



2012

Recognition and Awards Guide



Chapter Leader Training

NMA...THE Leadership Development
Organization

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CHAPTER LEADERSHIP TRAINING

Recognition and Awards Guide



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NMA Recognition

Individuals, Chapters, and Councils

This guide is designed to familiarize you with the NMA Recognition and Awards Program and should serve as a handbook for Recognition/Awards Chairmen during the administrative year.

Recognition is much more than the chapter/council Excellent, Superior and Outstanding Awards. NMA provides recognition for other chapter group activities as well as individual recognition for those who have gone above and beyond for their chapter, organization, and/or community.

In addition to an explanation of the different types of recognition available for NMA affiliates, this guide also includes instructions for the Chapter Monthly Report Form R1, and the Council Quarterly Report Form RC1, which is the document(s) chapters and councils use to submit their activities. These activities could result in being recognized as an Excellent, Superior, or Outstanding chapter/council. For chapters, the R1 is also used to determine the recipients of the NMA Community Services and the Professional Development Awards. In addition, chapters must earn a minimum of a Superior Award from points on the R1 to be eligible for a Growth Award.

Recognition/Awards Chairman Responsibilities

1. Study the contents of this manual and determine what kind of NMA recognition is available.
2. Consult with chapter or council officers during your goal-setting meeting and provide information about the different types of NMA recognition available.
3. Determine what group awards are within reach of your chapter or council and make a recommendation to the officers.
4. Work with other chapter or council leaders to determine what other types of recognition will be included for the upcoming year.
5. Establish lines of responsibility AND communication with the appropriate chapter or council leaders regarding the awards program.
6. Monitor other officers throughout the year to ensure compliance with NMA recognition guidelines.
7. Complete and submit the Chapter Monthly Report Form R1 to NMA Headquarters within 30 days of the month you are reporting OR complete and submit the Council Quarterly Report Form RC1 to NMA Headquarters within 40 days of the end of the quarter being reported.

The R1 and RC1 are available in:

1. Electronic-Excel Spreadsheet (available for download on the NMA website at: <http://nma1.org/Downloads/Downloads.html>)

The Recognition Committee continually reviews and revises the requirements of the Recognition Program in an effort to make it more equitable and to better meet the needs of our affiliates. This committee is made up of Directors who represent you, the membership. Any concerns you have regarding the Recognition Program should be brought to the attention of your assigned Director who will then take that concern to the Recognition Committee. Good luck in your upcoming year!

Individual Recognition

Executive Awards

NMA has many awards designed for individuals. Whether it is a top executive in your organization who provides valuable support to your NMA chapter, or whether it be someone who within your chapter or council who has worked hard to make your organization a success, NMA can help you recognize that individual appropriately. Following are some awards that were designed specifically to recognize individuals in your organization for their contributions and support of your NMA chapter.

Executive of the Year

This is the highest award NMA can offer an individual. For the Executive in your organization who has supported your chapter, we encourage you to nominate him/her for NMA's highest award, EXECUTIVE OF THE YEAR. Chapters/councils must submit nominations for this award on the official nomination form (found on NMA's website) to NMA Headquarters by April 15 each year. A copy of this form can be downloaded from NMA's website.

Following are the award requirements from NMA's Policy and Procedure Manual:

1005. EXECUTIVE OF THE YEAR AWARD

- a. **Description** — The objective of the award is to recognize a senior executive who has gained significant recognition for managerial and leadership accomplishments, conducted both personal and business affairs in accordance with NMA's Code of Ethics. This is NMA's highest individual award. A plaque will be presented to the recipient at NMA's Annual Conference.
- b. **Qualifications** — A nominee must be a senior executive with a demonstrated record of managerial and leadership accomplishments over his/her career and have received formal recognition for them. Also, the nominee must have supported the principles of contemporary management and been substantially involved in the community. To be considered for this award, a nominee need not have held membership in NMA, but should have been a lifelong advocate of NMA's Code of Ethics.
- c. **Nomination Submittal** — Award nominations must be submitted by the designated deadline date, on the approved forms made available to all Chapters and Councils, and contains a Chapter or Council endorsement.
- d. **Review and Scoring** — The Recognition Committee will receive and review all nominations submitted for the Executive of the Year Award. Each committee member will score the 5 areas of the nomination.
- e. **Ranking and Final Judging** — The scores from the entire committee will be compiled to determine which nomination has the most points. The nominee with the highest number of points will be declared the award recipient by the Recognition Committee.

Gold Knight Award

Following are the award requirements taken from NMA's Policy and Procedures Manual:

1008. COUNCIL GOLD KNIGHT AWARD

- a. **Description** - Each NMA Council may present a Gold Knight once a year to an outstanding individual that meets the qualifications established by NMA. This is the highest award a NMA Council can give.

- b. **Qualifications** - The nominee must be an individual whose reputation for outstanding leadership is well known in the area served by the Council. The nominee must be a person who has demonstrated the highest qualities of leadership in business or government as well as being involved in community activities. Further, the nominee should have motivated others to practice the principles of NMA's Code of Ethics, contributed to a better understanding of NMA.
- c. **Nomination Submittal** - Councils must submit a letter of qualifications, with concurrence from the Council's assigned Director, to the NMA President, not less than **60 days** prior to the presentation of the award. The letter should address the length of the nominee's management career along with accomplishments, leadership qualities, and actions the nominee performed or influenced.
- d. **Final Approval/Award Presentation** - The NMA President shall review the nomination and approve each award recipient. The award should be presented locally so superiors, peers, subordinates, friends and family can witness the presentation.

