

**smps**<sup>®</sup>

Society for Marketing  
Professional Services



**Striving for Excellence Awards**

**SUBMISSION CRITERIA**

## Deadlines

Application and PDF of submission must be submitted online by February 11, 2019. No copies need to be mailed in.

## Reminders

1. Please submit the chapter's Striving for Excellence submittal in electronic format (high quality print-ready PDF) to [www.smeps.org/sfeentry](http://www.smeps.org/sfeentry).
2. Please ensure submittal is free of spelling, punctuation, and grammatical errors. Up to 1 point may be subtracted from any section in which an error is found (up to 5 points overall).
3. Judges may visit chapter websites to confirm information presented in submittal.
4. Please review the submittal preparation information included in this document. This information will provide clarity on specific criteria points that may need further explanation.

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

## STRIVING FOR EXCELLENCE

The SMPS Striving for Excellence (SFE) Awards recognize those chapters who significantly advance and enhance professional services marketing and business development through excellent programs, strong leadership, increased membership, quality communications, and strong financial health.

## SUBMITTAL REQUIREMENTS

### Eligibility

All SMPS chapters are eligible to submit.

### Reporting Time Period

- September 1, 2017–August 31, 2018.

### Submission

#### ■ Executive Summary

In 500 words or less, please summarize why your chapter should be awarded a Striving for Excellence award. Please share details of current and/or previous challenges experienced by your chapter, chapter membership makeup, chapter market description, and your chapter's approach to meeting the needs of all members. This is your opportunity to help the judges get to know your chapter and to better understand your chapter's approach to advancing and enhancing professional services marketing and business development.

- Submit a synopsis of the chapter's activities, accomplishments, and achievements in each of the five topic areas:
  1. Program/Education Goals and Program Descriptions
  2. Leadership/Chapter Management
  3. Membership
  4. Communications
  5. Financial Health

### Format

- Must submit 1 high quality print-ready PDF.
- Submission is limited to 12 pages. The 12-page limit excludes 500 word executive summary, covers, table of contents, and addenda. Addenda, if included, is limited to 15 pages and should provide supplemental information only, not content. Section dividers and/or tabs may not be used for content (testimonials and/or images are permitted).
- Address all items in the exact order of the outline provided here, noting headings and subcategories. If your chapter does not have a response for a specific subcategory, please do not skip the item; rather indicate such in your response or describe your future plans to add the category to your programming.
- PDF documents must be submitted on 8.5 x 11 size paper format.
- Must use a minimum 10-point font size for the executive summary and main criteria content.
- 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.

# SMPS Chapter Awards Program|Striving for Excellence (SFE)

## JUDGING CRITERIA

### 1. Programs and Education (20 points)

Explain how your chapter provides effective professional development.

- Demonstrate the chapter's ability to provide creative educational opportunities based around the six Domains of Practice for professional service marketing including certification/recertification, minority, and diversity focused events
- Networking opportunities
- Programs/events targeting diversified career tracks from coordinator to CMO

### 2. Leadership and Chapter Management (20 points)

Explain the effective leadership and management strategies of your chapter.

- Chapter plan/goals and progress on achieving them (e.g., strategic plan, action plan, challenges overcome); chapter goals in line with SMPS mission
- Leadership development and training/mentoring (e.g., board members, committee members, and successors)
- Recognition of members' achievements; achievements in SMPS and/or in their firm (e.g., chapter marketing communication award, outstanding member/volunteer)
- Engagement of past chapter leaders and experienced members (e.g., past chapter presidents, Fellows)
- Collaboration with other chapters and industry associations

### 3. Membership (20 points)

Explain how your chapter effectively recruits and retains members while meeting the needs of all members.

- Demonstrate the chapter's ability to retain members and the results
- Demonstrate the chapter's ability to recruit members and the results

- New member orientation program
- Chapter membership mentoring program

### 4. Communications (20 points)

Use of the approved SMPS chapter logo will be a consideration in awarding points. For more information on proper usage, read the SMPS Chapter Identity Guidelines.

Explain how your chapter communicates with members and prospects effectively.

- Chapter website
- Social media
- Chapter newsletter/electronic news
- Marketing materials (print and/or digital)
- Membership surveys/results (methods of gaining feedback from members)

### 5. Financial Health (20 points)

Provide an overview of your chapter's approach to fiscal responsibility and financial health.

