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## I. Fellows Recognition Program Summary

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### 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 industries, 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, or other body of knowledge-related resources
  - serving as mentors to individuals
  - serving in leadership positions at the chapter, regional, and Society levels of SMPS
  - promoting SMPS in all contacts within the industry

### C. Program Guidance and Management

Fellows Recognition Program policy is governed by the SMPS board of directors, which shall have exclusive authority to modify or interpret these guidelines. The Fellows Delegate on the board of directors will guide the Fellows Recognition Program and maintain contact with Fellows. The Fellows 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 Headquarters staff will implement and manage the program.

### D. Eligibility

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

- have 15 years experience as a marketer and/or business developer in the A/E/C industries
- have been an active member of SMPS for at least 10 of the previous 15 consecutive years (since January 1, 2002) and currently be a member in good standing
- have held a current CPSM certification designation for a minimum of five years

- 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, Weld Coxe Marketing Achievement Award winners, 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.
6. All new Fellows are required to maintain their CPSM designation to keep their Fellow status (new in 2016).

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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 Headquarters 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 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 of the content 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 their firm(s), to the Society and to the profession at large beyond SMPS.

1. The application requires the following:
  - name, address, telephone number, and e-mail address
  - year became a CPSM
  - 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 and/or

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 and/or business development services in the A/E/C industries beyond SMPS, and how your contributions made a difference (500-word limit). The contributions should relate to at least two of the following topics and may include publishing, training, and/or speaking, or any contribution in general:
  - marketing research
  - marketing education
  - business development
  - marketing and communications programs
  - innovative marketing approaches or technologies
  - peer association outreach
  - client organization involvement
  
- a summary, with evidence and specific examples, of significant sustained contributions made to SMPS (250-word limit). Provide specific examples of chapter, regional, and Society leadership in education, finances, membership, management, or other activity which has a value to the marketing profession.
  
- 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 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 at <http://www.smeps.org/fellows>). 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.

**Note: All letters should be addressed to Fellows Recognition Committee (use SMPS headquarters mailing address). The Jury has the right to request the Fellows Delegate call the candidate's protégé, the chapter board member who sponsored the candidate, and/or the authors of the five testimonial letters for clarification. The feedback will only be shared with members of the Jury.**

4. Candidates will also prepare a statement (700 words max) describing to the Jury what becoming a Fellow means to the candidate and 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 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 Headquarters Office.

## **B. Application Fee**

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

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## **III. Applications Processing: SMPS Headquarters**

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The Headquarters 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.

Members of the committee should show diversity, including but not limited to geographic location, Fellow tenure and professional discipline and should include:

- one SMPS Fellow having received their designation in 0-5 years
  - one SMPS Fellow having received their designation in 5-10 years
  - one SMPS Fellow having received their designation in 10+ years
3. The Fellows Delegate to the Society Board of Directors will serve as an ex-officio member of the Jury (with no vote).
  4. No Juror may serve more than one two-year term in a five-year period.
  5. No Juror may serve on the Fellow jury and serve in a national committee/task force chair role or a chapter leadership position concurrently.

### 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 Headquarters 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 90 points for the candidate to qualify as a Fellow.
7. Each Juror will write a brief paragraph about each submittal on the evaluation score sheet. 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. Each Juror's evaluation and paragraphs will be submitted in confidence to the Chair.
9. The Jury Chair may convene teleconferences so that Jurors may discuss submissions and assist each other in interpreting and understanding information.
10. The Jury has the right to request the Fellows Delegate call the candidate's protégé, the chapter board member who sponsored the candidate, and/or the authors of the five testimonial letters for clarification. The feedback will only be shared with members of the Jury.
11. 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.
12. 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.
13. 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 initially via email, followed by an official notification letter. If desired, the unsuccessful applicant can request a debrief from the Fellows Delegate who will summarize the reasons for the Jury's decision. It's important to note that any deficiencies found by the Jury are the opinions of the current Jury only, and future Jury members will have no knowledge of previous deficiencies.
14. The Jurors' decision is final; there is no appeals process.
15. Successful candidates will be announced in *Marketer* and honored at the annual Build Business Gala.

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**V. Evaluation Guidelines: Total = 100 Points**

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The following items are contained on the application. An evaluation form will be used by the Jurors, and it will be consistent with program requirements and the application form.

**Overall Juror Guideline:**

For greater objectivity it may be helpful to think of each section (or even its subsections) in terms of letter grades (A, B, C, etc.). Jurors agree on the following scale:

- A = 90 - 100% (of points possible in that section)
- B = 80 - 89%
- C = 70 - 79%
- D = 60 - 69%
- F = 50 - 59%

Candidates need an overall score of at least 90 points from a majority of the Jurors, corresponding to a low A, to become a Fellow.

