide documentation, including photos, thank you notes, news coverage, etc. for review.

- ✓ *A detailed summary showing the planning steps, the actual event's impact and post-event actions should be included.*
- ✓ *Ensure appropriate photos, flyers and documents from the event unique to your quarry/facility are attached. Attachments should be labeled with high-res. photos (minimum of 1MB).*

### Question 2: Charitable Community Impact

Please describe (in 3,500 characters or less) how the facility has focused on helping its local community in 2024 through charitable contributions, either financial and/or material. You must provide documentation of photos, thank you notes, news coverage, etc. for review.

- ✓ *Applicants should include a detailed list of the charitable items from the location (including financial and/or material).*
- ✓ *Ensure appropriate photos of donated materials in use and/or official donation documents unique to your quarry/facility are attached. Attachments should be labeled with high-res. photos (minimum of 1MB).*

### PLEASE NOTE BEFORE APPLYING:

Sites that have won Gold and/or Platinum awards in the past five years are ineligible to apply for a Community Relations Excellence Award. Such facilities are again eligible once the five-year period following the presentation of their Gold/Platinum award has been completed.

### TO RECEIVE A TOP SCORE:

The special event should be unique to the facility and help with relationship-building within the community.

### TO RECEIVE A TOP SCORE:

The answer should showcase the contribution's overall impact and provide details on the specific projects that the material/financial contributions fund.

### Question 3: Volunteer Projects

Please describe (in 3,500 characters or less) the volunteer effort(s) the applying quarry and its employees led in 2024 to assist the community in which it operates. You must provide documentation of photos, thank you notes, news coverage, etc. for review.

- ✓ *The answer should include specific details, including the number of projects, hours/time involved and approximate cost (if applicable).*
- ✓ *Ensure appropriate photos from the project unique to your quarry/facility and/or letters are attached. Attachments should be labeled with high-res. photos (minimum of 1MB).*

### Question 4: Advocacy Efforts with Local, State and/or Federal Government

Please describe the applying quarry's efforts taken in 2024 to develop and maintain relationships with government officials, including those at the local, state and federal levels. Participating in the NSSGA Legislative Policy Forum, Hill Days and meeting with regulators such as MSHA, OSHA etc. may be included in this answer. You must provide documentation of photos, thank you notes, news coverage, etc. for review.

- ✓ *Ensure appropriate photos from the meeting and/or letters of communication unique to your quarry/facility are attached. Attachments should be labeled with high-res. photos (minimum of 1MB).*

### Question 5: Quarry Education

Please describe efforts to educate and/or teach the local community about the operation and the materials produced at the applying quarry's facility in 2024. You must provide documentation of training materials, worksheets, and/or photos that relate to the operation's education efforts.

- ✓ *Ensure appropriate photos from the meeting and/or letters of communication unique to your quarry/facility are attached. Attachments should be labeled with high-res. photos (minimum of 1MB).*

### Question 6: Media Relations

Please describe the quarry's efforts in 2024 to effectively cultivate relationships with local media outlets, such as examples of responding to media requests and implementing marketing/advertising in your local market or community. Please discuss how the specific quarry's team has prepared to manage potentially negative publicity issues.

- ✓ *Share any communications plans the operation has in place, how those plans prepare the team to overcome challenges and how they assist the operation in promoting a positive view of the industry.*
- ✓ *Ensure appropriate flyers, social media posts or screenshots from the media and/or letters of communication unique to your quarry/facility are attached. Attachments should be labeled with high-res. photos (minimum of 1MB).*

#### TO RECEIVE A TOP SCORE:

Volunteer projects should demonstrate efforts of the specific quarry/facility and employees to aid the community.

#### TO RECEIVE A TOP SCORE:

Advocacy efforts should showcase relationship-building efforts with officials. This may include detailed answers incorporating the facility's employees attending an association Hill Day, efforts to host a local mayor or town council members for a quarry tour or meeting with elected officials at the country or state levels.

#### TO RECEIVE A TOP SCORE:

Answers should share specific examples of community education efforts and materials created in support of those efforts. This may include quarry tours, open house events, school visits, participation in career or community fairs, education-based partnerships with local community organizations, etc.

#### TO RECEIVE A TOP SCORE:

Answers should share any pitches/correspondence to media outlets along with specific links to earned media (non-paid media coverage resulting from a facility's engagement with the press or the community). This may include local or industry-based publications in print or online.

Please direct questions about the Community Relations Excellence Awards to NSSGA's Senior Director of Communications, Kerry Lynch