

Estela & Raúl MORA AWARD 2014

Application Instructions

REFORMA, the National Association to Promote Library and Information Services to Latinos and the Spanish-speaking, invites applications for the 2014 Mora Award. The Award is presented annually to the most exemplary culminating celebrations of *El día de los niños/El día de los libros* (Children's Day/Book Day), or *El día de los jóvenes/ El día de los libros* (Youth Day/Book Day), also known as *Día*. Annual, culminating celebrations are held across the country on or near April 30. **Libraries, schools, educational institutions, and other youth-serving organizations that plan and implement *Día* programs in 2014 are eligible to submit an application by August 15, 2014.**

The Estela and Raúl Mora Award was established by author and poet Pat Mora and her siblings in honor of their parents and to promote *El día de los niños/El día de los libros*. The Mora Award consists of a \$1,000 stipend and a plaque to be displayed in a public area by the winning institution(s).

REFORMA is *Día's* founding partner; its members serve as judges for the Award. Pat Mora and REFORMA believe *Día* is a daily commitment to link all children and young people to books, languages, and cultures. *Día* is now housed at the Association for Library Service to Children (ALSC), a division of the American Library Association (ALA).

For a complete list of previous Mora Award recipients and links to the winners' *Día* web pages see www.reforma.org and <http://www.patmora.com/mora-award/>.

Application Guidelines

1. While broad community partnerships are essential, and contribute to award-winning applications, the applicant and host of the *Día* program must be a library, school, an educational institution, or a youth-serving organization.

Past honor-award recipients may apply again for the award itself but will not be eligible to receive another honor award.

2. *Día* programming must have taken place during spring 2014.
3. The event must be literacy-focused with an emphasis on multicultural activities.
4. The \$1,000 award stipend will be used to enhance future *Día* programs.
5. Applications will be judged by the following:
 - a. Literacy focus and creativity of programming
 - b. Level of involvement of partnering organizations
 - c. Extent of publicity campaign
 - d. Impact of programming and award
 - e. Demonstrated support for and commitment to *Día*'s goals
6. For further guidance, see "Submitting the Application," page 3 and "Completing the Application," pages 4-6.

The following are **not eligible** to apply for the award:

- Former Mora Award winners
- Library systems, schools/school districts, and youth-serving organizations employing current Mora Award committee members
- REFORMA chapters
- *Día* celebrations featuring author and award sponsor, Pat Mora.

Submitting the Application

The application packet will be no more than 12 pages of text set in 12-point font, not including copies of publicity documents or supplementary photos/video/audio. Pages must be numbered. *Applications may be disqualified if components are missing or not in accordance with the stated guidelines.*

Submit application packets as an e-mail attachment in MS Word or PDF format using the subject line "Mora Award 2014 Application" to the committee chair, committee members, and Pat Mora. Email addresses are listed below. (Note: Ms. Mora does not participate in the judging process.)

Applications must be e-mailed by August 15, 2014.

Lupita Vega
Mora Award Committee Chair
lupitavega2@hotmail.com

Anna Coats
annamcoats27@gmail.com

Emily Ziglinski
eziglinski@springfield-or.gov

Tracy Flores
ttflore@asu.edu

Lise Tewes
lise.tewes@kentonlibrary.org

**For Mora Award review of
applications only:**
Pat Mora
webcontact@patmora.com

Completing the Application

Cover Page

On one page, include the following information:

- Full name of contact person completing the application
- Name of institution
- Address of institution
- Phone number of contact person completing the application
- E-mail address of contact person

Statement of Support and Commitment, two pages

- A signed letter of support from your library director, school principal/educational director or youth-serving organization director
- A written commitment to the creation and annual maintenance of a web page for your *Día* celebration should your institution win the award. The web page will serve as a motivating example for other institutions seeking to establish *Día* celebrations and will be featured in publicity about the Mora Award.
- The public display location of the Mora Award plaque for patrons or students at your institution.
- A description of your institution's commitment to *Día's* goals throughout the year.

Narrative Description, two pages (30 points)

Describe your *Día* celebration. The celebration must be literacy-focused, with an emphasis on multicultural activities. While entertainment and food are fun and help draw attendees, the heart of *Día* is linking children, youth, and families to books.

Describe the activities presented, including estimated total attendance.

Your narrative description may be supplemented by photographs or a video clip (no more than 5 minutes long) of the event. If you include photographs or video, make sure they depict the literacy component. Applications may include photos and video or a listing of links within the narrative description to online photos and video.

Goals and Anecdotes, one page (20 points)

What were the goals for your *Día* celebration and how well were those goals met? What were the demographic goals of your *Día* and did you reach them? Share any anecdotes, news reports or correspondence that reflects the audience's response to your event.

Partnering Organizations (10 points)

Libraries, colleges/universities, and youth-serving organizations: List partnering organizations, contact names and contact information. Briefly describe the level of involvement of each of the partnering organizations.

Preschools and K-12 schools: List partners which may include school and community resources plus contact names and contact information. Briefly describe the level of involvement of each of the partners. Describe also the level of involvement of families.

Publicity, one page (20 points)

Describe your publicity campaign. Include copies of press releases, news reports, and other forms of publicity, including non-print. This may include copies of photos/video/audio or a listing of links to online photos/video/audio. For preschool and K-12 applicants, this may include communications for home, in school, and school district.

Video and audio clips of publicity should be no more than 5 minutes each.

Bilingual publicity is highly encouraged. If bilingual publicity is not possible, please explain.

Impact, one page (20 points)

Describe the following:

- If this is your institution's first or second *Día*, describe the motivation for beginning this annual celebration and your perceptions of this early effort. What was accomplished and what was learned?
- If your institution has a history of *Día* celebrations, please outline that history and how your celebration has evolved. What are some accomplishments? What has been learned?
- What impact would winning the award have on next year's *Día* celebration?

Award Selection

The winner will be announced by October 15, 2014. REFORMA will formally present the award at the American Library Association's 2015 Midwinter Meeting in Chicago, IL. Plaque and stipend will be mailed if winner or representative cannot be present at the 2015 Midwinter Meeting.

For additional information, contact Committee Chair
Lupita Vega, lupitavega2@hotmail.com