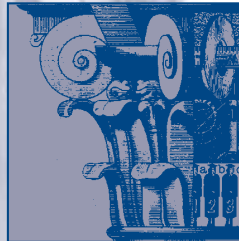


LEARNING BY DESIGN

A SCHOOL LEADER'S GUIDE TO ARCHITECTURAL SERVICES



CALL FOR ENTRIES
2003

A UNIQUE OPPORTUNITY TO SHOWCASE ARCHITECTURAL DESIGN AND SERVICES

Rising enrollments and aging infrastructure make this an unparalleled period for school design, renovation, and construction, with total spending projected to surpass \$21.5 billion this year alone. Nationwide, school board members, superintendents, facilities managers, and other key administrators are actively seeking the best firms to help meet their construction needs, and the competition for projects is hotter than ever.

Through the pages of *Learning By Design*, you can showcase your best work before more than 60,000 of these key school leaders—an exclusive opportunity to reach an influential market at an opportune time.

EARLY BIRD DISCOUNT DEADLINE: ENTRY FORM MUST BE POSTMARKED BY JULY 15, 2002

FINAL ENTRY DEADLINE: ALL MATERIALS MUST BE POSTMARKED BY OCTOBER 15, 2002

WHAT IS LEARNING BY DESIGN?

Learning By Design: A School Leaders Guide to Architectural Services is published annually by the National School Boards Association's flagship publication, *American School Board Journal*—the nation's only magazine for school board members. *Learning By Design* showcases exemplary school design projects by architects specializing in school design and serves as a ready reference guide for school leaders planning to build new schools or renovate existing facilities. Projects represented in *Learning By Design* may include new construction, renovations/additions/restorations, significant projects in progress, interior designs, modular buildings and special-purpose facilities, and educational technology and planning for:

- K–12 public, private, or parochial schools
- Prekindergarten schools
- Canadian schools
- Junior colleges
- Special-purpose facilities
- Landscape architecture/Playgrounds

WHO RECEIVES LEARNING BY DESIGN?

The 2003 edition of *Learning By Design* will be distributed to more than 60,000 key individuals who select and hire architectural, design, engineering, and construction firms for school districts nationwide, including special bonus distribution at NSBA's 2003 Annual Conference and architectural display in San Francisco, Calif.

No other venue offers design professionals such complete access to the real decision makers in public education. Allow your work to speak for itself. Submit your entry to *Learning By Design*, and give your firm a competitive advantage.

HOW CAN MY FIRM'S WORK BE REPRESENTED?

Architectural, engineering, design firms—and others related to the field—may submit information, photographs, drawings, and/or plans of current school projects completed during the past five years or significant works in progress. (NOTE: Projects previously submitted as "Works in Progress" may be resubmitted upon completion.) There is no limit to the number of submissions per firm, or to the number of pages your entry may require in *Learning By Design*. Complete specifications and a questionnaire are included on the Entry Form, which must accompany all submissions.

HOW WILL ENTRIES BE SELECTED?

Entries will be screened by a panel of distinguished architects and facilities planners specializing in school design and construction.

Judges will evaluate each entry based on the completeness of the presentation and the quality of the following components:

- Statement of owner's problem and architectural solution. (The design solution should be uniquely adapted to an educational program and should clearly reflect the challenges presented and how the architect met this challenge in response to function and aesthetics.)
- Floor plan
- Interior photographs (minimum of six) showing instructional and support spaces
- Exterior photographs showing main entrance and one other view
- Overall site plan

All selected entrants will be recognized with special certificates, and up to 10 entrants (selected at the discretion of the judges) will be selected to receive special citations and plaques for the winning architect and school district. The top entrant will be awarded the Grand Prize and will receive:

- Plaques for the winning architect and school district
- Special editorial treatment in *Learning By Design*
- A \$1,000 scholarship to be presented in the name of the Grand Prize architect and the publisher of *Learning By Design* to the winning project's superintendent or board president for use by a deserving student or students.