Silver Knight Award

Following are the award requirements taken from NMA's Policy and Procedures Manual:

1009. CHAPTER SILVER KNIGHT AWARD

- a. **Description** - Each NMA Chapter may present a Silver Knight once a year to an outstanding individual that meets the qualifications established by NMA. This is the highest award a NMA Chapter can give.
- b. **Qualifications** - The nominee must be an individual whose outstanding leadership is well known to the members of the organization and whose example has inspired them. The nominee must be a person who has demonstrated the highest qualities of leadership in business or government as well as being involved in community activities. Further, the nominee should be a person who regularly applies the principles of NMA's Code of Ethics, contributes to a better understanding of NMA.
- c. **Nomination Submittal** - Chapters must submit a letter of qualification, with concurrence from the Chapter's assigned Director, to the NMA President, not less than **60 days** prior to the presentation of the award. The letter should address the length of the nominee's management career along with accomplishments, leadership qualities, and actions the nominee performed or influenced.
- d. **Final Approval/Award Presentation** - The NMA President shall review the nomination and approve each award recipient. The award should be presented locally so superiors, peers, subordinates, friends and family can witness the presentation.

Member Awards

Member of the Year

The Member of the Year Award is the highest award that can be given to a NMA member. It was designed for the member in your chapter or council who has demonstrated exceptional support for your chapter or council over the previous 12 months. We encourage you to nominate him/her for this prestigious MEMBER OF THE YEAR AWARD. Chapters and/or councils must submit nominations for this award to NMA headquarters by April 15th, on the official nomination form found on NMA's website. A copy of this nomination form can be downloaded at nma1.org.

Following are the award requirements taken from NMA's Policy and Procedure Manual:

1006. MEMBER OF THE YEAR

- a. **Description** - The objective of the award is to recognize a current NMA member for his/her efforts during the past 12 months that enhanced the effectiveness of the Chapter or Council and advanced the purpose and the image of NMA. The award recipient will be recognized at the NMA's Annual Conference and will receive a \$500 cash award and a plaque. Elected Officers and Directors are excluded from receiving this award.
- b. **Qualifications** - A nominee must be a continuous NMA member for the past two years and have made significant contributions to Chapter or Council operations and activities.
- c. **Nomination Submittal** - Award nominations must be submitted by the designated deadline date using the approved forms made available to all Chapters and Councils. The nominations must be endorsed by a NMA Chapter or Council and be signed by two officers of the nominating organization. It is extremely important to discuss in the Chapter/Council endorsement the significance and consequences of the nominee's specific efforts, accomplishments, and activities during the past year of NMA leadership.
- d. **Review and Scoring** - The Recognition Committee will receive and review all nominations submitted for the Member of the Year Award. Each committee member will score the two areas of the nomination.
- e. **Ranking and Final Judging** - The scores from the entire committee will be compiled to determine which nomination has the most points. The nominee with the highest number of points will be declared the recipient of the award by the Recognition Committee.

--PLEASE NOTE--

THIS "MEMBER OF THE YEAR" AWARD IS A NMA AWARD AND IS PRESENTED EACH YEAR AT THE NMA ANNUAL CONFERENCE. IT IS SEPARATE FROM CHAPTERS LOCAL MEMBER OF THE YEAR AWARD; HOWEVER CHAPTERS MAY FEEL FREE TO NOMINATE THEIR LOCAL MEMBER OF THE YEAR FOR THE NMA MEMBER OF THE YEAR AWARD.

Leadership Award

Following are the award requirements taken from NMA's Policy and Procedures Manual:

1010. LEADERSHIP AWARD

- a. **Description** - NMA Councils or Chapters may present a Leadership Award to any member who is in good standing and has exhibited outstanding leadership abilities through participation in Council or Chapter activities. There is no restriction on the number of these awards that can be presented during the year.
- b. **Qualifications** - Besides exhibiting outstanding leadership skills, the nominee should have motivated others to participate in Council or Chapter activities. Also, the nominee should be a person who regularly applies the principles of NMA's Code of Ethics.
- c. **Nomination Submittal** - Councils or Chapters must submit a letter of qualification, with concurrence from the Council's or Chapter's assigned Director, to the NMA President not less than **60 days** prior to the presentation of the award. The letter should describe the nominee's effort, impact and importance of the effort, personal attributes, and an example of applying NMA's Code of Ethics.

- d. **Final Approval/Award Presentation** – The NMA President shall review the nomination and approve each award recipient. The award should be presented locally so superiors, peers, subordinates, friends and family can witness the presentation.

New Chapter Development Award

Following are the award requirements taken from NMA's Policy and Procedures Manual.

1012. NEW CHAPTER DEVELOPMENT AWARD

- a. **Description** - The purpose of this award is to recognize a member who initiates the development of a new Chapter and provides support to NMA up to the time of new Chapter chartering. The award will be presented at the Annual Conference.
- b. **Qualifications** - The nominee must be instrumental in making the initial contact with the prospective organization or potential Chapter and must make an exceptional contribution to the formation of the new Chapter.
- c. **Nomination Submittal** - The nomination for the individual must be made in writing to NMA Headquarters. The nomination should provide the details of initial contact and outline the support that the nominee provided leading to new Chapter chartering. The nomination should be written within 30 days of new Chapter chartering.
- d. **Final Approval** - The nominations will be reviewed by the Association Development and Services Committee Chair and forwarded with recommendation to the Staff Advisor (NMA President) who approves the Award.

Other Awards

Hall of Fame

This annual award honors individuals who have dedicated their lives to advance management/leadership development or were pioneers in business and entrepreneurial activities. Hall of Fame nominees need not have held membership in NMA. Nominees must have a demonstrated record of management/leadership achievement including formal recognition, be nationally recognized in their specific field of endeavor, and will have been lifelong supporters of the principles enumerated in the NMA Code of Ethics. Following are the award requirements taken from NMA's Policy and Procedure Manual:

1003. HALL OF FAME

- a. **Description** — This award is given to an Individual in recognition of significant personal and professional contributions to the development of management/leadership – its advocacy through exemplary personal behavior, or its development via writing, teaching, or theory development. Consideration is also given to outstanding achievements in the related areas of human resource development, training, ethics, and transformational leadership. The recipient will be “inducted” during a general session of NMA's Annual Conference.
- b. **Qualifications** — Nominees are generally nationally or internationally recognized for outstanding managerial, leadership, and human resource developmental accomplishments. They are leaders, innovators, and thinkers in their chosen field(s) and their achievements should be shown to have significantly impacted the workplace. Recipients may be retired from their primary career and the honor may also be bestowed posthumously. The recipient or some representative must be present to accept the award. While NMA membership is not a requirement, the individual exemplifies the principles included in the NMA's Code of Ethics.