- Financial statement/budget including summary of assets and liabilities
- Efforts to invest/give back to members (e.g., program rates, stipends, or scholarship programs)
- Sponsorship program
- Community and/or industry contributions (e.g., charitable organizations, student scholarships)

## Resources

### 1. MySMPS:

All Chapter Leaders  
Community  
(<http://my.smeps.org>)

### 2. Past winning submittals:

To review or download past winning SFE submittals, visit All Chapter Leaders community of MySMPS. Select the “Chapter Awards/2017/ SFE Winning Submittals” folder.

### 3. Membership statistical reports:

To review or download the chapter statistical reports, please visit the All Chapter Leaders community of MySMPS. Select the “Membership/ Membership Statistical Reports” folder.

### 4. SMPS Staff or SFE Committee:

Please don't hesitate to contact Molly Dall'Erta at SMPS Headquarters via email at [molly@smeps.org](mailto:molly@smeps.org) with questions or for support. SMPS staff are also available to verify membership data.

## PREPARING YOUR SFE SUBMITTAL

The tips and references below will help provide clarity on specific criteria that may need further explanation. Also provided are a sample calculation, metrics, and information to assist with the reporting process. These are meant to assist you and should not limit the information you include in your chapter's SFE submittal. Please ensure submittal is free of spelling, punctuation, and grammatical errors. Up to 1 point may be subtracted from any section in which an error is found.

### Programs and Education

Clearly state your chapter's program goals. What was the objective of programs and/or events and why? Was objective achieved? Include statistics and/or graphics used to measure results.

- Remember to reference your chapter's Education Report submitted to SMPS each program year. Your chapter's Education Report includes detailed information (i.e., program name, description, speaker information, evaluation rating, attendance numbers for members/ nonmembers, and cost).

To review the full 2017–18 Chapter Education Report (includes all chapters and compiled by SMPS), please visit the All Chapter Leaders community of MySMPS. Select the “Education|Programs/Chapter Education Reports” folder.

#### SMPS DIVERSITY STATEMENT

SMPS embraces and promotes diversity in our organization, which includes differences, mutuality, and similarities. We recognize that our diversity is reflected by different people and firms. We believe our varying ethnicities, cultures, genders, ages, levels of experiences, physical abilities, and other differences benefit us as individuals and as an organization. In SMPS, we will promote programs and activities that espouse our beliefs and increase awareness, understanding, recruitment, and participation of diverse persons and firms.

### Leadership and Chapter Management

- Chapter plan/goals should be aligned with the SMPS mission and vision.  
SMPS mission: To advocate for, educate, and connect leaders in the building industry.  
SMPS vision: Business Transformed Through Marketing Leadership.
- Clearly define chapter plan/goals and progress on achieving them. For example, refer to your chapter's strategic plan, think about challenges your chapter has overcome, and track achievements.

## Membership

- Tell the story of your chapter's new member outreach and recruitment and retention strategies.
- Include year-to-year comparisons, metrics, statistics, charts, and graphs to tell your story.
- Share membership campaigns and results.
- Provide current membership numbers.
- Include membership calculations.

When calculating membership statistics, we encourage you to reference the chapter statistical reports SMPS HQ emails to designated chapter leaders. These reports are saved in the All Chapter Leaders community of MySMPS in the "Membership/ Membership Statistical Reports" folder.

Calling SMPS HQ to verify data is highly encouraged.

### **CALCULATING PERCENTAGE OF MEMBERSHIP GROWTH**

Growth rate measures percentage of change in a given period of time.

### **CALCULATION**

Regular member total as of August 31, 2018, minus member total as of August 31, 2017, divided by member total as of August 31, 2017 equals the percentage of growth for 12 months.

Assume the following for Chapter X:

(Regular member total does not include Student, Emeritus, or Life members.)

