2014 GOAL PROGRAM MANUAL

The Georgia Occupational Award of Leadership is a program of the Technical College System of Georgia.

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INTRODUCTION

The Georgia Occupational Award of Leadership (GOAL) program was launched during the 1971-1972 academic year. Since then, outstanding students attending Georgia’s technical colleges and divisions have been recognized annually for academic excellence and personal achievement.

The first phase of GOAL takes place at the college level. Screening and selection committees select the college’s top student as nominees move through an interview process; this top student is given the title of college GOAL winner. Then, all college GOAL winners compete at the regional level. These winners are conscious of the faith and confidence placed in them not only to compete, but also to represent their fellow students and respective communities. Each regional competition will select three students (there are three regions), so nine semi-finalists will compete at the state level in Atlanta. The state level competition involves another round of interviews as the nine semi-finalists receive individual consideration from a panel of judges. From this outstanding group of students, the judges will select one student, the state GOAL winner, to serve as an ambassador for technical education in Georgia.

College GOAL winners spend many hours preparing to put their best foot forward in the regional competition; and in April, the time arrives for the state GOAL competition. College GOAL winners, along with their GOAL coordinators and nominating instructors, arrive filled with excitement and anticipation for the GOAL events.

The GOAL Program Manual is the official document for the implementation and administration of the GOAL program at each level: college, regional and state. Included herewith are the procedures, guidelines, criteria, and calendar of events necessary to operate an effective and successful GOAL program. Historical and background information are included to provide the essential foundation to administer this important program.

Like the GOAL program, the manual is evolutionary with each year’s program. Over the last 30-plus years, many developments and improvements have been made to the GOAL program. The majority of these changes are the result of recommendations made by the presidents’ Student Affairs committee, GOAL state planning committee, GOAL coordinators, college sponsors, and GOAL winners. Suggestions for improvement of the GOAL program and the GOAL Program Manual are continuously solicited and always appreciated.

Procedures, guidelines, criteria, and calendar timelines should be carefully observed. Latitude exists in the college level operational procedures to encourage creativity and innovation by the college. Items such as selection criteria and processes, student eligibility, deadlines, and required documentation should be strictly followed to ensure uniformity of standards and objectivity throughout the state.

The administration of the GOAL program is relatively complex. Certain activities must be accomplished on a timely basis, using specified procedures and official forms. This manual includes the "who, what, where, when, and how" of the GOAL program’s operations.

Let’s get to work!
THE HISTORY OF GOAL

THE BEGINNING

The GOAL Program owes its existence and vision to the dedication of the former vocational education arm of the Department of Education, which became the Department of Technical and Adult Education in the 1980s, then was renamed by the Governor to the Technical College System of Georgia in 2008, and the foresight of longtime sponsors such as the Georgia Chamber of Commerce and FOX 5 Atlanta. As the 1960s were ending, these organizations recognized the potential for technical education in Georgia as a way to meet the need for a well-trained workforce.

Throughout 1969 and 1970 a series of leadership conferences, hosted by the Georgia Chamber of Commerce, were held. Business and industry leaders expressed the need to emphasize the importance of technical education and the dignity of work in our state and society. Believing that recognition and respect need to be given to those outstanding students receiving a technical education, it was recommended that a program be established to increase public awareness of technical education and to showcase technical education students. The program design was similar to the STAR program, which honors and rewards exceptional high school students who are preparing for college.

BASIC STRUCTURE AND PHILOSOPHY

Plans for a recognition program began with the Technical College System of Georgia (TCSG) and the Georgia Chamber of Commerce. Both businesses agreed that above all else the GOAL program was to be “first-class” in every aspect. To signify the importance of being chosen as the State GOAL Winner, a new automobile was selected to be the grand prize each year with the thought that the State GOAL Winner would use the new car to travel the state as the ambassador of technical education in Georgia over the next year.

As roles were defined, the Georgia Chamber would be the line to business and industry. They would solicit support and plan the awards banquet. The Technical College System of Georgia would develop the student selection criteria and procedures and implement the program at the college level within technical colleges.

Two basic elements that helped to ensure the success of GOAL were the decisions to make publicity a priority. The GOAL awards ceremony was to be broadcast every year on television by FOX 5 Atlanta; and the collaborative efforts of business and industry and education were to be continued, and emphasized at the college and state-levels.

The individual technical colleges were enlisted to complete the basic structure. At that time, a committee of then school directors (now college presidents) identified characteristics associated with leadership. These characteristics were developed into the criteria used by the screening and selection committees at the college, the region and state levels. The foundation for GOAL was completed in 1970.

THE LAUNCHING

A name contest was held in 1971. Technical education students from throughout the state entered names for the program and over 400 entries were submitted. Members of the news media chose the winner...Georgia Occupational Award of Leadership (GOAL). Cheryl Aycock, a student from DeKalb Technical College, coined the name.

During the 1971-72 school year the first GOAL committee was formed with members representing the Industrial Development Council of the Georgia Chamber of Commerce. Each college appointed a key staff member to coordinate the school programs and student selections began.
THE LAUNCHING (continued)

The process began with the instructors nominating students of the year. Then, each college selected its own Screening Committee and Selection Committee, which in turn selected the college’s most outstanding student. The original 25 college winners and their instructors came to Atlanta for the state judging on April 17, 1972. A panel of judges representing business and industry, the news media, state government and other sectors selected the first state winner and four semi-finalists. Bennie Williams, an Electronics student from Albany Technical College, was the first state GOAL winner.

THE OUTCOME

Georgia’s GOAL program is the first of its kind in the nation. As its quality, visibility and influence continue to improve, the dream of GOAL’s creators is realized as technical education knowledge and skills are rewarded. Everybody wins with GOAL!

During 1982, GOAL materials were distributed to each state through the Vocational Education Association. A number of states are working toward implementing a similar program. Wisconsin has started its own program, and Tennessee is developing its program. It is apparent that GOAL has implications beyond Georgia’s borders.

In 2014, we celebrate the program’s 43rd year!
ROLES AND RESPONSIBILITIES

GOAL is a true partnership between business, industry and education, and support is demonstrated each year by the numerous prizes donated by business, industry and community leaders to the GOAL program. In previous years, at the state-level the partners were the Georgia Chamber of Commerce and the Technical College System of Georgia (TCSG). Today, the state-level partners include FOX 5 Atlanta, DeVry University Atlanta, Georgia REAL and Chevrolet. While at the college and regional level, technical colleges work in partnership with business, industry and community groups to sponsor their GOAL activities.

Many decisions pertaining to GOAL are made by an appointed State Planning Committee comprised of college faculty/staff, and as an ex-officio member, the college president serving as the presidents’ council Student Affairs Committee chair. The Student Affairs Committee of the President’s Council serves as the oversight committee for the GOAL program. Following are the most prevalent roles and responsibilities of various groups and organizations:

TCSG RESPONSIBILITIES

- Names a state director for the GOAL program
- Names the regional chairperson for each region
- Establishes program logistics, plans the state competition, judging and awards activities
- Promotes the program among the educational sector
- Develops and distributes marketing materials
- Establishes schedule for GOAL activities and deadlines (college, the region and state-levels)
- Appoints staff to facilitate each region competition
- Informs technical college personnel of the GOAL program and related activities
- Develops and disseminates GOAL program guidelines and official forms
- Receives nomination packets from each technical college, reviews nominations to ensure compliance with established criteria, and forwards appropriate material from the packets to judges during the state competition
- Provides liaison between the college GOAL coordinators and TCSG
- Arranges for the selection of and securing the grand prize and state awards
- Plans the state GOAL judging and awards activities

COLLEGE SPONSOR RESPONSIBILITIES

- Names a chairperson for the college GOAL activities
- Appoints a GOAL committee in conjunction with the chairperson and president of the technical college
- Assists in publicizing the GOAL program at the college level
- Obtains prizes for college winners
- Forms a Selection Committee to select the technical college’s overall winner who will represent the technical college at the state competition
- Arranges a public recognition event for the college GOAL nominees and winners
- Optional: Pays expenses for college GOAL winner to participate in the region judging and/or state judging and awards activities in Atlanta
TECHNICAL COLLEGE RESPONSIBILITIES

- Names GOAL coordinator
- Promotes GOAL program among its students and instructors
- Informs instructors of the program deadlines and guidelines
- Publicizes and promotes the GOAL program at the college level
- Names a Screening Committee which will review the grades of college nominees, conduct individual interviews, and select the four finalists from which the college GOAL winner will be selected by a Selection Committee
- Supplies data and judging materials to college and regional judging
- Arranges an appropriate college recognition event for the college’s GOAL program, nominees, and winner
- Transmits required materials to TCSG office
- Arrange (or help coordinate) appropriate region competition event for the college’s regional GOAL program
- Make preparations for attending regional and state judging

GOAL COORDINATOR’S RESPONSIBILITIES

The key to the success of the GOAL program is the college GOAL coordinator. The coordinator plans and organizes all college activities, works with the college sponsor(s) and prepares the college winner for the region judging and he state judging and awards activities.

- Presidents of the technical colleges appoint the GOAL coordinator annually.
- Obtain college and/or the regional level awards for college winners in concert with the other technical colleges and sponsors within the region
- Learns program structure, guidelines, and procedures
- Develops a college plan of action, including a timeline
- Encourages participation of all college faculty/staff
- Email Judge’s contact information to Francine Shuman and the regional chair by January 9, 2014
- Maintain liaison with regional chair and sponsor(s)
- Receive and screen college level nominations
- Organizes the internal (college) Screening Committee
- Coordinates Selection Committee activities
- Work with the regional chair to implement a “special” event to recognize and honor each college GOAL winner during the regional judging competition
- Assists with college-wide recognition event
- Inform instructors of the program deadlines and guidelines
- Transmits GOAL winner’s materials to the TCSG office
- Prepares college winner for the regional judging, the state judging and awards activities
- Attends college and regional activities with the college winner
- Attends state activities with college winner
- Conducts follow-up activities

REGIONAL CHAIR’S RESPONSIBILITIES

- Appointed by state GOAL director
- Work with state judging coordinator to ensure integrity of judging panel
- Organizes the regional activities with the members within the GC’s region
- Collects judges information (contact info: name, title, company, address, phone #s, email addresses) from coordinators (within the region) and send informational and thank you letters to judges
- Maintain liaison between the region members
GOAL COORDINATOR’S ACTIVITIES

The GOAL coordinator’s activities may be divided into seven areas and are discussed in detail on the following pages.

1. Familiarization
2. Planning
3. Marketing
4. Organization
5. Maintaining liaison contact with the region, college sponsors and TCSG
6. Forming the screening and selection committees
7. Encouraging nominations

1. FAMILIARIZATION:
The GOAL coordinator should become familiar with every aspect of the GOAL program. This step is essential since the coordinator is the technical college’s source of information. It is vital that the organization and structure of the program is understood. Please read these guidelines carefully!

2. PLANNING:
Since the GOAL program is based on a sequence of events, a college GOAL calendar of events should be developed in concert with the region and state GOAL calendar. Joint activities such as the Selection Committee’s meeting, the regional competition, and the college recognition event must be determined in cooperation with the college and the region sponsoring organization. You may consider using a GOAL committee to assist with planning and implementing new ideas or activities. Please note all deadlines; maintaining the state calendar is imperative to the successful completion of the annual GOAL events.

3. MARKETING:
Continuous promotion is essential to the success of the college, the region and state GOAL program. It is also one of the basic reasons for beginning the GOAL program. As a part of the college schedule of events, be sure to include marketing of the program – internally and externally. New student orientation, staff meetings and college publications should be utilized. TCSG will furnish as many marketing and promotional materials as possible. Please refer to the Marketing GOAL section of these guidelines.

4. ORGANIZATION:
To complete all the necessary activities to have a successful GOAL program, there must be a concerted effort by many people. But, the GOAL coordinator is the person who must orchestrate the total process and assure that well-planned activities/ events occur on schedule and in a professional manner.