Entries from the school districts or architectural firms of jury members will not be eligible for Grand Prize or Citation Awards.

HOW DO WE APPLY?

Architects and others related to the field may submit entries in any of the following seven categories:

- New construction
- Renovations/additions/restorations
- Significant projects in progress
- Interior designs
- Special-purpose facilities
- Educational technology & planning
- Landscape architecture/Playgrounds

Your entry form must be postmarked by **July 15, 2002**, to take advantage of the **Early Bird Discount of 10%**. On receipt of the entry form and fee, NSBA will mail the entrant an official 8½" x 11" binder and a data sheet/questionnaire for each building project. Each binder will contain 10 transparent sleeves for displaying 20 inserts back-to-back. Please note there is a \$100 non-refundable processing charge, which will be applied toward your entry fee. Entry and portfolio (including photographs) must be postmarked by **October 15, 2002. Refunds will not be granted after January 1, 2003.**

Refunds will not be granted after January 1, 2003

Please complete the attached Entry Form. Return it to the National School Boards Association along with your \$100 nonrefundable application fee to secure your place in the 2003 issue of *Learning By Design*.

Need a sample copy of the 2002 *Learning By Design*? Fax your request to Toni Wilson, 703-549-6719. E-mail: twilson@nsba.org

WHAT ARE THE FEES?

Those entries selected for inclusion in *Learning By Design* will be prepared by publishing specialists of *American School Board Journal*. Firms whose work is selected for inclusion in *Learning By Design*

will be invoiced for a publication fee. Firms that submit multiple entries will be invoiced for total page count as outlined below. Fees given are four-color price per page: e.g. two, 2-page spreads will be invoiced at \$1,750 per page.

1 Page \$2,200 2 Page \$2,000 3 Page \$1,800 4 Page \$1,750 5 Page \$1,650 6 Page \$1,500

Early Bird Discount: All entries postmarked on or before July 15, 2002, receive a 10% discount off the per-page rate (i.e. for one page your rate will be \$1,980). You will be invoiced in April 2003.

LEARNING BY DESIGN 2003 ENTRY FORM

**Complete and mail entry form before by October 15 to:
NSBA, c/o Toni Wilson, 1680 Duke Street, Alexandria, VA 22314
Phone: 703-838-6227 ■ Fax: 703-549-6719 ■ E-mail: twilson@nsba.org**

Firm Name: _____

Contact: _____ Title: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____

E-Mail: _____

Please list the project (s) being submitted to the jury:

Name of School (or Institution) _____	Name of School (or Institution) _____
Location (City and State) _____	Location (City and State) _____
Superintendent of School (President) _____	Superintendent of School (President) _____
School District _____	School District _____
Type of Project (check only one in each column)	Type of Project (check only one in each column)
<input type="checkbox"/> New construction	<input type="checkbox"/> New construction
<input type="checkbox"/> Renovation	<input type="checkbox"/> Renovation
<input type="checkbox"/> Significant project in progress	<input type="checkbox"/> Significant project in progress
<input type="checkbox"/> Interior design	<input type="checkbox"/> Interior design
<input type="checkbox"/> Special purpose facility	<input type="checkbox"/> Special purpose facility
<input type="checkbox"/> Educational technology & planning	<input type="checkbox"/> Educational technology & planning
<input type="checkbox"/> Landscape/playground	<input type="checkbox"/> Landscape/playground
Page Reservation	Page Reservation
<input type="checkbox"/> 1 page	<input type="checkbox"/> 1 page
<input type="checkbox"/> 2 pages	<input type="checkbox"/> 2 pages
<input type="checkbox"/> 3 pages	<input type="checkbox"/> 3 pages
<input type="checkbox"/> 4 pages	<input type="checkbox"/> 4 pages
<input type="checkbox"/> 5 pages	<input type="checkbox"/> 5 pages
<input type="checkbox"/> 6 pages	<input type="checkbox"/> 6 pages

