

2021 Fellows Application Requirements

Revised: *October 2020*

SUBMITTAL|APPLICATION

Candidates will complete the online application and submit (via pdf) all endorsement and testimonial letters.

The quality of the application will be a factor in the jury's deliberation. 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.

SUBMISSIONS MUST INCLUDE THE FOLLOWING:

1. Full name, address, telephone number, and email address
2. Year became a CPSM
3. SMPS member number and number of years as a member
4. **Education:** (This information is requested for demographic purposes only and will not be considered in the evaluation.)
5. **Work history:** Describe marketing and/or business development experience in each position and include 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. **(10 points)**
6. **Contributions made to the profession:** Provide 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. Examples are innovative changes, publishing, training, and/or speaking, or any contribution in general. (600-word limit) **(35 points)**

Contributions should relate to at least three of the following topics:

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

Considerations:

- Progress made in firm and toward the profession
- Outreach to A/E/C industries beyond SMPS (peer or client organizations)
- Impact of contributions in demonstrating the value of marketing
- Sustained nature of contributions
- Writing, speaking, and training
- Mentoring other than direct reports (e.g., another department within firm, leadership of firm, someone working for another company)
- Individual accomplishment as opposed to member of a team or committee

7. **Contributions made to SMPS:** Provide a summary, with evidence and specific examples, of significant sustained contributions made to SMPS. Provide specific examples of leadership at the Society, regional, and chapter levels in management, education, finances, membership, or other activity which has a value to the marketing profession. (Limit: 250 words) **(15 points)**

Considerations:

- Contribution to SMPS (as a leader)
- Society and regional level leadership roles
- Significant, sustained contribution
- Individual accomplishments
- Level of leadership role in chapter (i.e., president vs. committee member)
- **Letter from a chapter leader:** 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 chapter and the Society. If the candidate is not affiliated with a chapter, a letter will not be necessary.

8. **Contributions as a mentor:** Provide 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. Examples of mentoring activities should include one-on-one mentoring outside the candidate's firm, and leadership/participation in a mentoring program. (Limit: 250 words) **(15 points)**

- During the mentoring process 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 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 the testimonials discussed in items below.

Considerations:

- Protégé's letter should contain specific examples of how the candidate supported and guided the protégé's career development. If applicant is re-applying within three consecutive years, they are not required to submit new letters, they may upload previous year's protégé letter.
- Display significant career progression of protégé
- Active, structured, and one-on-one support provided by candidate

9. **Statement by candidate:** Describe to the jury what becoming a Fellow means to you. Be sure to include in your statement how you expect to continue or expand your contributions to the profession and to the Society if elected as a Fellow. (Limit: 700 words) **(15 points)**

10. **Testimonial letters:** 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 website at <https://cart.smeps.org/smeps/fellows/fellows.html>).

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.

(5 points)

NOTE: All letters should be addressed to Fellows Recognition Program (use SMPS headquarters mailing address). The jury has the right to request the jury chair or staff liaison 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. If applicant is re-applying within three consecutive years, they are not required to submit new letters, they may upload their letters from the previous year's application. In addition, previous applicants within the three consecutive years will have their application fee is waived.

11. **Quality of Submittal:** Candidate has provided their application in an organized, concise manner. The quality and fact that the candidate addressed each section of the application will be considered in the jury's deliberation. **(5 points)**

Considerations:

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

12. **Photo:** All applications must be accompanied by a digital image (high-resolution 300-dpi), professionally produced portrait, if possible, for use in announcing newly elected Fellows.

13. **Fellows Publicity**

Provide a 100-word bio that will be used in press releases and announcements if chosen. You may include the following, but not limited to:

- Firm (tenure, duties, and accomplishments)
- Title
- Location
- Other Designations (when did you achieve CPSM?)
- Chapter affiliation (length of membership)
- Volunteer roles at chapter, regional, and Society levels
- Volunteer roles in other peer organizations
- Other Professional Accomplishments
- What does becoming an SMPS Fellows means to you?

Disclaimer: SMPS may edit or use portions of the bio as space permits within the Society's communications.

14. **Signature:** 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 have not been convicted or under prosecution 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 via a phone call and in writing by the Fellows jury Chair or staff liaison
- queries about the process may be directed to SMPS headquarters

15. **Application Fee:** A nonrefundable fee of \$250 must be submitted with the application. This fee covers applications for a total three years.

APPLICATIONS PROCESSING: SMPS HEADQUARTERS

The SMPS headquarters staff will provide all necessary administrative support to the Fellows jury throughout the application and selection process, including:

- identify members qualified to apply for the Fellows designation
- distribute a notice of qualification and an application form
- receive and log 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
- organize and moderate jury selection call
- assist the Fellows jury chair in notifying candidates of the jurors' decision
- have awards 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