The major activities requiring extensive organization, management and execution are:

- Marketing
- Screening committee activities (internal committee)
- Selection committee activities (external committee)
- Regional judging
- College recognition event
- Regional competition event (work with the regional chair)
- State judging preparation and participation if chosen as a finalist
GOAL COORDINATOR ACTIVITIES (continued)

Suggestions for effective organization and execution of the GOAL program:

- Allow adequate time for planning and implementation
- Develop a detailed plan of action with timelines
- Involve appropriate people in the development of the plan
- Maintain open lines of communication with all parties
- Keep a monthly calendar of activities
- Pay attention to details
- Don’t assume anything
- Follow through and perform follow-up activities

5. MAINTAINING LIAISON CONTACT WITH THE REGION, SPONSOR AND TCSG:

The college, the region, TCSG and the sponsoring organization(s) must work together as a team. This requires a continuous communication effort. The sponsor should be contacted early to begin planning.

The members of the Selection Committee should plan the publicity, staging of the recognition event, and the sponsorship of the GOAL student at the region and state activities. Be sure to coordinate your activities schedule with your sponsor.

6. FORMING THE SCREENING AND SELECTION COMMITTEES:

The GOAL coordinator is responsible for the organization and operation of the Screening Committee. Preparation for the Screening Committee is probably one of the most consuming duties of all. This committee interviews all the eligible nominees. This process can be lengthy. It is important that thorough planning and preparation of materials simplify the work of this committee. Please review the suggested sequence of activities:

- Appoint members to this “in-house” committee or ask the college president to select the panel of judges
- Establish meeting calendars
- Prepare materials for the committee members for the interview process
- Determine and set judging schedule
- Orient committee on purpose and procedures
- Coordinate judging activities
- Thank committee members
- Announce the four finalists to the college, and ultimately, the college winner (Note: Regional finalists will be announced Wednesday evening at GOAL in April)

The college sponsor usually appoints the members of the Selection Committee. Input from the college president may be solicited. The GOAL coordinator should assist the sponsor in the function of the committee by providing the appropriate data, judging materials and packets, and any additional information that may be necessary to ensure a successful judging activity.

7. ENCOURAGING NOMINATIONS:

Encourage instructors to nominate their best students. Instructors may nominate more than one student.
SELECTING YOUR COLLEGE’S GOAL WINNER

- To ensure that each GOAL nominee has an equal chance of winning, it is essential that each college follow identical procedures and use identical nomination forms.
- Deviations from the prescribed procedures may result in disqualification of college’s GOAL winner.
- This section of the manual corresponds to Attachment A: GOAL Nomination Packet.
- The Nomination Packet for the college GOAL winner must be received at TCSG ON OR PRIOR TO FEBRUARY 3, 2014. Entries received after this date will not be considered.
- The GOAL coordinator cannot serve as a member of either the screening or selection committee; however, the coordinator should make sure there is equitable representation of members on both committees.

STUDENT ELIGIBILITY REQUIREMENTS

- Students must recognize technical education’s critical impact on Georgia’s overall economic health, must have a strong work ethic, a dedicated sense of loyalty, and a healthy enthusiasm for promoting technical education throughout Georgia.
- Students must be in good standing with their college and free from any academic or other “holds” on their college account. “Good standing” refers to the student’s academic standing, conduct, professionalism on campus and in the community and an outstanding member of the community with good moral character. Each college independently determines specific standards for this requirement. “Holds” refer to any BANNER or other “holds” such as for outstanding parking tickets, advisement requirements, etc., which keep the student from being in good standing with the college.
- Students must be currently enrolled during the college nomination, the college level selection process, and the state-level activities. Students’ graduation date must be after the state competition. If the student graduates after being named the state winner, the student is still responsible for all duties of a state GOAL winner.
- Students must be enrolled in the same program (as defined by the program’s major code) or program group (as defined by TCSG Standards at http://www.dtae.org/teched/standards/grouplist.html) during the college nomination, the college level selection process, and the state-level activities (i.e., a student who is currently enrolled in Cosmetology will graduate in December and is continuing her education by going into the Nail Tech certificate program. Since these two programs, cosmetology and nail tech, fall under the same program group, the student is eligible for nomination).
- The student’s overall, cumulative, technical college GPA must be at least a “B” (3.0) average to qualify for nomination and must maintain a “B” (3.0) average through state competition. The student’s Work Ethics average grade must be at least a “2” to qualify for nomination.
- Students must have completed at least 12 semester hours at the nominating technical college or at the nominating University System technical division at the time of nomination (as verified by the official transcript submitted to the TCSG office on Feb. 3). Note: If they have 12 hours from a previous semester and are only taking one class this semester, they are eligible to be nominated. (Developmental hours are not counted in the 12 hours because they do not result in a cumulative GPA.)
- Full-time employees of the college or any system office employees are not eligible to participate in the GOAL program.
- Students who otherwise meet eligibility requirements and who are working part-time (20 hours or less) as work study, lab assistants and tutors or students participating in internships are eligible to participate in the GOAL program.
- Students must fully disclose all prior convictions (regardless of when they occurred) excluding minor traffic violations. Failure to comply may result in disqualification.
COLLEGE NOMINATION PROCEDURES

- Student must produce a satisfactory background check upon request by the college/TCSG.
- Students may participate in regional and state level judging only once.
- Any instructor who has taught the student may nominate that student by completing the 2014 GOAL Nomination Form (Attachment A3).
- Nominating instructors are expected to support the student throughout the GOAL process, which includes attending the regional and state activities with the GOAL student in February and April.
- Nominations must be made on the official nomination forms herewith. Prior year’s forms will not be accepted. Instructors may nominate more than one student.
- If more than one instructor nominates the same student, the first nomination form received by the college’s GOAL coordinator will be accepted. Note: Consider stamping the date and time on the nominations as they are received.
- Definitions of student evaluation criteria and nomination form criteria have been included (see Attachment B: Definitions of Criteria) in these guidelines to provide a clear understanding of each category.
- Instructors should evaluate students objectively.
- In the section labeled Other Qualifications, the nominating instructor will submit a letter of recommendation describing why his/her outstanding student should be the state GOAL winner.
- In the section labeled Other Qualifications, only the college winner will need to complete the student bio.
- The instructor must sign and date the nomination form or the Screening Committee will disqualify it.
- The nominating instructor provides all the information required on the nomination form, with the exception of the college certification section.

NOMINATION VERIFICATION (See Attachment A3: GOAL Nomination Form)

It is a good practice for the GOAL coordinator to date and stamp the time for each nomination upon receipt (see instructor verification box). Also, the GOAL coordinator, prior to submitting the nomination packet to the Screening Committee, should verify all information on the nomination forms and confirm student eligibility.

An official transcript of the student’s permanent record must be submitted with the nomination form to be used as verification for entry dates/hours, status and grades. Please note: the transcript submitted to the TCSG office should include the most recent semester’s grades, which in most cases means Fall Semester. The GOAL coordinator is responsible for verifying the transcript.

SELECTION PROCEDURES (See Attachment A4: Student Evaluation Form I)

Make sure all pertinent data has been entered on the student’s evaluation form prior to the Screening Committee’s meeting. Grade point average by quarter or semester on the nomination form must be in numerical form with a possible maximum of 4.0.

Instructor evaluation scores on the nomination form should be transferred directly to the evaluation form.

SCREENING COMMITTEE (INTERNAL COMMITTEE)

- A five-member committee.
- Suggested Representation: President, Vice President of Student Affairs, Vice President of Instruction, two members of the college staff who are in administration (coordinators, directors, specialists, etc.). Instructors should not serve on the committee. Also, to avoid any conflict of interest, GOAL coordinators or members of the GOAL State Planning Committee should not serve on the Screening Committee.
- Duties include: reviewing all nomination forms, interviewing each nominee, making sure all eligibility requirements are met, rating/ranking each nominee, and identifying the four finalists for consideration by the Selection Committee.
- Use Attachment A4: Student Evaluation Form I.
JUDGING PROCEDURES FOR THE SCREENING COMMITTEE

The Screening Committee uses Student Evaluation Form I. Each committee member interviews and numerically ranks all the nominees on the following scale and with the following criteria.

- **GRADES** – 10 points. (Use the overall, cumulative, technical college GPA.)
- **INSTRUCTOR EVALUATION** – 40 points.
- **SCREENING COMMITTEE EVALUATION** – 45 points.
- **Objective evaluation categories are:** career goals, commitment to and knowledge of occupation, commitment to and knowledge of technical education, leadership qualities and abilities, self-confidence, good moral character, community interest, and positive attitude.
- **Subjective evaluation categories are:** communication skills (ability to communicate with a broad range of people and in a broad range of circumstances), enthusiasm, and presence (including poise and professional appearance).
- The committee’s score may be determined, in part, by a three-minute speech regarding technical education in Georgia, along with a 12 minute interview. Students should have their speeches memorized since note cards and other props (handouts, uniforms of profession, etc.) are not allowed. Students will give their speeches at the start of their session and be given the remainder of their time for responding to pre-determined interview questions by the committee. Each student’s interview will be 15 minute sessions.
- After the judging process, the scores for each nominee should be averaged and the finalists selected. In case of a tie, the Screening Committee may elect to “break” the tie by an additional interview.

SELECTION COMMITTEE (EXTERNAL COMMITTEE)

- A five-member committee.
- Suggested representation: Members of the sponsor’s organization or from the business, industry, and civic community.
- Duties include: reviewing the nomination forms of the four finalists, interviewing the finalists, ranking each finalist based on the interviews, and selecting the college GOAL winner for regional and state judging.
- Use Attachment A5: Student Evaluation Form II.

JUDGING PROCEDURES FOR THE SELECTION COMMITTEE

The Selection Committee uses Attachment A5: Student Evaluation Form II. Each committee member evaluates each of the three regional finalists based on the following criteria:

- A three-minute speech. This speech can be the same speech presented to the Screening Committee or may be a different speech. The three-minute speech must be memorized, no notes will be allowed.
- The data and scores used in the screening process by the Screening Committee are not used.
- The information prepared for the Selection Committee interviews should be in the order/format as used by the Screening Committee. Please note that the nominee’s three-minute speech is optional at the Screening (internal) Committee level, but is required at the Selection (external) Committee level.
- The Selection Committee should not see the results of the Screening Committee unless it is specifically requested or is needed to “break” a tie.
- The Selection Committee’s results should be primarily independent of the Screening Committee.
WINNER’S INFORMATION FOLDERS (AT THE REGION and STATE LEVEL)

Each college GOAL coordinator must provide eight (8) plain manila folders (not colored or decorative folders) for their college GOAL winner. Each plain manila folder should have a standard file-folder label affixed to the 1/3 cut tab containing the college winner’s name on the first line, the college name on the second line, and the region name on the third line. These eight (8) folders will be used for both the regional and state level competitions. Coordinators will be responsible for collecting seven (7) of the eight (8) folders after the regional competition and bring these folders to the state competition and hold until the regional finalists are announced. Please note: the regional and state coordinators will not be responsible for the seven folders left at the regional competition. If the GOAL coordinator does not collect the Winners’ folders at the end of the regional competition, the coordinator must provide an additional seven (7) folders for the state competition.

The manila folders should only contain the following items and in this order:

1. **Bio** – (see example: Attachment A9: Guidelines for Bio, Letter of Support and Photo)
2. **Letter of Support** – The nominating instructor should write a letter expressing why s/he believes that their outstanding student is deserving of the honor of this award and why s/he should be the state winner. Address such things as the leadership skills, career goals, commitment to and/or knowledge of technical education, educational background, volunteer and civic activities, etc. This is the nominating instructor’s chance to let their nominee shine. The letter should be addressed to the college president. There is no word limit for this letter; however, please keep in mind that judges will have a limited time to review each of the winner’s folders. Be sure the nominating letter is on original college letterhead. Do not use copies. It is important to maintain a professional appearance for the judges.
3. **Color Photograph of the GOAL Winner** (must use same photo as sent to the system office to be used in the Winners’ Book) – Neatly trim (if a professional photo is not printed) and tape the backside of the printed 5X7 photo to the left inside flap of each of the winner’s folders.

