Congratulations! The company you manage and/or lead has been nominated for the Baylor Business Impact Awards (BIA). Hosted by the John F. Baugh Center for Entrepreneurship and Free Enterprise, BIA honors businesses that are making an impactful difference and are either founded or managed by Texas families, Baylor alumni or current students.

The next step to winning a BIA award is completing a short application.

**2024 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 applications will be kept strictly confidential during the judging process.

**ONLINE APPLICATIONS MUST BE COMPLETED AND SUBMITTED BY AUGUST 25, 2024, 11:59 P.M. (CST)**

**IMPORTANT DATES**

**June 1 – August 1**  
Nominations Open for Baylor Business Impact Awards

**August 25**  
Deadline for Businesses to Submit Applications

**September 6 – September 22**  
Application Evaluation

**October 11**  
Finalists Notified of Advancement

**November 1**  
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 Baylor's 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 currently holding controlling interest of the company, or
2. Baylor graduate currently serving in the company with the role of founder, active senior management or c-level position (chairman, CEO, president or managing partner).

2. TEXAS FAMILY BUSINESS OF THE YEAR AWARD
Recognizes a successful, multi-generational, family-owned firm in Texas with a commitment to the family and business continuity. The award is open to both Baylor alumni and 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. Currently holds controlling interest of the company, or
2. Currently serves in the company with the role of founder, active senior management or c-level position (chairman, CEO, president or managing partner).
**Business Eligibility**
The applicant business may be a private company or a public company controlled by an individual or family based in Texas and operates in a manner consistent with the Baylor core convictions.

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, demonstrates an exceptional level of stewardship in the conduct of business and operates in a manner consistent with the Baylor core convictions.

“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 currently holding controlling interest of the company, or
2. Baylor graduate currently serving in the company with the role of founder, active senior management or c-level position (chairman, CEO, president or managing partner).

**4. COMMUNITY COMMITMENT AWARD**
Recognizes a business that demonstrates a commitment to improving the greater good of the local community and operates in a manner consistent with the Baylor core convictions.

“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 currently holding controlling interest of the company, or
2. Baylor graduate currently serving in the company with the role of founder, active senior management or c-level position (chairman, CEO, president or managing partner).

**5. CURRENT STUDENT AWARD**
Recognizes a current Baylor student who has shown exceptional promise and success maintaining a business while concurrently enrolled in classes and operates in a manner consistent with the Baylor core convictions.

“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 2024-2025 academic year with controlling interest, have the role of founder, active management or a c-level position.

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. The company must operate in a manner consistent with the Baylor core convictions.

"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 currently have controlling interest, the role of founder, active management or c-level position.

**APPLICATION QUESTIONS**

The online application will be via YouNoodle. The application will include sections such as product and/or services, impact and photography. 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 impact made by 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 contributions. The information provided will need to tell or show the company culture, contributions made to the company, community, industry.

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 and the select judges.

**Company Info**
- What is the industry of your business?
- Indicate the size of your business as of 2024.
- What is the founding date of your company?
- What is your company’s website address?

**Products and Services**
- Briefly describe the business’ major products and/or services.
- Please attach any available promotional material regarding the company.
**Impact**
Cite specific contributions and the names of those involved.
- How has your business had a positive impact on its company?
- How has your business had a positive impact on its community?
- How has your business had a positive impact on its industry?

**Impact Statement**
Please answer the following questions in third person to use as a narrative for your video presentation at the awards gala.
- Describe how the company makes an impactful difference.
- What is the “why” behind the company’s purpose to make an impactful difference?
- Give three words that best describe the company’s purpose to make an impactful difference.

**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.

**Additional Information**
- 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?

*You may make changes to your submitted application, by unsubmitting. Be sure to submit by August 25, 2024. 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 2024 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.

Applications are judged on the following criteria:
- Impact
- Overall score compared to other businesses in category
- Criteria based on the specific awards

Impact
- This business is making a significant, positive contribution to the company.
- This business is making a significant, positive contribution to the community.
- This business is making a significant, positive contribution to its industry.

Overall
Compared to other firms in this category, a business is given an overall rating.

JUDGING CRITERIA

Texas Family Business of The Year Awards
- The family business operates with succession mind.
- It is evident that the family makes an important contribution to this firm.

Great Commission
- This business integrates Christian values into their operations.
- This company exemplifies the Great Commission well.
- This business practices exceptional stewardship of their resources, including employees.

GALA INFORMATION

The Baylor Impact Awards will be presented at an Awards Gala on November 1, 2024, 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 October 2024. 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 2024 Baylor Business Impact Awards!