- c. **Nomination Submittal** — Award nominations must be submitted by the designated deadline date, on the approved forms made available to all Chapters and Councils, and contain a Chapter or Council endorsement.
- d. **Review and Scoring** — The Recognition Committee will receive and review all nominations submitted for the Hall of Fame Award. Each committee member will score the four areas of the nomination.
- e. **Ranking and Final Judging** — The scores from the entire committee will be compiled to determine which nomination has the most points. The nominee with the highest number of points will be declared the recipient of the award by the Recognition Committee.

Wilbur M. McFeely Award

Following are the award requirements taken from NMA's Policy and Procedures Manual:

1004. WILBUR M. McFEELY AWARD

- a. **Description** — This award is given in recognition to an individual who has made outstanding contributions to the field of management/leadership development through published books, articles, theory development, positions held, or teaching. The award was established as a tribute to Wilbur M. McFeely, a creative thinking individual who made significant contributions to the field of human relations in management. An award will be presented to the recipient at NMA's Annual Conference. The recipient will also be expected to participate in the education portion of the conference by giving a presentation in their field of expertise.
- b. **Qualifications** — Nominees are either nationally or internationally recognized for accomplishments in the field of management/leadership development. They are visionary and innovative thinkers whose ideas have influenced the operation of both organizations and the people who work in the organizations. While membership in NMA is not a requirement, the nominee should be an advocate of NMA's Code of Ethics. This honor cannot be awarded posthumously. The recipient must agree to be present to accept the award.
- c. **Nomination Submittal** — Chapters, councils, or individual members may submit the name of a qualified nominee to the Recognition Committee Chair and Staff Advisor by December 1 for the following year.
- d. **Review and Selection** — The NMA Staff will prepare a list of qualified nominees and with the advice and counsel of the Recognition Committee Chair and the Chairman of the Board, the NMA President will make the appropriate contacts to secure an honoree.

Individual Recognition Items

Recognition items for sale are listed on NMA's website <http://nma1.org>. They can be accessed by following the "Awards" link at the top of the home page.

Group Recognition

Chapter/Council Awards

Chapter 25th Anniversary Award

NMA... THE Leadership Development Organization gives a specially engraved silver anniversary plaque to all NMA chapters/councils on the 25th anniversary of their original date of charter. The award is presented in recognition of meritorious service, dedication to management/leadership development and to the preservation of our free enterprise system.

Chapter 50th Anniversary

A specially engraved golden anniversary plaque is given by NMA to all chapters/councils observing the 50th anniversary of their original date of charter, in recognition of a half century of service and dedication to the objectives and principles of NMA.

Chapter/Council Awards by Size Group

Size Groups

Listed below are the Size Groups as defined by NMA’s Recognition Committee. ***These size groups are for NMA’s Recognition Program only.*** Size groups 1-7 are used for the Growth Award and all Size Groups are used for the Publications Contest.

Size Group	Description
Size Group 1	700 or more members
Size Group 2	201-699 members
Size Group 3	151-200 members
Size Group 4	101-150 members
Size Group 5	61-100 members
Size Group 6	30-60 members
Size Group 7	29 or fewer members
Size Group 8	Councils (publications only)
Size Group 9	Electronic Publications

Chapter and Council Publications Contest

Each year, chapters and councils are presented plaques at the NMA Annual Conference for monthly newsletters judged the best in their size group. Second and 3rd place certificates are given to publications in all size groups. Publications are judged on effectiveness in promoting organization activities, advancing the principles of NMA, promoting organization membership, format, writing style, and layout.

Following is the award requirements from NMA’s Policy and Procedure Manual:

1007. OUTSTANDING PUBLICATIONS

- a. **Description** — The objective of the award is to recognize Chapters and Councils, in each size group that published an effective Chapter or Council newsletter. Plaques will be awarded for the best newsletter in each size group, along with second and third place certificates, at the NMA’s Annual Conference.
- b. **Qualifications** — Publications are judged on NMA objectives of publicizing and promoting Chapter or Council activities, advancing the principles of NMA, promoting Chapter or Council membership, plus format, writing style, and layout.
- c. **Nomination Submittal** — Award nominations must be submitted by the designated deadline date using the approved forms made available to all Chapters and Councils. There are two parts, A and B, to the nomination. Part A is self scoring. Part B is scored by the Recognition Committee Members. Two newsletters are to be submitted. One issue must have been published between May 1 and December 31, and the other must have been published between January 1 and May 1. Fifteen copies of two separate issues must be submitted with the nomination. Chapters/councils not submitting the required number of newsletters for the committee will be excluded from being evaluated.
- d. **Review and Scoring** —
 - **Part A** —In the self-scoring portion of the entry form, a point will be awarded for each newsletter published during the Chapter/Council administrative year. Also, a point will be awarded for the publication of an article on the topics listed in Part A. To receive credit in this portion, a copy of each newsletter in which an article on the topic appears must be included with the entry. Each article must be identified with the appropriate topic number Headquarters Staff will verify the accuracy of this self-scoring portion of the entry.
 - **Part B** of the entry form will be scored by the members of the Recognition Committee.
- e. **Ranking and Final Judging** – The total points earned in Part A will be added to the totals received from Part B (as scored by Recognition Committee members) to determine the total points for each entry. The NMA Staff will compile these totals and list them in descending order by size group to determine the first, second, and third place winners for each size group. These, in turn, will be submitted to the Recognition Committee for final approval.
- f. **Size Groups**