REGIONAL SELECTION COMMITTEE (EXTERNAL COMMITTEE)

- One-member representing each college in the region that is participating in GOAL.
- Suggested representation: legislators, business and industry, chamber of commerce, and civic communities.
- Duties include: interviewing all GOAL winners within the region using state approved questions, ranking each winner on interview and speech and selecting three finalists to compete at the state GOAL judging competition using same evaluation form.
AFTER THE COLLEGE GOAL WINNER HAS BEEN SELECTED

A new phase of activities begins once the college GOAL winner is selected. Plans must be made for the regional judging, papers must be filled out, and the student must be specially recognized and groomed for the regional and state judging and awards activities.

STAGING A SPECIAL RECOGNITION EVENT (see also, MARKETING GOAL)

Recognition of the college GOAL winner is one of the first steps toward preparing the student for the regional and state competition. A special recognition event underscores the fact that the student is already a winner at the college level regardless of what happens at the regional and state level.

Because most of the colleges prefer to keep the suspense element in the college recognition event until the last moment, the GOAL coordinator and public relations contact should work together to obtain the needed letter of recommendation (from the nominating instructor) and bio (from the student) before the winner is named. For example, before the four finalists go into the interview session, have a photographer make photographs of each finalist. That way, the necessary publicity materials are available without causing suspicion. And, by entrusting the Public Relations’ contact into your confidence, the information for publicity is ready to be released following the announcement of the GOAL winner. That is team planning and good public relations!

The GOAL coordinator should take the initiative in planning the college recognition event. If possible, the event should be a special one, held specifically for the GOAL program and the college winner. Announcement of the GOAL winner should not be simply an introduction at a meeting held for some other purpose. If a civic club meeting is used to announce the GOAL winner, the meeting should have no other purpose except for recognition of the college GOAL winner.

Some colleges choose to have a banquet, and this is perhaps the most special recognition that can be given to honor a college winner. Others find luncheons where the GOAL winner is the honored guest are quite suitable. The most important consideration for the college recognition event is that it be used exclusively for spotlighting the college GOAL winner and program.

TRANSMITTING THE PROPER PAPERS (See Attachment A)

The GOAL coordinator is responsible for transmitting to the state office (TCSG) the data on the college winner prior to February 3, 2014. THE COLLEGE WINNER’S NOMINATION PACKET MUST BE RECEIVED AT THE STATE OFFICE BY FEBRUARY 3, 2014. NO EXCEPTIONS WILL BE MADE. A checklist of what must be included in this nomination is available as attachment A1. All forms submitted as part of this formal nomination packet must be typed.

BUILDING CONFIDENCE

The college winner’s level of confidence is in direct relationship to how much he or she knows about what is going to happen at the regional and state competition. Some colleges use communication skills classes or similar classes, i.e., English classes to prepare the student for interviews with the state judges. Interview questions may range from personal tastes in music (or other ice breaker questions) to stances on current issues. Similar classes, such as speech classes, may be useful to help perfect the participant's speech. The student’s three-minute speech should focus on topics such as “why he/she chose technical education?” or other similar topics.

The GOAL coordinator should obtain a copy of the schedule of activities for the regional and state GOAL judging and awards program and become thoroughly familiar with the schedule, locations and proper attire. This information should be disseminated to the college winner and the nominating instructor for planning purposes. The TCSG office will supply a draft schedule of events for GOAL week and the dress code one month prior to the event, and a final schedule of events no later than one week before the event.
GROOMING A REGIONAL AND STATE WINNER

Most participants appreciate suggestions on appropriate attire for their interview sessions with the regional and state judges. It is best to advise the students to dress conservatively and in business attire. For males, a coat and tie or suit is advised, and for females, a dress, skirt and blouse, or suit is advised.

Remember that the judges are looking for the best possible representative of technical education and the student's image plays an important part. In making their choice, the judges consider the image the student conveys as a future ambassador of technical education. The GOAL coordinator should discuss with the participant what the judges are looking for as they make their evaluations. In addition to appearance, the judges consider a student's ability to communicate. They are impressed by enthusiasm. The judges will want to know the student's goals – life as well as career. It is important that the student knows the career direction he or she wants to take and the steps needed to get there. These are some of the criteria that rate high on the judge's list of consideration. The GOAL coordinator, no doubt, will add other criteria to the list.

SETTING THE RIGHT ATTITUDE

Every college GOAL winner represents his or her college at the regional and state GOAL competition; yet, only one of the college winners returns as the state GOAL winner. The GOAL coordinator must strike a careful balance in preparing the participant's mental attitude toward the competition. The college winner should not come to the regional and state competition overly confident, rather with a healthy confidence. The coordinator should encourage an "I can win" spirit while preparing for a "someone else might win" attitude. In setting a proper attitude, the coordinator can rely on the philosophy of "do your best and be proud because we're proud of you."

As the prestige of the state GOAL title grows, so does the competition among the colleges. Every representative wants to win! College winners should not be made to feel that if they don't win the state competition that they have disappointed their college. GOAL coordinators can ensure against such pressure by reminding their students that they are winners and will still be winners after the state judging is over. The college GOAL winner should be assured that the college is just as proud of him/her with or without the state title.

GOAL WINNERS MEMENTO

Each college is asked to submit (amount TBD) towards one “big” award (such as an Apple Ipad and cover) to be given to each college GOAL winner during GOAL Week. Please ask your foundations to sponsor this award and have the foundation make checks payable to the TCSG Foundation. Payment should be received by January 13, 2014. Mail to:

Dawn Schmeelk, State GOAL Director
TCSG Office of Communications
1800 Century Place, Suite 400
Atlanta, GA 30345-4304

MAKING TRAVEL ARRANGEMENTS

The GOAL coordinator should meet with the college sponsor to discuss payment of travel costs and make appropriate arrangements for the trip to the regional and state judging in Atlanta.

The GOAL coordinator should meet with the college president (or designee) to discuss the hotel requirements for those who will attend the state GOAL program’s activities and to ensure that adequate hotel rooms are reserved. It is not necessary to wait until after the college recognition event to make hotel reservations because individual names can be furnished to the hotel at a later time. When reserving a block of rooms at the hotel, the GOAL coordinator should specify that the reservations are for the GOAL program.
OTHER DETAILS
Prior to the regional and state GOAL activities (judging), the GOAL coordinator needs to pay special attention to the following details:

- Make sure the college winner dresses appropriately. The GOAL coordinator should advise the student concerning the kind of clothes to take for the regional and state activities. The travel wardrobe should include casual clothes, as well as dress attire. Guidance from the state office will be provided so that proper planning may take place.
- Help prepare the college winner and nominating instructor by reviewing videos/DVDs of previous state judging and awards activities.
- Submit the appropriate registration forms and payment to TCSG in a timely manner.

ATTENDING TO THE GOAL PARTICIPANT
The GOAL coordinator is the one who must provide advice and moral support to the student and his/her nominating instructor. It is especially important that the coordinator accompany the GOAL student during critical moments (i.e., when the nine regional finalists are named in Atlanta). Being omitted as one of the nine finalists can be a big disappointment for the student. The GOAL coordinator and the nominating instructor should be with the student when the finalists are named, to provide reassurance and encouragement whether or not the student is included or omitted from the list of the nine finalists.

If college winner is one of the nine finalists, then while in Atlanta, the GOAL coordinator is the one who must provide advice and moral support to the student and his/her nominating instructor during all state level activities in Atlanta.

The college winner should be encouraged to do his or her best, but also to relax as much as possible. However, the GOAL coordinator, nominating instructor, and other college representatives should show pride in the student’s accomplishments, regardless of the outcome.

PREPARING FOR THE PUBLICITY (see also, Marketing GOAL)
Prior to regional and state judging, the student may be interviewed on-site by a member of a media crew provided by the state office. Details, including the interview questions, are provided well in advance of the interview to ensure the desired results. During a portion of the awards activities a local TV commentator, who will serve as host or Master of Ceremonies at the annual awards banquet, will interview the state GOAL winner. College winners and instructors may anticipate typical questions about technical education, the respective college, the instructional program, the occupational field, job opportunities and career plans.

Prior to the regional and state judging, the GOAL coordinator, nominating instructor and college GOAL winner should discuss possible questions and possible answers. This will further instill confidence in the student and ensure a successful outcome.

PHOTOGRAPHS
College winners should be made aware that photographers will be on duty throughout the state GOAL activities. Candid shots may be made and perhaps interviews will be requested. Photographs and excerpts from the interviews may be used in a media presentation.

Photographs will be taken and a disk of photos will be copied and mailed to each college winner as a keepsake of the GOAL week activities. In addition, individual photos may be taken.
JUDGING GUIDELINES (REGIONAL and STATE LEVELS)

The basic objectives of regional and state judging activities is to identify, through an objective/subjective process, the best ambassador to represent technical education to the following groups:

- Business and industry,
- The general public, including middle and high school counselors, and government representatives, and
- Prospective technical college students and their parents.

Keep in mind that the state winner will make many public appearances on behalf of technical education. As the state winner, s/he may appear on television programs, make speeches and should be relatively free to travel. Judges will need each candidate’s verification that, if selected the state winner, s/he would be able to travel.

In addition to the evaluation forms, judges use the following criteria in making their selection:

- The state GOAL winner conveys a positive attitude and confident manner that will inspire optimism and enhance confidence in Georgia’s technical colleges.
- The state GOAL winner has an appeal reaching beyond his or her own race, gender, home community, region, or background and capable of inspiring all Georgians.
- The state GOAL winner is a person whose example will encourage persons from differing backgrounds to value technical education and to consider it as an educational option.
- The state GOAL winner, through manner and appearance as well as speech, challenges the outmoded misconceptions and stereotypes that may exist about technical colleges.
- The state winner is a symbol of the future of technical education for Georgia.

Judges will use the materials submitted in the manila folders (Winner’s Information Folders) at the regional level and will be sent back with the coordinator at the end of the regional judging. The coordinator will be responsible for bringing the folders to Atlanta and used at the state-level competition.

KNOWING WHAT TO EXPECT (REGIONAL and STATE LEVELS)

1. The Interview

The judges select one member to serve as the “doorkeeper.” This person greets and introduces the GOAL interviewee to the other judges. Everyone is always ready to shake hands, so the GOAL coordinator should prepare the students by explaining the etiquette of handshaking.

After introductions are finished, the doorkeeper asks the student to give a three-minute speech. The student may not use any notes during their speech. The speech should be reflective of their knowledge of technical education in Georgia, and the impact of technical education in Georgia and in their lives. The student will have a podium available for their use during the speech; however, once the speech has been given, the student should be seated. Usually the chairs are arranged in a circle or around a table with the student at the head of the table. This setup is designed to make the student feel like a part of the group.

Every attempt is made to make the participant comfortable. The judges want the student to feel comfortable and at ease.

The purpose of the interview session is to select the “best of the best” spokesperson for technical education in Georgia. The state GOAL winner will be traveling and constantly meeting new people; therefore, the first attribute that the judges look for is poise. The GOAL interviewee who walks into the interview session and copes well with the introductions to the judges is off to a good start. Another attribute the judges look for is appearance. Technical education students are business people, and their attire should reflect such.
KNOWING WHAT TO EXPECT (continued)

1. The Interview (continued)

The judges will evaluate how articulate and communicative the student is. By asking open-ended questions, judges obtain a great deal of information. There are always certain questions that are asked because the answers give the judges much of the information they need to make their decisions. These include the following:

- What are your goals? How do you plan to achieve them?
- What has a technical education provided you that a community or four-year college could not?
- Where do you plan to work?

The judges are looking for the best representative of technical education in Georgia, a person who is vocal about the benefits of their technical college training. Since the state GOAL winner is an ambassador for technical education, judges expect the GOAL winner to fully appreciate, respect, and understand the concept, mission, philosophy, and vision of technical education in Georgia.

In addition, the judges want to find out about the GOAL participant as a person, they want to know something about the student's goals. They need to know if the person would have support from family, employers, and others if named state GOAL winner.

Almost always, the judges ask a question such as, "How has technical education helped you the most?" The same criteria are used to select the state GOAL winner as are used to select the college GOAL winner. Judges look for the little attributes of a student that make him or her stand out above all other participants.

2. The Rating

After the three-minute speech, interviews last approximately 12 minutes, for a total time of 15 minutes. After each interview, the judges evaluate the student. Using a predetermined scoring system, the judges award points to each criterion. Each student is evaluated according to the same set of criteria, and the scoring alone determines the winner.

