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**GLASTAR AND PRISM AWARD APPLICATION FORM**

Category – C12

**Best Online Presence**

*These questions aim to evaluate how communities and management companies leverage digital channels and technology to create a compelling online presence that attracts, engages, and converts prospective residents while effectively serving the needs of current residents and fostering community connections. This category is open to both management companies and communities. For management companies that operate in multiple states, all answers must be relevant for Michigan properties.*

**PLEASE COMPLETE ALL FIELDS ON THIS FORM**

This form is being submitted for:

Prism and GLAStar Awards (Prism is only open to DMAA members) – $75 per entry

GLAStar Awards Only (Open to all members) - $40 per entry

**Please complete for the person making this nomination**

**Name**       **Title**

**Email**

**Please complete below for the management company or community being nominated.**

**Name of management company or community nominated**

**Address of community**       **City**

**Management company (if not included above)**

**Phone**

**Website**       **Instagram**

**Facebook page**       **LinkedIn**

**Nomination and submission Instructions**

**The GLAStar entry deadline is 8:00 p.m. on August 2, 2024. The Prism entry deadline (DMAA members only) is also 8:00 p.m. on August 2, 2024.** Ensure that all entry information is based on information from August 5, 2023, to the deadline date. All information on the entry may be verified. All Prism entries will automatically be entered in GLAStar.

**Step 1: Register and pay for your entry. The easiest way to register and pay for your entry is online.**

**For GLAStar Only Entry ($40), go to** [**https://tinyurl.com/GLAStarEntry202**](https://tinyurl.com/GLAStarEntry2022)**4**

**For PRISM/GLAStar Entry ($75 - only open to DMAA members), go to**   
**https://tinyurl.com/PrismEntry2024**

If you don’t have access to a credit card to make payment, you can request to be invoiced when registering for your entries. However, payment must be made prior to the entry deadline.

**Step 2: Gather the information.** You’ll need to answer the questions on the application form. Many of them require references. If you don’t have time to complete the entry form right away, consider asking for the references now so they’ll be ready when you are. You can also assign someone to take pictures or answer some of the questions.

**Step 3: Prepare the Entry. You have a choice of how to submit your entry.**

1. EITHER…Complete the top of this Application form and answer each of the nomination questions on this fillable document in 200 words or less (This is the same as the previous years.) Please note that your application form with attachments can NOT exceed the application form plus five (5) additional 8 ½ x 11 pages (Ten (10) additional pages for the STAR categories). If you complete the application form this way, you can include a YouTube video link. The video for the paper entry cannot exceed two minutes.
2. **OR**…Complete the top of this Application form and submit a video (five minutes or less) answering the application questions. Yes, starting in 2019 the entire entry can be submitted using a video. However, the applicant/nominee information must be completed on this form. If references are required, you can submit your references either by video or paper.

**Step 4: Complete the checklist.** Ensure that your entry is complete by completing the checklist at the end of the entry for either paper or video depending on how you’re submitting.

**Step 5: Submit your Entry.** Submit your paper or video entry along with any attachments to [tracy@pmamhq.com](mailto:tracy@pmamhq.com) along with a jpeg photo to be used in the slide show at the awards gala. In the subject line of the email include whether you’re entering GLAStar only or Prism/GLAStar (only DMAA members can enter as Prism/GLAStar) along with the Category Code, Category Name, and Nominee Name. (Example: Prism- IND1  Assistant Manager of the Year  First Name Last Name). **Please note that each email is limited in total size to 24MB. If any of your emails are over the size limit, they may not be received by the committee and will not be judged.**

**Questions: Please email tracy@pmamhq.com or call PMAM offices 517-721-1293**

**Best Online Presence**

**Entry Questionnaire**

1. **Community Engagement and Social Media Presence: Share examples of how your community or management company engages with residents and the local community through social media channels. How do you utilize social media platforms to share updates, engage residents, improve resident retention and foster a sense of community online?**

1. **Website Design and User Experience:** How does your community or management company’s website reflect the unique characteristics and appeal of your properties? Describe the design elements, navigation features, and interactive tools that enhance user experience and facilitate easy access to information for prospective residents.

1. **Online Reputation Management:** How do you monitor and manage your community or management company’s online reputation? Describe your approach to responding to reviews, addressing feedback, and maintaining a positive online presence that inspires confidence and trust among potential residents.

1. **Digital Marketing Campaigns:** Share insights into your digital marketing campaigns and initiatives aimed at attracting prospective residents. How do you leverage social media platforms, email marketing, search engine optimization (SEO), and targeted advertising to reach and connect with your target demographic effectively?

1. **Continuous Improvement and Adaptation:** Explain how your community or management company stays ahead of the competition when it comes to digital trends and online presence.

**Completion Checklist For Paper Submitters Only**

**All of the following are to be included in ONE pdf (if you have no way to create a pdf, you can send the information as separate documents and we will create the pdf here) and e-mailed to** [**tracy@pmamhq.com**](mailto:tracy@pmamhq.com)

**(Double click box to place a check mark)**

This completed form

**Plus five additional pages to include**

(1) reference from a vendor or staff

Additional supporting documents as deemed appropriate. (see instructions and limitations above)

**Separate Attachment**

Photograph (jpeg) of the Nominee - (will be used in the Award slides)

**I certify the information for this entry to be true and correct**

**Completion Checklist For Video Submitters Only**

**All of the following are to be included in the video or as an attachment and e-mailed to** [**tracy@pmamhq.com**](mailto:tracy@pmamhq.com)

**(Double click box to place a check mark)**

This form with the top section completed (you can only submit page one if it’s easier)

**Plus, a video that includes the answers to the questions on this. References can be video or paper.**

One (1) reference from vendor or staff.

Additional supporting documents as deemed appropriate. (see instructions and limitations above)

**Separate Attachment**

Photograph (jpeg) of the Nominee - (will be used in the Award slides)

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