

Award Title: USDLA 21st Century Distance Learning Award

Award Description: This award is given to an agency, institution, or company that has shown outstanding leadership in the field of distance learning. The award recognizes pioneering organizations in the field that have changed distance learning, challenged existing practice, or developed new and effective solutions.

Criteria	Strong (5)	Medium (3)	Weak (1)	Sample Evidences
Leadership (40%)	Organization is a strong leader and pioneer in distance education. The organization provides extra value to the industry, such as providing resources, training, mentoring. The organization is a step ahead of others, forging new paths and helping others to follow. The organization sets the example for others.	The organization occasionally provides resources, training and mentoring to others, and helps others in the industry.	The organization does not provide resources, training and mentoring to others, or help others in the industry.	Evidences of programs where the organization has lead out in providing resources, training and mentoring to others, setting an example and helping others to follow.
Vision (10%)	Organization management team has a long-term vision for future growth and leadership in the field of distance	Organization management team has a short-term vision for growth and leadership in the field of distance learning.	Organization has goals for growth in the field of distance learning	Documentation outlining the vision for future growth and leadership of the organization.

	learning.			
Partnerships & Collaborations (20%)	Organization has external partnerships or collaborations that are a benefit to the organization and the partners.	The organization has limited external partnerships or collaborations that are a benefit to the organization and the partners.	The organization has few or no external partnerships or collaborations.	Evidences of external partnerships or collaborations that are a benefit to the organization and the partners.
Evaluation (20%)	Organization has a strong evaluation process to monitor the effectiveness of its distance learning programs. Strong statistical data attests to the success of the organization.	The organization has an evaluation process to monitor the effectiveness of its distance learning programs. There is some statistical data attesting to the success of the organization.	The organization does little to monitor the effectiveness of its distance learning programs. There is insufficient statistical data attesting to the success of the organization.	Statistical data attesting to the success of the organization.
Solid Operations (10%)	Organization has a strong business plan demonstrating sound fiscal management, effective marketing and promotion of products and services, and an expanding base of clients.	The organization has a business plan demonstrating fiscal management, marketing and promotion of products and services.	The organization has a weak business plan that does not adequately demonstrate fiscal management, marketing and promotion of products and services.	Business plan documentation outlining fiscal management, marketing and promotion of products and services, and expanding client base.