

2007 SHARON HEFLIN CHAPTER OF THE YEAR JUDGING OVERVIEW

Judges will evaluate submitted entries based on the following areas:

1. Programs (educational value)
2. Membership recruitment, retention and participation
3. Promotion of public relations internally and externally
4. Projects, community involvement and other special events
5. Accreditation and professional development

The judges will use a rating system detailed in the attached guidelines. Their evaluations will be based on the merits of achievements and activities of the chapter as presented. Documentation of activities — through narratives, clippings, photographs and the like — should adhere to the guidelines as presented.

Failure to follow the guidelines as outlined may result in points being deducted or a particular section not being scored.

The chapter selected as the Sharon Heflin Chapter of the Year will be announced at the 2007 State Conference and receive a \$250 check.

Application Notes:

1. Please submit entries in a standard 8 1/2-inch by 11-inch, three-ring binder suitable to hold entire contents. All pages included (typed or attachments) must fit within an 8 1/2-inch by 11-inch format.
2. Judging of the chapter books will be based strictly on content. The work of the chapter rather than the presentation of the binder will be scored. No points will be awarded for design or themes. Because of the amount of handling each binder can expect, attachments to the cover and other bulky materials are discouraged, as they often fall apart during transit.
3. Each section should be properly divided and marked according to the six sections of the attached guidelines. Divider tabs should clearly extend past any materials or sheet protectors placed in the binder. The use of page protectors and other archiving measures is acceptable.
4. All materials are to be postmarked no later than **Friday July 13, 2007**, and mailed via USPS or other commercial carrier to:
Peggy Collins, Regional Director/Photo Editor
Alabama Bureau of Tourism & Travel
401 Adams Avenue, Suite 126
Montgomery, AL 36104
334-242-4545

5. When attachments are deemed appropriate, they should be mounted on the front of each page only. Only those items clearly visible to judges will be considered. A few clarifications and exceptions include:

- Front and back newsletters and brochures, for example, will be considered as one page if placed in a sheet protector
- Multiple-page newsletters can be three-hole punched and inserted as one page, or placed in a single sheet protector.
- Videos, CD-ROMs, audio- and video- cassette tapes, PowerPoint presentations and other audio-visual or multi-media may be included in the pockets of the binder. Each of these items must have a label clearly marking what section it belongs to, and a corresponding page in the appropriate section must be present and include the same information. Each individual medium is considered one page. The state board or judges cannot be held liable or responsible for any medium that is not viewable because of failure of equipment or attachments at the time of judging.
- All other materials may be attached as appropriate. Please remember that judges will only consider the items clearly visible on a page. Judges may be instructed to overlook items layered or collaged on a page if these items are too difficult to review or consider. Attachments violating guidelines will not be judged, and therefore, will be ineligible to qualify for scoring.

Questions regarding the attached guidelines may be directed to **Peggy Collins, PRCA state vice president for projects, 334-242-4545 or peggy.collins@tourism.alabama.gov**

Specifications for these guidelines will be provided to chapters through chapter presidents.

2007 SHARON HEFLIN CHAPTER OF THE YEAR COMPETITION GUIDELINES AND SCORING INFORMATION

Programs

(possible 30 points)

This section should contain no more than six pages, front only (including supportive material). It should contain a combination of summaries of each regular chapter meeting/program with its date, speaker and topic or title. Each meeting or program's synopsis should be limited to a paragraph or two in length.

Supportive materials may be included following or interspersed among the various meeting summaries, but the entire section (including program synopsis) should not exceed six total pages (front only).

Judges will be asked to consider the following questions when evaluating this section:

- How relevant are the program topics to public relations?
- If a program is not about public relations, is the reason or significance stated so as to justify such a program? (i.e., a membership-drive party or networking).
- Do the topics add some useful information to public relations skill development?
- Do the programs contribute to a better understanding of the role of public relations?
- Is the series of programs, taken as a whole, consistent in quality and relevance, or do they vary widely?
- Does the synopsis for each program provide adequate information to effectively evaluate the program?

