



THE 2012 STUDENT CHAPTER OF THE YEAR CALL FOR ENTRIES

The Student Chapter of the Year is a worldwide competition which measures the management skills, leadership skills and creative abilities of IABC's student chapter leaders. The contest is open to any IABC student chapter.

The winning chapter will receive a free professional development session with one of IABC's top-rated speakers.

The judges' comments on your chapter's entry will be sent to you following the announcement of the winners. The winning entry will be featured in Student Connection, IABC's student chapter website, and will serve as a case study for other student chapters.

The deadline for entries is P.S.T. 12:00 A.M. 9 January 2012. Late Entries will not be accepted.

Good luck!

ENTRY INFORMATION

Eligibility

All chartered IABC student chapters are eligible to enter. Entries must have been entirely or partially implemented no earlier than 1 July 2010 or have produced measurable results in or had their evaluation completed since then. If the entry is a multi-year project or program, only the materials related to the measurable results documented 1 July 2010 through 31 December 2011 will be considered.

Why is there an eighteen month period of eligibility? Measurement and evaluation of programs is a significant portion of the score. IABC recognizes that some programs take longer than one year to implement and measure so we extended the entry window slightly to accommodate those programs.

Non-Returnable Entries

All entries become the property of IABC and may be reproduced, with credit, in the [Leader Centre](#), *Leader Letter*, and other IABC materials as appropriate.

ENTRY PREPARATION

Please read the following section carefully!

Format

Entries should be submitted in the following format:

1. **Entry form**
2. **Work plan (Six page maximum not including the entry form)**
3. **Exhibits: You may submit up to two supporting documents per category (except in the Financial Management Category, which requires more.) Supporting documents may be no longer than 5 pages each.**
4. **Make sure that each section of the entry is set to print properly:**
 - **Power point presentations should be formatted to prints 6 or 8 slides per page**
 - **Spreadsheets should be set to print on one page.**
5. **Please submit one PDF containing your entry form, work plan and exhibits. This will ensure that your supporting documents do not get lost.**

PLEASE NOTE: IABC staff will not reformat your entries for you. Entries that do not follow the requirements will be disqualified.

Work Plan

Your work plan is a statement of your chapter's goals or objectives and how well your programs and projects met them. Keep your work plans simple. Entries will be judged on the merits of the programs and projects described and the extent to which stated goals were met and/or analyzed.

Work plans must not exceed six typed pages (minimum 11-point type). Headings and bullet points are fine if you feel that they convey your message. Lengthy narratives are not necessary.

Work plan format:

- **Goals and Objectives:** State the purpose and desired results of each activity project or program.
- **Budget for the program or initiative**
- **Implementation:** Describe the strategies or tactics your chapter used to achieve these goals.
- **Measurement:** How was the effectiveness of the initiative measured?
- **Results:** Evaluate the results, compared to your chapter's goals and objectives.
- **Obstacles encountered and how the chapter responded to them (if applicable)**
- **If the program did not meet its goals, an analysis of how the program or initiative could be improved**
- **Chapter history, market environment, or other factors the judges should consider (please be brief)**

Supporting Documents

- You may include up to two clearly labeled supporting documents for each entry (except for the financial management category, for which you may submit up to five.) There is a five-page maximum per exhibit. **Judges will not consider additional support materials.**
- Label each supporting document (for example: "Exhibit A"), and refer to them in your work plan.

Questions to answer

The following is an explanation of information (in checklist format) we suggest you include with your entries. Only some items may apply, depending on your chapter's activities. **Judges look for imaginative, innovative programs with clearly stated, measurable goals and objectives. The more complete your entry, the better your chapter's chances are of winning.** Refer to the "work plan format" section for guidelines to make sure you include the required information.

I. Membership Marketing

A. General

- Describe your membership marketing plan, along with recruitment and retention goals. Discuss efforts to recruit and retain members, including efforts to engage current members, reach out to and recruit prospects, and appeal to special interest groups within your membership. Discuss how these efforts are measured and whether adjustments were made to improve those efforts. Compare chapter's overall growth during the period (paid members at the beginning of the board year compared to paid members at the end of the year) to your goal.

B. Retention

- Describe programs to keep existing members engaged and encourage them to renew their memberships. Include hospitality programs, membership surveys, program surveys, exit interviews, and retention drive phone calls, letters, and emails.
- Evaluate whether the chapter achieved its goals and objectives. How did you measure the program's success?

C. Recruitment

- Describe membership drive activities and membership incentives, including marketing communication to support them. Provide sample recruitment kit (including chapter membership brochure if applicable).

D. Member Onboarding

- Describe how new members are welcomed, for example: welcome calls or letters, breakfasts or lunches for new members, membership kits, and communication/training about membership services or benefits.

II. Professional Development

A. General

- Describe your program planning strategy, goals, objectives and measurement. Explain how your PD strategy fits your chapter's needs.

B. Regular Programs

- Explain how you approach PD and describe the content of program topics, speaker selections, time and location of meetings, attendance figures (list members and prospective members separately), and promotion.
- Evaluate whether you attained goals and objectives for your programs. For example: feedback from program/meeting surveys indicating whether programs met diverse member needs, revenue and expenses for programs, attendance figures and number of programs/meetings per year.

III. Financial Management

A. General

- Describe your financial management strategy and policies, including training for board members, sources and uses of income, a description of your sponsorship program, and special challenges.
- Describe how chapter leaders are kept informed about the chapter's financial position.
- Describe your chapter's fundraising tactics, or how you manage your finances.

IV. Communication

A. General

- Describe your chapter's overall communication goals and your efforts to measure and evaluate their effectiveness.

B. Internal Program

- Describe how you communicate to your members. For example: your chapter website, social media, newsletters, letters from the president, meeting promotion.
- Describe your feedback systems from members. For example: membership surveys, social media, meeting and program surveys, or open board meetings with member question-and-answer sessions.

C. External Program

- Describe how you communicate to external audiences. For example: how you use social media to promote your chapter, meeting announcements to prospective members, press releases, advertising, articles, member accomplishments, communication issues or special events publicity.

SUBMISSION INSTRUCTIONS

Entries must be emailed to IABCcma@gmail.com by P.S.T 12:00 A.M. on 9 January 2012.

Questions? Contact Leader Services at leader_centre@iabc.com



STUDENT ENTRY FORM

1. Chapter Name

2. Student Chapter President

3. Student Chapter Faculty Advisor

4. Chapter contact:

Name _____

Telephone _____

E-mail Address _____

Deadline: P.S.T. 12:00 A.M. 9 January 2012.
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Questions? Contact Leader_Centre@iabc.com
Good Luck!