

Baylor Impact AWARDS



2022 APPLICATION INSTRUCTIONS

Congratulations on your company being nominated for the Baylor Impact Awards! All application and financial information will be kept strictly confidential during the judging process. Applications may be submitted by any member of your company accompanied by a signed Truth of Information form. Self-applications are encouraged. Applications may also be submitted by PR firms or other authorized representatives of the business owner(s).

ONLINE APPLICATIONS MUST BE COMPLETED AND SUBMITTED BY JULY 3, 2022, 11:59 PM.

ELIGIBILITY

Business Representative

The business representative must meet one of the following criteria:

1. Baylor graduate with controlling interest of the company from January 1, 2019 - December 31, 2021 or
2. Baylor graduate serving in the company with the role of founder, active senior management or c-level position (chairman, CEO, president or managing partner) from January 1, 2019 - December 31, 2021.

Business Eligibility

The company must meet all three of the following criteria:

1. Company revenues of \$100,000 or more in the calendar year 2019, *
2. Company has been in business for at least five years prior to December 31, 2021[#], and
3. Company operates in a manner consistent with the Baylor mission and values.

**Does not apply to Small Businesses*

#Does not apply to Recent Alumni Award

TEXAS FAMILY BUSINESS OF THE YEAR AWARD ELIGIBILITY

Open to non-Baylor alumni

The applicant business or organization must be based in Texas. The applicant business may be a private company, or a public company controlled by an individual or family.

A business organization must have one or more of the following characteristics:

1. Has been owned and operated by different generations of a family,
2. The potential exists for ownership to be passed on to a younger generation,
3. More than one member of a family has active employment in an organization owned by a family, or

4. A family holding company which is presently operating a business.

PHOTO REQUIREMENTS

Each application should include 15-30 high resolution digital photos. These photos should represent your business facilities, employees, family members and anything else you think would represent your business in the best light. If your business is judged as a winner, these photos will be used in the awards presentation. We also request a headshot of the business representative.

AWARD CATEGORIES

A business may apply for **up to two** awards.

- Fastest Growing Business Awards
- Dean's Award
- Texas Family Business of the Year Award
- Recent Alumni Award
- Diversity Award
- Great Commission Award
- Community Commitment Award
- Waco's Finest Award

AWARD DESCRIPTIONS

Fastest Growing Business Awards

Based on Compounded Annual Growth Rate from January 1, 2019 - December 31, 2021

- Small Business (less than 50 employees)
- Medium Business (50-150 employees)
- Large Business (greater than 150 employees)

*“Be diligent in these matters; give yourself wholly to them, so that everyone may see your progress.”
1 Timothy 4:15*

Dean's Award

Recognizes a successful business that goes above and beyond representing the Baylor mission and the Hankamer School of Business values of leadership, learning, impact, innovation, integrity, teamwork, transformation, excellence, exploration, and service. As the winner is chosen by the University, a business can't apply for this award.

“Show yourself in all respects to be a model of good works, and in your teaching show integrity, dignity, and sound speech that cannot be condemned...” Titus 2:7-8

Texas Family Business of the Year Award

Recognizes successful, multi-generational, family-owned firms in Texas with a commitment to the family and business continuity. The award is open to non-Baylor alumni business owners.

- Small Business (less than 50 employees)
- Medium Business (50-150 employees)
- Large Business (greater than 150 employees)

“Two are better than one, because they have a good return for their labor.” Ecclesiastes 4:9

Recent Alumni Award

Recognizes a successful business owned or managed by a Baylor Business School graduate who attended within the previous ten years with an undergraduate or graduate degree.

“Let no one despise you for your youth, but set the believers an example in speech, in conduct, in love, in faith, in purity.” 1 Timothy 4:12

Diversity Award

Recognizes a successful business that is owned or led by a minority Baylor graduate that celebrates diversity and inclusivity across numerous boundaries including racial, ethnic, socio-economic, and religious. This business exemplifies this in its practices of hiring, training and developing employees.

“What then, brothers? When you come together, each one has a hymn, a lesson, a revelation, a tongue, or an interpretation. Let all things be done for building up.” Corinthians 14:26

Great Commission Award

Recognizes a company that has unambiguous Christian values, supports the Great Commission and demonstrates an exceptional level of stewardship in the conduct of business.

“Therefore, go and make disciples of all nations, baptizing them in the name of the Father and of the Son and of the Holy Spirit, and teaching them to obey everything I have commanded you. And surely, I am with you always, to the very end of the age.” Matthew 28:19-20

Community Commitment Award

Recognizes a business that demonstrates a commitment to improving their community.

“Carry each other’s burdens, and in this way, you will fulfill the law of Christ” Galatians 6:2

Waco's Finest Award

Recognizes a successful, Waco business that exhibits Baylor’s mission and values.

“And let us consider how to provoke one another to love and good deeds.” Hebrews 10:24

APPLICATION QUESTIONS

The online application in YouNoodle includes a section for each of the topics below. You are able to start, save, and return to your application at a later time. However, because we know that nothing is perfect, even technology, we recommend that you save your responses in a Word document before inputting in the system. You can then cut and paste your answers into the online application.

