



The Chapter Excellence Award (CEA) recognizes a Chapter's excellence in promoting the mission of SDA. The point based system serves as a resource for Chapters to understand their strengths, inspire growth, and share their successes with other SDA Members and Chapters. All Chapters are encouraged to submit an entry for the Chapter Excellence Award.

The Chapter Excellence Award is a self-reporting program with seven specific areas of concentration:

- Section 1 - Executive Summary**
- Section 2 - Best Practices**
- Section 3 - Leadership/Professional Development**
- Section 4 - Membership**
- Section 5 - Communication**
- Section 6 - Education**
- Section 7 - Chapter Governance**

One Chapter will be recognized as the **Society for Design Administration's 2017 Chapter Excellence Award Winner** and with that comes the bragging rights for the year as SDA's outstanding Chapter. All submitting Chapters will be recognized for their excellence in promoting the mission of the SDA.

Qualification period: January 1 – December 31, 2016. All Chapters are eligible to win the Chapter Excellence Award, after which the Chapter becomes ineligible for a period of two years.

SUBMISSION AND JUDGING CRITERIA

Submit one (1) copy of your Chapter's entry in a single pdf file to admin@sdanational.org. Be sure to indicate "CEA Award" in the subject line of your email.

Submittal format guidelines:

- Format should be in color, in an 8-1/2" x 11" format.
- Narratives under the Executive Summary section should be submitted in a font size no smaller than 11 points.

- Please be sure that your Chapter's name and address are noted as required under the Executive Summary section with your Chapter's contact for the award submittal. This will be used by the jurors for deliberation, by SDA National Headquarters for promotional purposes and for the Chapter Resources page.
- Use an 8 ½ x 11 sheet of paper to identify submittal sections and requested/required supporting documentation.
- You may also include any additional supporting documentation you feel is pertinent. Supporting documentation is the data, published materials, and other exhibits which relate to the specific categories, such as photos of board members, photos of events, copies of any documentation relating to the entry, website snapshots, job bank, etc. Verify that any required documentation or information is addressed accurately.
- File size for a Chapter's submittal is limited to 30MB.

*All submittals must be **received** by SDA National Headquarters on or before, March 24, 2017, by 5PM EST. Submittals received after this date and time will be disqualified. SDA National will provide an email confirming receipt of your Chapter's CEA entry to the contact person indicated on your Chapter's submittal.*

All submittals must follow the format outlined below and include the requested/required information.

TITLE PAGE

Include Chapter name, address, award contact information, Chapter officers, and director, if applicable.

Section 1: Executive Summary

- Provide a summary narrative description or listing of the Chapter's efforts, achievements, and activities as outlined in the seven categories. Please limit your response to two pages.
- Include in this section a summary of why your Chapter deserves recognition with the Chapter Excellence Award in a concise, well written and informative fashion.
- Include the completed CEA Checklist for Chapters following the Executive Summary.
- The Executive Summary of the winning Chapter will be posted on sdadmin.org under Chapter Resources as a way to educate our members on how other successful Chapters operate.

Section 2: Best Practices

Consider all of the great things that your Chapter completed last year. Let us celebrate your Chapter's successes and accomplishments as well as share those with other Chapters. Your best practices will help other Chapter's achieve their own success. Acknowledging a best practice on the checklist requires that backup accompany the Chapter's submittal. Use the checklist below, select all of the items that apply to your Chapter, and submit samples of those best practices. But remember . . . don't let our suggestion

limit the number of best practices submitted by your Chapter. Maybe your Chapter has created another event, fundraiser, educational opportunity, etc., that we haven't thought about!

- **Best Membership Campaign.** How are you promoting SDA membership and benefits to future members? Did your Chapter interact with another A/E/C industry organization to promote membership?
- **Best Membership Retention Outreach.** How did your Chapter promote membership retention as memberships reach renewals dates?
- **Best Educational Program.** How did your Chapter provide educational opportunities to members and/or non-members? What was your Chapter's best educational opportunity for members and/or non-members? Did your Chapter secure a guest speaker? Did the Chapter partner with another A/E/C industry organization for an educational event?
- **Best Networking/Social Event.** Did your Chapter host or participate in a charity, community, or social event? Did your Chapter host a Construction event? Did your Chapter host a Principals' Appreciation or Administrative Professionals breakfast or luncheon? Did your Chapter partner with another A/E/C industry for networking purposes? Did your Chapter host a holiday social?
- **Best Fundraising Effort.** Did your Chapter conduct a successful fundraising initiative (tour, educational program, etc.)? Did your Chapter secure a beneficial sponsor? If so, how was that sponsorship obtained?
- **Best Communication Tool.** What is your Chapter's best communication tool? Did your Chapter produce a newsletter? Did your Chapter maintain a current website? Did the Chapter have a Facebook page? What about other social media outreach – Twitter, LinkedIn, etc.?

