

The Drum Major Instinct



“Yes, if you want to say that I was a drum major, say that I was a drum major for justice. Say that I was a drum major for peace. I was a drum major for righteousness. And all of the other shallow things will not matter. I won’t have any money to leave behind. I won’t have the fine and luxurious things of life to leave behind. But I just want to leave a committed life behind. And that’s all I want to say.

If I can help somebody as I pass along,
If I can cheer somebody with word or song,
If I can show somebody he’s traveling wrong,
Then my living will not be in vain.

If I can do my duty as a Christian ought,
If I can bring salvation to a world once wrought,
If I can spread the message as the master taught,
Then my living will not be in vain.”

Dr. Martin Luther King, Jr., Ebenezer Baptist Church, Atlanta Georgia, 4 February 1968
http://www.stanford.edu/group/King/publications/sermons/680204.000_Drum_Major_Instinct.html

DO YOU KNOW A DRUM MAJOR?



Call for Nominations

University of Massachusetts Dartmouth

Martin Luther King, Jr.

2008 Drum Major Awards

The University of Massachusetts Dartmouth is seeking nominations for its Sixth Annual Drum Major Awards. These awards are designed to recognize the contributions of those who exemplify the ideals of Dr. Martin Luther King, Jr. as described in his sermon on the Drum Major Instinct.

Specifically, we are looking for three (3) categories of nominees; members of the University of Massachusetts Dartmouth, regional leaders and organizations (corporation, business or group) who meet the following criteria:

Members of the University of Massachusetts Dartmouth & Regional Leaders

- Sustained effort to promote equal opportunity for all and embrace the image of Dr. King.
- Excellence in a field of endeavor, thereby serving as a role model for the disadvantaged or under-represented ethnic and racial groups.
- Demonstrate strong and growing commitment to service.
- Assist in ensuring equal opportunity and career advancement opportunities for underrepresented ethnic and racial groups.

Organizations (corporation, business or group)

- Sustained effort to promote equal opportunity for all and embrace the image of Dr. King.
- Encourage the participation of traditionally underrepresented ethnic and racial groups in public service, committees, activities or events.
- Design and implement programs that inspire mutual respect, understanding and sensitivity for persons of diverse backgrounds.
- Promote and advance mutual respect, understanding and appreciation for cultural and ethnic diversity.

NOW DO YOU KNOW A DRUM MAJOR?

If so, please take the time to assist us in recognizing individuals (University of Massachusetts Dartmouth and regionally) and/or organizations whose contributions promote social justice and advancement to underrepresented ethnic and racial groups. The University of Massachusetts Dartmouth Drum Major Award recognizes excellence in leadership, service, dedication and compassion.

The nomination process is straightforward. We ask that you provide evidence of excellence in the criteria identified above by completing the attached nomination form. ***IT'S THAT EASY!*** The time that it takes to nominate someone and/or an organization is small in comparison to the time that they have dedicated to making our campus and communities better for all.

Please assist us in our desire to award those who give so much of themselves that our lives are more enriched. It can be your way of saying **thank you** to someone or an organization that made a difference in your life.



Martin Luther King, Jr. 2008 Drum Major Awards Nomination Form

Important instructions:

Type or print nomination. Please complete the ENTIRE application and send to the address noted below. You may include magazine and newspaper articles or other supporting documents, but do not send scrapbooks, audio tapes or videotapes. For individual nominations, resumes will not be accepted; however, a maximum of a one page bio may be included.

** Incomplete applications will not be accepted by the Drum Major Award Nomination Committee.*

NOMINEE INFORMATION

Check One: *Individual* University of Massachusetts Dartmouth Regional Leader
Organization Corporation Business Group

Name of Nominee: _____

Nominee Title/Affiliation: _____

Nominee Address: _____

_____ City State Zip

Nominee Telephone: _____

Nominee Email: _____

Is this individual aware that s/he is being nominated? _____ Yes _____ No

Name of Nominator: _____

Nominator Title/Affiliation: _____

Nominator Address: _____

Nominator Telephone: _____

Nominator E-mail Address: _____

For award consideration, completed nomination forms must be received by 4:30 p.m. on Friday, November 9, 2007.

SELECTION CRITERIA FOR INDIVIDUALS

For each criteria, please provide a short description of how the nominee meets or exceeds the characteristics sought. Not all of the criteria may be applicable. Specific evidence is preferred over general evidence. Nominees must qualify in one or more of the following criteria:

Criteria #1: Sustained effort to promote equal opportunity for all and embrace the image of Dr. King. How has the candidate met this criterion?

Criteria # 2: Excellence in a field of endeavor, thereby serving as a role model for the disadvantaged or under-represented ethnic groups. How has the candidate met this criterion?

Criteria #3: Demonstrate strong and growing commitment to service. How has the candidate met this criterion?

Criteria #4: Assist in ensuring equal opportunity and career advancement options for underrepresented ethnic groups. What has the nominee accomplished that has helped to promote inclusiveness?

SELECTION CRITERIA FOR ORGANIZATIONS

For each criteria, please provide a short description of how the corporation, business or group meets or exceeds the characteristics sought. Not all of the criteria may be applicable. Specific evidence is preferred over general evidence. Corporation, business or group must qualify under one or more of the following criteria:

Criteria #1: Sustained effort to promote equal opportunity for all and embrace the image of Dr. King. How does the organization embrace, celebrate and include diverse people in its workforce?

Criteria #2: Encourage the participation of traditionally underrepresented groups in public service, committees, activities or events. How does the organization encourage diversity in the community? Lead, support and encourage employees in community projects?

Criteria #3: Design and implement programs that inspire mutual respect, understanding and sensitivity for persons of diverse backgrounds. How has the corporation, business or group met this criterion?

Criteria #4: Promote and advance mutual respect, understanding and appreciation for cultural and ethnic diversity. How does the vision or mission of the corporation, business or group support or encourage diversity?

**For award consideration, completed nomination forms must be received by
4:30 p.m. on Friday, November 9, 2007.**

***3 WAYS TO SUBMIT THE NOMINATION FORM
MAIL, FAX OR ONLINE!***

Please send your completed forms to:

**Yolanda L. Baird, Diversity Analyst
Office of Equal Opportunity, Diversity & Outreach
Administration Building
University of Massachusetts Dartmouth
285 Old Westport Road, North Dartmouth, MA 02747**

**You may also fax your nomination to 508.999.9201 or submit
online at www.umassd.edu/eo**

*****Please Note: If you have any supporting documents (i.e., magazine and newspaper articles),
you must send it via mail to the address above. The documents will be attached to the nomination form
that was submitted via fax and online.***

For further information, please contact Ms. Baird at 508.999.8192.