- August 31, 2018: 292 regular member total
- August 31, 2017: 249 regular member total

The following calculation would apply:  $(292-249)/249 = 17.27\%$  Growth

## Communications

How are you measuring effectiveness? Share examples of (not limited to):

- Analytics reports (website, Facebook, Twitter, LinkedIn, etc.)
- Comparison charts/graphs (year to year)
- Communications audit
- Blog metrics
- Images of sample chapter emails
- Images of newsletters
- Images of your chapter's website before/after
- Survey results

## Previous SFE Grand-Prize Award Winners

- 2017 SMPS St. Louis
- 2016: SMPS Maryland
- 2015: SMPS Maryland
- 2014: SMPS San Francisco
- 2013: SMPS Chicago
- 2012: SMPS  
Washington, DC
- 2011: SMPS  
Washington, DC
- 2010: SMPS Central Florida
- 2009: SMPS  
Washington, DC
- 2008: SMPS San Antonio
- 2007: SMPS Houston

## Financial Health

- Provide financial statement and/or budget including summary of assets and liabilities
- Provide statement on your chapter reserves
- Surplus and Reserves (information from the Finance and Administration section of the SMPS Chapter Management Manual)

All chapters should maintain and grow a cash reserve during good times to help continue their activities and programs during tough times. Just as we all try to keep savings available for emergencies or save up for a special purchase, a chapter needs a “nest egg.” Chapters need to be able to cover expenses if a program fails to generate enough income to offset its cost, to supplement income if there is a decline in membership due to an economic downturn, and to fund special projects that may exceed the resources available in a single year.

Even though SMPS chapters are non-profit corporations, this does not mean that chapters cannot make money on their operations. Non-profit really means that no individuals can profit by receiving distributions of income from chapter activities. As long as any surplus income is not paid to individual officers or members, chapters can earn profits and accumulate reserve funds without incurring penalties or jeopardizing their tax-exempt status.

The amount of your chapter’s reserve fund can vary greatly depending upon chapter size or plans for long-term special projects or programs, and upon the chapter’s ability to generate surplus funds from its regular programs to add to its reserves. A good long-range target for your reserve fund balance is between 30% and 50% of your annual budget, but proceed slowly so you do not charge your current members unreasonably to provide for the possible needs of future members.

## AWARDS | RECOGNITION

Prizes will be awarded only to chapters who meet the Striving for Excellence criteria. All prizes will not necessarily be awarded each year. Winning chapters will be honored at the 2019 Evening of Excellence at Build Business.

### 1. GRAND PRIZE (1 AWARDED)

The Grand Prize will be awarded to the chapter with the best overall chapter activities, accomplishments, and achievements in management and service to its members. The Grand Prize is selected from the four highest ranking small, medium, large, and extra-large chapters, respectively. The Grand-Prize winner will receive:

- \$1,000 cash prize
- 3 Build Business 2019 conference registrations
- Coverage in *Marketer* and Marketer QuickLook
- Grand-Prize Award Crystal

### 2. FIRST PLACE (3 AWARDED)

The highest scoring small, medium, large, and extra-large chapters, respectively, will be entered into the Grand-Prize competition. After the Grand Prize is awarded, the remaining three chapters each will receive:

- \$500 cash prize
- 1 Build Business conference registration
- Coverage in *Marketer* and Marketer Quicklook
- First-Place Award Crystal

### 3. OUTSTANDING (UP TO 8 AWARDED)

Outstanding award crystals may be awarded to chapters of any size who demonstrate outstanding performance within the criteria outlined.

**sm<sup>ps</sup>**

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Society for Marketing  
Professional Services



# **Striving for Excellence Awards**

## **Chapter Programs and Communications**

# **SUBMISSION CRITERIA**

## Deadlines

PDF submittal must be received on or before February 11, 2019.

Please submit application and PDF submission at [www.smeps.org/sfeentry](http://www.smeps.org/sfeentry) by deadline.

No copies need to be mailed in.

## Reminders

1. Please submit the chapter's Striving for Excellence Programs submittal in electronic format (high quality print-ready PDF).
2. Please ensure submittal is free of spelling, punctuation, and grammatical errors. Up to 1 point may be subtracted from any section in which an error is found (up to 4 points overall).
3. Judges may visit chapter websites to confirm information presented in submittal.
4. Please review the submittal preparation information included in this document. This information will provide clarity on specific criteria points that may need further explanation.

# CHAPTER PROGRAMS AWARDS SUBMITTAL REQUIREMENTS

## Eligibility

All SMPS chapters are eligible to submit.

## Reporting Time Period

- September 1, 2017–August 31, 2018.

## Submission

- Submit a summary based on the provided criteria.

## Format

- Must submit 1 high quality print-ready PDF.
- Summary is limited to 3 pages. The 3-page limit excludes covers, table of contents, and addenda. Addenda, if included, is limited to 15 pages. Testimonials and/or images are permitted.
- Address all items in the exact order of the criteria provided, noting headings and subcategories. If your chapter does not have a response for a specific criteria item, please do not skip the item; rather indicate such in your response or describe your future plans to add the item to your programming.
- Must use a minimum 10-point font size for main criteria content.
- 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 by SMPS.