Total Remittance \$ _____

**Payable to: National School Boards Association
Refunds will not be granted after January 1, 2003**

LBD2

Method of Payment Check One:

Check enclosed, made payable to NSBA
 MasterCard Visa American Express
 Card # _____
 Cardholder's Name _____
 Expiration Date _____
 Authorized Signature _____

ABOUT *LEARNING BY DESIGN*

Since 1891, the National School Boards Association's flagship magazine, *American School Board Journal*, has served the needs of school leaders—including school board members, superintendents, and other leading school administrators. *Learning By Design* is produced by the same award-winning professionals who publish *American School Board Journal*. In addition to top-quality presentation, you get tightly targeted distribution, making *Learning By Design* a one-of-a-kind promotional opportunity you will not want to miss.

Learning By Design was created to assist school decision makers in preparing for major building programs and to provide *American School Board Journal's* powerful constituency of school board members and school administrators a selective buyer's guide to professional architectural and related services. Experience with similar publications shows that school leaders value and retain special guides and reports from *American School Board Journal*.

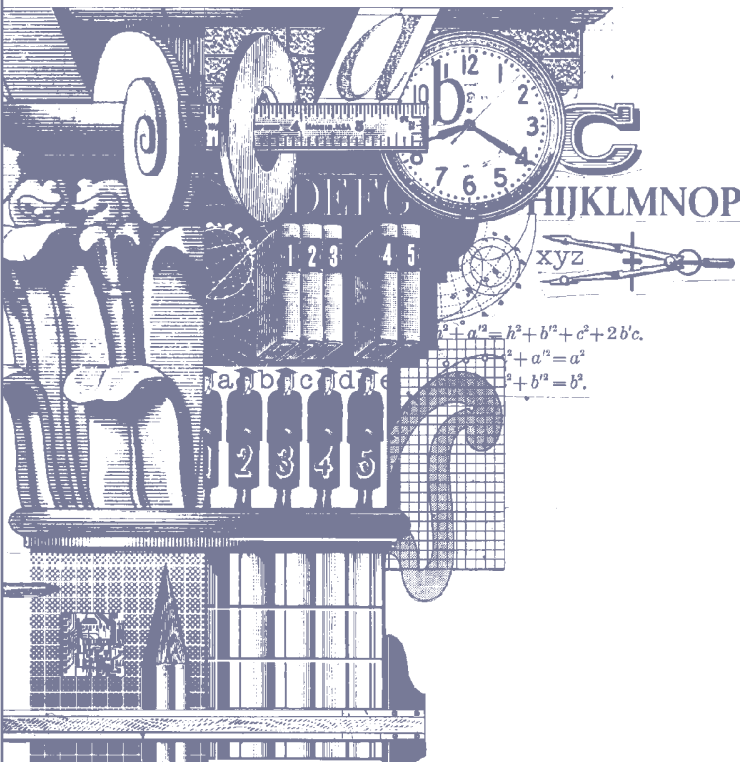
HIGH-LEVEL READERSHIP

Showcased in *Learning By Design*, your work will be seen by a readership unparalleled by any other organization or publication in the country—school leaders who themselves hold the decision-making and fiduciary authority to select and hire your firm.

■ All school superintendents	16,000
■ School board members	20,000
■ School architects	8,000
■ School business officials	4,000
■ Building staff, grounds staff, and facilities managers	4,000
■ NSBA's Technology Leadership Network members	4,000
■ Private & parochial school administrators	4,000
■ Visitors to the Architectural Display at NSBA's Annual Conference	4,000

Take advantage of this special opportunity by sending in your entry today.

For more information about architectural project submissions, call Phyllis Hurdleston, Architect Liaison, 717-560-6706



Early Bird Discount Deadline: Entry form must be postmarked by July 15, 2002
Final Entry Deadline: All materials must be postmarked by October 15, 2002