



The Kansas Council Of Chapters

National MOAA Chapter Awards Programs

The Council Recommends that all Kansas Chapters participate both in the National MOAA Chapter Excellence Award program and the National Communications Award Programs. These programs recognize the outstanding efforts of the Chapter's work throughout the year. Communication Award Programs recognize the efforts to get the "Word Out" to as many as possible in various ways. Additionally, the 5-star and 4-star awards are given each year to those Chapters across the country that excel in the categories outlined in the criteria below. Kansas Chapters have earned these awards over many of the years in the past.

MOAA Chapter Levels of Excellence Award

Each year, chapters may request to be recognized for one of two Levels of Excellence awards:

- The very, very best chapters receive a **five-star award**; and
- above-average chapters receive a **four-star award**.



A standard set of rating criteria, which is included below, will be used to evaluate *all* chapters that submit a package.

Chapters accumulating at least 220 of the maximum 240 total possible points will be recognized appropriately as **five-star chapters**; and Chapters accumulating between 200 and 219 points will be recognized as **four-star chapters**.

All chapters qualifying for a particular level of excellence will be recognized appropriately and given a special battle streamer in recognition of their selection.

Chapters will compete based on chapter size:

- Large (600 or more members)
- Category I (400-599 members)
- Category II (300-399 members)
- Category III (200-299 members)
- Category IV (120-199 members)
- Category V (fewer than 120 members)

Chapters desiring to be considered for a Levels of Excellence award need to submit a nomination package by June 1 of each year. Mail packages to MOAA, Council and Chapter Affairs, 201 N. Washington St., Alexandria, VA 22314.

Chapters are encouraged to use the rating criteria included below as a guide to completing their nomination submission. As indicated, Section I below is an objective rating section, so in most cases the chapter can address each of the criteria with a simple "yes" or "no" answer. MOAA's Council and

Chapter Affairs Department will validate the responses. Each of the items included in Section II (except item 5) requires some concise narrative explanation and should be addressed in the order they appear on the scoring sheet. It is not intended that this turn into a writing contest. Quality over quantity is paramount.

Scoring for Chapter Excellence Awards

RATING SHEET

SECTION I – “OBJECTIVE” SCORING

Criteria Points Possible	Number of Points
1. All elected officers members of national MOAA 10 points	10
2. % of regular membership who are members of national MOAA - 98% and above 25 points..... - 95% to 97% 15 points - 92% to 94% 5 points..... - Less than 92% 0 points	Max 25 25 15 5 0
3. Current Membership Roster provided to Council and Chapter Affairs Department during the year of competition? 20 points - electronically (on disk or via a-mail): 20 points..... - paper roster: 5 points - none: 0 points	Max 20 20 5 0
4. Did the chapter submit an updated chapter officer list during year of competition? Yes =15points	15
5. Does the chapter have a designated legislative liaison with e-mail address? Yes =5 points	5
6. Does the chapter have a designated chapter e-mail point of contact? Yes =5 points	5
7. Does the chapter have a designated membership chair? Yes =5 points	5
8. Does the chapter have a designated auxiliary liaison? Yes =5 points	5
9. Did the chapter sponsor at least 12 programs/events during the year of competition? (Includes full membership meeting, board meeting, special meetings?) Yes =20 points	20
10. Did the chapter publish at least six newsletters during the year of competition? Yes =10 points	10
TOTAL Section 1... POINTS AVAILABLE 120 POINTS	120

SECTION II – “SUBJECTIVE” SCORING

(Address each of the items in order in a complete but concise fashion)

