



Peter Mansbridge Youth Leadership Award

Junior Achievement of Canada (JA Canada)

2009 – 2010 Program Year Guide

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Award Background

- Peter Mansbridge is the Chief Correspondent of CBC News. He anchors CBC's flagship nightly news program, The National, and all CBC News specials. He is also host of CBC Newsworld's "Mansbridge: One on One".
- In 2008 Peter was named an officer of the Order of Canada, one of the country's highest civilian honours. He was cited, "For his contributions to broadcasting, for his commitment to helping Canadians better understand their country and the world and for his dedication to literacy and Canada's youth."
- Mansbridge began his career in 1968 in Churchill, Manitoba where he helped develop CBC Radio's news service to northern Canada. He became Chief Correspondent and anchor of The National in 1988.
- In 40 years with CBC News, Mansbridge has provided comprehensive coverage of the most significant stories in Canada and around the world.
- During a decorated career, Mansbridge has received 12 Gemini Awards for excellence in broadcast journalism. He has also received a number of honorary degrees from universities across the country and has been recognized by leading universities in the United States and the United Kingdom. He has been a Fellow at Yale, and has lectured at Oxford. Mr. Mansbridge has most recently been installed as the Chancellor of Mount Allison University in Sackville, New Brunswick.
- Born in London, England in 1948, Mansbridge was educated in Ottawa and served in the Royal Canadian Navy in 1966 and 1967.

Awards & Scholarships Management

*The **Education Manager** has been appointed by JA Canada to oversee the management of JA Canada's National Awards & Scholarship Program and his/her responsibilities include the following:*

- Collaborate with JA Canada Vice President of Education in updating JA Canada's National Awards & Scholarship Programs and communicate Charters as outlined in Charters throughout the year leading up to the Canadian Business Hall of Fame Induction Ceremonies and Gala Dinner.
- Serve as Liaison between the Sponsor and JA Canada
- Identify Marketing Sources to promote the Award through various media, such as scholarship books, schools, and e-mail blasts; appropriate media will be identified and discussed with JA Canada in advance
- Create Application Forms & establish Electronic Distribution Channel to send response letters to short-listed applicants (Award Recipients & Non-Recipients)
- Coordinate travel arrangements and Canadian Business Hall of Fame Induction Ceremonies & Gala Dinner activities for the Award Recipient
- Welcome the Award Recipient and coordinate appropriate activities with Award Recipient and Donor
- Conduct a post- Canadian Business Hall of Fame Induction Ceremonies & Gala Dinner debriefing session or organize a teleconference call with the Award Recipient
- Conduct a Review session with Peter Mansbridge Representatives to discuss the overall Award Process
- Provide an Executive Summary (3-5 pages long) on the Award Process and make recommendations

Application Process

Purpose	<ul style="list-style-type: none"> To recognize personal accomplishments and involvement of an Achiever in school or in their community that have made demonstrable impact locally and exemplified the values and attributes of successful business and community leaders To award an Achiever whose skills and knowledge has been inspired by their participation in The Company Program A Student Venture (In School/After School Edition), JA Titan or Globe and that are necessary to inspire positive change
Value	1 Cash Scholarship of \$10,000, presented by Mr. Peter Mansbridge, on stage at the Canadian Business Hall of Fame Induction Ceremonies & Gala Dinner, with an all expenses paid trip to and from Toronto to the Canadian Business Hall of Fame Induction Ceremonies & Gala Dinner; hotel accommodations will be in one of Toronto's finest hotels; X 1 Award Recipient in Total
Eligibility	<ul style="list-style-type: none"> Any Junior Achiever in his/her final year of secondary school (Grade 12) that has participated in JA programs in the current or immediate past academic year The Applicant must be attending a post-secondary institution in the coming year The Applicant and his/her Parent or Legal Guardian must sign the Application Form The Applicant must adhere to the rules and regulations of the Award including the completion of all documents requested in the Application Package Requirements
Award Topic	<i>“Describe your personal achievements, contributions and involvement. Reflect how Junior Achievement has inspired you to take a personal leadership role and how you would apply you skills to create future economic and social prosperity as a business leader in a global economy.”</i>
Application Package Requirements	<ul style="list-style-type: none"> Write a 500-word essay on the Award Topic – Typed and Double Spaced Completed Application Form 2 Recommendation Letters; 1 from a JA Staff, 1 from a parent, guardian, educator or a community leader A Résumé or Portfolio of the Applicant that includes student activities, volunteer experience outside of school, any other extracurricular activities and hobbies and any leadership positions held in these activities
Application Process	<ol style="list-style-type: none"> A Parent, legal guardian, educator or community leader nominates a Junior Achiever by completing the Application Form Peter Mansbridge determines the award recipient from a shortlist of 4 The Applicant must agree to let his/her name stand for nomination and adhere to the rules and regulations concerning the Award and submit all documents listed in the Application Package Requirements