3. In Summary

The judges at the regional and state competition look for qualities such as maturity, dependability, sincerity and commitment. The college GOAL winner who best demonstrates these qualities to the judges stands the greatest chance of becoming the state GOAL winner.

It is important to recognize the contributions made by various individuals or organizations to the GOAL program. The GOAL coordinator and the GOAL student should send appropriate “thank you” letters. The college should recognize the student for representing the school at the regional and state competition by holding a college event. The student council could be involved in the planning. Also, it is advisable to include the college GOAL winner in college promotional activities throughout the remainder of the year.
RESPONSIBILITIES OF THE STATE GOAL WINNER

The student who is selected as the state GOAL winner has demanding statewide responsibilities; therefore, the state winner will need to be devoted to the fulfillment of these responsibilities. As state ambassador for technical education, many public appearances will be necessary during the year. These appearances may be initiated by the Technical College System of Georgia, technical colleges, college sponsors, or by business and industry.

The following responsibilities are required of the state GOAL winner:

1. **Attend** the annual State Officer Training Conference. (May – last weekend)
2. **Attend** a State Board Meeting to receive recognition and resolutions. (TBD)
3. **Attend** the annual TCSG Leadership Conference. (October/November)
4. **Attend** the annual Georgia Fall Leadership Practice. (October)
5. **Attend** the annual Georgia Fall Leadership Conference. (November – weekend before Thanksgiving)
6. **Address** the General Assembly at the State Capitol, and **attend** Governor's proclamation signing for GOAL Week. (February/March)
7. **Attend** regional GOAL judging competitions (ALL three if possible, but for sure attend your regions competition). Meet and greet the college GOAL winners as they arrive to the regional competition and make them feel at ease by sharing your experience with GOAL. (end of February/beginning of March)
8. **Attend** State GOAL Judging and Awards Programs. Preside over GOAL Icebreaker activities. (April)
9. **Attend** functions as requested by TCSG, technical colleges, GOAL sponsors, and/or business and industry around the state. For example, many technical colleges will request the GOAL Winner to speak at their college’s graduation ceremonies.
10. **Prepare** and maintain a GOAL scrapbook. (Due in April)
11. **Serve** as the state’s ambassador for technical education in Georgia.

AFFIRMATION OF RESPONSIBILITIES:
As a candidate for the 2014 Georgia Occupational Award of Leadership, I certify that, if selected, I will comply with the following responsibilities:

- I have read and understand the responsibilities of the state GOAL winner as outlined above. Within the limits imposed upon me by my job, and by accepting a new automobile as my grand prize award, I will attend the above referenced events, public ceremonies, and public appearances arranged by the Technical College System of Georgia, technical colleges, college sponsors, or by business and industry.
- I will accept responsibility for representing the Technical College System of Georgia in everything I do. I will demonstrate the best qualities of Georgia’s technical education students in all public appearances and will consider myself an ambassador of goodwill, representing my college and all of Georgia’s technical colleges and students.
- I understand that I am expected to use the car awarded to me during my one year term as the state GOAL winner.
- I do not have any history of acts involving dishonesty or moral turpitude and am a good member of the community.
- I must disclose if I have had any convictions (regardless of when they occurred) excluding minor traffic violations. Failure to disclose/falsification/misrepresenting any information could result in disqualification, losing the state title as well as the car. I may be required to produce satisfactory background check.
MARKETING GOAL: INTERNALLY AND EXTERNALLY

The success of the GOAL program depends upon how well it is promoted—internally and externally. The most effective program is planned with year-round, promotional activities.

First, the GOAL coordinator should promote the GOAL program throughout all campuses of the college so that all faculty and staff are fully aware of the program and of the nominating procedures. Adequate promotion must be made to ensure that all qualified and deserving students are nominated.

INFORM THE STUDENT BODY

Student orientation, especially for fall semester, is one of the few occasions the entire student body may be gathered in one place. The GOAL coordinator should take full advantage of the opportunity to tell the students about the GOAL program at that time. This information builds enthusiasm and promotes the program along with giving the students a goal to work toward. If your college has an electronic/DVD/CD/web student orientation, consider adding a section related to GOAL.

SELL THE FACULTY

Since the instructor is the key to a student’s nomination, instructors must be sold on the GOAL program and on participating in its activities. The GOAL program can initially be promoted to the faculty through a letter or email urging the instructors to nominate their most outstanding students, noting the philosophy of the program and explaining eligibility requirements. Attach two nomination forms and offer your assistance, if there are any questions.

Follow up the letter or email with a “pitch” at a colleague/staff meeting to participate in the GOAL program. Through all contacts with the instructors, remind them of the need to nominate students and build enthusiasm for the state GOAL activities/competition by reiterating, "We can do it!" You might even enlist your president’s help in giving the “pitch.”

CONTACT THE COLLEGE SPONSOR(S)

Plan an early meeting with the college president (or designee) and with the representative from the college sponsoring organization(s). At this time, discuss the GOAL calendar and the composition of the Selection Committee.

It is helpful to give the president (designee), the chamber of commerce president or representative of the sponsoring organization(s) a one-page calendar so that they will have, at a glance, the scheduled activities, dates, and other pertinent information.

In meeting with the sponsoring organization(s) representative(s), explain the operation of the GOAL program and discuss details such as the roles and responsibilities of all entities, the schedule of events, the arrangements for the college recognition dinner, and the state GOAL activities. If it is known early enough, the details of the college GOAL program can be planned and scheduled well in advance.

RELEASE PUBLICITY

The GOAL coordinator should work with the person coordinating the college’s public relations and marketing information in offering timely news releases about the college GOAL activities, including the screening and selection activities. Five news releases, a press release template, and a sample of a proclamation to be presented by the mayor, chief executive officer, or city manager are included herewith for reference and use. The initial news release announces that the GOAL coordinator has been named, and the final one that the college GOAL winner has been selected. These are simply suggested releases and may be adapted to the individual college GOAL program. For instance, the
RELEASE PUBLICITY (continued)

college GOAL coordinator might want to do supplemental releases, such as one following the state judging and awards activities in Atlanta, particularly if a representative from your community is a state judge. Please coordinate this vital activity with your college’s public relations staff.

STAGING A SPECIAL RECOGNITION EVENT

Most colleges have found that the most effective means of recognizing the college winner is a banquet. Whatever type of event or activity is chosen, there are certain considerations that should be noted.

• Hold the college recognition event prior to the deadline for transmitting the information on the college winner to the state office.
• Make certain that the invitation list includes everyone who makes a contribution to the GOAL program, especially members of the Screening and Selection Committees.
• Encourage GOAL finalists to invite friends and family to attend the event.
• Give the honor of announcing the college winner to someone significant to the GOAL program, such as the president of the college or sponsoring organization.
• Build suspense and drama into the event by withholding the name of the college winner until the announcement at the special occasion.
• Explain the purpose and scope of the GOAL program to the audience if the recognition of the college winner is made at a civic club meeting.
• Reward the college GOAL winner with a monetary award; clothing allowance for wardrobe at the GOAL conference (in April); pay all travel expenses during GOAL; reimburse annual dues for student to be a part of Statewide Student Leadership Council (SSLC); and award a reserved parking spot on campus for the year.
• Contact local newspaper requesting a reporter/photographer be sent to this event.
• Spotlight finalist and their nominating instructors in campus publications and marketing materials, college bulletin boards, and website.
• Display a plaque prominently in the college with the winner’s name and nominating instructor; exhibit pictures from the recognition celebration in display cabinets in the student center and/or in front of the college; and recognize the winner at Student Awards Day.
• Present finalist and winner to the local board.

UTILIZING THE COLLEGE GOAL WINNER

Remember to utilize your college GOAL winner. Maximize the function of your college GOAL winner; this can be very beneficial for your college. Use him/her as your college’s ambassador for various events. The following are ways in which your college winner can be utilized:

• Report student success story to local newspaper, and feature in college paper—spotlight in campus publications, presentations, etc.; marketing campaigns for the college (i.e., billboards, commercials, ads, etc.); contact local noon TV show about an appearance with college GOAL winners from other colleges in the region.
• Use college GOAL winner for special events and fund raisers for the college; speak to Board of Directors, Foundation Board, local Chamber of Commerce, Rotary Club, and Civic Clubs, and at graduation. (This helps prepare the student for the state GOAL competition).
• Use for recruitment opportunities; mentoring other college students; invite the previous college GOAL winner back each year to help promote GOAL.
• Encourage the college GOAL winner to serve on various college organizations (Student Government Association (SGA), National Technical Honor Society (NTHS), Skills-USA, Phi Beta Lambda (PBL), Delta Epsilon Chi (DEX), SSLC and committee boards.
FOR IMMEDIATE RELEASE
month date, year

SAMPLE: NEWS RELEASE # 1

(College) GOAL Coordinator Named

College city name - (Technical College) President (name) has announced that (name), the (position) at the college, will coordinate the (year) Georgia Occupational Award of Leadership (GOAL) program.

GOAL, a statewide program of the Technical College System of Georgia, honors excellence among the state’s technical college students.

According to (coordinator's last name), the GOAL program is the first statewide program in the nation designed to recognize leadership and achievement by students on technical college campuses. “The GOAL program seeks to spotlight our best students while emphasizing the importance of technical education in our modern workforce,” said (coordinator's last name).

As the (college) GOAL coordinator, (name) will work with officials from (name of college GOAL sponsor), the college’s GOAL partner, to choose a student from (college) to represent the college in the regional competition and will escort their college winner to the state competition in Atlanta during the GOAL Conference, (Dates), 20___.

The college winner will compete with students from the other 24 colleges of the Technical College System of Georgia and one Board of Regents college with a technical education division. The state is divided into three regions and the colleges within the region will compete to become one of the three finalists to make up the nine regional finalists.

All the college GOAL winners will attend the state GOAL competition in Atlanta during GOAL Week, (Dates), 20___. The nine finalists from the regional competitions will compete for the state GOAL title in Atlanta.

The title of state GOAL winner earns the student recognition as the TCSG student of the year and the important responsibility to travel the state as the ambassador for Georgia’s entire technical college system. To make that travel easier, the winner also receives a new car from (automaker), the statewide corporate sponsor of the GOAL program.

“The honor of being named ‘best of the best’ is only made better with the winner receiving a new car, so there’s tremendous competition among the technical college students for the state award,” said (coordinator’s last name). “At (name) Technical College, we’ll make every effort to select our most outstanding student because we want him or her to earn the award and bring home a new car!”

Last year's college GOAL winner was (name), a student in (program) at (college).

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Screening and Selection Committees Named for (College) GOAL Program

*College city name* - *(Name of coordinator)*, the coordinator for the Georgia Occupational Award of Leadership (GOAL) program at *(college)*, has announced the members of the screening and selection committees that will interview students who are nominated for the college’s annual GOAL title.

The objective of the GOAL program is to recognize and reward excellence among the more than *(number)* students attending the colleges of the Technical College System of Georgia. GOAL, which is now in its *(number)* year, was the first statewide program in the nation to honor outstanding students in technical education.

Slated to serve on the five-member screening committee are *(names and titles)*.

"To be considered for the GOAL title, a student must be nominated by his or her instructor," explained *(coordinator’s last name).* "The purpose of the screening committee is to interview and evaluate the nominated students to determine who qualifies to move to the next level of the competition."

In making their choices, the screening committee members consider each student’s grades, attendance and class performance along with their character, leadership potential, personal goals and enthusiasm for technical education.

The students who make it through the screening committee will then be interviewed and evaluated by another GOAL committee – the selection committee – which is comprised of leaders from local business and industry. The selection committee chooses one winner from *(college)* to compete at the regional level with students from other colleges within the *(name of region)* region.

The five leaders from the business and industry community named to serve on the *(college)* GOAL selection committee are *(name and titles)*.

"All of these students are exceptional individuals or they would not have been nominated," said *(member’s name)*, a member of the selection committee. "The GOAL program is an excellent means of recognizing the outstanding students enrolled in the state’s technical colleges, and I appreciate the opportunity to be involved in the selection process."

In April, all of the college winners will take part in the technical college system’s annual statewide GOAL conference in Atlanta. The nine finalists from the regional competitions (three students from the three regions) will be announced in Atlanta and will go on to compete for the state title. Then, one student will be named as the state’s GOAL winner and earn the recognition as the system’s *(year)* student of the year.