Retention, Recruitment and Participation (see details on Exhibits A & B)

This category is designed to evaluate the chapter's success in retaining current members, recruiting new members, and attracting members and guests to regular meetings. **The only pages in this section should be Exhibit A, which will be completed and provided to chapters by the state vice president of membership, and Exhibit B, to be completed by the chapter. (Reference membership statistics provided on Exhibit A in completing Exhibit B).** Membership lists or other information should not be included in this section. Note that the chapter will have the chance to highlight new and existing member communications in later sections.

Promoting Public Relations Externally (possible 20 points)

This category is designed to assess the chapter's efforts to promote the image, professionalism and general awareness of the public relations profession within its local area.

Chapters should include a two-page narrative summary (single-spaced, front only) outlining efforts to promote the public relations profession. Activities to be included in the "Special Projects and Community Service" section also should be mentioned in this outline and remain autonomous from other mentions in this entry. In addition, up to six pages (front only) of supportive materials may be included in this section.

This section should not exceed eight total pages.

Key considerations in evaluating this segment:

- Based on the events summary, how effective were chapter activities in promoting public relations to the local business community and general public?
- Did these activities appear to have a newsworthy element to them?
- Did supportive materials display a level of professionalism expected from the community's best public relations professionals?
- Were projects and other chapter activities used to promote public relations or to help others with their public relations skills? (Projects may be judged here for their external promotion content. Overall content of special projects will be done in that section.)
- What was the extent of public or audience participation in PRCA-sponsored activities?
- Was the scope of the organization's public relations promotional activities challenging and innovative for the chapter membership?
- Was there an attempt to effectively evaluate the impact of the external publicity?

Promoting the Profession Internally (possible 20 points)

This category includes the chapter's leadership efforts to promote public relations concepts and ideals to its own membership. A two-page narrative summary (single-spaced, front only) should be included to outline the chapter's activities regarding professional and membership development, including all communication methods and networking opportunities.

Additional attachments should include:

- A copy of *each* chapter newsletter.
- And, no more than 15 additional pages (front only) to address:
 - One copy of the chapter's new-member welcome materials.
 - Additional attachments to support the chapter's efforts.

This section should not exceed 17 pages (front only) plus newsletters.

Key considerations in evaluating this segment:

- Is there a chapter newsletter or other methods of member notification for each meeting? Are these methods of communication effective in relaying essential meeting and member information?
- Does a newsletter provide members with current news about chapter activities, public relations news or general public relations information?
- Are members featured in a newsletter?
- Are other methods of communicating with members used?
- Does the chapter sufficiently welcome new members?

Special projects and Community Service (possible 20 points)

This section allows the chapter to highlight its efforts to provide community service through special projects or specific support to local organizations. This section should include a summary of all special projects and community service activities for the year, not to exceed three single-spaced, typed pages (front only). In addition to this outline, chapters should select their three best projects and events. Each project should have up to two single-spaced typed pages (front only) describing the event, its purpose and results. In addition, each project may have up to six pages of supportive materials (front only). This section should not exceed 27 pages (front only).

In scoring material in this category, judges will consider the following:

- Did the project(s) make a tangible contribution to an organization or individuals in the public?
- Were the projects' objectives achieved?
- Was there significant participation in the project by chapter members?
- Was there significant participation by the public or the organization(s) supported by the project?
- Did the chapter make use of good public relations skills in research, planning, implementing, promoting and evaluating the project?
- Were the project materials and method relevant for the intended audience?

Accreditation

(see details on Exhibit C)

This category evaluates the chapter's efforts to, and success in, achieving Accreditation for its membership. For chapters with members not completing

Accreditation in the membership year, points are still available for conducting at least one program on Accreditation.

A one-page outline (single-spaced, front only) should be included that describes the chapter's programs, study groups or other activities regarding accreditation. It should include the date(s) and presenter(s) of any programs addressing universal accreditation.

Following the one-page outline, please complete and include Exhibit C in this section.

