# Chapter of the Year – 2026 Term
# Medium and Large Chapters

November 1, 2025, to October 31, 2026

## 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 2027 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, 2026**, 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 2026 Chapter of the Year winners will be announced during the Awards Breakfast at CMAA's World Conference & Club Business Expo in Chicago, IL. Here, the first, second, and third place Chapters in each size category (small, medium, and large) will be honored. A $5,000 education grant will be awarded to the first place Chapters; a $2,500 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, 2025, to October 31, 2026).*

- **Leadership and Governance (20 Points):** How did your Chapter develop volunteer leaders, strengthen board effectiveness, improve succession planning, or enhance governance practices?
- **Strengths and Opportunities (20 Points):** Describe your Chapter's strengths and identify opportunities for improvement in the future.
- **Advice for Successor (10 Points):** Offer advice to your successor, the 2027 Chapter President, for a successful tenure.

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## 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.

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## 3. Chapter Officer Reports (100 Points)

*Instructions: Work with your Chapter Officers and Chairs 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. **Membership Engagement and Retention:** Beyond recruiting new members, how did your Chapter increase participation, improve member satisfaction, or retain existing members? What evidence demonstrates success?
3. **Support for Club Management Verticals:** How did your Chapter create value for members in specialized club management roles (i.e., Youth Development, Food & Beverage, Membership & Marketing, Human Resources, Finance, Golf Operations, Racquet Sports, Wellness, etc.)? Share examples of targeted programming or peer-to-peer learning opportunities.

4. **Educational Impact:** What educational program, experience, speaker, or topic had the greatest impact on your members this year? Describe why it resonated, how it influenced members or clubs, and include participant feedback or outcomes when available.
5. **Certified Club Manager (CCM) Pathway:** How did your Chapter support and encourage the pathway to the CCM designation?
6. **New Communication Strategies:** How has your Chapter evolved its communication and engagement strategies this year? Highlight new approaches, platforms, content, or campaigns used to connect with members, industry partners, prospective members, and other stakeholders.
7. **Community Impact and Service:** How did your Chapter make a meaningful difference in your local community this year? Describe volunteer initiatives, charitable efforts, scholarship programs, community outreach, or other efforts that demonstrate service and reach.
8. **Student Engagement and the Club Management Career Path:** How did your Chapter support students, CMAA Student Chapters (if applicable), and future industry professionals? Share initiatives that promoted careers in club management, provided mentorship, offered experiential learning opportunities, or strengthened the talent pipeline.
9. **Advocacy Efforts:** How did your Chapter collaborate with allied associations, industry organizations, educational institutions, or government stakeholders? Describe advocacy efforts, strategic partnerships, and initiatives that advanced the club management profession at the local, state, or regional level.
10. **Chapter Innovation:** What new idea, program, technology, or process did your Chapter introduce this year that improved member value, operational effectiveness, or engagement?

# 2026 Chapter Size Categories

## Small Chapters

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

## Medium Chapters

City of New York, Evergreen, Greater Cleveland, Greater Michigan, Mile High, New York State, Pittsburgh, St. Louis District, Tennessee Volunteer, Upper Midwest, Virginias, Wisconsin Badger

## Large Chapters

Carolinas, Connecticut, Florida, Georgia, Golden State, Greater Illinois, Greater Southwest, Metropolitan, Middle Atlantic, New England, New Jersey, Ohio Valley, Philadelphia & Vicinity, Texas Lone Star

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

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