**1. Education and Work History**

A summary of education and work history emphasizing marketing and business development experience and indicating the level of responsibility within the organization.

**Juror Considerations:**

- Degree if candidate has less than 15 years' experience
- Progression showing growth in marketing or business development positions
- Experience in marketing leadership position
- Benchmark against other candidates (especially if number of successful candidates allowed is an issue)

<b>Maximum Category total</b>	<b>10 points</b>
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**2. Contributions Made to the Profession**

A summary, with evidence and specific examples, of significant sustained contributions made to the profession of marketing or business development in the A/E/C industries through publishing, training, and/or speaking, and related to at least two of the following areas (500-word limit):

- marketing research
- marketing education
- business development
- marketing and communications programs
- innovative marketing approaches or technologies
- peer association outreach
- client organization involvement

Substance of accomplishment..... 15 points  
Degree to which accomplishment is attributable to the candidate..... 10 points

**Juror Considerations:**

- Support and advancement of the profession within their firms
- Outreach to the A/E/C industries beyond SMPS (i.e. peer or client organizations)
- Impact of contributions in demonstrating the value of marketing in the industry
- Sustained nature of contributions (not sporadic or occasional)
- Writing, speaking, and training
- Mentoring other than with direct reports--e.g., with another department within firm, with the leadership of your firm, or with someone working for another company.
- Individual accomplishment as opposed to being a member of a team or committee

<b>Maximum Category total</b>	<b>25 points</b>
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**3. Contributions Made to SMPS**

Society leadership roles: list chapter, regional, and/or Society offices, committee and program roles, and awards. Include years of service and awards received.

Chapter Level ..... 5 points  
 Regional Level..... 5 points  
 National Level ..... 5 points

A clear summary, with evidence and specific examples, of significant sustained contributions made to SMPS. Provide examples of chapter, regional, or Society leadership in education, finances, membership, or management or other SMPS activity which has a value to the marketing profession. (250-word limit)

Substance of contribution ..... 10 points

**Juror Considerations:**

- Level of leadership role in chapter (i.e., president rather than committee chair)
- Society leadership roles
- Significant, sustained contribution (longer than one year, not sporadic or occasional)
- Individual accomplishment (vs. award for a chapter’s accomplishment)
- Contribution to SMPS (vs. participation)
- Contribution unrelated to job description if any candidate is a paid member of the SMPS Headquarters staff (i.e., past contributions only will be considered)

<b>Maximum Category total</b>	<b>25 points</b>
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**4. Contributions Made as a Mentor**

A summary, with evidence and specific examples, of significant sustained contributions made by the candidate as a mentor (advisor, teacher, or coach) to another individual or individuals in his or her professional development. 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 of a protégé who is employed OUTSIDE the candidate’s firm. Note: The protégé must not be a co-worker or employee of the candidate’s firm. Mentoring activities for individuals employed by the Candidate’s firm will not be considered. (250-word limit)

Clarity of leader or mentor role definition ..... 5 points  
 Positive effect on protégé, who has confirmed the value of candidate’s mentoring in a testimonial letter. .... 10 points

**Juror Considerations:**

- The letter from an individual mentored is important. The protégé’s letter should contain specific examples of how the candidate was able to support and guide the protégé’s career development
- Significant to career progression of person mentored
- Active and structured
- Direct reports are not eligible as protégés
- One on one

**Maximum Category total** **15 points**

**5. Candidate’s Statement**

Candidate has provided a compelling personal statement explaining what it means to him or her to become a Fellow and how the candidate expects to continue or expand his or her contributions to the profession and to the Society.

**Maximum Category total** **15 points**

**6. Endorsements and Testimonial Letters**

A. Chapter endorsement letter was provided. .... 0 points  
*If the candidate is not affiliated with a chapter, no letter is necessary. (yes or no; no points)*

B. In addition to the letter from the protégé and chapter, candidates must 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, <http://www.smeps.org/fellows>). 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. .... 10 points

**Juror Considerations:**

- Two or more letters from current Fellows
- Specifics in all letters
- Letters from senior-level people (vs. a marketing coordinator)
- Use letters for outside corroboration for sections 3 & 4
- Personal references if called by the Fellows Delegate

**Maximum Category total** **5 points**

**7. Quality of Submittal**

Candidate has provided their application in an organized, concise manner. The quality of the application will be a factor in the Jury’s deliberation.

**Juror Considerations**

- Well written and concise
- Free of grammatical and spelling errors

**Maximum Category total** **5 points**

**Maximum Evaluation total** **100 points**