

Nominations for the National Image, Incorporated Meritorious Service Award

1. The National Image, Inc. 2010 Meritorious Service Award honors military members and Department of Defense (DoD) civilian employees, men and women, who supported the DoD mission, oversea contingency operations, or whose attributes best epitomized by the qualities and core values of their respective Military Service or Agency. The period of performance for this award is from May 2008 through March 2010. Nominees are expected to attend the National Image, Incorporated awards banquet, with the concurrence of their command and consistent with mission requirements. The recipient's unit is responsible for paying related per diem and travel costs. Nominees will be recognized at the awards banquet at the National Image, Incorporated 2010 Training Conference and Exposition in April 2010. The date and location for the award presentation ceremony will be announced at a later time.

2. The Military Equal Opportunity, Diversity and Civilian Equal Employment Opportunity offices of the Army, Navy, Marine Corps, Air Force, National Guard Bureau, Coast Guard, and Defense Agencies are asked to screen the nomination packages, select the military and civilian winner based upon the criteria. The winning packages should be sent electronically (in Microsoft Word format) to Colonel Kevin Driscoll, Office of Diversity Management and Equal Opportunity, e-mail address, Kevin.Driscoll@osd.mil, **no later than March 15, 2010**. The nomination package should include the following:

- a. Cover or transmittal memorandum. This may be a scanned or pdf document.
- b. Award Nomination Transmittal Form (see copy of form in this memorandum).
- c. A single-spaced narrative describing the nominee's accomplishments warranting this recognition as a Microsoft Word document not to exceed one page. Please do not send a scanned or pdf document.
- d. An award citation highlighting the nominee's accomplishments as a Microsoft Word document (single-spaced, not to exceed twelve lines of text, 12-pitch font, with 1 inch left and right margins). Please do not send a scanned or pdf document.
- e. A single-spaced biography of the nominee as a Microsoft Word document not to exceed one page. Please do not send a scanned or pdf document.
- f. A digital (.jpg format) head and shoulder color or black-and-white photograph of the nominee.

3. There may be 12 total awards presented; one each to a service member from the following components: Army Active, Army Reserve, Army National Guard, Navy

Active, Navy Reserve, Marine Corps Active, Marine Corps Reserve, Air Force Active, Air Force Reserve, Air National Guard, Coast Guard Active, and Coast Guard Reserve. There may be eight total civilian awards presented; one each to an employee from the Army, Navy, Marine Corps, Air Force, Army Guard, Air Guard, Coast Guard and the Fourth Estate.

- a. Nominations of military personnel (to include personnel assigned to a Defense Agency, Defense Field Activity, or Combatant Command) must be forwarded through the Military Equal Opportunity or Diversity office of the respective Military Service headquarters.
- b. Nominations of civilians employed by the Military Departments must be forwarded through their respective Civilian Equal Employment Opportunity headquarters office. Nominations of civilians employed by a Defense Agency, Defense Field Activity or Combatant Command must be forwarded to the responsible Action Officer (identified in paragraph two) in the Office of Diversity Management and Equal Opportunity (ODMEO) for screening and selection of a Fourth Estate recipient.

4. Nominees should be evaluated on the following criteria:

- a. The nominee distinguished himself or herself by promoting the tenets of civil/human rights, race relations, equal opportunity, affirmative action, human relations, and/or public service.
- b. The nominee enthusiastically supported the civil rights of all Americans to include women and minorities.
- c. The nominee endorsed the full integration and promotion of all Service members to include women and minorities in the Armed Forces.
- d. The nominee promoted a positive understanding of the Armed Forces among and between women, minorities, and all members of the military and civilian population of the nation.
- e. The nominee fostered innovative and creative involvement within a community (civilian or military) of all race and ethnic backgrounds that benefits the employees and/or residents.
- f. The nominee promoted programs and activities that advocate equal opportunity for all DoD employees including women and minorities in the federal workplace.
- g. The nominee displayed the outstanding qualities that distinguish him/her as a leader.

- h. The nominee believed in and practiced the tenets of a democratic society, including the U.S. Constitution, the belief that all people are created equal, and that freedom is a right that must be protected at all times.