The state winner will also take home the grand prize of a new automobile from *(automaker)*, the statewide corporate sponsor for the GOAL program.

# # #

www.tcsge.edu
SAMPLE: NEWS RELEASE # 3

(Number, College Name) Students are Nominated for GOAL Award

College city name - Instructors at (college name) have nominated (number) of their students for the Georgia Occupational Award of Leadership (GOAL) competition, according to (coordinator's name), coordinator for the college’s GOAL program.

GOAL, a statewide program of the Technical College System of Georgia, honors excellence in academics and leadership among the state’s technical college students. GOAL winners are selected at each of the state’s 24 technical colleges as well as one Board of Regents college with a technical education division.

Chosen for recognition by their instructors are (student's names, areas of study, home cities or counties).

“The purpose of the GOAL program is to spotlight the outstanding achievement by students in Georgia’s technical colleges and to emphasize the importance of technical education in today’s global workforce,” said (coordinator's last name).

A screening committee of administrators at (college) will review each of the instructors’ nominations then conduct personal interviews with the students. After the nominees have been ranked, four finalists will then be chosen to compete to be the (college's) GOAL winner for (year).

The four finalists will then take part in another round of interviews and evaluations by a selection committee of representatives from local business and industry. That panel will consider the students’ qualities like academic achievement, personal character, leadership abilities and enthusiasm for technical education.

The student judged most outstanding will be designated as the college’s GOAL winner and move on to the regional competition. Then three from each of the three regions will make up the nine regional finalists, who will be named in April at the state GOAL conference in Atlanta. The nine regional finalists will then move to the state level and compete for the title of state GOAL winner.

The student who earns the state GOAL winner title is also awarded the important responsibility of traveling the state as the ambassador for the entire technical college system. To make that travel easier, the winner also receives a new car from (automaker), the statewide corporate sponsor of Georgia’s GOAL program.

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College city name - Four (college) students have been selected as the college’s semi-finalists for the Georgia Occupational Award of Leadership (GOAL), according to (coordinator’s name), coordinator for the (college’s) GOAL program.

Chosen as semifinalists are: (names, areas of study, home cities or counties)

GOAL, a statewide program of the Technical College System of Georgia, honors excellence in academics and leadership among the state’s technical college students. GOAL winners are selected at each of the state’s 24 technical colleges as well as one Board of Regent college with technical education division.

All the college GOAL winners will compete in regional judging, which will include students from the other 24 colleges of the Technical College System of Georgia as well as the one Board of Regents college with technical education divisions.

GOAL winners from each college will compete in regional judging in February. In April, all college winners will come to Atlanta where the nine regional finalists, three finalists from each of the three regions, will be announced and compete at the state-level in April and one student will be named as the statewide GOAL winner.

"The purpose of the GOAL program is to spotlight the outstanding achievement by students in Georgia's technical colleges and to emphasize the importance of technical education in today’s global workforce," said (coordinator’s last name).

According to (coordinator’s last name), a screening committee of administrators at (college) selected the four semi-finalists from a list of students nominated by their instructors.

"The next step is for a panel of business, civic and industry leaders from the community to interview and evaluate these four students and select one to be the college’s (year) GOAL winner," explained (coordinator’s last name). "The one judged most outstanding will compete in the (name region) regional judging. Three finalists from the (name region) region will be named and will compete in the state GOAL competition in Atlanta on April (day), 20__ and vie to be named as the (year) statewide GOAL winner."

The state GOAL winner becomes the student ambassador for the Technical College System of Georgia and receives a grand prize of a new car provided by (automaker), the statewide corporate sponsor of Georgia’s GOAL program.

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www.tcsg.edu
(Name of Student) is Chosen as (College’s) GOAL Winner

_College city name_ - (Winner's name), a (course of study) student at (college) from (city or county), has been named as the college's winner of the Georgia Occupational Award of Leadership (GOAL).

The announcement was made at the college’s GOAL recognition meeting on (date) at (place).

(Winner's last name) was chosen by a panel of local leaders over three other nominees for the award. The runners-up were (names, of city or county, areas of study).

GOAL, a statewide program of the Technical College System of Georgia, honors excellence in academics and leadership among the state’s technical college students. Local GOAL winners are selected at each of the state’s 24 technical colleges as well as one Board of Regents college with a technical education division.

The announcement of (winner's last name) as the (college) GOAL winner was made by (use either the president, coordinator or sponsor name).

(Winner's last name) will now proceed to regional judging. All college GOAL winners will receive an all-expense-paid trip to Atlanta for two days in April. Nine regional finalists, three finalists from the three regions, will be announced in Atlanta on April (day), 20__. A panel of leaders from the business, industry and government sectors will interview them and choose one to be the (year) state GOAL winner and the recipient of the GOAL medallion.

The grand prize also includes a new car, courtesy of (automaker), the statewide corporate sponsor of the GOAL program.

(QUOTE FROM WINNER HERE)

(Winner's last name) is the (son/daughter or husband/wife) of (parents, spouse, or significant other) of (city). (He/she) chose to attend (college) to earn (his/her) degree and pursue a career as a (job title)

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www.tcsg.edu
Submitted By: Name of Contact
(Title)
(phone #)

FOR IMMEDIATE RELEASE

month date, year

Press Release Template

1800 Century Place, Suite 400, Atlanta, GA 30345-4304

www.tcsedu
SAMPLE PROCLAMATION
GOAL PROGRAM

(For use by the Mayor, Chief Executive Officer, or City Manager)

GOAL WEEK

WHEREAS: The Georgia Occupational Award of Leadership (GOAL) program, sponsored by the technical college system of Georgia strives to give proper emphasis to the dignity and importance of technical education; and

WHEREAS: The GOAL program seeks to recognize and reward excellence among those studying at (college) and other Georgia technical colleges; and

WHEREAS: Many representatives of and sponsors from business and industry in our city and throughout our state have been generous in donating their time, energy, and products to this program; and

WHEREAS: The GOAL program spotlights the importance of technical education for our modern economy by generating greater public awareness of and appreciation for the contributions of working men and women in Georgia; now

THEREFORE: I, (name), (mayor, chief executive officer, city manager) of the (city/county) of (city/county), do hereby proclaim the week of (dates), as "GOAL WEEK" in (city/county), and urge our citizens to join in recognizing this most worthwhile program.
Attachment A
(Attachments A1 – A9)

GOAL NOMINATION PACKET

- Attachment A corresponds to the manual section herewith entitled, Selecting Your College’s GOAL Winner (p. 9).
- Please print or type all nomination information.
- The GOAL Nomination Packet contains the following:
  - **Attachment A1:** GOAL Nomination Packet Checklist
  - **Attachment A2:** GOAL Transmittal Form
  - **Attachment A3:** 2014 GOAL Nomination Form
    *Please read Selecting Your College’s GOAL Winner (p. 9) prior to completing the 2014 GOAL Nomination Form.*
  - **Attachment A4:** GOAL Program Student Evaluation Form I
    *This form is used by your college’s internal screening committee. Definitions for terms used on this form may be found in Attachment B.*
  - **Attachment A5:** GOAL Program Student Evaluation Form II
    *This form is used by your college’s external selection committee. Definitions for terms used on this form may be found in Attachment B.*
  - **Attachment A6:** Student Affidavit
  - **Attachment A7:** GOAL Participant’s Code of Conduct
  - **Attachment A8:** Marketing Release Form
  - **Attachment A9:** Guidelines for Bio, Letter of Support and Photo
Attachment A1
GOAL NOMINATION PACKET CHECKLIST

The GOAL coordinator is responsible for transmitting all data for the college GOAL winner to TCSG. Items under “I” below must be mailed; items under “II” below must be emailed. All nomination packet information (mailed or emailed) must be received by February 3, 2014.

I. The following information must be placed in the following order and mailed:

- Transmittal Form (see Attachment A2)
- GOAL Nomination Form (see Attachment A3)
- Official Transcript of Student’s Permanent Record
- Screening (Internal) Committee Composite Score Student Evaluation Form I (see Attachment A4)
- Selection (External) Committee Composite Score Student Evaluation Form II (see Attachment A5)
- Student Affidavit (see Attachment A6)
- GOAL Participant’s Code of Conduct (see Attachment A7)
- Marketing Release Form (see Attachment A8)
- Professional, Full Color, Digital Photograph submitted on CD (digital photo must be at least 300 dpi and no smaller than 3” X 5”) of the college winner (portrait layout) (see Attachment A9)
- Printed copy of the college winner’s photo (does not have to be professionally printed, a photo copy will work), properly labeled, in your packet.

Note 1: No faxed copies will be accepted. All forms must be typed and have original signatures.

Note 2: Mail the completed checklist with the nomination packet to:

Ms. Dawn Schmeelk, State GOAL Director
TCSG Communications Office
1800 Century Place, Suite 400
Atlanta, GA 30345-4304

II. The following information must be emailed to dschmeelk@tcsg.edu:

- GOAL Winner’s Statement (see Attachment A9)
  Date submitted: _____/______/2014
Attachment A2
GOAL TRANSMITTAL FORM
(Please Type)

Name of College
__________________________

will be represented in the state competition

by ____________________________________________ (home phone _____-_____-______)

Name of Student

of ____________________________________________

Home Address
City
State
Zip

Student’s email addresses: __________________________ / __________________________

Personal Email
College Email

☐ She / ☐ He is enrolled in the __________________________ instructional program,

and was nominated for GOAL by ____________________________________________

Nominating Instructor’s Name and Program of Study

The following items are enclosed and are in the following order:

1. Transmittal Form (see Attachment A2)
2. GOAL Nomination Form (see Attachment A3)
3. Official Transcript of Student’s Permanent Record
4. Screening (Internal) Committee Composite Score Student Evaluation Form I
   (see Attachment A4)
5. Selection (External) Committee Composite Score Student Evaluation Form II
   (see Attachment A5)
6. Student Affidavit (see Attachment A6)
7. GOAL Participant’s Code of Conduct (see Attachment A7)
8. Marketing Release Form (see Attachment A8)
9. Professional, Full Color, Digital Photograph submitted on CD (digital photo must be at least
   300 dpi and no smaller than 3” X 5”) of the college winner – portrait layout. (see
   Attachment A9)
10. Printed copy of the college winner’s photo (does not need to be professionally printed, a photo
    copy will work), properly labeled, in your packet.

The following item was submitted online:

1. GOAL Winner’s Statements
   Date submitted: _____/______/2014
   (See Attachment A9)

The college sponsoring organization(s) is/are: (List one organization per line as it should
appear in publications. Do not abbreviate.)

