

## I. Fellows Recognition Program Summary

### A. Purpose

The purpose of the SMPS Fellows Program is to recognize individuals who have made exceptional contributions to the Society and to the profession of marketing services in the A/E/C industry, and to encourage continued achievement and SMPS engagement by senior members. Only those recognized by this process will be entitled to use the FSMPS designation. The Fellows Recognition Program allows this honor to be bestowed by a panel of peers (the Fellows Jury) who evaluate each application individually.

### B. The Role of Fellows in SMPS

The program has three goals:

1. Honor Outstanding Individuals. Individuals who are recognized as Fellows comprise a specially selected group of achievers who not only have access to programs tailored to their needs but also have the responsibility to accept leadership roles in the Society and mentoring roles in the profession.
2. Meet the Needs of Fellows. Education, networking, and social events will be offered exclusively to Fellows, who will define the leadership and management issues to be addressed in their professional development.
3. Use the Talents of Fellows. Fellows will be expected to serve as leaders and mentors through activities such as:
  - writing articles for industry periodicals, including the *Marketer*, or by writing White Papers, Marketing Information Reports or other body of knowledge-related resources
  - serving as mentors to individuals
  - serving in leadership positions at the chapter, regional, and national levels of SMPS
  - promoting SMPS in all contacts within the industry.

### C. Program Guidance and Management

Fellows policy is governed by the SMPS National Board of Directors, which shall have exclusive authority to modify or interpret these guidelines. The Fellows Delegate on the National Board of Directors will guide the Fellows Recognition Program and maintain contact with Fellows. The Jury appointed annually to consider candidates will have full authority to rule on the qualifications and eligibility of any candidate during their consideration of applications. The SMPS National staff will implement and manage the program.

## **D. Eligibility**

To be considered for the Fellow designation, a candidate must:

- Have been an active member of SMPS for at least 10 of the previous 15 consecutive years (since January 1, 1997) and currently be a member in good standing.
- have 10 years of experience as a marketer or business developer in the A/E/C industry,
- hold a current CPSM certification designation,
- complete a detailed application that documents the candidate's work history, education, professional accomplishments, association participation, and perception of the meaning of the Fellow designation.

## **E. Limitations**

1. No more than 5% of the SMPS total membership may be Fellows at any time.
2. Jurors reserve the right to name no Fellows in a given year.
3. The jurors' decision is final; there is no appeals process in this program.
4. The Fellow title is valid only for regular SMPS members, Distinguished Life members and Emeritus members in good standing. It shall be written as Name, FSMPS (no periods).
5. One must remain an active SMPS member to be a Fellow. If membership lapses the Fellow designation may no longer be used. Following an interruption in membership, if SMPS membership is subsequently reinstated, Fellow status will automatically be restored at the same time, at no additional charge to the renewing Fellow.

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## **II. Application Requirements**

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### **A. Required Information**

Candidates will complete an application on the form specified and submit one original hard copy of the application to the SMPS National Office. The candidate's application and all attachments, including endorsement and testimonial letters, should be reproduced on 8 1/2" X 11" sheets. In addition, the candidate must submit a pdf of the entire application, including reference letters and any other attachments, to permit electronic transmittal of the application to the Fellows Jury.

Candidates are required to present their applications in an organized, concise manner. The quality and appearance of the application will be a factor in the Jury's deliberation. Please do not include copies of newsletters, meeting announcements, and/or other print materials. Applications are evaluated strictly on the quality and thoroughness of the responses to the criteria, and information included therein should be substantiated by the candidate's references and endorsements. Narratives must express in a concise yet compelling manner the candidate's contributions to the community, to the Society and to the profession at large.

1. The application requires the following:
  - name, address, telephone number, facsimile number, and e-mail address
  - SMPS member number and years of membership
  - education history
  - work history, describing in detail the candidate's marketing/business development experience in each position, and including information on the level of responsibility for marketing business development decisions within the firm and for any other management or leadership roles in addition to marketing or business development.
  - a summary, with evidence and specific examples, of significant sustained contributions made to the profession of marketing or business development services in the A/E/C industry through publishing, training, and/or speaking (250-word limit). The contributions should relate to at least one of the following topics:
    - marketing research
    - marketing education
    - business development
    - marketing and communications programs
    - innovative marketing approaches or technologies.
  - a summary, with evidence and specific examples, of significant sustained contributions made to SMPS (250-word limit). Provide specific examples of chapter, regional, and national leadership in education, finances, membership, or management.
  - a summary, with evidence and specific examples, of a significant sustained contribution made by the candidate as a mentor (i.e., an advisor, teacher, or coach) to an individual in her or his professional development (250-word limit). Examples of mentoring activities would include the candidate's participation in a mentoring roundtable program sponsored by the candidate's chapter or one-on-one mentoring OUTSIDE the candidate's firm.
    - **The protégé may not be a co-worker or employee of the candidate.**
    - The protégé must confirm the value of the candidate's mentoring in a **testimonial letter** not to exceed two pages. This letter should describe just the mentoring relationship between the candidate and the protégé, indicating the nature and duration of the mentoring experience, with examples. This letter should discuss only the mentoring process and benefits to the protégé, and not be a general testimony as to the candidate's skills, experience or other contributions to SMPS and the profession, like those testimonials discussed in items 2 and 3 below.
2. Candidates will submit a letter of endorsement from their SMPS chapter, signed by the Immediate Past President, President, or President-Elect, attesting to significant contributions to the Society. If the candidate is not affiliated with a chapter, a letter will not be necessary.

