Procedures for Chapter Awards

Category A -- Chapter of the Year Award
-- Chapter Ranked First
-- Chapter Ranked Second
-- Chapter Ranked Third

Category B – Chapter Event of the Year Award (The academic year June 1, 2013-May 2014 will be the beginning year for this award.

CHAPTER OF THE YEAR AWARD

Procedures: The Alumni Office uses the Chapter Metrics (updated in February 2015) to assess Chapter performance and submit suggested rankings to the National Alumni Board (NAB) Chapter Awards Committee for review and approval.

The Chapter metrics help us monitor engagement and progress across our 22 Alumni Chapters throughout the country. We use the metrics for rating annually our Chapter events and other activities. The rankings are expected to be viewed in a positive way and are designed to help chapter boards assess the progress of their development. Each chapter has its own unique strengths and weaknesses and the metrics criteria have evolved to help us understand and measure the effectiveness of our chapter programming.

The following criteria are used in ranking chapter performance:
1) Number of events
2) Variety of events
3) Class range diversity in attendance
4) Board members’ participation in events
5) Total event reports submitted

Starting in the 2015-2016 Alumni Calendar, we will now have the capability to track the number of alumni who are attending any event for the first time. This will be an especially useful metric for chapters to assess how effectively they are reaching new alumni. In the past, it has been noted that many of the same alumni attend many of the events throughout the year. While this is a positive result, chapters are encouraged to reach alumni that have not participated in events in order to broaden the engagement of the alumni community. With this new metric, chapters will be able to measure how many “new alumni” they have reached in a calendar. “New alumni” in this context means alumni that have never before participated in any chapter event.

For calendar year 2015-2016, chapters will not be assessed on this metric as it will be the first year that the data will be tracked. It is anticipated that this metric will be incorporated to the other 5 performance metrics in the following year after an assessment of the quality of the data collected is completed.
Scoring Method for Chapter Metrics

Number of Events
Number of events will be measured by the following criteria:

- Greater than 10 events will be awarded 10 points
- Greater than 5 events but less than 10 9 points
- Less than 5 events 8 points

Variety of events
Chapters are encouraged to host a variety of events. Events will be placed into the following 5 categories:

1. Supporting University (Recruitment, Giving)*
2. Educational/Cultural (lectures, museum tours, music, plays)
3. Sporting events
4. Service projects
5. Networking/social (Making Connections, happy hour, business mixer)

*Recruitment efforts include any or all of these: attending recruitment receptions, college fairs, letter writing campaign, or any other programs offered by the Admissions office. Chapters are encouraged to reach out to the Coordinator for Alumni and Parent Recruitment, currently Kealey Malott ’11, to research recruiting activities. Giving – This item is in preliminary stages of discussion amongst the National Alumni Board Chapters Committee and current Chapter Presidents.

Variety of events will be measured by the following criteria:

- Chapters that host at least one event in all 5 categories, i.e. 5/5 10 pts
- Between 3/5 and 4/5 categories of events 9 pts
- 2 out of 5 or less event categories 8 pts

Class range diversity
Chapters are encouraged to reach alumni from various class years. For the purposes of tracking and ease, the class years have been collapsed from 8 ranges to the following 4 ranges:

1. 1969 and before
2. 1970 – 1989
3. 1990 – 2009
4. 2010 – after

Class Range Diversity will be measured by the following criteria:

- Chapter hosting events reaching alumni from all 4 class ranges 10 pts
- Between 2 class ranges and 3 class ranges 9 pts
- Less than 2 class ranges 8 pts
Board Members’ Participation
Board member participation in chapter events is strongly encouraged. It helps promote the chapter and provides additional event support to the Chairs & Co-Chairs of each event.

Out of all chapter events, the event that has the highest board participation is included in the scoring. It is measured by the number of board members in attendance out of the total board members the Chapter has. If a board has 15 members, but only 5 attended the event that is used in scoring, it is 33%.

Board Members’ Participation will be measured by the following criteria:
- 100% participation 10 pts
- Greater than 60% participation 9 pts
- Less than 60% participation 8 pts

Event Reports Submitted
Event reports provide much needed feedback to the Alumni Office on the success of each event. The reports provide all the data necessary for the chapter metrics. Without an event report, the Alumni office cannot assess any of the criteria listed above.

Event Reports Submitted will be measured by the following criterion:
- All Events = 10 pts
- Each non submission loses a point

A Metric for the Tie-breaker:
We will use “total reach” that is the % of alumni for all events divided by total alumni living in the Chapter.

Note about Chapter Metrics:
The metrics are designed to ensure a fair measurement of all chapters. It is noted that smaller chapters or chapters in development may not be able to host as many events as larger chapters. This disparity, however, is offset by some of the other metrics. For example a chapter with only 4 board members will be able to more easily achieve a higher board participation metric than a chapter with 15 members.

New for 2015-2016, chapters will have the option to achieve 10 pts in one category of their choice as a way to ensure fairness of measurement.

To be eligible for this option, the Chapter Board must achieve 100% participation rate of board members in annual giving to Trinity University. NOTE: Participation is the key measurement, not dollar amount. Also, this is completely voluntary and optional. This will only be used to determine eligibility for the “Top Marks Metric Award”. Example, a chapter that only scored 8 points in the Number of Events category will be able to receive 10 pts in that category if they have 100% board member participation in annual giving.
CHAPTER EVENT OF THE YEAR AWARD

Procedures: Chapter presidents will submit nominations using the online nomination form posted on Trinity Website for the events they think merit consideration for this award. Initial nominations for this new category will be submitted for the Academic Calendar year 2013-2014. Nominations for 2013-2014 academic year are due on May 15, 2014. Alumni Office will forward all nominations to the Chapter Awards Committee members for their review.

Chapter presidents will discuss this award during their annual planning meetings and advise all event chairs to be mindful of this opportunity while planning and organizing their events.

The NAB Chapter Awards Committee will use the following criteria in selecting the winner:

a) Positive impact the event has on Trinity constituents -- the University, alumni, students, parents, and or the local community.

b) Relative impact the event has on fostering development of the local chapter (e.g. an event that draws 15 attendees when the chapter’s events average 7-8 attendees)