Group 1	700 or more members
Group 2	201-699 members
Group 3	151 to 200 members
Group 4	101 to 150 members
Group 5	61-100 members
Group 6	30-60 members
Group 7	29 & fewer members
Group 8	Councils
Group 9	Electronic Publications

Chapter Growth Award

The Chapter Growth Award was developed to recognize chapters (by size group) for the greatest significant net increase in membership for the administrative year. Those chapters that have more net members at the end of their fiscal year than they have at the beginning of their fiscal year will be eligible... providing they qualify for a minimum of a Superior rating. A chapter’s membership is determined by the number of members that has been reported to NMA Headquarters and appears on the Membership report for the chapter’s first and last administrative months.

CHAPTERS NEED NOT SUBMIT A SEPARATE FORM FOR THE GROWTH AWARD. Completing and submitting a NMA Chapter Monthly Activity Report R1 will automatically enter chapters. Following are the award requirements taken from NMA’s Policy and Procedure Manual:

1012. CHAPTER GROWTH AWARD

- a. **Description** - This award is presented to one Chapter, in each size group, which experiences the greatest increase in growth for its administrative year. Chapters earning this award will be recognized at the NMA’s Annual Conference.
- b. **Qualifications** - To be considered for this award, a Chapter must participate in NMA’s Recognition Program by submitting a monthly Chapter Activity Report (R-1 Form) to NMA Headquarters and must achieve a minimum rating of Superior for all other activities conducted during its administrative year.
- c. **Nomination Submittal** - No documentation is required.
- d. **Ranking and Final Judging** - The NMA Staff will track the growth of qualified Chapters during their administrative year and will select the Chapter, in each size group, to receive this award.
- e. **Size Groups**
 - Group 1 700 or more members
 - Group 2 201-699 members
 - Group 3 151 to 200 members
 - Group 4 101 to 150 members
 - Group 5 61-100 members
 - Group 6 30-60 members
 - Group 7 29 & fewer members

Chapter Professional Development Award

The Professional Development Chapter Award was developed to recognize chapters for outstanding efforts in Professional Development and Certified Manager activities.

Following are the award requirements from NMA’s Policy and Procedure Manual (PPM):

1013. CHAPTER PROFESSIONAL DEVELOPMENT AWARD

- a. **Description** - This award is presented to any Chapter who meets the criteria listed in section b, c, and e. A Chapter can have an outstanding Professional Development and Certified Manager Program through conducting both NMA and non-NMA courses, having an active Certified Manager (CM) program, and involving executive managers in the Professional Development program, whether as facilitators, reviewers of course material, or direct participation. Chapters earning this award will be recognized at NMA’s Annual Conference.
- b. **Qualifications** – To be considered for this award, a Chapter needs to participate in NMA’s Chapter Recognition Program by submitting a monthly Chapter Activity Report (R-1 Form) to NMA Headquarters and achieving a minimum rating of Superior for all other activities reported during their administrative year.

In addition, Chapters must achieve points in both the Professional Development (B1) and Certified Manager (B6) categories. In section B1, 10% of the total points must come from items B1c (NMA Courses) and B1d (Non NMA Courses). All chapters need to earn at least 5 points in section B6 (Certified Manager).

Also, a Chapter must submit the name of their Professional Development Chairperson AND must have a current B3 CEU Authorization approval on file with NMA Headquarters.

- c. **Nomination Submittal** - The R-1 Form will be used by the NMA Staff to document and score Professional Development and Certified Manager Program activities. No other documentation is required.
- d. **Final Selection** - This award will be presented to qualifying Chapters that have met the criteria listed in section b and c above, and earned a minimum number of combined points on the R-1 Form in the Professional Development and Certified Manager categories based on the formula listed in section e below.
- e. **Points required:**

Chapters with more than 50 members need:

Minimum points = .1 x # Chapter *Members + 50

Chapters with 50 or fewer members need:

Minimum points = .1 x # Chapter *Members + 35

*Membership figure is the number of paid members that have been reported to NMA as of the last day of the chapter's administrative year.

Example: A chapter with 100 members needs the following minimum points:

Min points = .1 x 100 + 50 points = 60 points

Chapter Community Services Award

This award is presented to chapters that have demonstrated creativity and innovation in sponsoring or participating in community service activities.

Following are the award requirements from NMA's Policy and Procedure Manual (PPM):

1014. COMMUNITY SERVICES AWARD

- a. **Description** - This award is presented to Chapters which have demonstrated creativity and innovation in promoting Community Service Activities within the Chapter, company, organization, and community during their administrative year. Chapters becoming award winning will be recognized at NMA's Annual Conference.
- b. **Qualifications** - To be considered for this award, a Chapter must participate in NMA's Recognition Program by submitting a monthly Chapter Activity Report (R-1 Form) to NMA Headquarters. Community Services award activities are listed under the Community Services Area, Section D of the R-1 Form.
- c. **Nomination Submittal** - The R-1 Form will be used by the NMA Staff to document and score Chapter participation. No other documentation is required.
- d. **Final Selection** - This award will be presented to Chapters that have met the criteria listed in section b above, and obtained the minimum points as determined by the formula listed in section e below.
- e. **Points Required**

Minimum Points (Min) = .2 X # of Chapter *Members + 35

*Membership figure is the number of paid members that have been reported to NMA as of the last day of the chapter's administrative year.