<u>Criteria</u>	<u>Points Possible</u>
1. Did the chapter conduct a “pro-active” legislative affairs program during the year of competition? (Briefly describe level of effort and results.)	0 - 30
2. Was an active chapter recruiting/retention program conducted during the year of competition? (Briefly describe level of effort and results.)	0- 25
3. Does the chapter have an established personal affairs program? (Indicate if a “Personal Affairs Officer” or “Committee” has been appointed and briefly describe the chapter’s overall program.)	0 –10
4. Did the chapter actively engage in programs/projects that enhanced the image of the chapter and MOAA during the year of competition? Consider the following items: <ul style="list-style-type: none"> • Membership with state council, if one exists • Active participation with state council, attendance at scheduled meetings and conventions, when held • DEDUCT 10 points if the chapter does not belong to the state council and one exists • DEDUCT 5 points if they did not attend scheduled meetings and the state convention, if one was held • Support of local ROTC/JROTC programs, if they are available • Scholarship initiatives, either local or in support of MOAA National • Chapter TOPS liaison designated and linked to state networking coordinator • Civic activities, to include interaction with local military installations if they exist 	0- 30
5. Evaluator’s Rating: overall impression of chapter’s “vitality” based on documentation presented.	0- 25
SECTION II TOTAL POSSIBLE	120

PROPOSED AWARD DETERMINATION:

MAX POINTS = 240

MOAA “5 STAR” = All chapters receiving at least 220 of the maximum 240 total possible points.

MOAA “4 STAR” = All chapters receiving between 200 and 219 the total possible points.

MOAA National Annual Communications Awards Program



Each year, national MOAA holds a Communications Award contest to identify those **Councils and Chapters** that do an outstanding job communicating with their members. There are seven categories of competition:

- **Print Newsletters**
- **Electronic Newsletters**
- **Web Sites**
- **Best Legislative Coverage (Print Newsletter)**
- **Best Legislative Coverage (Web site)**
- **Best Recruiting Brochure**
- **Unique Communication (examples include phone tree networks and specialized publications)**

To be eligible for consideration, councils and chapters must nominate themselves.

All Communications Award submissions must be received by MOAA's Council and Chapter Affairs Department by Feb. 1 of each year. Each submission should be accompanied by the Communications Award Checklist, which is included below. This form is also available on the MOAA Web Base, www.moaa.org. Under Chapters/Community, click on Chapter Leaders, then Web Resources & Logos.

The following categories of competition have been established for judging:

Councils

- Large (600 or more members)
- Category I (400-599 members)
- Category II (300-399 members)
- Category III (200-299 members)
- Category IV (120-199 members)
- Category V (fewer than 120 members)

Communications Award Checklist

Please furnish the following information and include with your Communications Award submission. Only *one* submission (**with a maximum of three categories**) per chapter.

1. Name of your chapter:
2. Number of members in your chapter:
3. Your name and phone number or e-mail address:
4. Indicate which three categories of the seven listed below you would like to enter and follow the instructions below.

Please note –Chapters can only enter a maximum of three categories.

1. Print Newsletters

Submit three different newsletters.

Name of your publication:

List name, rank, and service branch of the newsletter editor(s):

2. Web Site

Submit the address for your Web site only:

List name, rank, and service branch of the webmaster:

3. Electronic Newsletters

Submit printouts of three different electronic newsletters.

Name of your publication:

List name, rank, and service branch of the newsletter editor(s):

4. Unique Communication (examples include phone tree networks and specialized publications)

Describe how this form of communication is unique:

5. Best Legislative Coverage — Print Newsletter

Submit printouts of three different legislative columns.

List name, rank, and service branch of the legislative columnist:

6. Best Legislative Coverage — Web Sites

Submit the Web address only:

List name, rank, and service branch of the legislative columnist:

7. Best Recruiting Brochure (submit one sample)

Councils and Chapters should submit *one* package, which contains all of their entries. Mail your entry to be received no later than Feb. 1 to:

MOAA Council and Chapter Affairs
ATTN: Communications Award Contest
201 N. Washington St.
Alexandria, VA 2231



ALL CHAPTERS ARE ENCOURAGED TO PARTICIPATE IN THESE AWARD PROGRAMS. WHERE POSSIBLE THE COUNCIL WILL ASSIST CHAPTERS IN THEIR ASSEMBLING SUBMISSIONS IF NEEDED.