1. ________________________________
2. ________________________________
3. ________________________________
4. ________________________________

GOAL Coordinator Name (Print):
____________________________________

GOAL Coordinator’s Signature: ____________________________________________

Email Address: ____________________________________________________________

Telephone Number: (____)__________________________ Date: _____/______/2014
## 2014 GOAL NOMINATION FORM

**Student’s Name:**

**College:**

**Instructional Program:**

**Date of Graduation:**

**Entry Date:**

**Phone Number:**

**Student’s College Email:**

**Student’s Personal Email:**

### Eligibility:

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1) Does this student recognize technical education’s critical impact on Georgia’s overall economic health, have a strong work ethic, a dedicated sense of loyalty, and a healthy enthusiasm for promoting technical education?</td>
<td></td>
</tr>
<tr>
<td>(2) Is this student in “good standing” as determined by your college? Is this student free of any BANNER “holds”?</td>
<td></td>
</tr>
<tr>
<td>(3) Will this student be enrolled in the same program during the college level nomination process, college level selection process, and state-level competition?</td>
<td></td>
</tr>
<tr>
<td>(4) Does this student have an overall, cumulative GPA of at least a “B” (3.0) average?</td>
<td></td>
</tr>
<tr>
<td>(5) Does this student have a Work Ethics average grade of “2” or higher (if applies to college)? Please indicate “NA” if a student does not receive a work ethic grade at nominating college.</td>
<td></td>
</tr>
<tr>
<td>(6) Has this student completed at least 12 semester hours at the nominating technical college or University System technical division at the time of nomination (must include most recent Fall semester)?</td>
<td></td>
</tr>
<tr>
<td>(7) Know of any history of acts involving dishonesty or moral turpitude?</td>
<td></td>
</tr>
<tr>
<td>(8) Has this student ever participated in the regional or state level GOAL competition before?</td>
<td></td>
</tr>
</tbody>
</table>

**Note:** Official transcript must be attached.
Attachment A3: 2014 GOAL Nomination Form, Pg. 2 of 2

**Instructor Evaluation:** *(Definitions of Traits found in Attachment B)*

<table>
<thead>
<tr>
<th>Personal Traits:</th>
<th>Low</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Good Moral Character</td>
<td></td>
<td></td>
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<tr>
<td>Attitude</td>
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<tr>
<td>Attendance</td>
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<tr>
<td>Leadership</td>
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</tr>
<tr>
<td>Personal Appearance</td>
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<td></td>
</tr>
<tr>
<td>Career Goals</td>
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<td></td>
</tr>
<tr>
<td>Commitment to / Knowledge of Occupation</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Extracurricular Activities</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Sub Totals**

**Total Score (40 pt. Max)**

---

**Other Qualifications:**

**Nominating Instructor:** Submit a letter of recommendation addressed to the college president on college letterhead describing why your outstanding student should be the state GOAL winner to be included in the winner’s information folders. *(See Attachment A9: GUIDELINES for Getting to Know Your Student & Photo)*

**Students:** Submit bio to be included in the winner’s information folders. Additionally, two statements that are in the bio should be submitted electronically to the system’s office: *Career Objective and Reasons for Choosing Technical Education.* *(See Attachment A9: GUIDELINES for Getting to Know Your Student & Photo)*

**Nomination Verification / Instructor Verification:**

I hereby submit the above named student as a GOAL candidate.

**Nominating Instructor’s Name (Print):** ________________________________

**Nominating Instructor’s Signature:** ________________________________

**Date:** _____/_____/2014  **E-Mail:** ________________________________

**College Certification:** *(To be completed by the administrative office or president’s office)*

I certify that the above student is in good standing with this college and meets all eligibility requirements of the GOAL program. **GOAL Coordinator should not sign even if eligible, someone from the administrative office or president’s office needs to verify.**

**Name:** ________________________________  **Title:** ________________________________

**Email:** ________________________________

**Signature:** ________________________________

**GOAL Coordinator:** ________________________________

**Date & Time Received:** ________________________________
Attachment A4
GOAL PROGRAM
STUDENT EVALUATION FORM I
(To be completed by the college’s Internal Screening Committee)

Student’s Name: _____________________________________________________________

Instructional Program: _______________________________________________________

Area of Program of Study: (Please check the appropriate area of study)

- Agricultural/Natural Resources ______
- Business/Marketing/Information ______
- Engineering/Science Technologies ______
- Health/Medical Technologies ______
- Industrial Technologies ______
- Personal and Public Service Technologies ______
- Other: ________________________________ ______

(A) Grades - weighted score (10 points maximum)

If the student has a 3.0 GPA or higher, give a score of 10 ______/ 10

If the student has a 2.0 Work Ethics average grade or higher, give a score of 5 (if NA at nominating college, then give 5 pts.) ______/ 5

(B) Instructor’s Evaluation - weighted score (from Attachment A3, p. 2 of 2) (40 points maximum) ______/ 40

Screening Committee Evaluation Criteria: 

<table>
<thead>
<tr>
<th>Low</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
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<td>Career Goals</td>
<td></td>
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<tr>
<td>Commitment to / Knowledge of Occupation</td>
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<td>Ability to Communicate</td>
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<tr>
<td>(displays appropriate verbal and non-verbal skills)</td>
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<tr>
<td>Good Moral Character</td>
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<tr>
<td>Enthusiasm</td>
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<tr>
<td>Leadership Qualities</td>
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<tr>
<td>Self Confidence</td>
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<tr>
<td>Presence</td>
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</tbody>
</table>

(C) Screening Committee Evaluation (45 points maximum) ______/ 45

(D) Total Score (A + B + C = 100 points maximum) ______/100

Student’s Ranking

Comments (add additional pages if needed):
**Attachment A5**

**GOAL PROGRAM**

**STUDENT EVALUATION FORM II**

*(To be completed by the college’s External Selection Committee)*

Student’s Name: ____________________________

Instructional Program: ____________________________

<table>
<thead>
<tr>
<th>Selection Committee Evaluation Criteria:</th>
<th>Low 1</th>
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<td>Commitment to / Knowledge of Technical Education</td>
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<td>Ability to Communicate</td>
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<tr>
<td>(displays appropriate verbal and non-verbal skills)</td>
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<tr>
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<td>Self Confidence</td>
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<tr>
<td>Presence</td>
<td></td>
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</tr>
</tbody>
</table>

*(C) Selection Committee Evaluation (45 points maximum)  ________/ 45*

**Student’s Ranking**

_____

Comments (add additional pages if needed):

---

C:\Users\WebAssist\Desktop\Web_Docs\Word Docs\2014 GOAL Manual - FINAL.doc
Attachment A6

STUDENT AFFIDAVIT

The student who is selected as the state GOAL winner has demanding statewide responsibilities; therefore, the state winner will need to be devoted to the fulfillment of these responsibilities. As state ambassador for technical education, many public appearances will be necessary during the year. These appearances may be initiated by the Technical College System of Georgia, technical colleges, college sponsors, or by business and industry. The following responsibilities are required of the state GOAL winner:

1. **Attend** the annual State Officer Training Conference. (May – last weekend)
2. **Attend** a State Board Meeting to receive recognition and resolutions. (TBD)
3. **Attend** the annual Georgia Fall Leadership Practice. (October)
4. **Attend** the annual TCDA/TCFA Leadership Conference. (October/November)
5. **Attend** the annual Georgia Fall Leadership Conference. (November – weekend before Thanksgiving)
6. **Address** the General Assembly at the State Capitol, and **attend** Governor’s proclamation signing for GOAL Week. (February/March)
7. **Attend** regional GOAL judging competitions (ALL three if possible, but for sure attend your region’s competition). Meet and greet the college GOAL winners as they arrive to the regional competition and make them feel at ease by sharing your experience with GOAL. (end of February/beginning of March)
8. **Attend** state GOAL judging and awards programs. Preside over GOAL Icebreaker activities. (April)
9. **Attend** functions as requested by TCSG, technical colleges, GOAL sponsors, and/or business and industry around the state. For example, many technical colleges will request the State GOAL Winner to speak at their college’s graduation ceremonies.
10. **Prepare** and maintain a GOAL scrapbook. (Due in April)
11. **Serve** as the state’s ambassador for technical education in Georgia.

**AFFIRMATION OF RESPONSIBILITIES:**
As a candidate for the 2014 Georgia Occupational Award of Leadership, I certify that, if selected, I will comply with the following responsibilities:

- I have read and understand the responsibilities of the state GOAL winner as outlined above. Within the limits imposed upon me by my job, and by accepting a new automobile as my grand prize award, I will attend the above referenced events, public ceremonies, and public appearances arranged by the Technical College System of Georgia, technical colleges, college sponsors, or by business and industry.
- I will accept responsibility for representing the Technical College System of Georgia in everything I do. I will demonstrate the best qualities of Georgia’s technical education students in all public appearances and will consider myself an ambassador of goodwill, representing my college and all of Georgia’s technical colleges and students.
- I understand that I am expected to use the car awarded to me during my one year term as the state GOAL winner.
- I do not have any history of acts involving dishonesty or moral turpitude and am a good member of the community.
- I must disclose if I have had any convictions (regardless of when they occurred) excluding minor traffic violations. Failure to disclose/falsification/misrepresenting any information could result in disqualification, losing the state title as well as the car. I may be required to produce satisfactory background check.

Please check one:  □ disclosure attached    □ not applicable

**Signature:** ___________________________ **Date:** _____/_____/2014

**Witness:** ___________________________
Attachment A7
GOAL Participant’s Code of Conduct

As a GOAL participant I will:

- Adhere to my college’s Code of Conduct;
- Participate in the conference’s scheduled activities;
- Behave honestly and with integrity;
- Act with care and diligence;
- Treat everyone with respect and courtesy, and without harassment;
- Be responsible;
- Follow the directions of my college GOAL coordinator, staff and others in positions of authority;
- Respect all public and private property, including the hotel in which I am housed;
- Adhere to the standards of dress;
- Refrain from using illegal drugs and abusing alcohol; and
- Not leave the hotel without the knowledge and permission of my GOAL coordinator.

Participant Code of Conduct Statement

As a representative of the GOAL program, my technical college and the Technical College System of Georgia, I have read and agree to abide by the GOAL Code of Conduct. I, ______________________________________, will conduct myself in a manner which reflects a positive image on myself, the GOAL program, my technical college, and the Technical College System of Georgia.

Furthermore, I understand that if I do not conduct myself in a positive manner, I may be disqualified from further participation in the program and may be asked to return to my local college at my own expense.

________________________________________
Technical College

_________________________  ___________________________
College GOAL Winner’s Name                  GOAL Coordinator’s Name

_________________________
College GOAL Winner’s Signature

_________________________
GOAL Coordinator’s Signature

_________________________
Date
Attachment A8
Marketing Release Form

I hereby give permission to the Technical College System of Georgia and all assignees to use my name, quotes and photographic likeness in all forms and media for advertising, trade and any other lawful purposes.

Name (please print): ____________________________________________________________

Technical College: ______________________________________________________________________

Address: _____________________________________________________________________________

City: __________________ State: __________ Zip Code: __________________

Phone: (_____)_____________________________ Date: ________________________________

Signature: __________________________________________________________________________

If the above-named is under 18: I, ____________________, am the parent/legal guardian of the individual named above, I have read this release and approve of its terms.

Print Name: ________________________________________________________________________

Signature: _________________________________________________________________________

Date: ________________________________

TCSG use only:

Project: __________________________________________________________________________

__________________________________________________________________________________

__________________________________________________________________________________

C:\Users\WebAssist\Desktop\Web_Docs\Word Docs\2014 GOAL Manual - FINAL.doc
GUIDELINES for BIO, LETTER OF SUPPORT & PHOTO

GOAL Coordinator (GC):
The nominating instructor (NI) needs to submit a letter addressed to the college president on college letterhead describing why his/her outstanding student should be the state GOAL winner. In addition, students are asked to submit their bio (see following page for an example). These submissions will enable the screening and selection committees to learn more about the students and offer insight as to why the student has been nominated. Additionally, these documents should be included in the eight (8) folders and will be used for both the regional and state level competitions. Coordinators will be responsible for collecting seven (7) of the eight (8) folders after the regional competition and bring seven (7) folders to the state competition and will hold these folders until the regional finalists are announced. Both of these documents (the NI’s letter and bio) will give the judges greater insight into the student. Be sure to include original copies in each folder. A professional appearance is extremely important with the judges.

GCs are responsible for making up the eight (8) Winners Information Folders and including the letter of recommendation written by the nominating instructor; the GOAL winner’s bio; and the GOAL winner’s photo – a printed 5X7 color photograph (same photo as submitted to the system office to be featured in the Winners’ Book). The photo should be neatly trimmed and taped on the back to the left inside cover of the folder. Please note: the nominating instructor may change his/her letter after the winner is announced up until the date of the regional judging event.

Additionally, the GC is responsible for submitting the GW’s statements (Career Objectives and Reasons for Choosing Technical Education) to the system office electronically. The GOAL winner’s digital photo needs to be submitted on a CD with the nomination packet mailed to the system’s office.

Nominating Instructor (NI):
Please submit, to your GC, a letter addressed to your college president describing why your outstanding student should be the state GOAL winner. This letter is not limited to but may include the following: leadership skills, career goals, commitment to and/or knowledge of technical education, educational background, volunteer and civic activities, etc. This is your chance to let your nominee shine.

NIs, be creative when writing about your student.

NI’s should keep in mind that the judges will only have about five minutes to review the winners’ information folders; so, don’t be too wordy. Be concise and to the point with your letter, but give the judges some background and interesting facts about your winner.

