



Chapter of the Year – 2021 Term

November 1, 2020 to October 31, 2021

Program Summary and Entry Requirements

The Chapter of the Year (COY) award program recognizes and showcases outstanding work, participation, and accomplishments of affiliated CMAA Chapters. After entries are reviewed and judged by the committee, results are revealed and the winning Chapters from each size category will be given appropriate recognition during the 2022 World Conference and Club Business Expo.

Preparing the Entry

The entry is broken up into four sections. The questions your Chapter must answer are on pages 2-3 of this packet. **The Chapter will submit their entry online by clicking the “Submit an Entry” button and filling out the online form found at cmaa.org/coy.** We recommend that you create a Word document with your answers, then copy and paste into the online form when your entry is ready. National staff will automatically score section 3 for all Chapters. ***Late entries will not be accepted.***

Judging

Judging is the primary responsibility of the Chapter of the Year Committee, with the CMAA staff tabulating section 3. Please make sure your Managing Director/Chapter Secretary has submitted the meeting minutes and attendance rosters for all Chapter meetings as anything received at National Headquarters after **December 15, 2021**, will not be considered during the review process. The judging categories are as follows:

1. Chapter President Paragraph (*scored by the Chapter of the Year Committee*)
2. Managing Director/Chapter Secretary Paragraph (*scored by the Chapter of the Year Committee*)
3. Chapter Engagement Statistics (*scored by National Staff*)
4. Chapter Officer Reports (*scored by the Chapter of the Year Committee*)

Awards

The Chapter of the Year awards will be presented during the 2022 World Conference to the first, second, and Most Improved Chapters in each of three size categories: small, medium, and large. A \$3,000 education grant will be awarded to the winning Chapters; a \$2,000 education grant will be awarded to the second-place Chapters; and a \$1,000 education grant will be awarded to the Most Improved Chapters. All education grants are funded by The Club Foundation.



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1. Chapter President Paragraph – In 300 words or less, please describe how your Chapter Board adapted to the challenges that the pandemic presented. How do you think you improved, even during difficult times? (20 points)

2. Managing Director/Chapter Secretary Paragraph –In 300 words or less, please explain how your Chapter effected CMAA's 2021 annual theme: *"Adapt. Evolve. Improve."* How does this theme apply to you as a Chapter and your chapter members? (20 points)

3. Chapter Engagement Statistics (Scored by National; nothing needs to be submitted by the Chapter) (50 points)

1. Score 10 points for holding a Chapter Workshop(s)
2. Score 10 points for entering the Chapters Idea Fair
3. Score up to 10 points based on your Chapter's recruitment percentage in the New Chapter Member Recruitment Contest (sliding scale)
4. Score 10 points for Chapter's donation to The CF (pledges or Auction/Wine Donations)
5. Score 10 points for authorized elected Chapter rep attending the LLC

4. Chapter Officer Reports – Please work with your Chapter Officers and Chairman to answer the following questions (each answer should be 200 words or less; each question is worth 10 points):

1. Which of the 11 competency areas did your Chapter's education programming cover in 2021? Briefly describe how your Chapter covered each program topic. (Education Chairman)
2. How did your Chapter adapt its educational programming during the pandemic? Are there things that you will continue to do even once the pandemic is over? (Education Chairman)
3. How did your Chapter support your members who are on the path to certification and those needing to recertify (CMR)? (Certification Chairman)

4. What did your Chapter do to engage your members this year that was different from years past?
(Membership Chairman)
5. How did you adapt your communication methods to meet the needs of your members?
(Communications/Public Relations Chairman)
6. Did the Chapter host event(s) to raise funds for/benefit charitable or philanthropic organizations and, if so, how did these events improve your relationship with your local community? *(Public Relations Chairman)*
7. List the CMAA Member Communities that your Chapter supports (i.e., Wine Society, YoPros, Women in Club Management, etc.). How does participation in the communities improve the member experience? *(Membership Chairman/Chapter Wine Society Liaison/ Chapter SIG Liaison)*
8. How did your Chapter support your Student Chapter(s) and/or the club management career path? If your Chapter does not work with a CMAA-affiliated Student Chapter, how are you highlighting careers in club management with students? *(Student Chapter Liaison)*
9. How did your Chapter evolve your advocacy efforts at the state and local level this year?
(Advocacy/Legislative Chairman)
10. How did your Chapter support managers in transition? How did you help managers who are trying to take their careers to the next level? *(Career Services Chairman)*



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SCORING SHEET - FOR JUDGING PURPOSES ONLY

Chapter _____ (S M L)

I. Chapter President Paragraph (scoring completed by Judges) Score Sub-Total

Judges to evaluate 1 to 20 points _____

Sub-Total * _____

2. Managing Director/Chapter Secretary Paragraph (scoring completed by Judges)

Judges to evaluate 1 to 20 points _____

Sub-Total * _____

3. Chapter Statistics (completed by CMAA Staff)

- 1. Score 10 points for holding a Chapter Workshop(s) _____
- 2. Score 10 points for entering the Idea Fair for Chapters _____
- 3. Score up to 10 points based on your Chapter's recruitment percentage _____
in the Chapter New Member Recruitment Contest (sliding scale)
- 4. Score 10 points for Chapter's donation to The Club Foundation _____
(pledges or Auction/Wine Donations)
- 5. Score 10 points for authorized elected Chapter rep attending the LLC _____

Sub-Total * _____

4. Chapter Officer Reports (scoring completed by Judges)

Judges to evaluate 1 to 10 points for each of the 14 questions; _____

Sub-Total * _____

Sub-Totals:

- I. Chapter President Paragraph** * _____
- II. Managing Director/Chapter Secretary Paragraph** * _____
- III. Chapter Statistics** * _____
- IV. Chapter Officer Reports** * _____

Grand Total _____



2021 Chapter Size Categories

Small Chapters

Alabama, Aloha State, Arkansas Razorback, Central Pennsylvania, Dogwood, Evergreen, Illini, Inland Empire, Iowa Tall Corn, Nebraska, Oklahoma-Kansas, Oregon, Tennessee Volunteer, Utah

Medium Chapters

City of New York, Greater Baltimore, Greater Cleveland, Mid-America, Mile High, New York State, Pelican, Pittsburgh, St. Louis District, Upper Midwest, Virginias, Wisconsin Badger

Large Chapters

Carolinas, Connecticut, Florida, Georgia, Golden State, Greater Chicago, Greater Michigan, Greater Southwest, Metropolitan, National Capital, New England, New Jersey, Ohio Valley, Philadelphia & Vicinity, Texas Lone Star

Sliding Scales (for Judging Purposes Only)

Sliding Scale for New Member Recruitment Goals

Meet 50%-74% of Goal	5 points
Meet 75%-99% of Goal	7 points
Meet 100% or More of Goal	10 points