Example: A chapter with 100 members would need 55 Min points:

Min points = .2 x 100 + 35 = 55 points

Group Recognition (R1)

Chapter Excellent, Superior, and Outstanding Awards

The NMA Chapter Excellent, Superior, and Outstanding Awards were developed to recognize chapters for activities conducted during the administrative year. The activities listed on the Chapter Monthly Activity Report Form R1 should be used as a guideline for programming during your chapter's administrative year to ensure that each and every member gets the most out of his/her NMA experience. Chapters earn points for each of the activities that are listed on the R1. Following is the number of points required for activities on the R1 to be eligible for these awards:

Point Criteria Chapter Excellent, Superior, and Outstanding Awards

Excellent:	200 + (500 x (# of Members/2500))
Superior:	300 + (700 x (# of Members/2500))
Outstanding:	400 + (900 x (# of Members/2500))

Example: chapter with 100 members

Superior Award

$$300 + (700 * 100 / 2500) = 300 + 28 = 328 \text{ points}$$

Old Method: SG5 = 400 points required

Each NMA chapter in good standing that earns and reports points for specified activities reported on the Chapter Monthly Activity Report Form R1 is eligible to receive an Excellent, Superior, or Outstanding Award (based on the criteria above). A chapter in good standing means that the chapter cannot be delinquent in dues payments more than one time during the administrative year. Chapters that are delinquent more than one time during its administrative will not be eligible to receive and/or give awards. In addition, at the time of the NMA Annual Conference, any chapter that has any delinquent outstanding financial obligations to NMA Headquarters will also be ineligible to receive and/or give any NMA awards.

The NMA Recognition Committee, developed the criteria for the Excellent, Superior, and Outstanding Awards. They continuously monitor and update the requirements to meet the needs of our changing chapters and organizations. It is of utmost importance that you stay abreast of these changes to ensure that your chapter receives proper recognition for a "job well-done."

The point system has been divided into four major areas with each area being divided into categories. These areas and categories are very important in any chapter operation and, therefore, have been identified in developing the criteria for the Excellent, Superior, and Outstanding Awards. The four major areas and their respective categories are as follows:

AREA A — ADMINISTRATION

1. Chapter Management
2. Chapter Board of Directors

AREA B — MEMBER SERVICES

1. Professional Development
2. Membership/Meetings
3. Communications
4. Member Relations (Boosters)
5. NMA National/Area/Council Activities
6. Certified Manager (CM) Program

AREA C — ASSOCIATION GROWTH/AWARENESS

1. Association Development
2. Association Image

AREA D — COMMUNITY SERVICES

1. Community Services Activities
2. Management Week in America

Following is a description of the activities for which your chapter can earn points to achieve these awards. Each item provides details for the same item listed on the R1 form.

AREA A – ADMINISTRATION

☺ = No Maximum Points

The foundation of an effective and successful chapter operation is based on a sound administration. It requires good planning and organizing as well as an abundance of teamwork. Without this foundation, you may find your chapter floundering with no direction. Your chapter will receive points under each of two categories for administration activities completed.

A1. Chapter Management

A sound organizational structure with properly trained leaders is key to any successful NMA chapter. These leaders should establish goals and objectives that are realistic, attainable, and fit within the financial means of the chapter. The award criteria, which outline these administrative functions, are:

A1a. Chapter Organization Chart2 points

A chapter should prepare an organization chart depicting the responsibilities among members and a clear-cut flow of communications during the first administrative month. A detailed list of duties (i.e., functions and responsibilities of each officer and major committee chairperson or manager) should be included in your chart. These duties may be listed in your by-laws. Chapters can earn 2 points for preparing such a document. **(maximum 2 points per year)**

A1b. Trained Leader Program2 points

Each chapter should complete NMA's Chapter Leader Training Program. It was designed to assist you in preparing your officers for the upcoming year. This program consists of the following:

1. Send in your election results to NMA Headquarters at which time
2. NMA sends you a Chapter Leader Training Kit. (contains officer guides)
3. Distribute these guides to your officers and committee chairs and ask them to study the information.
4. Develop your goals, objectives, and a plan of action.
5. Transition from the old administration to the new administration.

This program should be completed prior to the beginning of the administrative year. Chapters may earn 2 points for completion of this program. **(maximum 2 points per year)**

A1c. Advanced Program Plan2 points

Each chapter should prepare an advanced program plan including an outline of subjects and related data for all your monthly membership meetings for the new administrative year. Chapters SHOULD conduct a minimum of 10 monthly meetings (although it's not a requirement). Chapters may earn 2 points for completing this. **(maximum 2 points per year)**

A1d. Goals and Objectives2 points

Chapters should prepare objectives and goals. Each goal must be stated in specific measurable terms. Chapters that prepare such goals and objectives will receive 2 points. **(maximum 2 points per year)**

A1e. Budget2 points

A budget showing anticipated income and expenses for the new administrative year should be prepared. A sample budget can be found in the Treasurer's Guide. Chapters will receive 2 points for preparing a budget for the administrative year. **(maximum 2 points per year)**

A1f. Renewals and Dues Submitted on Time REQUIREMENT

It is very important that all chapters keep NMA headquarters informed of any membership changes, i.e., new members, deleted members, address changes, etc. This will enable us to keep all members updated on opportunities available through NMA. Paying chapter dues on time ensures that NMA headquarters can continue to provide personal and professional growth opportunities for all members.

If your chapter collects dues through payroll deduction, the **NMA Membership Report Form for Payroll Chapters (M1-P)** must be submitted to NMA each month. Dues should be received by NMA within 30 days of the month being reported (e.g., June's membership report and dues payment must be received no later than July 31).

For chapters reporting on an annual basis, the **NMA Membership Report Form for Annual Chapters (M-1A)** and dues payment should be submitted on the first day of, but no later than 60 days after the beginning of, the chapter's fiscal year.

NOTE: A chapter whose dues have been delinquent (over 60 days) more than one time during its administrative year shall not be eligible to receive any group awards, and the chapter's ability to give individual awards shall be suspended. No points will be given for dues being paid on time. This is a requirement.