	<p>4. Each Charter recommends only 1 Applicant and forwards his/her Application Package to JA Canada</p> <p>5. JA Canada must receive Application Packages from Charters by March 5, 2010</p>
Award Recipient Selection Process	<p>(1) JA Canada Awards & Applications Committee reviews all submissions made by Charters</p> <p>(2) 4 Finalists are selected by JA Canada Awards & Applications Committee and presented to Mr. Peter Mansbridge</p> <p>(3) Mr. Mansbridge selects the Award Recipient out of 4 Finalists</p>
Award Recipient Requirements	<ul style="list-style-type: none"> • The Award Recipient must participate in the Canadian Business Hall of Fame Laureate Induction Ceremonies & Gala Dinner on May 11, 2010 as a guest of JA Canada; Award Recipients are chaperoned by a JA Canada official during their stay in Toronto • Award Recipient must agree to have his/her name published in association with JA Canada and sign a release form • Award Recipient to provide current photo and biography outlining their JA experience and their educational history
Specific Requirements	<ul style="list-style-type: none"> • The Applicant should possess outstanding written and presentation skills • The Applicant must be in good academic standing
Deadlines	<ul style="list-style-type: none"> • Applicant's Submission Deadline to Charter: Received by February 19, 2010 • Charter's Submission Deadline to JA Canada: Received by March 5, 2010

Evaluation Criteria

Judge:		Evaluation Level Criteria			
Applicant Name:		Level 4 – High Degree			
		Level 3 – Considerable Degree			
		Level 2 – Some Degree			
		Level 1 – Limited to No Degree			
Charter:		4	3	2	1
		Please Insert ✓ in Individual Criterion			
Impact	Contribution to his/her school				
	Contribution to his/her community				
	Demonstrates leadership attributes (SKAs)				
	Inspires positive change				
Content	Addresses the Award Topic				
	Authentic & level of interest demonstrated				
	Knowledge of Award Topic				
	Personal opinion incorporated				
Presentation	Eye contact				
	Posture				
	Appropriate attire				
	Other -				
Written	Spelling & Grammar				
	Quality of Content				
	Format & Organization				
JA Involvement & Recommendation Letters	JA involvement during school				
	JA involvement demonstrating progressive leadership				
	Recommendation Letters providing strong support of candidate				
	Recommendation Letters demonstrating in-depth knowledge of student eligibility				
Sub – Total (Multiply # of ✓ by Value at the Top of each Column)					
Total (Add all Sub-Totals)					

Appendix A – Judging Panel Composition

Representative	Organization	Role	Industry Sector
2008-2009 Award Recipient	JA Canada	Student/Past Award Recipient	Education
Education Manager	JA Canada	Coordinator	Non-profit
Stephen Ashworth	JA Canada	VP Programs/Reviewer	Non-profit
Peter Mansbridge	CBC	Sponsor/Selection of Award Recipient	Media

