



Chapter of the Year – 2024 Term Medium and Large Chapters

November 1, 2023, to October 31, 2024

Program Summary and Entry Requirements

The Chapter of the Year (COY) award program recognizes and showcases outstanding work, participation, and accomplishments of affiliated CMAA Chapters. After entries are reviewed and judged by the committee, results are revealed and the winning Chapters from each size category will be given appropriate recognition during the 2025 World Conference & Club Business Expo.

Preparing the Entry

The entry is broken up into three sections. The questions your Chapter must answer are on pages 2-3 of this packet. **The Chapter will submit their entry online by clicking the “Submit an Entry” button and filling out the online form found at cmaa.org/news/award-programs/.** We recommend that you create a Word document with your answers, then copy and paste into the online form when your entry is ready. National Headquarters staff will automatically score section 2 for all Chapters. **Late entries will not be accepted.**

Judging

Judging is the primary responsibility of the Chapter of the Year Committee, with the CMAA staff tabulating section 2. Please make sure your Managing Director/Chapter Official has submitted the meeting minutes and attendance rosters for all Chapter meetings as anything received at National Headquarters after **December 15, 2024**, will not be considered during the review process. The judging categories are as follows:

1. **Chapter President Narrative** (scored by the Chapter of the Year Committee)
2. **Chapter Commitment & Engagement Statistics** (scored by National Headquarters staff)
3. **Chapter Officer Reports** (scored by the Chapter of the Year Committee)

Awards

The 2024 Chapter of the Year winners will be announced during the Awards Breakfast at CMAA’s World Conference & Club Business Expo in Tampa, FL. Here, the first, second, and third place Chapters in each size category (small, medium, and large) will be honored. A \$3,000 education grant will be awarded to the first place Chapters; a \$2,000 education grant will be awarded to the second place Chapters; and a \$1,000 education grant will be awarded to the third place Chapters. All education grants are funded by The Club Foundation (CF).



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1. Chapter President Narrative (50 Points)

Instructions: In 750 words or less, evaluate your Chapter's performance for the year (November 1, 2023, to October 31, 2024).

- **Strategic Initiatives (20 Points):** Discuss the strategic initiatives planned for 2024 and the extent to which they were achieved.
- **Strengths and Opportunities (10 Points):** Describe your Chapter's strengths and identify opportunities for improvement in the future.
- **Annual Theme Impact (10 Points):** Explain how your Chapter contributed to CMAA's 2024 annual theme, "There's No Place Like CMAA!" How does this theme resonate with your Chapter and its members?
- **Advice for Successor (10 Points):** Offer advice to your successor, the 2025 Chapter President, for a successful tenure.

2. Chapter Commitment & Engagement (50 Points)

Note: Scored by National Headquarters; no submission required from the Chapter.

1. **Official Chapter Workshop/Regional Event (10 Points):** Score for holding/hosting.
2. **Chapter Idea Fair Participation (10 Points):** Score for entering the award program.
3. **New Member Recruitment Contest (Up to 10 Points):** Score based on Chapter's recruitment percentage (sliding scale).
4. **Annual Donation to The Club Foundation (10 Points):** Score for making the donation.
5. **Leadership/Legislative Conference Attendance (10 Points):** Score for having a current elected Chapter leader attend.

3. Chapter Officer Reports (100 Points)

Instructions: Work with your Chapter Officers and Chairman to answer the following questions. Each answer should be 200 words or less, and each response is worth up to 10 points.

1. **New Member Recruitment and Onboarding:** How did your Chapter attract and onboard new members?
2. **Support for Managers:** How did your Chapter support the needs of entry-, mid-, and senior-level managers?
3. **Support for Club Management Verticals:** How is your Chapter supporting specific club management roles (i.e., Youth Program Managers, Chefs, Communication Directors, Fitness/Wellness Professionals, etc.)?

4. **Certified Club Manager (CCM) Pathway:** How did your Chapter support and encourage the pathway to the CCM designation?
5. **Effective Communication Medium:** What was your most effective medium of Chapter communication in 2024, and why was it successful?
6. **Charitable/Philanthropic Events:** Did the Chapter host any events to raise funds for or benefit charitable or philanthropic organizations? If so, how did these events improve your relationship with the local community?
7. **Support for Students and CMAA Student Chapters:** How did your Chapter support students and/or CMAA Student Chapter(s)? How are you highlighting careers in club management to students and others?
8. **Advocacy Efforts:** How did your Chapter engage in advocacy efforts at the state and local levels this year?
9. **Leadership Succession Planning:** What is your Chapter doing to create a pipeline of interested future leaders? How does your Chapter encourage volunteer involvement and growth?
10. **Greatest Accomplishment:** What was your Chapter's greatest accomplishment this year, and how did you celebrate it?



2024 Chapter Size Categories

Small Chapters

Alabama, Aloha State, Arkansas Razorback, Central Pennsylvania, Inland Empire, Iowa Tall Corn, Nebraska, Oklahoma-Kansas, Utah

Medium Chapters

City of New York, Evergreen, Greater Baltimore, Greater Cleveland, Mid-America, Mile High, New York State, Oregon, Pelican, Pittsburgh, St. Louis District, Tennessee Volunteer, Upper Midwest, Virginias, Wisconsin Badger

Large Chapters

Carolinas, Connecticut, Florida, Georgia, Golden State, Greater Chicago, Greater Michigan, Greater Southwest, Metropolitan, National Capital, New England, New Jersey, Ohio Valley, Philadelphia & Vicinity, Texas Lone Star

Sliding Scale for New Member Recruitment Goals (Judging Purposes Only)

Meet 50%-74% of Goal	5 points
Meet 75%-99% of Goal	7 points
Meet 100% or More of Goal	10 points