IN ADDITION: Any chapter or council that has any delinquent (60 days or more past due) outstanding financial obligations to NMA... THE Leadership Development Organization as of the time the Annual Conference is held will neither receive nor be recognized for any award they may have earned during the administrative year.

A1g. New Election Results Sent to NMA 2 points

Chapters will receive 2 points for submitting a list of their newly elected officers to NMA. (maximum 2 points per year)

A1h. Committee Meetings 1 point

Chapters will receive 1 point for a committee meeting they conduct during the month. Only 1 point per month is permitted. (maximum 12 points per year)

A2. Chapter Board of Directors

Even a very small organization finds it difficult to operate on a strictly democratic, or "town meeting," basis...and if this is true for an organization of a few dozen members, imagine the difficulties in an organization of several hundred. Chapter business just can't be handled with the necessary dispatch if members have to vote on every item that requires a decision. The board is representative of the membership and serves as the planner and navigator who sets the course and checks the progress.

A2a. Chapter Board of Directors Meetings 3 points

Chapter Board of Directors and the top Operating Group should meet 11 times during the administrative year. Chapters receive 3 points for each Chapter Board of Directors meeting held during the administrative year. (maximum 12 meetings and 36 points per year)

A2b. Director Invited to Each Board Meeting 1 point

Your NMA Director can keep you updated on the latest programs offered through NMA at the national level as well as answer any questions that may arise within your chapter. Therefore, he/she should be invited to each board meeting. Chapters can earn 1 point each time your Director is invited to your Chapter Board of Directors meeting. (maximum 1 invitation per board meeting for 12 points per year)

- A2c. Director's Name Submitted 1 point**
Submit the name of your assigned Director in the blank provided on the R1 and receive 1 point. If you do not know your Director's name, just e-mail NMA at nma@nma1.org. **(maximum 1 point per year)**

- A2d. Meeting with Executive Advisors 1 point**
Chapter leadership should meet at least twice annually with chapter executive advisors. The first meeting should be held at the beginning of the administrative year, and the second meeting should be held at the end of the administrative year. Chapters will receive 1 point for each meetings held with executive advisors. **(maximum 12 points per year)**

- A2e. Names and Titles of Executive Advisors2 points**
List the names and titles of your chapter's executive advisors on the R1 and receive 2 points. **(maximum 2 points per year)**

- A2f. Chapter Board Minutes Sent to Assigned Director 1 point**
Chapters should send a copy of their Board Minutes to their assigned director. Each time those minutes are furnished to the assigned director, chapters will receive 1 point. **(maximum 12 points per year)**

- A2g. Chapter Supports National/Associate Director5 points**
Five points will be awarded each year a chapter supports a national and/or associate director. Chapters may take credit for 2 each year whether the individuals are National Directors or Associate Directors. **(maximum 10 points per year)**

AREA B – MEMBER SERVICES

☺ = No Maximum Points

Six categories have been identified and selected as criteria for recognition points for this area. Those areas are Professional Development, Membership Meetings, Communications, Member Relations (Boosters), NMA National/Council Activities, and Certified Manager (CM) Program. Since MEMBER SERVICES is such a vital part of an NMA chapter, more points can be accumulated for this area. Chapters may receive points for each activity completed under the different categories as described below toward fulfilling the requirements for the Excellent, Superior, and/or Outstanding Award

B1. Professional Development

Growth through continuing personal and professional development is one of the principal thrusts of NMA... THE Leadership Development Organization. It is no secret that the success of an NMA chapter is dependent upon the effectiveness with which professional development is delivered to individual chapter members. For many chapter officers, there is a general recognition that the educational opportunities a chapter can offer constitute the backbone of the entire operation.

- B1a. Authorized to Grant CEU5 points**
Your chapter should be authorized to grant CEU to ensure that your chapter members receive the appropriate CEU credit for each course completed. Chapters authorized to grant CEU will receive 5 points. **(maximum 5 points per year)**
REMEMBER... TO BE ELIGIBLE FOR THE PROFESSIONAL DEVELOPMENT AWARD, YOUR CHAPTER MUST HAVE A CURRENT, UP-TO-DATE B3 FORM, AUTHORIZATION TO GRANT CEU ON FILE WITH NMA'S PROFESSIONAL DEVELOPMENT DEPARTMENT PRIOR TO THE END OF YOUR ADMINISTRATIVE YEAR.

B1b. Chapter PD Catalogue/Guide.....3 points
 Chapters that prepare a Chapter Professional Development Catalog/Guide that lists courses offered through the chapter receive 3 points. **(maximum 3 points per year)**

B1c. *Chapter-Sponsored NMA Proprietary PD Courses Completed 😊 5 points
 Chapters may receive 5 points for each Chapter-Sponsored NMA proprietary professional development course completed. Indicate on the R1 (on the PD Courses tab) the course code, course name, # of hours, and the date completed for each course. **(no maximum points)**

B1d. *Chapter-Sponsored Non-NMA PD Courses Completed 😊 3 points
 Chapters receive 3 points for each *Chapter-Sponsored Non-NMA professional development course completed. Indicate on the R1 in the space provided, the course code, course name, # of hours, and the date completed for each course. **(no maximum points)**

B1e. Bonus Points for PD Courses Completed 😊 1-3 points
 Chapters receive bonus points for each course completed (NMA or non-NMA) that is in excess of 7 hours in length. This includes only those courses for which points are given under "c" or "d" above. **(no maximum)**

8-13 hours.....	1 point
14-20 hours.....	2 points
over 20 hours.....	3 points

****A CHAPTER-SPONSORED PROFESSIONAL DEVELOPMENT COURSE AS DEFINED BY THE RECOGNITION COMMITTEE IS ANY COURSE/PROGRAM SPONSORED OR CO-SPONSORED BY YOUR NMA CHAPTER THAT HAS BEEN APPROVED FOR CEU CREDIT BY NMA UNDER THE GUIDELINES ESTABLISHED BY THE INTERNATIONAL ASSOCIATION FOR CONTINUING EDUCATION AND TRAINING. THE ASSIGNED COURSE CODE MUST BE LISTED ON THE R1 IN ORDER TO RECEIVE CREDIT FOR THESE COURSES.***