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# JUDGING CRITERIA AND SCORING

The SMPS Striving for Excellence (SFE) Chapter Program Awards recognize chapters that have developed an outstanding special event and/or outstanding educational program.

## Summary

The 3-page maximum summary must include the following, but is not limited to these items:

### SPECIAL EVENT

Example of a special event: holiday functions, charitable events, or other social gatherings that do not have an educational component.

#### 1. Your Chapter's Objective/Results

- What was achieved?
- Target audience: Who did this event serve?  
Number of attendees?

#### 2. Quality/Content/Creativity

- Planning and inspiration for this event
- Promotion/marketing efforts

#### 3. Planning/Development

- Project timeline
- Committee (identify committee members)
- How were challenges/obstacles managed?

#### 4. Resources/Finances

- Did event come in on budget?
- Were resources used effectively?
- Promotion/marketing efforts
- Sponsors and dollar amount generated

### EDUCATIONAL PROGRAM

Example of an educational program: seminar, workshop, panel, or webinar that offers education within one of the 6 Domains of Practice.

#### 1. Your Chapter's Objective/Results

- What was achieved?
- Target audience: Who did this program serve?

#### 2. Quality/Content/Creativity

- Domains of Practice
- Topic
- Number of educational credits offered
- Attendance numbers vs. target
- Creativity
- Evaluation scores and averages

#### 3. Planning/Development

- Project timeline
- Committee (identify committee members)
- How were challenges/obstacles managed?

#### 4. Resources/Finances

- Did event come in on budget?
- Were resources used effectively?
- Promotion/marketing efforts
- Sponsors and dollar amount generated

## Total Possible Points For Each Category: 40

SPECIAL EVENT		EDUCATIONAL PROGRAM	
1. Objective/Results	10	1. Objective/Results	10
2. Creativity	10	2. Quality/Content	10
3. Planning/Development	10	3. Planning/Development	10
4. Resources/Finances	10	4. Resources/Finances	10

## Resources

### 1. MySMPS:

All Chapter Leaders  
Community  
(<https://my.smeps.org>)

### 2. Past Winning Submittals:

To review or download past winning SFE submittals, please visit the All Chapter Leaders community of MySMPS. Select the “Awards/2017/SFE Winning Submittals” folder.

### 3. SMPS Staff or SFE Committee:

Please don't hesitate to contact Molly Dall'Erta at SMPS HQ via email at [molly@smeps.org](mailto:molly@smeps.org) with questions or for support.

## PREPARING YOUR SUBMITTAL

The information below will help provide clarity on specific criteria that may need further explanation. These are meant to assist you and should not limit the information you include in your chapter's submittal.

Clearly state your chapter's program goals. What was the objective of programs and/or events and why? Was objective achieved? Include statistics and/or graphics used to measure results.

- Remember to reference your chapter's Education Report submitted to SMPS HQ each program year. Your chapter's Education Report includes detailed information (i.e., program name, description, speaker information, evaluation rating, attendance numbers for members/nonmembers, and cost).

To review the full 2017–18 Chapter Education Report (includes all chapters and compiled by SMPS HQ), please visit the All Chapter Leaders Community of MySMPS. Select the “Education|Programs/Chapter Education Reports” folder.

- SMPS Diversity Statement:  
SMPS embraces and promotes diversity in our organization, which includes our differences, mutuality, and similarities. We recognize that our diversity is reflected by our different people and firms. We believe our varying ethnicities, cultures, genders, ages, levels of experiences, physical abilities, and other differences benefit us as individuals and as an organization. In SMPS, we will promote programs and activities that espouse our beliefs and increase awareness, understanding, recruitment and participation of diverse persons and firms.

## AWARDS

Awards will be given to chapters that have gone above and beyond in their programming efforts. Prizes are not necessarily awarded each year.

First Place may be awarded to the highest scoring entry of each category. Outstanding (1 within each category) may be awarded to entries that demonstrate outstanding performance within the criteria outlined.

Winners will be presented with an award at the 2019 Build Business Conference in Washington, DC which will take place July 31 through August 2, 2019. Winners will be covered in the *Marketer* and *Marketer QuickLook*.

## Deadlines

PDF submittal must be received on or before February 11, 2019.

