



Chapter of the Year – 2020 Term

November 1, 2019 to October 31, 2020

Program Summary and Entry Requirements

The Chapter of the Year (COY) award competition recognizes outstanding work, participation, and accomplishments by affiliated CMAA Chapters. **The Chapter of the Year** and the **Award for Excellence in Education** were combined in 2019 to create a more comprehensive and significant award program. For scoring purposes, please note there is less emphasis on individual member statistics and more emphasis on chapter efforts and accomplishments. After judging, results are determined and the winning Chapters from each size category will be given appropriate recognition during the 2021 World Conference.

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. **New this year: 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, 2020**, will not be considered for judging. 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 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 2021 World Conference to the first, second, and third place 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 third-place Chapters. All education grants are funded by The Club Foundation.



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1. Chapter President Paragraph – In 300 words or less, please explain how your Chapter effected CMAA’s 2020 annual theme: *“2020: Focus on Connections and Community.”* How does this theme apply to you as a chapter, your chapter members, your member’s clubs, and club boards? (20 points)

2. Managing Director/Chapter Secretary Paragraph – In 300 words or less, please describe how your Chapter stayed connected during the challenges that 2020 presented. (20 points)

3. Chapter 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 Idea Fair for Chapters
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. How did your Chapter assist with connecting members for mentorship opportunities? (GM/COOs vs. Asst. Managers vs. Food & Beverage Managers)? (*Education Chairman/Membership Chairman*)
2. Which of the 11 competency areas did your Chapter’s education programming cover in 2020? Briefly describe how your Chapter covered each program topic (*Education Chairman*)
3. How did your Chapter adapt its educational programming during the pandemic? (*Education Chairman*)
4. How did your Chapter encourage and support CMAA’s certification program? (*Certification Chairman*)

5. What did your Chapter do to recruit and retain members this year that was different from other years? (*Membership Chairman*)
6. What new methods of communication did your Chapter use to stay connected this year and how did those methods help you to engage with members? (*Communications/Public Relations Chairman*)
7. Did the Chapter host event(s) to raise funds for/benefit charitable or philanthropic organizations and, if so, how do these events impact your local community? (*Public Relations Chairman*)
8. How did your Chapter support and encourage participation in CMAA's Member Communities (i.e., International Wine Society, YoPros, Women in Club Management, etc.) on the Chapter- and National-level? (*Membership Chairman/Chapter Wine Society Liaison/ Chapter SIG Liaison*)
9. How did your Chapter support The Club Foundation and its scholarship and grant opportunities? (*The Club Foundation Liaison*)
10. Describe what your Chapter did to ensure the sustainability of the club management profession's career path. What did you do differently this year and how did you connect with students? (*Student Chapter Liaison*)
11. How did your Chapter promote involvement in CMAA's research initiatives? (*Research Chairman*)
12. How did your Chapter engage members in state and local advocacy efforts?
(*Advocacy/Legislative Chairman*)
13. How did your Chapter connect members with CMAA's Career Resource offerings (coaching, job boards, résumé/LinkedIn services, etc.)? What did your Chapter offer in the way of career management/assistance? (*Career Services Chairman*)
14. How did you inform Chapter members about the Club Resource Center (CRC) and what it has to offer? (*Corporate Relations 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 _____



2020 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, Toledo, 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