B1f. Online Courses Completed 😊 1-6 points
 Chapters may receive points for members that take online courses based on the following schedule **(no maximum points):**

1-5 participants.....	1 point
6-10 participants.....	2 points
11-15 participants.....	3 points
16-20 participants.....	4 points
21-25 participants.....	5 points
26-30 participants.....	6 points

- B1g. Courses taken at other chapters 😊 1-6 points**
 Chapters may receive points for members who take courses at other chapters based on the following schedule **(no maximum points)**:
- 1-5 participants..... 1 point
 - 6-10 participants.....2 points
 - 11-15 participants.....3 points
 - 16-20 participants.....4 points
 - 21-25 participants.....5 points
 - 26-30 participants.....6 points
- B1h. Executive Management Participation 😊 4 points**
 Receive 4 points each time your executive management participates in a professional development activity, e.g., attendance, facilitator, reviewing a course, letter of endorsement, recognition, etc. **(no maximum points)**
- B1i. Members taking IQShare or MindEdge NMA Partnership Courses 😊 1 point**
 Receive 1 point each time one of your members take any courses (PMP, etc.) via NMA's partnership with IQShare or MindEdge. **(no maximum points)**
- B1j. Bonus Points for # Participants Completing B1c and B1d 😊 1-6 points**
 Chapters will receive bonus points for each participant who completes courses listed under b1c and b1d based on the following: (no maximum)
- 1-5 participants 1 point
 - 6-10 participants 2 points
 - 11-15 participants 3 points
 - 16-20 participants 4 points
 - 21-25 participants 5 points
 - 26-30 participants 6 points
- B1k. Points for non-CEU Approved Courses 3 points**
 Chapters will receive 3 points for each non-CEU approved courses conducted during the administrative year. ***These points count toward an Excellent, Superior, and/or Outstanding Award but will not be credited toward the Professional Development Award..*** (no maximum points)
- B1l. Bonus Points for Attendees Completing B1k 😊 1-6 points**
 Chapters will receive bonus points for each participant who completes courses listed under B1k based on the following: **(no maximum)**
- 1-5 participants 1 point
 - 6-10 participants 2 points
 - 11-15 participants 3 points
 - 16-20 participants 4 points
 - 21-25 participants 5 points
 - 26-30 participants 6 points
- These points count toward an Excellent, Superior, and/or Outstanding Award but will not be credited toward the Professional Development Award.***

B2. Membership Meetings

The monthly meeting is the one truly universal function of all activities conducted by NMA chapters. Traditionally, the monthly membership meeting has been the central, and sometimes the only, chapter activity. While considerable progress has been made through the years, no other program or activity has yet seriously challenged the pre-eminence of the monthly meeting, at least in the minds of the member.

B2a. Monthly Membership Meetings5 points

A chapter should have 10 monthly meetings per year. Chapters receive 5 points for each monthly membership meeting held. Be sure to report your monthly meeting attendance by clicking the link on the R1 "B2a. Monthly Membership Meetings". The definition of a meeting is one that is open to the entire membership with a set agenda and which is appropriately publicized. **(maximum 60 points per year)**

B2b. Meetings Featuring Personal/Professional Growth 1 point

Chapters may receive 1 point for each monthly meeting that features personal/ professional growth. **(maximum 12 points per year)**

B2c. Meeting Attendance Bonus Points.....1-5 points

Bonus points are awarded as listed below based on the percentage of attendance at each monthly meeting. Members and potential members may be included in this percentage. **(maximum 60 points per year)**

45% and up	5 points
35%-44%	4 points
25%-34%	3 points
15%-24%	2 points
14% and less	1 point

B2d. Top Management Night Meeting.....3 points

Chapters may earn 3 points for conducting Top Management Night at a monthly membership meeting. **(maximum 3 points per year)**

B2e. Eligible Employees/Members Reported 1 point

Chapters may earn 1 point each time the number of employees eligible for NMA membership is reported in the space provided on your monthly R1. **(maximum 12 points per year)**

B3. Communications

Communication plays a crucial part in any successful chapter operation. Members and your NMA Director must be kept informed of events and happenings within your chapter. To recognize chapters that communicate effectively, the following award criteria have been established:

B3a. Chapter Guide5 points

A chapter guide should contain a program outline of future events, monthly meetings, professional development courses, and an organization chart with names of officers and committee leaders, and similar chapter information. The purpose of the guide is to acquaint members and potential members with things to come during the year. Once a year, chapters will earn 5 points if a chapter guide is published and distributed to the membership. **(maximum 5 points per year)**