Section 3: Leadership/Professional Development

Involvement at the Chapter and National levels helps individual(s) gain and apply new technical skills, stay abreast of trends, and maintain their professional edge as knowledge advances. This promotes the next generation of SDA and firm leaders.

- Did your Chapter president or delegate serve as a delegate on the National Board of Directors and participate in Board of Director meetings (Annual Business Meeting and phone conference Board of Director meetings)?
- Did your Chapter participate in Town Hall Conference Calls?
- Did any of your Chapter membership participate at the SDA National level (National Committee chair or member, ExCom, Board of Directors)?
- Did your Chapter and/or members submit for recognition in any of the National Awards programs?
- Did your Chapter provide funding for Chapter leadership to attend last year's EDSymposium?
- Did any members of your Chapter members attend last year's EDSymposium?

Section 4: Membership

SDA is nothing without its Membership. The more we grow our membership, the greater is our combined body of knowledge, the magnitude of our network, and our ability to positively impact the quality of design-firm management. How successful we are at generating growth depends upon our combined and concerted recruiting efforts, and how well and how frequently we get the word out about SDA. Tell us about your Chapter's efforts to increase membership and retain existing members.

- Did your Chapter conduct a membership campaign?
- Did your Chapter actively work to add new contacts to your database? Did your Chapter forward those contacts to SDA Headquarters to add to the National database?
- Did your Chapter develop communication outreach to contact members to encourage membership renewal as renewal dates approached (email communication, phone call, member survey, mailed correspondence, etc.)?
- What was your Chapter's percentage of growth last year?

Section 5: Communication

Communication of Chapter events, educational opportunities, etc., to its members is vital to the success of the Chapter. The Chapter should obtain publicity for SDA through all available news media, publications of the AIA, and other industry-related publications and trade journals. A Chapter should also make it a practice to share Chapter news, white papers, publications, etc., with SDA National. How is your Chapter reaching members and non-members?

- Does your Chapter have a website? Please provide your Chapter's website URL address.
- Does your Chapter have a Facebook page? Please provide your Chapter's Facebook URL address.
- Did your Chapter use Twitter? Please provide your Chapter's Twitter ID.
- Did your Chapter utilize LinkedIn? Please provide the name of the discussion group, page identifications, etc.
- Did your Chapter (board and/or Chapter members) use their Basecamp site?
- Did your Chapter utilize Skype to connect members for board or member meetings/functions?
- Did your Chapter publicize news and/or upcoming events in another A/E/C industry-related publication (website, newsletter, eblast, etc.)?
- Does your Chapter provide a Job Bank to members and/or non-members?

Section 6: Education

As the A/E/C field continues to change and grow, design firm employees need to continue to develop and polish their skills and capabilities. Through SDA's many educational programs or community/college/university classes, the Chapter provides each member the opportunity to achieve and grow professionally.

- Did your Chapter participate in an educational webinar provided by SDA National? Please list those webinars.
- Did your Chapter participate in an educational webinar provided by another educational provider or professional organization? Please list all of the types of education and sources utilized.
- Did your Chapter provide continuing education hours to members and/or non-members last year? Please indicate the number of hours.

Section 7: Chapter Governance

SDA Chapters should operate within the suggested guidelines as established and outlined in the SDA National Bylaws, Standing Rules, and Chapter Affiliation Agreement to sustain their status as a healthy Chapter.

- Does your Chapter maintain bylaws and standing rules that are current and approved by the SDA National Bylaws Committee?
- Has your Chapter obtained the 501(c)6 IRS tax-exempt status and filed the annual 990 tax return as required? Are copies on file with SDA National?
- Did your Chapter complete and submit a 2015 Annual Chapter Report to SDA National?
- Does your Chapter have a Chapter Affiliation Agreement signed and on file with SDA National?
- Does the Chapter have a document retention policy for maintaining permanent files/papers (IRS determination letter, bylaws, standing rules, financial reporting, stability, etc.)?
- Did your Chapter conduct the required period board meetings this year (at least two board meetings in person; minimum of six board meetings per year)?
- Does your Chapter conduct annual election of officers?

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SDA National
admin@sdanational.org

Remember to reference "CEA Award" in the email subject line.