GOAL Winner (GW):
Please submit your bio to your GC (an example is on the next page). Additionally, a separate document should be submitted to your GC in the same format as the bio, but only the first two topics in the bio: (1) Career Objectives and (2) Reasons for Choosing Technical Education statements should be included in the second document.

GWs, share something about you when writing your Career Objectives and Reasons for Choosing Technical Education.

Career Objectives:
What are your career goals? Begin the statement with the word “To.”

Reasons for Choosing Technical Education:
This should be a short statement of no more than two or three sentences. What are your personal reasons for choosing technical education? Judges are very interested in your response to this question.
Congratulations! You’ve accomplished so much. Now it’s time to share what you’ve done. Here are the guidelines to make it easier.

**BIO GUIDELINES**

- Your GOAL Coordinator (GC) will assist you.
- In general, think **list** not **paragraph**.
- Be concise and list everything from **most current** to **least current**.
- Be creative and share something of yourself when writing your reasons for choosing technical education.
- GC’s – This bio will be included in the eight (8) Winners Information Folders and brought to the regional judging competition.

1. Use **12-point** type and **Times New Roman** font.
2. Be sure one inch margins are used for left, right, top and bottom margins.
3. Don’t make your bio “pretty” by formatting the document with tabs, alignments, indents, etc. All bios should be formatted the same.
4. Begin by including your **name** (nickname in parenthesis) on the first line, official catalog **program of study** on the second line, and **college name** on the third line.
5. Keep it simple: Do not exceed **one page**.
   - Think in lists not paragraphs, even when giving hobbies.
   - Choose the awards and accomplishments that you are most proud of!
6. Spell out all acronyms – Judges do **not** know your college club abbreviations.
7. Use the correct abbreviations for degrees, states and universities; however, do not abbreviate the first part of your Technical College name. For example: spell out “Athens Technical College” **not** ATC since the “A” in “ATC” could stand for Athens, Altamaha, or Augusta.
8. Do **NOT** type in ALL CAPS. Please use upper and lower case letters as appropriate.
9. Summarize your experience by function, **place**, and **date**. Be sure to indicate your “position/title” under the Community Service header (i.e. volunteer, participant, member, secretary, etc...).
   **Example:**
   **Correct:**
   President, Student Council, XYZ College, 2013
   **Incorrect:**
   I was President of the Student Council at XYZ College in 2013
10. Spell out numbers one through ten. Use numerals for higher numbers.
   **Example:**
   **Correct:**
   Three newspapers
   Twelve newspapers
   **Incorrect:**
   3 newspapers
   Twelve newspapers
11. List experiences in years, **not** months, and chronologically by year from the most current to least current. If several events or experiences happened in the same year, list them in chronological order starting with the most current.
   **Example:**
   **Correct:**
   Assistant Manager, Rich’s, 2014; Sales Associate, Rich’s, 2012-2014; Phone Sales, Bellsouth, 2010-2012
   **Incorrect:**
   Richs, April 2014
12. When listing different experiences, separate with a semi-colon and **capitalization**.
   **Example:**
   Volunteer, United Way, 2014; Tutor, Keheley Elementary School, 2011-2013; Volunteer, PTA, 2011; etc.
Attachment A9: GUIDELINES for Getting to Know Your Student & Photo, Pg. 3 of 5

Remember: Keep it simple.
Bio should not exceed one page. If you have lots of awards and accomplishments, choose the ones that are the most important and that you are most proud of!

EXAMPLE BIO:
Jonathan (John) Smith
Culinary Arts
Savannah Technical College

Career Objectives:
To obtain a rewarding career in the culinary arts profession that allows me to utilize my life skills and those I have learned during my technical college education.

Reason for Choosing Technical Education:
Technical education provides high quality, affordable, and flexible education. The skills taught are immediately applicable to jobs, enabling students to quickly transition from the classroom to the workplace.

Education:

Work Experience:

Honors and Awards:
College GOAL Winner, 2014; Second Place-Food and Beverage, State Competition, SkillsUSA-VICA, 2013; Top Ten Finalist-Restaurant Management Simulation, Delta Epsilon Chi National Competition, 2012; President’s Honor Roll, Savannah Technical College, 2012-present; Employee of the Month, Ritz-Carlton Atlanta, 2012; President’s List, Mercer University, 2008-2010.

Community Service:
Volunteer, White Hat Brigade, 2012-present; Volunteer, Atlanta Habitat for Humanity, 2011; Participant, American Cancer Society Relay for Life, 2011; Volunteer, YMCA, 2010; Member, Student Leadership Council, Mercer University, 2009-2010.

Hobbies:
Baking, cooking, traveling, and reading.

What are your career goals?
Begin the statement with the word “To.”

What are your personal reasons for choosing technical education?
Judges are very interested in your response to this question.

List Degrees from the most current to the least current:
Award Level (i.e. Degree, Diploma, or Certificate), Program of Study, College Name, Year; Next Most Current Award Level, School Name, Year.

List Jobs from the most current to the least current:
Current position, Company, Year; Next Most Current Position, Company, Year.

List Honors from most current to the least current:
Each college GOAL winner should list:
College GOAL Winner, 2005; Remember Most Current Honor, Where, Year; Next Most Current Honor, Where, Year.

List Community Service from most current to the least current:
Current Title (i.e. Member, Participant, or Volunteer), Activity, Year; Next Most Current Title, Activity, Year.

What are your hobbies?
List hobbies and separate each with a comma; separate the last hobby with “and.”
PHOTO GUIDELINES:
You deserve to look good! Here are some guidelines to help you look your best:

- **Professional**, Full Color, Digital photograph.
- Photos must be a minimum size of 3” x 5” and at least 300 dpi submitted on CD and in jpg format only (sent to the system office).
- Photos must be a 5” X 7” printed photograph included and attached to the inside left cover in the eight (8) Winner’s Information Folders (see p. 12 – same photo as submitted to the system office on CD to be featured in the Winners’ Book).
- Both digital and printed photo should be portrait landscape with a solid background.
- **Label both printed photo and CD** (with a typed label):
  - Student’s Name
  - College Name (please spell out – no acronyms)
- We *cannot* accept web photos, photos that have been transmitted on the web, or photos that have been scanned.

STATEMENTS (*CAREER OBJECTIVES* and *REASON FOR CHOOSING TECHNICAL EDUCATION*):
The first two items on the bio are “Career Objectives” and “Reason for Choosing Technical Education.” These two statements should be sent to your GC in electronic format.

- The file should be submitted in Microsoft Word and named for your college as follows: **College Name - GW.doc** (EX. Albany – GW.doc; Athens – GW.doc).
- Use 1” inch margins, 12-point font size and Times New Roman font (same as bio).
- Begin by including your name (nickname in parenthesis) on the first line—exactly as you would like it to appear in print; official catalog program of study on the second line; and college name on the third line. (Again, the same format as the bio).
- Keep it simple. The sentences should be brief and concise. There is not a word limit; however, please do not write more than two to three sentences.
- The state office reserves the right to send statements back to the GC to be reworked if the statements are not clear and to the point.

Here is an example of the statements that should be in a separate document:

<table>
<thead>
<tr>
<th>Jonathan (John) Doe</th>
</tr>
</thead>
<tbody>
<tr>
<td>Culinary Arts</td>
</tr>
<tr>
<td>Savannah Technical College</td>
</tr>
</tbody>
</table>

Career Objectives:
To obtain a rewarding career in the culinary arts profession that allows me to utilize my life skills and those I have learned during my technical education.

Reasons for Choosing Technical Education:
Technical education provides high quality, affordable, and flexible education. The skills taught are immediately applicable to jobs, enabling students to quickly transition from the classroom to the workplace.
**Submission:**

**How to Submit NI’s Letter of Recommendation and GW’s Bio:**
NI’s letter should be addressed to college president on college letterhead. The NI’s letter and GW’s bio should be submitted electronically to your GC. Your GC will print copies of each and place one original copy of each letter and bio in the eight Winners Information Folders. The GC is responsible for bringing these eight (8) folders to the regional judging competition on date agreed upon by your region; TCSG will keep one folder and after the regional judging seven (7) of the eight (8) folders will be given back to you. Then GC will be responsible for bringing seven (7) folders to the state competition.

**How to Submit GW’s Statements:**
Save the statements as a Microsoft Word document, 12 pt. type, and Time Roman font. Give it to your GC. Your GC will submit your statements via email to Dawn Schmeelk at dschmeelk@tcsg.edu by February 3, 2014. Please note: this document should only be submitted by the GC; no others will be accepted.

**How to Submit GW’s Digital Photograph:**
Provide a professional, color, digital picture saved to a CD and submit to your GC. GC’s will mail the CD-photo, with your nomination packet, to the address below by February 3, 2014.

Dawn Schmeelk, State GOAL Director
TCSG Office of Communications
1800 Century Place, Suite 400
Atlanta, GA 30345-4304

Please note: GC’s will print eight - 5X7 color photos, neatly trim and tape each photo in each of the eight (8) Winners Information Folders. Be sure it is the same photo submitted to the TCSG office to appear in the Winners’ Book.
Attachment B

DEFINITIONS of CRITERIA
(FOR NOMINATION FORMS AND STUDENT EVALUATIONS I and II)

The number one priority of Georgia’s employers is to improve the work ethics of present and future employees. TCSG’s mission is putting people to work. With that in mind, it is important to note that nationally, as well as in Georgia, employers identify the area of work ethics as increasingly important for worker success. When employers talk, TCSG pays attention.

Business and industry leaders have identified essential work ethics that should be taught and practiced in order to develop a viable and effective workforce. Several of these traits, as defined in the TCSG Work Ethics curriculum, are identified and defined below and are incorporated into the GOAL program’s student evaluations.

**Good Moral Character** – The student displays loyalty, honesty, trustworthiness, dependability, reliability, initiative, self-discipline and self-responsibility.

**Attitude and Self Confidence** – The student demonstrates a positive attitude, appears self-confident and assured of his/her abilities and has high expectations of his/her self. A positive attitude should be reflected toward the college, other students, instructional staff, administration, career and work. The student should take his or her training seriously and should treat fellow students and college faculty/staff respectfully.

**Attendance** – The student attends class, arrives/leaves on time; notifies instructor in advance of planned absences; makes up assignments punctually. The student should have excellent attendance with minimal excused absences, since a student’s attendance is an indication of the student's dependability.

**Leadership/Leadership Qualities** – The student should show initiative in the classroom and other college activities. The student should be one who does more than what is expected and goes the extra mile on an assignment or a project. The student should be highly regarded by other students and be a good role model/influence on fellow classmates.

**Personal Appearance** – The student displays appropriate dress, grooming, hygiene, and etiquette.

**Presence** – The student displays charisma, charm, personality, and magnetism that would appeal to a wide variety of audiences (community, civic, student, business and industry, legislators).

**Career Goals and Commitment to/Knowledge of Occupation** – The student has established career goals and can articulate those goals. The student has a passion for his or her field and is knowledgeable about the skills and characteristics that one must possess to be successful in that field.

**Commitment to/Knowledge of Technical Education** – The student understands TCSG’s mission: to contribute to the economic, educational, and community development of Georgia by providing quality technical education, adult literacy education, continuing education, and customized business and industry workforce training to the citizens of Georgia.
Attachment B: Definitions, Pg. 2 of 2

**Communication** – The student displays appropriate verbal and non-verbal skills. The student would be a good choice in advocating technical education to the state legislator, governor, business and industry, civic, and community organizations. The student is well spoken, confident and clear/concise in his/her communication.

**Enthusiasm** – The student is willing, passionate, and wholehearted about promoting technical education in Georgia as the best option for post-secondary education.

**Extracurricular Activities** – The student is involved in school activities such as the student council, clubs/organizations, athletics, and community projects as part of a well-balanced life. Extracurricular activities refer to those not required in college. They relate to school, occupational, or community involvement.

*Note*: Portions of the above reference information is adapted from the TCSG Work Ethics program curriculum.  

