

New Braunfels MLK Association, Inc.

"Marching for the purpose of commemorating and celebrating the work and legacy of Dr. Martin Luther King, Jr."

THE MLK ACHIEVEMENT AWARD

The MLK Achievement Award has been established to honor the work and legacy of Dr. Martin Luther King, Jr. The criteria that has been established for this award exemplifies his commitment to social justice, non-violence and advocacy for the oppressed.

Criteria: The following guidelines may be used when considering the individual being nominated.

The nominee may meet one or several areas of the items listed below:

1. ADVOCACY AND SERVICE

- Focused an awareness of the legacy of Dr. MLK, Jr. by educating the public on his non-violent teachings to achieve social justice
- Fostered positive race relations and social justice in the community
- Advocated for a nonviolent approach to solving society's problems
- Organized advocacy groups to promote efforts that will eliminate the social, political and economic barriers of inequality
- Provided volunteer service to improve the quality of life for the poor or underserved residents of New Braunfels/Comal County

Examples

Advocacy--Individual who has engaged in initiatives to reduce disparities to housing, healthcare, education, employment opportunities and criminal justice. These interventions may be as an independent citizen or in the nominee's chosen career field.

Promotion of Social Justice--Individual has made significant contribution to achieving justice for individuals, groups or communities. Nominee has demonstrated success in using the legal, legislative or governmental systems to reduce disparities in housing, health care, education, employment opportunities and criminal justice using Dr. King's commitment to non-violence.

Promoting Productive Cross-Cultural Relationships--Individual who has demonstrated a commitment to diversity, inclusion and in building and maintaining harmonious cross-cultural relationships. Nominee may have engaged in specific initiatives and accomplishments that foster Dr. King's vision of unity among people of diverse cultural backgrounds. This individual, in either their chosen career or has volunteered to provide public education at community meetings, public lectures, teaching or special events that promote racial understanding.

2. EDUCATION, LEADERSHIP AND COMMUNITY BUILDING

- Educated the public about the civil rights movement
- Created or volunteered in initiatives that will eliminate the barriers that impede academic success
- Assembled groups of different backgrounds or philosophies together to encourage cultural awareness and celebrate diversity
- Advocated for voter rights and promoted public awareness of the importance of voting and being an informed voter

Examples:

Education—Individual who has engaged in initiatives that supported children’s academic success and have demonstrated success in eradicating barriers that impede the attainment of academic excellence. This nominee may have developed innovative afterschool or tutoring program and assisted in securing resources that are needed to support these programs. The nominee may have served as a mentor (professionally or as a volunteer) to assist youth both with academic and social needs.

Leadership—Individual who has demonstrated a commitment to diversity, inclusion and maintaining harmonious productive cross-cultural relationships. The nominee has made significant contributions toward building a sense of unity among the residents of New Braunfels. This may be evident in a professional capacity i.e. striving to raise healthcare, education, housing, social service, criminal justice. Individual may have engaged in the development of exhibit, public lectures or special events to educate the public about the needs of the community’s underserved residents.

Community Building—Individual, within a chosen field, has demonstrated and exemplified the highest level of ethics and professionalism. These professions may include, but not limited to health care, education, judicial or social service. The nominee has voluntarily extended services to the underserved by performing job duties beyond those normally assigned and has engaged in activities that address specific concerns of the community. This may include organizing initiatives to educate, inform and motivate community residents of their responsibilities and rights as community residents., i.e. civil rights, voter registration, efficient public transportation, or forums regarding healthcare.

GEORGRAPHY: The recipient must be a resident of New Braunfels and/or Comal County

SELECTION: The selected candidate must agree to attend the award ceremony to personally receive the Award.

NOTIFICATION: The selected candidate and will be notified by telephone with a follow-up in writing.

