



Chapter of the Year – 2025 Term Medium and Large Chapters

November 1, 2024, to October 31, 2025

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 2026 World Conference & Club Business Expo.

Preparing the Entry

The entry is broken into three 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/news/award-programs/.** We recommend that you create a Word document with your answers, then copy and paste it into the online form when your entry is ready. National Headquarters staff will automatically score section 2 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 2. Please make sure your Managing Director/Chapter Official has submitted the meeting minutes and attendance rosters for all Chapter meetings as anything received at National Headquarters after **December 15, 2025**, will not be considered during the review process. The judging categories are as follows:

1. **Chapter President Narrative** (scored by the Chapter of the Year Committee)
2. **Chapter Commitment & Engagement Statistics** (scored by National Headquarters staff)
3. **Chapter Officer Reports** (scored by the Chapter of the Year Committee)

Awards

The 2025 Chapter of the Year winners will be announced during the Awards Breakfast at CMAA’s World Conference & Club Business Expo in Anaheim, CA. Here, the first, second, and third place Chapters in each size category (small, medium, and large) will be honored. A \$3,000 education grant will be awarded to the first place 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 third place Chapters. All education grants are funded by The Club Foundation (CF).



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1. Chapter President Narrative (50 Points)

Instructions: In 750 words or less, evaluate your Chapter's performance for the year (November 1, 2024, to October 31, 2025).

- **Leadership Succession Planning (20 Points):** Discuss what your Chapter is doing to create a pipeline of interested future leaders. Explain how the Chapter's leadership is promoting volunteerism.
- **Strengths and Opportunities (10 Points):** Describe your Chapter's strengths and identify opportunities for improvement in the future.
- **Annual Theme Impact (10 Points):** Explain how your Chapter contributed to CMAA's 2024-2025 annual theme, "There's No Place Like CMAA!" How does this theme resonate with your Chapter and its members?
- **Advice for Successor (10 Points):** Offer advice to your successor, the 2026 Chapter President, for a successful tenure.

2. Chapter Commitment & Engagement (50 Points)

Note: Scored by National Headquarters; no submission required from the Chapter.

1. **Official Chapter Workshop/Regional Event (10 Points):** Score for holding/hosting.
2. **Chapter Idea Fair Participation (10 Points):** Score for entering the award program.
3. **New Member Recruitment Contest (Up to 10 Points):** Score based on Chapter's recruitment percentage (sliding scale).
4. **Annual Donation to The Club Foundation (10 Points):** Score for donating.
5. **Leadership/Legislative Conference Attendance (10 Points):** Score for having a current elected Chapter leader attend.

3. Chapter Officer Reports (100 Points)

Instructions: Work with your Chapter Officers and Chairman to answer the following questions. Each answer should be 200 words or less, and each response is worth up to 10 points.

1. **New Member Recruitment and Onboarding:** How did your Chapter attract and onboard new members?
2. **Support for Managers:** How did your Chapter support the needs of entry-, mid-, and senior-level managers?

3. **Support for Club Management Verticals:** How does your Chapter support specific club management roles (i.e., Youth Program Managers, Chefs, Membership/Marketing Directors, HR Professionals, etc.)?
4. **Educational Efforts:** What was a particularly powerful educational program, session, topic, or experience this year that sparked conversation, inspired action, or had a meaningful impact on your Chapter members? Please share some member feedback.
5. **Certified Club Manager (CCM) Pathway:** How did your Chapter support and encourage the pathway to the CCM designation?
6. **New Communication Strategies:** What new or adaptive communication strategies has your Chapter implemented? Please consider internal and external audiences.
7. **Giving Back to Your Local Community:** In what ways has your Chapter made a positive impact in your local community this year—through service, partnerships, outreach, or charitable efforts? Please share specific examples and outcomes if available.
8. **Support for Students and the Club Management Career Path:** How did your Chapter support students and/or CMAA Student Chapter(s)? How are you highlighting careers in club management to students and others?
9. **Advocacy Efforts:** How are you collaborating with other organizations in our space? What is your collective strategy for advocacy at a state level?
10. **Greatest Accomplishment:** What was your Chapter's greatest accomplishment this year, and how did you celebrate it?



2025 Chapter Size Categories

Small Chapters

Alabama, Aloha State, Arkansas Razorback, Central Pennsylvania, Iowa Tall Corn, Mid-America, Nebraska, New York State, Oklahoma-Kansas, Oregon, Pelican, Tennessee Volunteer, Utah

Medium Chapters

City of New York, Connecticut, Evergreen, Georgia, Greater Cleveland, Greater Michigan, Greater Southwest, Mile High, Ohio Valley, Pittsburgh, St. Louis District, Upper Midwest, Virginias, Wisconsin Badger

Large Chapters

Carolinas, Florida, Golden State, Greater Illinois, Metropolitan, Middle Atlantic, New England, New Jersey, Philadelphia & Vicinity, Texas Lone Star

Sliding Scale for New Member Recruitment Goals (Judging Purposes Only)

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