



ICEA will accept nominations for the Annual Excellence Awards through May 10th.

This is a great opportunity for your chamber to garner statewide recognition for the hard work that staff accomplished on specific new projects throughout the past year.

Chambers are divided into the following categories for judging:

0—400 members

401—700 members

701+ members

Upon reviewing, all applicants scoring above 90% will receive an Excellence Award.

Chambers may enter multiple entries.

Deadline —May 10th.

E-mail entry link with this completed form to info@iceaonline.com.

Mail a non-refundable check payable to ICEA for \$25 per entry to:
ICEA, P.O. Box 377, Hanover IN 47243.

Questions? Please call the ICEA office at 812-871-3000.

Excellence in Innovation Awards

About the award: The Annual Excellence Awards will recognize innovative new projects from your chamber this past year. Chambers may submit multiple nominations for various projects, however each nomination must showcase something new offered by your chamber during this past year. This award recognizes excellence in innovative new ideas. Complete a separate form for each entry.

E-mail your entry with this completed form to info@iceaonline.com prior to May 10th. Each entry submitted for review will be charged a \$25 non-refundable fee. Please mail this review payment payable to ICEA to: P.O. Box 377 Hanover IN 47243. An invoice will also be sent for you to pay with debit/credit card.

Chamber of Commerce _____

What are you submitting for? _____

Contact: _____

Telephone: _____

E-Mail: _____

Complete a duplicate entry for more than one entry. Please circle below the size of your chamber:

- 0—400 members
- 401— 700 members
- 701 + members **X**

Forward e-mail with your submission attached to info@iceaonline.com no later than May 10th.



ICEA 2024 Excellence Award Nomination: Understanding Aspire Video Series

Aspire Johnson County is the blended local economic development organization and chamber of commerce for Johnson County. As such, we engaged with a diverse set of stakeholders in a variety of ways. But these groups are not aware of all our key service areas. Stakeholders did not all understand our role in company attraction and retention, volunteer engagement, advocacy, and workforce development.

Challenge: We found that not understanding the full scope of our services led to branding confusion and missed collaboration / service opportunities. We needed to educate stakeholders about our various service areas in an engaging, easily distributed format that could be saved for future reference. We wanted to be direct and connect the content to the staff team member most associated with the service area. We also knew it had to dispel any misconceptions about our work.

Solution – Understanding Aspire Videos: Aspire created a five-part video series emailed to our full Constant Contact recipient library daily over a one-week period. We announced the upcoming series via a video from our President and CEO in our general e-newsletter the week prior.

We did not send any additional Aspire emails the week this series ran so the messages would not get lost and our stakeholders had ample time to watch the videos. Each video was three to five minutes in length. We archived the videos on our Aspire YouTube channel for easy additional use.

Outcomes: The average open rate for the video series was 44%, which was above the chamber industry average (per Contact Contact). We believe this success validated our strategy to distribute this series in a condensed time without other email communications.

Anecdotally, we received feedback from stakeholders indicating they learned more about Aspire than they previously knew before the series.

Links to videos:

[Understanding Aspire - Role in Attraction \(youtube.com\)](#)

[Understanding Aspire - Advocacy \(youtube.com\)](#)

[Understanding Aspire - Volunteer Engagement \(youtube.com\)](#)

[Understanding Aspire - Workforce \(youtube.com\)](#)

[Understanding Aspire - Retention \(youtube.com\)](#)

Attached: Understanding Aspire – Advocacy Email Screenshot

SHARE:

[Join Our Email List](#)



In today's video in our Understanding Aspire series, Christian Maslowski, President and CEO, will be talking about Aspire's work in advocating for the business community.



This email is part of the Understanding Aspire video series.
All videos in the series can be found at [Aspire's YouTube channel](#).



Aspire Economic Development + Chamber Alliance | 1499 Windhorst Way, Suite 160,
Greenwood, IN 46143

[Unsubscribe info@aspirejohnsoncounty.com](mailto:info@aspirejohnsoncounty.com)

[Update Profile](#) | [Constant Contact Data Notice](#)

Sent by m2m@news.aspirejohnsoncounty.com powered by



Try email marketing for free today!