

The Navy League honors councils with Council Awards for general participation, **Mackie Awards for communications**, and Sea Service Unit Adoption Excellence Awards for supporting sea service members.

Criteria for the Mackie Awards

The Mackie Awards are a series of three different awards given to Navy League councils for their communications efforts. Each of the awards are judged by a basic set of initial screening criteria and additionally are scored based on criteria that views the quality of work. Below is some information on how the Mackie Awards are judged.

The deadline for the 2020 Mackie Awards have passed. Check back in fall for next year's submissions!

ALL AWARDS

All Mackie awards will go through an initial judging criteria. Any nominations that do not adhere to the below will be disqualified.

Councils must be clearly and correctly identified as a council of the Navy League of the United States (not U.S. Navy League or other iterative of the official name, not a "chapter," etc.).

Councils must respect the 501c3 status of the Navy League by not having partisan political commentary or graphics.

Contact information must be provided.

Council websites must contain a link back to the headquarters homepage.

Council websites must link out to each of the four sea services.

The Marine Corps seal must not be used on websites or in newsletters, per legal requirements from that service branch.

Newsletters must be published a minimum of four times per calendar year.

NEWSLETTER

Criteria include quality of writing, readability and layout, timeliness of information, variety of subject matter, good use of photos and captions, and proper spelling and grammar.

WEBSITE

Websites must have been in use for at least part of the judging year.

Websites must not undergo any major revisions between award submission and judging.

Other criteria include original content, ease of reading, organization and navigation, timely information, visually attractive design, proper spelling and grammar, working links, mobile friendliness, use of a clear mission statement, and a link back to the Navy League headquarters website.

COMMUNICATIONS (SOCIAL MEDIA)

The social property being judged must have been in use for at least part of the judging year.

Other criteria include frequency, quality of posts, timeliness, subject matter, use of imagery, original content, and use of methods of engagement (ex. hashtags, links, etc.).

For social media, submitting multiple channels does not equal more points. Judges review all sites submitted and take an average score for all social media properties.

Judging Rules

Each category of the Mackie Awards is judged on its own merits, with each award graded on the above criteria. Each of these items receives a score of between one and five. Then, each member of the judging committee's scores are tallied and then the following grading curve is applied:

Top score: Platinum

Top score minus 10: Gold

Top score minus 20: Silver

Top score minus 30: Bronze

For any questions related to the Mackie Awards, email awards@navyleague.org.

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Sea Service Adoption Excellence Award

The Sea Service Adoption Excellence Awards are presented annually at the Navy League National Convention to councils that have demonstrated the strongest commitment to direct support of sea service units through robust adoption and youth programs. The award is inclusive of support to all types of adopted sea service units, including youth groups.

Judging Criteria

The award is judged by the Ship Commissioning and Adoption Committee, with help from one region president and one area president, each from opposite sides of the Mississippi (usually six or more judges).

In order to be judged, councils must submit an annual report. Additionally, they must respond to the annual adoption database validation request, sent via email by the Ship Commissioning and Adoption Committee, which is used as initial judging criteria.

The committee quantitatively ranks councils using the adoption database to identify the upper half of councils in each size category. Initial scoring is based on the number of adopted units, with additional weighting for:

The size of unit (i.e.; a Navy CVN would get more credit than a Coast Guard WPB).

The alignment of each adopted unit's type to NLUS priorities/goals.

Whether the adopted unit is local to the council, domestic but not local to the council, or overseas.

Additional weight given to adoption of overseas afloat units not involving a namesake relationship and not local to the Council.

The identified upper half Councils are then invited to complete and submit a more detailed, preformatted questionnaire, which would translate directly into a quality of support score. The additional attributes used to evaluate the quality of each council's adoption program include:

- Frequency and depth of interaction with adopted units based on the list of suggested activities in the Sea Service Unit Adoption Guide.
- Number and type of awards presented to adopted unit members.
- Financial commitment to adopted units.
- Extent to which adopted unit activities are publicized and/or involve the local community.
- Other adopted unit support activities not listed in the Sea Service Unit Adoption Guide.
- Ad hoc sea service unit support provided to non-adopted units, such as a visiting ship.
- Group events, in which the council plays a significant role, that benefit multiple sea service units, such as a dinner honoring all local Sailors/Marines/Enlisted Persons of the Year.

Councils are divided into five judging categories based upon the size of the council, since often council size correlates with its resources. The brackets for 2019 are:

Very Small (less than 45 members)

Small (45 to 99 members)

Medium (100 to 229 members)

Large (230 to 999 members)

Very Large (1,000+ members)

All councils whose score exceeds a defined threshold (targeting approximately 4% of the total, nine to 12 awardees each year) within each council size grouping will be designated as awardees.

Timeline

The timeline for the 2019 award is:

- Jan. 31, 2020: All annual database validation emails sent; populate initial scoring spreadsheets as responses come-in
- Feb. 10, 2020: Responses to emails due, committee to determine top half of each size grouping
- Feb. 15, 2020: All questionnaire invitations sent to councils
- Mar. 31, 2020: Questionnaires due back to committee
- April 1-19, 2020: Judging (three teams of two)
- April 20-26, 2020: Ship Commissioning and Adoption Committee reviews judges' scoring, tabulates results, identifies winners
- Late April 2020: Full Ship Commissioning and Adoption & Awards Committees concur with winners
- Early May 2020: Navy League Executive Director and National President concur with winners, inscribe plaques
- Late October, early November 2020: Award at convention
- Late October, early November 2020: List and description of 2019 winners posted on Navy League headquarters website