

# Diversity



People, Possibilities and Progress Award  
An Award of the Diversity Committee of New North

Application Form

Sponsored by:



**Kimberly-Clark**



# Purpose of the Award

The purpose of this award is to recognize companies for their outstanding commitment to being a diversity-supportive organization and for their contributions to making the New North an attractive and inviting place to live and work.

## The Criteria

- Management practices and behaviors support diversity.
- Company values and culture align with being a diversity-supportive organization.
- Marketing practices target diverse customer segments appropriately and demonstrate an understanding of and sensitivity to these segments.
- Vendor selection practices create opportunities for diverse suppliers to participate.
- Community leadership fosters a welcoming environment for the organization's diverse employee base.

## Applicants will be evaluated based upon levels of achievement

- Acknowledgement and Compliance
- Awareness and Commitment
- Explicit Recognition of Value
- Pro-actively Embraced
- Leveraged as a Key, Long-term Strategy

## Format for Entries

Entries should be submitted on 8.5" x 11" paper and the total entry is limited to a 4" ring binder.

Please include a color copy of the Self Assessment Matrix at the front of your binder. The matrix is your assessment of how you are doing on your organizational diversity journey. Please use the following guide to help work through your assessment.

- Green – Means your organization is compliant in this section and is able to provide evidence to illustrate the work.
- Yellow – Means your organization has started this work, but still has more to do to meet your organization's internal standards.
- Red – Means your organization has not started this work or still

has a significant amount of work to accomplish prior to placing this process or strategy.

Using tabbed sheets, the binder should be separated into sections reflecting the five levels within the self assessment and the "criteria subsections" within each level. Note: Please make sure to label each section appropriately.

Please submit evidence for all elements from the self evaluation that you believe reflect the level of your organization's commitment to the spirit and practice of the Award.

Please retain a copy for your files. All submitted entries become the property of the Diversity Committee of New North.

Entries should include the completed and signed entry form, a two-page description of the business or nonprofit, in terms of products and services, and the nature of the client(s) or customer(s) served.

Please provide a statement (maximum of two pages) indicating why you believe your organization merits receiving the People, Possibilities and Progress Award.

Include any example of a formally adopted policy or mission statement that speaks to your commitment to diversity.

The Awards Committee and the judges reserve the right to complete a site visit and to have access to relevant people within the organization, with prior notice,

in order to evaluate the relative merits of the respective applicant.

If your organization is selected as a winner or recognized for a best practice initiative, your organization agrees to share your acknowledgment with other New North companies, including but not limited to publications, speaking opportunities and supporting the award process for the future years.

The completed entry should be postmarked no later than October 15, 2008 and mailed to:

New North, Inc.  
Attn: Cassie Beyer  
1716 Lawrence Drive  
De Pere, WI 54115

## Applicant's Contact Information

Name of Company / Nonprofit: \_\_\_\_\_

President / Owner / Executive Director: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

## Size of Organization – Employees

1 to 100     100 to 500     500 or more

## Statement

As finalists, we agree that we will abide by the New North guidelines for referencing New North in all advertising or public announcements regarding this award and award process. We acknowledge that all submitted entries and documents that are a part of the application become the property of New North and the Diversity Awards Committee.

## Signature, Authorizing Official

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Printed Name: \_\_\_\_\_ Title: \_\_\_\_\_