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1 Georgia TCSG Work Ethics; Volume I: Program Plan, Introduction, Page 3
## Attachment C

### CALENDAR OF GOAL EVENTS

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>August 5, 2013</td>
<td>Coordinators – Verify contact information</td>
</tr>
<tr>
<td>September 5, 2013</td>
<td>Planning Committee and Coordinators – Receive finalized <em>Program Manual</em>, which includes Nominating Packet via email and details for first coordinators meeting.</td>
</tr>
</tbody>
</table>
| September 10, 2013| **Regional Chairs/Host (only):** Meet; **Time:** 10:00 am – 11:00 am  
Planning Committee and GOAL/Rick Perkins Coordinators — First Mtg.  
**Time:** 11:15 am – 2:30 pm  
**Location:** Macon Marriott City Center (240 Coliseum Drive, Macon, GA 31217; Convention Center, Room 308)  
1. GOAL/Rick Perkins Award materials distributed  
2. Request for regional judging competition dates, times and locations  
Planning Committee (only): Meet; **Time:** 2:30 pm – 3:30 pm |
| October 10, 2013  | Regional Chair – Email Francine Shuman (fshuman@tcsq.edu): Regional competition dates, times and locations are due.                               |
| January 9, 2014   | GOAL/RPA Coordinators - Regional Judges contact information is due – be sure your Regional Chair has received your judges info.  
Regional Chair - Email Francine Shuman (fshuman@tcsq.edu): each college in your region: college, judge’s name, title, address, telephone, and email address. |
| January 13, 2014  | GOAL Coordinators – Memento Check Due. (Amt. TBD, made out to the TCSG Foundation, mail to the TCSG Office, attention: Dawn Schmeelk).               |
| February - March 2014 | 2013 State GOAL & Rick Perkins Award Winners — Visit State Capitol                                                                         |
| February 3, 2014  | GOAL Coordinators —  
- **College winner’s nominating packet and photo CD – due by mail**  
- Properly edited and formatted GWs statements (see Attachment A9) is due  
- Make hotel reservations (coordinators: reserve rooms for yourself, GOAL Winner and Nominating Instructor) |
| February 17-18, 24-27 | GOAL/RPA Coordinators (and Regional Chairpersons): GOAL and Rick Perkins Award Regional Judging competitions take place.                           |
| March 3-5, 2014   | Planning Committee and GOAL/RPA Coordinators – Receive Registration via email                                                                     |
| March 11, 2014    | Planning Committee and GOAL/RPA Coordinators – Registration Deadline (including payment)                                                        |
| March 31, 2014    | Planning Committee and GOAL/RPA Coordinators – Hotel Reservation Deadline                                                                     |
| April 4, 2014     | Planning Committee and GOAL/RPA Coordinators – Last day to request registration refunds                                                        |
| April 8, 2014     | Planning Committee and GOAL/RPA Coordinators – Draft Agenda and Dress Codes are sent via email                                                   |
| April 15, 2014    | Planning Committee and GOAL/RPA Coordinators — Final Preparations memo is sent via email                                                      |
| April 22, 2014    | Planning Committee — Second Meeting                                                                                                           |
| April 23-24, 2014 | Planning Committee, College GOAL/RPA Winners along with their Coordinators and Nominating Instructors — State GOAL & Rick Perkins Award Conference |
## Attachment D

### GOAL STATE AWARDS

<table>
<thead>
<tr>
<th>Category</th>
<th>Award Details</th>
</tr>
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<tbody>
<tr>
<td>All College Winners</td>
<td>Award Plaque</td>
</tr>
<tr>
<td>Nine (9) Regional GOAL Finalists</td>
<td>GOAL Pen (or comparable)</td>
</tr>
<tr>
<td>One (1) First Runner-up</td>
<td>$500</td>
</tr>
<tr>
<td>One (1) Runners-up’s Nominating Instructor</td>
<td>$100</td>
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<tr>
<td>State GOAL Winner</td>
<td>New Automobile</td>
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<tr>
<td>Winner’s Nominating Instructor</td>
<td>$250</td>
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<tr>
<td>Winner’s Coordinator</td>
<td>$250</td>
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</table>
## Attachment E
### PREVIOUS STATE GOAL WINNERS

<table>
<thead>
<tr>
<th>Year</th>
<th>Student</th>
<th>Program</th>
<th>Nominating Instructor</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td><strong>AAmir Greene</strong></td>
<td>Telecommunications Engineering Technology</td>
<td>Kaven Williams</td>
</tr>
<tr>
<td></td>
<td>Albany Tech</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2012</td>
<td><strong>LaNette Holloman</strong></td>
<td>Business Management</td>
<td>Michelle Roach</td>
</tr>
<tr>
<td></td>
<td>Atlanta Tech</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2011</td>
<td><strong>Alvie Coes, III</strong></td>
<td>Funeral Services Education</td>
<td>Jarvis W. Barnes</td>
</tr>
<tr>
<td></td>
<td>Ogeechee Tech</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2010</td>
<td><strong>Brian Jones</strong></td>
<td>Practical Nursing</td>
<td>Mary Wunch</td>
</tr>
<tr>
<td></td>
<td>North GA Tech</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2009</td>
<td><strong>Michelle Smith Lank</strong></td>
<td>Early Childhood Care and Education</td>
<td>Kay Wilson</td>
</tr>
<tr>
<td></td>
<td>Southeastern Tech</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2008</td>
<td><strong>Laura “Molly” Bickerton</strong></td>
<td>Radiologic Technology</td>
<td>Jan Martin</td>
</tr>
<tr>
<td></td>
<td>Ogeechee Tech</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2007</td>
<td><strong>Keldrique Lofton</strong></td>
<td>Industrial Systems Technology</td>
<td>Johnny Dodson</td>
</tr>
<tr>
<td></td>
<td>Albany Tech</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2006</td>
<td><strong>Kayla Chaney</strong></td>
<td>Radiologic Technology</td>
<td>Donna Yeomans</td>
</tr>
<tr>
<td></td>
<td>Okefenokee Tech</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2005</td>
<td><strong>Kimberly Wilson</strong></td>
<td>Business Office Technology</td>
<td>LeAnne Lovering</td>
</tr>
<tr>
<td></td>
<td>Augusta Tech</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2004</td>
<td><strong>Candice Walker Gerard</strong></td>
<td>Radiologic Technology</td>
<td>Jewell Sweat</td>
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<tr>
<td></td>
<td>Okefenokee Tech</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2003</td>
<td><strong>Christina Dixon</strong></td>
<td>Culinary Arts</td>
<td>Joseph Perrymon</td>
</tr>
<tr>
<td></td>
<td>Atlanta Tech</td>
<td></td>
<td></td>
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<tr>
<td>2002</td>
<td><strong>Johnathan N. Haley</strong></td>
<td>Associates Degree Nursing</td>
<td>Beverly Bryant</td>
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<tr>
<td></td>
<td>Athens Tech</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2001</td>
<td><strong>Earnest Dixon, Jr.</strong></td>
<td>Electronics</td>
<td>Doug Mottern</td>
</tr>
<tr>
<td></td>
<td>Heart of GA Tech*</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2000</td>
<td><strong>Sabrina D. Stefan</strong></td>
<td>Radiologic Technology</td>
<td>Paula Pena</td>
</tr>
<tr>
<td></td>
<td>Middle GA Tech*</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1999</td>
<td><strong>Dwayne Vaughn</strong></td>
<td>Barbering Technology</td>
<td>Denise Ward</td>
</tr>
<tr>
<td></td>
<td>Atlanta Tech</td>
<td></td>
<td></td>
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<tr>
<td>1998</td>
<td><strong>Barbara Spear Jenkins</strong></td>
<td>Computer Information Systems</td>
<td>Howard Stephens</td>
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<tr>
<td></td>
<td>Southwest GA Tech</td>
<td></td>
<td></td>
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<tr>
<td>1997</td>
<td><strong>Henry C. Byrd</strong></td>
<td>Computer Programming</td>
<td>Jimmy Roger Delay</td>
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<tr>
<td></td>
<td>Columbus Tech</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1996</td>
<td><strong>Johnny Dodson</strong></td>
<td>Industrial Maintenance</td>
<td>Randy Clawson</td>
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<tr>
<td></td>
<td>South GA Tech</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1995</td>
<td><strong>Wanda Pierce Mack</strong></td>
<td>Cosmetology</td>
<td>Betty Conley</td>
</tr>
<tr>
<td></td>
<td>DeKalb Tech (GA Piedmont Tech)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1994</td>
<td><strong>Joe Colon, Jr.</strong></td>
<td>Micro-Computer Specialist</td>
<td>Theresa Jarrell</td>
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<tr>
<td></td>
<td>Altamaha Tech</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1993</td>
<td><strong>Robin Hood Hutson</strong></td>
<td>Practical Nursing</td>
<td>Diane Blair</td>
</tr>
<tr>
<td></td>
<td>Coosa Valley Tech*</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Year</td>
<td>Student</td>
<td>Program</td>
<td>Nominating Instructor</td>
</tr>
<tr>
<td>------</td>
<td>---------------------</td>
<td>--------------------------</td>
<td>-----------------------</td>
</tr>
<tr>
<td>1992</td>
<td>Teresa Lord</td>
<td>Radiologic Technology</td>
<td>Chris Kowtko</td>
</tr>
<tr>
<td>1991</td>
<td>Carolyn Grant</td>
<td>Practical Nursing</td>
<td>Cecelia Bruce</td>
</tr>
<tr>
<td>1990</td>
<td>Nikki Robinson</td>
<td>Office Technology</td>
<td>Theresa Hawkins</td>
</tr>
<tr>
<td>1989</td>
<td>Ginger H. Mathis</td>
<td>Drafting and Design Tech</td>
<td>Jack Bridwell</td>
</tr>
<tr>
<td>1988</td>
<td>Angela W. Bray</td>
<td>Marketing Specialist</td>
<td>Ted Andrews</td>
</tr>
<tr>
<td>1987</td>
<td>Sandy Ann White</td>
<td>Electronics Technology</td>
<td>Richard Beeghly</td>
</tr>
<tr>
<td>1986</td>
<td>Allison H. Lawrence</td>
<td>Commercial Photography</td>
<td>Kim Harkins</td>
</tr>
<tr>
<td>1985</td>
<td>Henry Mitchell, III</td>
<td>Commercial Art</td>
<td>Don Ballentine</td>
</tr>
<tr>
<td>1984</td>
<td>Richard C. Lazeby</td>
<td>Ornamental Horticulture</td>
<td>James S. Smith</td>
</tr>
<tr>
<td>1983</td>
<td>Charlotte Lockhart</td>
<td>Business Data Processing</td>
<td>Robert Gaines</td>
</tr>
<tr>
<td>1982</td>
<td>Sam Creech</td>
<td>Carpentry</td>
<td>Jim Parks</td>
</tr>
<tr>
<td>1981</td>
<td>Royce A. Martin</td>
<td>Aircraft Maintenance</td>
<td>Frankie Williams</td>
</tr>
<tr>
<td>1980</td>
<td>Peggy W. Carter</td>
<td>Practical Nursing</td>
<td>Floreen Laughren</td>
</tr>
<tr>
<td>1979</td>
<td>Glasenia A. Heard</td>
<td>Medical Laboratory Assisting</td>
<td>Sandra Puckett</td>
</tr>
<tr>
<td>1978</td>
<td>Rose D. Hulsey</td>
<td>Certified Laboratory Assisting</td>
<td>Sonja Bowen</td>
</tr>
<tr>
<td>1977</td>
<td>Terry C. Hughes</td>
<td>Data Processing Technology</td>
<td>Claire Allison</td>
</tr>
<tr>
<td>1976</td>
<td>Sally A. Moore</td>
<td>Medical Office Assisting</td>
<td>Jane Rice</td>
</tr>
<tr>
<td>1975</td>
<td>Brenda H. Hunt</td>
<td>Practical Nursing</td>
<td>Sue Fryslie</td>
</tr>
<tr>
<td>1974</td>
<td>Sally R. Storey</td>
<td>Practical Nursing</td>
<td>Jewell Clifton</td>
</tr>
<tr>
<td>1973</td>
<td>Nancy D. Taylor</td>
<td>Accounting</td>
<td>Elinor Gibson</td>
</tr>
<tr>
<td>1972</td>
<td>Bennie H. Williams</td>
<td>Electronics Technology</td>
<td>E.H. Kerr</td>
</tr>
</tbody>
</table>

* College name has since changed due to a merger.