3. In addition to the letter from the mentored protégé and the chapter, candidates will submit **five** testimonial letters from individuals, at least four of whom are SMPS members, and two of whom are SMPS Fellows. (A roster of current Fellows is available on the SMPS web site, [smps.org](http://smps.org)). Letters should substantiate each of the significant contributions (i.e., to the profession, to SMPS, and/or to individuals), providing specific examples of the applicant's abilities and accomplishments. No testimonial letter may be longer than two pages, and no more than five testimonial letters will be considered.
4. Candidates will also prepare a two-part statement no longer than two pages describing to the jury (1) what becoming a Fellow means to the candidate and (2) how the candidate expects to continue or expand his or her contributions to the profession and to the Society if elected as a Fellow. As part of this statement, the Candidate must answer the following question: ***What is the most important contribution that you have made to professional services marketing?*** The answer must be supported with evidence or examples of the contribution.
5. Candidates will confirm by signature their understanding that:
  - information on the application will be held in confidence
  - review of the application will be based only upon the information contained in the written application and in testimonial letters
  - they may not approach any juror concerning the application during or after jury deliberations and any such activity will result in invalidation of the application
  - they may not have been convicted for illegal activity or dismissed by an employer for illegal or unethical behavior
  - they agree to abide by the SMPS Code of Ethics
  - the jury's decision is final and may not be appealed. Notice of the jury's decision will be provided in writing by the SMPS Fellows Delegate.
6. Chapters, endorsers, and testimonial submitters are prohibited from contacting jurors directly for any reason. Queries about the process may be directed to the National Office.

## **B. Application Fee**

A nonrefundable fee of \$250 must be submitted with the application.

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### **III. Applications Processing: National Office**

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The National staff will:

- provide all necessary administrative support to the Fellows Jury and the Fellows Delegate throughout the application and selection process, including:
- identify members qualified to apply for Fellow status
- mail a notice of qualification and an application form
- receive and log in applications
- screen applications for completeness
- verify current membership status, CPSM status, and number of years as a member
- return incomplete submittals to candidates
- forward applications to jurors
- Assist the Fellows Delegate in notifying candidates of the jurors' decision
- have certificates and pins prepared
- record Fellows information in the member database
- coordinate successful candidates' attendance at Build Business to be recognized
- maintain confidentiality of all information.

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### **IV. Jury Composition and Conduct**

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#### **A. Juror Recruitment**

The jury will be comprised of six Fellows, recruited according to the following process.

1. All members of the jury will be appointed to a two-year term. The jury terms will be staggered so that three members will retire from the jury each year and three new members will be added each year. The Fellows Delegate will designate one of the continuing members to be chair of the jury for the following year, after conferring with the eligible jurors.
2. Each year the Fellows Delegate will solicit jury volunteers from the current roster of Fellows. Preference will be given to Fellows who have not previously served as jurors. The names of jury volunteers will be placed on a jurist resource list. From the jurist resource list the Fellows Delegate and the newly-appointed jury chair will select the required number of new jurists. The Fellows Delegate will then contact each proposed jurist, both newly-selected and those continuing from the prior year, to confirm their willingness to serve on the jury for the coming year.
3. The Fellows Delegate to the National Board of Directors will serve as an ex-officio member of the jury (with no vote).
4. No juror may serve more than two consecutive years.

## **B. Juror Conduct and Process**

1. The composition of the Jury and the identity of all Jurors, including the Jury Chair, shall be maintained in strict confidence. All communication between candidates and the Jury will be conducted through the National staff or the Fellows Delegate.
2. Jurors, the Fellows Delegate, and staff will conduct all business via telephone, and no in-person meetings are anticipated.
3. Jurors are prohibited from providing endorsements or testimonials for candidates. If a juror is contacted by a candidate for a letter of endorsement or advice, the juror may acknowledge his/her participation on the jury to the candidate in the process of refusing the request.
4. Jurors are required to sign a confidentiality statement. Judging will be kept in complete confidence, both during and after the selection process.
5. A confidential evaluation form, incorporating a point scoring system, will be used to evaluate applications. Candidates' scores will not be disclosed to members or candidates.
6. Each juror will evaluate each candidate by assigning points on each of the parameters on the application. The maximum point score is 100. A majority of the jurors must award a candidate a total of at least 80 points for the candidate to qualify as a Fellow.
7. Each juror will write a brief paragraph about each submittal. The Fellows Delegate may use these comments anonymously, or paraphrased summaries of the comments, to notify unsuccessful candidates of the reasons for the jury's decision.
8. The jury chair may convene teleconferences so that jurors may discuss submissions and assist each other in interpreting and understanding information.
9. Jurors agree that their assessments and decisions will be based only upon information submitted in the application and the evaluation form. However, if any juror has substantiated knowledge of illegal or unethical behavior on the part of a candidate, such information will be communicated to the jury chairperson, who will determine whether to (a) invalidate the application, (b) share the information with other jurors, or (c) ignore the information as irrelevant or unsubstantiated.
10. Jurors will report to the jury chairperson any lobbying or inappropriate questions by candidates, endorsers, or testimonial givers. Such activity will automatically result in application denial.
11. Each juror's evaluation and paragraphs will be submitted in confidence to the chair. To be elected a Fellow, a candidate must receive a score of at least 80 points from a majority of the jurors.
12. When the jury has finalized its evaluations and scores of the candidates have been tallied by the jury chair, the Fellows Delegate will notify each successful candidate via a courtesy telephone call, followed by an official notification letter with congratulations. The Fellows Delegate will also notify each of the unsuccessful candidates by letter, summarizing the reasons for the jury's decision and encouraging a future application when the deficient qualifications have been improved.
13. The jurors' decision is final; there is no appeals process.