



CHAPTER PRESIDENT OF THE YEAR AWARD

Submission Criteria

**Submission
Deadline:**
March 1, 2021

smps[®]
Society for Marketing
Professional Services
smps.org

Chapter President of the Year

The SMPS Chapter President of the Year (CPY) Award recognizes an SMPS chapter president who has demonstrated excellence in leadership while serving the chapter and its members.

Submittal Requirements

ELIGIBILITY

To be eligible, the candidate must have served as president for the 2019–2020 program year. All nominations must be made by a current SMPS member. “Self-nominations” are accepted as well.

REPORTING TIME PERIOD

September 1, 2019–August 31, 2020.

DEADLINE

Application and PDF submission must be submitted online by **March 1, 2021** to smps.org/cpyentry.

SUBMISSION

Executive Summary

In 500 words or less, please summarize why your chapter’s president should be awarded Chapter President of the Year. Please provide examples that demonstrate how the chapter’s success could not have been possible without your nominee’s thoughtful and strategic leadership. This is your opportunity to help the judges get to know the nominee and to better understand their focus and strategy for the year that made a monumental positive impact on your chapter.

In a total of 5 pages or less (not including covers, letters of support, executive summary, or addenda), submit a synopsis describing how the nominee initiated or influenced each of the 5 criteria. Samples of documents supporting any of the 5 items may be included in an addenda. Addenda, if included, is limited to 30 pages and should provide supplemental information only, not content.

No printed copies need to be mailed in.

FORMAT

1. High-Quality PDF

Upload one high quality, print-ready PDF. Winning entries will be printed at HQ and displayed at Build Business Conference and Chapter Leadership Symposium.

2. Follow the Order of the Criteria

Address all items in the exact order or the criteria provided, noting headings.

3. Document Formatting

All pages must be formatted in 8½ x 11 paper size. Use a minimum 10-point font size for the executive summary and main criteria content.

4. Copyright

Please abide by copyright laws when creating your submittal, especially regarding your submittal theme, images, etc. Copyright infringement occurs when the copyright owner’s rights are violated. If you have obtained approval, the letter must be included with your award submittal.

Failure to comply with the submittal requirements listed above can result in disqualification.

Upload submittal to
smps.org/cpyentry

Judging Criteria and Scoring

TOTAL POSSIBLE POINTS: 100

1. Leadership (20 points)

- Discuss and provide examples of how the nominee’s leadership style contributed to the success of the chapter, its leaders, and members.
- Demonstrate the nominee’s role as a chapter leader and discuss their impact on the chapter and industry overall.
- How did they motivate, inspire, and organize people?
- What vision did they set for the chapter and how did they align their board and chapter volunteers to accomplish it?
- Actions and results might include but are not limited to: fostered an environment among chapter members and volunteers where new ideas and approaches were embraced and fostered; set a course to advance the chapter into the future; helped the chapter cope with change; impacted the chapter and industry overall; and motivated and inspired chapter leaders to be their best.

2. Chapter Management (20 points)

- Discuss and provide examples of how the nominee led the chapter with purpose to achieve or enhance its stability while demonstrating effective chapter management.
- Actions and results might include but are not limited to: operations to strengthen chapter infrastructure; changing course to recover from a financial challenge or continuation of a positive trend; creation of new revenue streams; implementation of programs to attract all stakeholders; development or refinement of processes or programs for recruiting and training future chapter leaders; and strategic investment and/or use of reserves.

3. Society Awareness (20 points)

- Discuss and provide examples of how the nominee increased visibility and awareness of the Society and advocated for the profession of marketing and business development.
- Actions and results might include but are not limited to: publicity and promotion of the Society through a variety of communications and PR channels; encouragement/support of chapter members in their efforts to advocate for the Society; collaboration with other organizations; and other activities that advance the profession of marketing and business development in the chapter’s market and/or industry.

4. Membership (20 points)

- Discuss and provide examples of how the nominee participated in membership activities including member engagement and recruitment and retention efforts.
- Actions and results might include but are not limited to: implementation of recruitment/retention strategies and results; value promotion; engagement of new members; and understanding and addressing needs of all members.

5. Chapter Programming and Events (10 points)

- Discuss and provide examples of how the nominee developed, influenced, or oversaw the creation of chapter programming and events to deliver value to its members.
- Provide specific examples of how it supports the Society’s mission and vision. Actions and results might include but are not limited to: alignment of educational programming and events with the six Domains of Practice; implementation of member onboarding and/or campaigns; creation of new programming or other initiatives; and alignment of programs and events with needs of chapter members and prospects.

6. Letters of Support (10 points)

Please provide three letters of support from SMPS members detailing the nominee’s leadership style, how leadership excellence was demonstrated, and how the nominee influenced change and created success. At least two letters should be from the nominee’s 2019-20 chapter board members or volunteers. The remaining letter may be from any SMPS chapter member. Each letter of support is limited to two pages. **No more than three letters will be accepted.**

CHAPTER PRESIDENT OF THE YEAR

Award

Award will be given to an individual who meets the criteria and who has gone above and beyond in the leadership of their chapter. A Chapter President of the Year Award will not necessarily be awarded each year. The winner will be honored at the 2021 Build Business conference.

Prize Winner Will Receive:

- One Build Business 2021 conference registration
- Coverage in the *Marketer* and *Marketer QuickLook*
- Chapter President of the Year Award crystal

Reminders

- Please submit the Chapter President of the Year submittal to smps.org/cpyentry
- Judges may visit chapter website to confirm information presented in submittal.
- No printed copy needs to be mailed in.
- No fee to enter.

RESOURCES

Past Winning Submittals

To review or download past winning CPY submittals, please visit the All Chapter Leaders Community of MySMPS. Select the “Awards/2020” folder.

SMPS Staff or CPY Committee

Please don't hesitate to contact Matthew McFadden at SMPS Headquarters at matthew@smps.org with questions or for support.