Appendix B – JA Canada & Charters Communications Schedule

Date	Step	Description	✓
May, 2009	1	Award process review by Mr. Mansbridge/JA Canada	
		New recommendations identified and discussed	
June, 2009	2	Changes incorporated in new applications	
		Judging Panel identified in terms of Composition/Names	
September, 2009	3	Award information posted on Donor & JA Sites	
		E-mail blasts to schools to promote the Award	
		Communications sent to Charters regarding the Award	
October & November, 2009	4	Award information updated on Donor & JA Sites	
		E-mail blasts to schools to promote the Award	
		Communications sent to Charters regarding the Award	
December, 2009	5	Remind Charters to promote Awards & Scholarships	
January, 2010	6	Remind Charters to promote Awards & Scholarships	
		Remind Charters of the Feb 19/10 application deadline to Charters	
February, 2010	7	Remind Charters of the Mar 5/10 application deadline to JA Canada	
		Charters To identify number of Applicants received	
		Request Charters to forward any applications received to JA Canada	
March, 2010	8	Application deadline to JA Canada: Mar 5th, 2010	
		Prescreening Applicants for eligibility: Mar 8th –> Mar 12th	
		Judging Panel reviews Applicants: Week of Mar 15th	
		Award recipients determined by Mar 22nd	
		Notify the Award Recipients by March 29th	
April, 2010	9	Award Recipients confirm their attendance & notify Charters	
		Award Chaperone coordinates travel arrangements	
		Chaperone distributes schedules to the Award Recipients	
		News Release sent out to announce the Award Recipients	
May, 2010	10	Students met by chaperone and reviews logistics	
		Award Recipients attend the Award Ceremony Lunch	
		Award Recipients hair styled	
		Award Recipients rehearse at the Convention Centre	
		Award Recipients attend Canadian Business Hall of Fame Induction Ceremonies & Gala Dinner and introduce Inductees	
June	11	Conference follow up calls to the Award Recipients	
		Award Recipients submit testimonials/experience letters to school Newsletters & JA Canada	
		Photos/Comments posted on JA Canada & Charters Sites	

Appendix C – Awards Committee Schedule

Calendar 2009

January	February	March	April
May	June	July	August
<ul style="list-style-type: none"> Review Award cycle Identify changes for the process & procedures 	<ul style="list-style-type: none"> Changes incorporated Judging Panel Composition confirmed 	<ul style="list-style-type: none"> No action planned unless required otherwise 	<ul style="list-style-type: none"> No action planned unless required otherwise
September	October	November	December
<ul style="list-style-type: none"> Award information posted on Charters Sites National Awards Director Selected & Oriented 	<ul style="list-style-type: none"> JA/Sponsor E-mail blast to schools for promotions Charter communications about the Award 	<ul style="list-style-type: none"> JA/Sponsor E-mail blast to schools for promotions Charter communications about the Award 	<ul style="list-style-type: none"> Report on the Application submission status Review various logistics regarding the Award

Calendar 2010

January	February	March	April
<ul style="list-style-type: none"> Remind charters of the Feb 19th, 2010 deadline to Charter 	<ul style="list-style-type: none"> Remind charters of the Mar 5th, 2010 JA Canada deadline Announce Judging Panel Composition to Charters Charters to identify number of applicants received 	<ul style="list-style-type: none"> Charters submit Application Packages to JA Canada Review Application Packages Award Recipients selected by Mar 22nd, 2010 	<ul style="list-style-type: none"> Confirm w/recipients availability Make travel arrangement Confirm Luncheon for the Award Recipients
May	June	July	August
<ul style="list-style-type: none"> Chaperone to meet recipients, May 11th, 2010 Meet the Award Recipients for Lunch Deloitte to present the Awards to JA Students 	<ul style="list-style-type: none"> Conference follow up calls to recipients Recipients submit testimonials/experience letters to schools and JA Canada Photos/Comments posted on JA Canada & Charter Sites 	<ul style="list-style-type: none"> Award discussion/revamp with donor 	<ul style="list-style-type: none">
September	October	November	December

Appendix D – Media Coverage