This section should not exceed 2 pages (front only).

Key considerations in evaluating this segment:

- Did the chapter conduct a program specifically on accreditation (the importance of accreditation or how to prepare for the examination)?
- How does the percentage of accredited members compare with other chapters?

Section Limits

Section	Page Limit	Notes
Programs	6	
Retention, Recruitment and Participation	2	Exhibits A & B only
Promoting Public Relations Externally	8	
Promoting the Profession Internally	17	Plus newsletters
Special Projects and Community Service	27	
Accreditation	2	Including Exhibit C
Total Pages	62	Plus newsletters

2007 SHARON HEFLIN CHAPTER OF THE YEAR

EXHIBIT A: MEMBERSHIP RETENTION & RECRUITMENT

To be provided by State Vice President of Membership by Monday, July 2, 2007

Chapter: _____

A. Number of members renewing for 2006-07 membership year	
	minus
B. Total membership at the end of the 2006-07 membership year	
	plus
C. New member applications approved by the state board between Oct. 1, 2006 and July 17, 2007	
	equals
D. Net gain/loss of members between Oct. 1, 2006 and July 17, 2007	
	divided by
E. Value from Line B	
	equals
F. Percent of members gained/lost between Oct. 1, 2006 and July 17, 2007 (as computed by the state board)	%
G. Total Recruitment Points Earned <i>(one point is awarded for each percentage point on Line F; if value on Line F is 0 or negative, record a 0 in this box)</i>	

2007 SHARON HEFLIN CHAPTER OF THE YEAR
EXHIBIT B: MEETING ATTENDANCE

Chapter: _____

A. Total number of members, guests and speakers attending
Sept. 1, 2006 through July 1, 2007 chapter meetings

divided by

B. Total meetings Sept. 1, 2006 through July 1, 2007

equals

C. Average attendance at each meeting

divided by

D. Sum of Lines A and C, from Exhibit A

equals

E. Average attendance as percent of membership from Sept. 1,
2006 to July 1, 2007

%

F. Total Attendance Points Awarded (see chart below)

50 and below	1 point	86-90 percent	20 points
51-70 percent	5 points	91-95 percent	25 points
71-80 percent	10 points	96-100 percent	30 points
81-85 percent	15 points	101+ percent	40 points

2007 SHARON HEFLIN CHAPTER OF THE YEAR
EXHIBIT C: ACCREDITATION

Chapter: _____

A. Number of members earning accreditation between September 1, 2006 and June 30, 2007

divided by

B. Number of members as of Sept. 1, 2006

equals

C. Percentage of members earning accreditation between Sept. 1, 2006 and July 1, 2007

%

multiplied by 3

D. Points Subtotal 1

E. Total number of 2005-06 members who are accredited by July 1, 2007.

divided by

F. Sum of Lines A and C, Exhibit A

equals

G. Percentage of total membership Accredited

%

H. Points Subtotal 2 (value from G.)

I. At least one meeting program conducted on universal accreditation (if yes, award five additional points)

J. One additional point for chapters that formed an official PRCA Accreditation Study Group between Sept. 1, 2006 and July 1, 2007

K. Total Section Points Awarded (add Lines D, H, I and J)

2007 SHARON HEFLIN CHAPTER OF THE YEAR JUDGES' SCORING SHEET

CHAPTER: _____

Section I. Programs (possible 30 points) **Points awarded** _____
Judges' comments: _____

Section II. Retention, Recruitment, & Participation **Points value from Exhibits A& B** _____
Judges' comments: _____

Section III. Promoting Public Relations Externally (possible 20 points) **Points awarded** _____
Judges' comments: _____

Section IV. Promoting the Professional Internally (possible 20 points) **Points awarded** _____
Judges' comments: _____

Section V. Special Projects and Community Service (possible 20 points) **Points awarded** _____
Judges' comments: _____

Section VI. Accreditation **Points value from Exhibit C** _____
Judges' comments: _____

TOTAL POINTS AWARDED _____