Please submit application and PDF submission at [www.smeps.org/sfeentry](http://www.smeps.org/sfeentry) by deadline.

No copies need to be mailed in.

## Reminders

1. Please submit the chapter's Striving for Excellence Communications submittal in electronic format (high quality print-ready PDF).
2. Please ensure submittal is free of spelling, punctuation, and grammatical errors. Up to 1 point may be subtracted from any section in which an error is found (up to 4 points overall).
3. Judges may visit chapter websites to confirm information presented in submittal.
4. Please review the submittal preparation information included in this document. This information will provide clarity on specific criteria points that may need further explanation.

# CHAPTER COMMUNICATIONS SUBMITTAL REQUIREMENTS

## Eligibility

All SMPS chapters are eligible to submit.

## Reporting Time Period

- September 1, 2017–August 31, 2018.

## Submission

- Submit a summary based on the provided criteria.

## Format

- Must submit 1 high quality print-ready PDF.
- Summary is limited to 3 pages. The 3-page limit excludes covers, table of contents, and addenda. Addenda, if included, is limited to 15 pages. Testimonials and/or images are permitted.
- Address all items in the exact order of the criteria provided, noting headings and subcategories. If your chapter does not have a response for a specific criteria item, please do not skip the item; rather indicate such in your response or describe your future plans to add the item to your programming.
- Must use a minimum 10-point font size for main criteria content.
- 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.

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[www.smeps.org/sfeentry](http://www.smeps.org/sfeentry)**

## JUDGING CRITERIA AND SCORING

The SMPS Striving for Excellence (SFE) Chapter Communications Awards recognize chapters that have an outstanding newsletter, demonstrate outstanding use of social media, and/or have an outstanding website. Examples of social media include, but are not limited to: blogs, networking sites (e.g., LinkedIn, Facebook, Twitter, Instagram), content-sharing sites (e.g., YouTube, Flickr), or news sites (e.g., Digg, Reddit).

The 3-page maximum summary must include the following, but is not limited to these items:

### 1. Objective

- What was achieved?
- How?

### 2. Budget

- Provide annual budget
- Provide actual expenditures

### 3. Analytics

### 4. Frequency

- How often is newsletter distributed?
- How, and how often, is social media used?
- How often is website updated?

### 5. Addresses

- For Social Media award submissions, provide social media addresses
- For Website award submissions, provide website address

### Addenda Requirements (Not To Exceed 15 Pages):

For Newsletter award submissions– include one digital copy of each of the last five issues of chapter’s newsletter  
For Social Media award submissions – include screenshots of key pages within social media site(s)  
For Website award submissions – please include screenshots of your home page and other key pages within your site. Judges will visit your site. If possible, provide a few images of your previous site for comparison.

### Scoring: 40 Points Total

Objective	5
Content	15
Quality	10
Creativity	5
Frequency	5

## Resources

### 1. MySMPS:

All Chapter Leaders  
Community  
(<https://my.smeps.org>)

### 2. Past Winning Submittals:

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### 3. SMPS Staff or SFE Committee:

Please don't hesitate to contact Molly Dall'Erta at SMPS HQ via email at [molly@smeps.org](mailto:molly@smeps.org) with questions or for support.

## PREPARING YOUR SUBMITTAL

The information below will help provide clarity on specific criteria that may need further explanation. These are meant to assist you and should not limit the information you include in your chapter's submittal.

#### Logo Usage:

Use of the approved SMPS chapter logo will be a consideration in awarding points. For more information on proper usage, read the SMPS Chapter Identity Guidelines.

How are you measuring effectiveness? Share examples of (not limited to):

- Analytics reports (website, Facebook, Twitter, LinkedIn, etc.)
- Comparison charts/graphs (year to year)
- Communications audit
- Blog metrics
- Images of sample chapter emails
- Images of newsletters
- Images of your chapter's website before/after
- Survey results

## AWARDS

Awards will be given to chapters who have gone above and beyond in their communications efforts. Prizes are not necessarily awarded each year.

First Place may be awarded to the highest scoring entry in each category.

Outstanding (1 within each category) may be awarded to entries that demonstrate outstanding performance within the criteria outlined.

Winners will be presented with an award at the 2019 Build Business Conference in Washington, DC which will take place July 31 through August 2, 2019. Winners will be covered in the *Marketer* and *Marketer QuickLook*.

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