



2019 COMPETITION MANUAL

Your guide to conducting the CUaware Protégé Competition

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I. The Mission

Common concerns of increasing urgency to credit unions are the appeal to young people and development of promising individuals. Inspired by the Pennsylvania Credit Union Association's Youth Ambassador Program, the SC Credit Union League launched the Palmetto Protégé Competition in 2010 to address this growing concern.

Following the consolidation of the NC Credit Union League and SC Credit Union League, the Protégé program was rebranded and placed under the direction of the CUaware Leadership Council in 2014.

Now the **CUaware Protégé Competition**, the mission continues to: recognize the value and potential in rising professionals age 35 and under; enhance chapter programming and credit union interest; and support CUaware and the League's investment in developing leadership.

Participation from the chapter system, elevates the visibility of credit union history, philosophy, and cooperation in a process that ultimately names a chapter representative to the competition finals, where the CUaware Protégé is chosen. Participants gain greater credit union knowledge, networking experience, creative experience, and presentation skills.

II. Judging the Candidates

At the Chapter Level:

Judging at the chapter level and finals are based on the same criteria: Credit Union Knowledge – 25%; Ability to Communicate – 45%; Personality – 20%; and Professional Appearance – 10%.

Essay (CU Knowledge) — Credit union knowledge will be determined through a one-page essay, completed as part of the application process. The same general essay question will be asked of all candidates and the judges will assess the applicants grasp of the subject and writing skills.

Oral Presentation (Ability to Communicate) — Each chapter-level contestant will be asked to present a five-minute speech on a credit union subject selected from a League-provided list. PowerPoint is not required. Chapter winners have the option of presenting the same subject as their chapter-level presentation or choosing a new subject to share at the finals.

At the Finals Level:

Exam (CU Knowledge) — The Carolinas Credit Union League will facilitate a proctored exam to all chapter winners at the finals. Finalists will have an hour to complete the multiple-choice test. Study materials will be provided to contestants well in advance of the finals. This portion of the competition should not be difficult for the candidate who is familiar with credit union operation, history, and philosophy.

Oral Presentation (Ability to Communicate) — Finalists will be asked to present their five-minute speeches on the topic they selected from the League-provided list. PowerPoint is not required.

III. Rules and Regulations

1. Contestants must be at least 18 years of age and no more than 35 years of age by January 30, 2019 prior to the finals, held in conjunction with the Carolinas Credit Union League's conference in February.
2. **Contestants must belong to a League-affiliated credit union** and must be sponsored by a chapter that has provided equal opportunity for all its member credit unions to participate in the competition. Equal opportunity includes advance written notice of the chapter competition simultaneously given to all credit unions in a chapter area.
3. Each participating credit union may be represented by only one (1) contestant. Each eligible chapter may be represented only by one (1) contestant in the finals. If more than one contestant exists, a winner must be decided. Credit unions that have branches in other chapter areas or are associate chapter members must have their nominee participate in either the contest of the chapter where the nominee works or in the chapter where the headquarters of the credit union is located.
4. **Chapter contests may be held between July 2, 2018 and January 4, 2019.** Chapters must submit a completed Chapter Participation Form to CCUL, prior to hosting their event, indicating that they plan to sponsor a contest. Chapters must inform every credit union in the chapter in writing that a contest will be held. CCUL will notify credit unions at the chapter's request.
5. Judging at the chapter-level and finals will be based on the following criteria:
 - a. Credit Union Knowledge 25%
 - b. Ability to Communicate 45%
 - c. Personality 20%
 - d. Professional Appearance 10%
6. If they so choose, individual credit unions and chapters may award prizes, cash or otherwise, to their Protégés and alternates at the end of a contest.
7. Each credit union will be responsible for its candidate's expenses in connection with the chapter competition.
8. Winners of any credit union competitions automatically become eligible for a chapter competition, provided all rules have been properly observed and the chapter has agreed to host a competition. Chapter winners become eligible for the finals, provided all rules have been properly observed.
9. Each sponsoring chapter must provide to CCUL, no later than January 4, 2019:
 - a. A copy of the chapter winner's application/bio form
 - b. A copy of the winner's signed photo release form; and
 - c. A print-quality color photograph (digital 300 dpi, jpeg, or minimum size of 4" x 6") of your chapter protégé.
10. In the case of a candidate under 18 years of age when applying, a photo release form must be signed by the parent or guardian. Materials should be forwarded to:

CUaware Protégé Competition Coordinators

Carolinas Credit Union League

Email: cjackson@carolinasleague.org and/or jhardin@carolinasleague.org

11. The chapter accepts primary responsibility for its winning candidate's expenses and may seek assistance from the winner's sponsoring credit union. Expenses for participation in the finals will include:
 - a. Conference registration;
 - b. Hotel accommodations; and
 - c. Meals and mileage/gas reimbursement (or stipend)
12. Accommodations at Finals: Finalists at the Carolinas Credit Union League's conference will be housed in the Renaissance Charlotte Suites Hotel. Chapter winners' respective credit unions should book their room and provide a copy of the receipt to their chapter for reimbursement.
13. Attendance at Finals: Finalists at the Carolinas Credit Union League's two-day conference are expected to be in attendance for all days of the competition program as the proctored exam will be disseminated on day one, and oral presentations on day two. Finalists are responsible for bringing their own laptop, tablet or smartphone device that will enable them to complete the online exam.
14. The winner of the finals will hold the title of CUaware Protégé (unless revoked for cause) for one year, until a successor is selected at the following year's finals competition. Awards will be presented to the CUaware Protégé, First Runner-Up and Second Runner-up.
15. Individuals receiving the title of the CUaware Protégé become ineligible to re-enter future contests.
16. All participants in the finals, including the first and second runner-ups, may not compete during the immediate following year. After skipping one year, participants in the finals may compete again for the title, after repeating the process of being sponsored by a credit union and a chapter.
17. If for any reason the CUaware Protégé should be unable to complete his or her one-year term, the title will be passed to the First Runner-up. In the event that the First Runner-up is unable to serve, the title will pass to the Second Runner-up.
18. Ineligible to participate at any level of the competition are employees and directors of the Carolinas Credit Union League and its affiliated organizations, and members of their immediate families. Staff members of the League are prohibited from serving as judges of any CUaware Protégé Competition (including chapter contests) in North Carolina and South Carolina.

IV. Awards & Prizes

All participants in the CUaware Protégé competition gain enhanced credit union knowledge, positive reinforcement of their value to the movement, and networking via the process and membership in the CUaware peer group. Program incentives are as follows.

Chapter Protégé:

- Each chapter works with the finalist's sponsor credit union to support his/her participation in the CUaware Protégé finals January 31-February 1, 2019 including two nights lodging, mileage and some expenses (or a stipend). Estimated total value is \$500-600 (*estimation includes the cost of registration, hotel for two nights, meals, and gas reimbursement*).
- Chapter winners will also have the opportunity to sign up for the **CUaware Protégé Mentor Program**, which pairs a protégé with a volunteer credit union executive for valuable cross-cultural impact and career development.

CUaware Protégé:

- The winner of the finals competition will have a position on the CUaware Leadership Council. His or her responsibilities, coordinated by CUaware, may include:
 - Presentations at various League chapter meetings on his or her background, experience, CUaware, and the CUaware Protégé programs;
 - Appearances at 1-2 premier League events during the year as a secondary presenter and CUaware advocate; and/or
 - Assist in facilitating CUaware events.
- Immediate benefit to the CUaware Protégé and the two runners-up is a selection of the following developmental scholarships.
 - Southeast CUNA Management School – One – year registration, valued at more than \$1,600 (requires commitment to three-year program)
 - CCUL Hike the Hill (Washington, DC) – Full participation including airfare and lodging, valued at \$1,100
 - Principles & Philosophy Conference + Webinar Voucher – Includes conference tuition, two nights lodging, meals, and a \$600 webinar voucher (total value around \$1,300).

Recommended: Print Off Checklist on Last Page

V. Checklist

- Inform all credit unions within your chapter about the CUaware Protégé Competition at the same time.
- Distribute competition applications and promotional material to interested credit unions.
- Set a deadline for returned applications (including essays).
- Set a date and location for oral presentations.
- Score the results of the returned essays and oral presentations.
- Based on the results from judging the essay and oral presentation designate your Chapter Protégé.
- Send the results of your chapter winner to the Carolinas Credit Union League by **January 4, 2019** including bio, photo, and scoring results.
- Contact CCUL Meetings & Conferences Director Barbara Lehew (blehew@carolinasleague.org) with any questions related to registering your chapter representative for the League's January conference where finals will be held.