

Baylor Business Impact AWARDS

Celebrating Entrepreneurial Successes

Congratulations! Your company has been nominated for the Baylor Business Impact Awards. The next step to winning an award is completing an application.

2023 APPLICATION INSTRUCTIONS

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

ONLINE APPLICATIONS MUST BE COMPLETED AND SUBMITTED BY JULY 23, 2023, 11:59 P.M. (CST)

IMPORTANT DATES

March 1 - July 14

Nominations Open for Baylor Business Impact Awards

July 23

Deadline for Businesses to Submit Applications

July 28 - August 27

Application Evaluation

September 8

Finalists Notified of Advancement

October 6

Baylor Business Impact Awards Gala (by invitation)

PHOTO REQUIREMENTS

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

AWARD CATEGORIES

- Dean's Award

A business may apply for **one of the following** awards:

- Texas Family Business of the Year Award
- Great Commission Award
- Community Commitment Award
- Current Student Award
- Recent Alumni Award

AWARD DESCRIPTIONS

1. DEAN'S AWARD

Recognizes a successful business that goes above and beyond representing the Baylor [core convictions](#) and the Hankamer School of Business values of leadership, learning, impact, innovation, integrity, teamwork, transformation, excellence, exploration and service.

There are no applications for this award. The winner is chosen by the University.

“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

Business Representative Eligibility

The business representative must meet one of the following criteria:

1. Baylor graduate with controlling interest of the company for the entirety of January 1, 2020 - December 31, 2022, 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) for the entirety of January 1, 2020 - December 31, 2022.

Business Eligibility

The company must meet all three of the following criteria:

1. Company revenues of \$100,000 or more in the calendar year 2020, *
2. Company has been in business for at least five years prior to December 31, 2022, and
3. Company operates in a manner consistent with the Baylor [core convictions](#).

2. 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.

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

Business Representative Eligibility

The business representative must meet one of the following criteria:

1. Has held controlling interest of the company for the entirety of January 1, 2020 - December 31, 2022, or
2. Serves in the company with the role of founder, active senior management or c-level position (chairman, CEO, president or managing partner) for the entirety of January 1, 2020 - December 31, 2022.

Business Eligibility

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.

The business or organization must meet all three of the following criteria:

1. Company revenues of \$100,000 or more in the calendar year 2020, *
2. Company has been in business for at least five years prior to December 31, 2022, and
3. Company operates in a manner consistent with the Baylor [core convictions](#).

**Does not apply to Small Businesses*

Company Size Categories

Small: Less than 50 employees

Medium: 50- 150 employees

Large: Greater than 150 employees

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

1. Has been owned and operated by multiple 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.

3. 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. This company has an underlying outreach that encompasses underserved populations in some capacity.

“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

Business Representative Eligibility

The business representative must meet one of the following criteria:

1. Baylor graduate with controlling interest of the company for the entirety of January 1, 2020 - December 31, 2022, 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) for the entirety of January 1, 2020 - December 31, 2022.

Business Eligibility

The company must meet all three of the following criteria:

1. Company revenues of \$100,000 or more in the calendar year 2020, *
2. Company has been in business for at least five years prior to December 31, 2022, and
3. Company operates in a manner consistent with the Baylor [core convictions](#).

**Does not apply to Small Businesses*

Company Size Categories

Small: Less than 50 employees

Medium: 50- 150 employees

Large: Greater than 150 employees

4. COMMUNITY COMMITMENT AWARD

Recognizes a business that demonstrates a commitment to improving the greater good of the local community.

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

Business Representative Eligibility

The business representative must meet one of the following criteria:

1. Baylor graduate with controlling interest of the company for the entirety of January 1, 2020 - December 31, 2022, 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) for the entirety of January 1, 2020 - December 31, 2022.

Business Eligibility

The company must meet all three of the following criteria:

1. Company revenues of \$100,000 or more in the calendar year 2020, *
2. Company has been in business for at least five years prior to December 31, 2022, and
3. Company operates in a manner consistent with the Baylor [core convictions](#).

**Does not apply to Small Businesses*

Company Size Categories

Small: Less than 50 employees

Medium: 50- 150 employees

Large: Greater than 150 employees

5. CURRENT STUDENT AWARD

Recognizes a current Baylor student who has shown exceptional promise and success maintaining a business while concurrently enrolled in classes.

“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

Business Representative Eligibility

The business representative must meet be a Baylor student currently enrolled in classes for the 2023-2024 academic year with controlling interest, the role of founder, active management or c-level position.

Business Eligibility

The company must operate in a manner consistent with the Baylor [core convictions](#).

6. RECENT ALUMNI AWARD

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

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

Business Representative Eligibility

The business representative must have controlling interest, the role of founder, active management or c-level position.

Business Eligibility

The company must operate in a manner consistent with the Baylor [core convictions](#).

APPLICATION QUESTIONS

The online application will be via YouNoodle. The application will include sections such as product and/or services, strategic planning and community commitment. See below for a comprehensive listing of the application sections.

When completing the application, it is important to include as many details as necessary to showcase the successes of the business. The business may be well known within the local community, but the judges do not know the intricacies of the company policies and successes. The information provided will need to tell or show the company culture, contributions made to the community and what processes are in place to ensure succession of the business.

The application does not need to be completed in one sitting. It is permissible to start, save and return later. However, because technological glitches can happen, it is recommended save responses in a Word document before inputting in the system and cut/paste answers into the online application.

Just a reminder that all information is kept confidential, and access is limited strictly to the Baugh Center for Entrepreneurship and Free Enterprise, the select judges and the independent accounting firm, Ernst & Young.

Company Info

- What is the industry of your business?
- Indicate the size of your business as of 2022.
- 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 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 2020-2022. 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 the business overcome challenges in 2020-2021?
- Is there anything else you would like us to know about the business?

APPLICATION QUESTIONS BASED ON SPECIFIC AWARDS**Texas Family Business of the Year Award**

- Is the business based in Texas?
- Describe how the 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 currently in management.

Great Commission Award

- Explain how the 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?
- How does your business serve underserved populations?

*You may make changes to your submitted application, by unsubmitting. Be sure to submit by **July 23rd, 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**ALL AWARDS**

The judges of the 2023 Baylor Business 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.

Applications are judged on the following criteria:

- Business and succession
- 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, a business is given an overall rating.

JUDGING CRITERIA

TEXAS FAMILY BUSINESS OF THE YEAR AND GREAT COMMISSION 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.

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.
- This company intentionally reaches underserved populations.

GALA INFORMATION

The Baylor Business Impact Awards will be presented at an Awards Gala on October 6, 2023, in Barfield Drawing Room in the Bill Daniel Student Center on the Baylor University campus.

The winning firms will be recognized at the gala. Invitations to the Awards Gala will be sent to judges, winners and supporters in September 2023. The gala is sure to be a popular event and will fill up quickly. Please make plans early to attend.

Please contact Priscilla James with questions or comments via impactawards@baylor.edu or 254.710.6204.

Thank you for your interest in the 2023 Baylor Business Impact Awards!