Remember, please be as detailed as necessary to communicate your business success. Even though you may be well-known, the judges do not know your company policies. You must tell or show your company culture, what contributions you have made to the community, and what you have done to ensure succession of your business. All information is confidential, and access is limited strictly to the Baugh Center for Entrepreneurship, the judges in your category, and the independent accounting firm, Ernst & Young.

Company Info

- What is the industry of your business?
- Indicate the size of your business as of 2021.
- What is the founding date of your company?
- What is your company’s website address?

Products and Services

- Briefly describe the nominee's major products and/or services.
- Please attach any available promotional material regarding the company.

Strategic Planning

- Briefly describe the planning done by the family firm in order to ensure a vital business.

Community Commitment Cite specific contributions and the names of those involved.

- How has your business had a positive impact on its community, city, and state?
- How has your business had a positive impact on its industry?

Entrepreneurial Success The company must demonstrate entrepreneurial success over a period of time.

- Please provide a brief history of the business, including number of years in business.
- Create an impact statement of approximately 250 words. This statement is often used as the narrative for our video presentation at the awards gala.

Financial Data

Please provide the fiscal year- end date, number of employees and Net Annual Sales/Revenue (net of returns) for 2019-2021. Information submitted by applicants will be reviewed by an independent accounting firm.

Documents to verify revenue may include

- Copy of audited, reviewed or compiled financial statement
- Copy of page one of tax return (other financial data may be concealed)
- Letter from external accountant attesting to revenue level

Additional Information

- How did you overcome challenges in 2020-2021?
- Is there anything else you would like us to know about your business?

APPLICATION QUESTIONS BASED ON SPECIFIC AWARDS

Texas Family Business of the Year Award

- Is your business based in Texas?
- Describe how your family is dealing with management succession.
- Please upload a simple family tree showing the generations who have been or will be in the family business.
- Please upload a simple organizational chart. Indicate which family members are in management.

Diversity Award

- Are you a minority Baylor graduate?
- How do you self-identify as a minority?

- How does your business celebrate and encourage diversity and inclusivity across numerous boundaries including racial, ethnic, socio-economic, and religious differences? This may include practices of hiring, training and developing employees.
- How does your business encourage collaboration flexibility, and fairness to enable individuals to contribute to their full potential and increase retention?

Great Commission Award

- Explain how your company upholds unambiguous Christian values
- How does your company exemplify the Great Commission?
- How do you practice exceptional stewardship in the way you conduct business?

Waco's Finest Award

- Is your company based in Waco?
- How is your company exhibiting Baylor's [mission](#)?
- Explain how your business exhibits one or more of [Baylor's Core Convictions](#).

You are able to make changes to your submitted application, by unsubmitting. Be sure to submit by July 3rd, 11:59 pm. Once you hit submit your online application will be saved and forwarded to our database. You will see a confirmation screen if your application is successfully submitted.

JUDGING CRITERIA

The judges of the 2022 Baylor Impact Awards are affiliated with the Baugh Center through a variety of ways. They have expertise in a wide range of fields including family business, successful entrepreneurs, and business leaders. They have graciously agreed to evaluate applications. The entries are judged on the following criteria:

- Business Success
- Community and Industry Involvement
- Overall Score compared to other businesses in category
- Criteria based on the specific awards

Business and Succession

This is a successful business. This business operates with succession in mind. This business exemplifies strategic planning. This business is innovative. This business practices sound management.

Community and Industry Involvement

This business is making a significant, positive contribution to the community. This business is making a significant, positive contribution to its industry. This business actively demonstrates concern for its employees. This business positively impacts society. This business is contributing to the general economic well-being of its community.

Overall

Compared to other firms in this category, give an overall rating.

JUDGING CRITERIA BASED ON THE SPECIFIC AWARDS

Texas Family Business of The Year Awards

This family is involved in the family business in a positive manner. It is evident that the family makes an important contribution to this firm. The family is concerned for the community. The family understands its role in the business. The family has planned for its involvement in the business.

Diversity Award

This business fosters diversity by recruiting from a diverse, qualified group of potential applicants to secure a high-performing workforce. This business cultivates a culture that encourages collaboration, flexibility, and fairness to enable individuals to contribute to their full potential and increase retention. This business creates sustainable structures and strategies to equip leaders with the ability to manage diversity, be accountable, and measure results.

Great Commission

This business integrates Christian Values into their operations. This business is focused on holistic transformation and the multiple bottom lines of economic, social, environmental, and spiritual outcomes. This business practices exceptional stewardship of their resources, including employees.

Waco's Finest

This business exhibits Baylor's Mission. This business exhibits one or more of Baylor's Core Convictions.

GALA INFORMATION

The awards will be presented on September 30, 2022, in the Meyer Conference Center of the Paul L. Foster Campus for Business and Innovation on the Baylor campus in Waco. In addition to the winning firms, all finalists will be recognized at the gala. Invitations to the Awards Gala will go out to our judges, winners and finalists in September 2022. The gala is sure to be a popular event and will fill up quickly. Please make plans early to attend.

If you have any questions, please email or phone Priscilla James, impactawards@baylor.edu, 254.710.6204. Thanks for your interest in the 2022 Baylor Impact Awards!