- B3b. Newsletter Published5 points**
 Chapters receive 5 points for each newsletter published (hard copy or electronic copy) during the administrative year. **(maximum 60 points per year)**
- B3c. NMA Code of Ethics Published in Newsletter 1 point**
 Chapters that publish NMA Code of Ethics in their monthly newsletter will earn 1 point. **(maximum 12 points per year)**
- B3d. NMA Statement of Principles Published in Newsletter..... 1 point**
 Each time the NMA Statement of Principles is published in your monthly newsletter, the chapter will receive 1 point.. **(maximum 12 points per year)**
- B3e. Entered NMA Publications Contest 25 points**
 Chapters will receive 25 points for entering the NMA Publications Contest. The appropriate forms may be downloaded from NMA’s Website at: <http://nma1.org/forms>. **(maximum 25 points per year)**
- B3f. Professional Development Course Notice 😊 1 point**
 A chapter should publish and distribute notices in advance for all professional development courses held. 1 point will be awarded for each professional development course announcement prepared and distributed. **(no maximum points)**
- B3g. Monthly Meeting Notice 1 point**
 Chapters should publish and distribute monthly meeting notices in advance of all general membership meetings. Chapters may receive 1 point for each monthly meeting notice prepared. **(maximum 12 points per year)**
- B3h. Establish/Redesign Chapter Website 10 points**
 Chapters that establish a chapter website or do a major redesign of an existing chapter website during the administrative year will receive 10 points. **(maximum 10 points per year)**
- B3i. Update Information on Chapter Website..... 1 point**
 Chapters can receive 1 point each month that their information on their home page is updated. **(maximum 12 points per year)**
- B3j. Establish link with National Website..... 1 point**
 Chapters that establish a link to the NMA’s National website during the administrative year may earn 1 point. **(maximum 1 point per year)**
- B3k. Submit information about ex-members to NMA..... 😊 1 point**
 Send in contact information (name and email address) for anyone who dropped their membership (with their permission) to NMA National so they can be sent information for individual membership. 1 point for each member for whom your chapter submits information. **(No maximum)**
- B3l. Submit Article for NMA Breaktime 2 points**
 Chapters may receive 2 points for submitting an article or articles for an issue of NMA Breaktime. **(6 issues of NMA Breaktime per year = maximum 12 points per year)**

- B3m. Miscellaneous Points..... 1 point**
 This is reserved for points that NMA may grant for chapters during the year for things such as responding to surveys and any other activities for which you would be notified. NMA will notify chapters when this item may be used and for what it may be used. **(No Maximum)**

B4. Member Relations/Boosters

The main mission of the Member Relations representatives (Boosters) is communications. This committee is the message center for two-way communication in your chapter. Through regular contacts, member relations representatives are in the best position to explain plans and programs directly to all members. They can remind the members about chapter activities and, at the same time, explain current policies and answer questions about future plans. In other words, they can ensure good communications from chapter leaders to all members.

- B4a. Member Relations (Booster) Training Program.....3 points**
 Each year, a chapter should conduct a comprehensive member relations (booster) training program in the skills of communication, chapter organization, and activities, etc., for the member relations representatives/boosters. Your chapter can earn 3 points for each member relations training program conducted during the administrative year. **(maximum 6 points per year)**

- B4b. Member Relations (Booster) Newsletters3 points**
 Chapters should distribute a periodic newsletter (written or electronic) to all member relations representatives (boosters). It should keep them informed on chapter affairs and related information and provide tips on how to perform their jobs as boosters and representatives. Chapters can earn 3 points for this type of newsletter. This newsletter should be published at least 4 times a year. The regular chapter newsletter, which is distributed to all members, does not serve this purpose. **(maximum 12 points per year)**

- B4c. Membership Promotion Held5 points**
 Chapters that conduct a membership promotion campaign for a minimum of 30 consecutive days during the administrative year can earn 5 points. **(maximum 10 points per year)**

- B4d. New Member Orientation 😊 2 points**
 Chapters should hold a "new member orientation" within 90 days of a person's becoming a member. If you have between 8 and 10 new members at one time, a group orientation is appropriate; if you have fewer than 8 members at one time, individual orientations should be conducted. Chapters can earn 2 points for conducting a new member orientation during the administrative year. **(no maximum)**

- B4e. Other Member Relations Activities..... 😊 2 points**
 Chapters will be awarded 2 points for any other member relations activities not listed above. **(no maximum)**

- Make presentation to "new hires" on benefits of becoming a member of the chapter

B5. NMA National/Area/Council Activities

NMA encourages chapters to participate in NMA National, Area, and/or Council activities made available to them. Those activities include the NMA Annual Conference, area NMA Leadership Development Conferences (LDC) as well as other Council and area activities.

- B5a. Participation in NMA Leadership Conference..... 1 point**

Chapters may earn 1 point for each paid member attending the leadership conference during the administrative year. **(no maximum)**

- B5b. Participation in NMA Annual Conference3 points**
Chapters may earn 1 point for each paid member attending the NMA Annual conference during the administrative year. **(no maximum)**

- B5c. Sponsorships at Annual Conference5 points**
Chapters may earn 5 points for sponsoring/co-sponsoring an event at the NMA Annual Conference. Those events include: Keynote, Speech Contest, Member of the Year Banquet, Educational Sessions, Recognition Luncheon, Hall of Fame event, Executive of the Year Banquet or any other events eligible for sponsorship (determined by NMA). **(no maximum)**

- B5d. Bonus Points for Sponsorships at Annual Conference5 points**
5 bonus points will be awarded to chapters that sponsor or co-sponsor more than 1 event at the NMA Annual Conference. Those events include: Keynote, Speech Contest, Member of the Year Banquet, Educational Sessions, Recognition Luncheon, Hall of Fame event, Executive of the Year Banquet or any other events eligible for sponsorship (determined by NMA). **(no maximum)**

- B5e. Participation in Other Local Area NMA Activity 1 point**
Chapters may earn 1 point if at least 1 representative is sent to any other area activity, e.g., council mini-LDC, council workshop, council seminar, etc. Regular council meetings do not qualify. **(maximum 12 points per year)**

- B5f. Participation in Regular Council Meeting2 points**
Chapters that attend a regularly scheduled council meeting may earn 2 points. **(maximum 8 points per year)**

- B5g. National Director Supported by Chapter Attends Board Meeting.....2 points**
Chapters that support a National and/or Associate Director may receive 2 points for each National Board of Directors meeting attended by each director. **(maximum 12 points per year or 6 points per each director)**

B6. Certified Manager (CM) Program

NMA...THE Leadership Development Organization supports and endorses the Certified Manager Program which is administered through ICPM. For more information you may contact:

The Institute of Certified Professional Managers
James Madison University
Harrisonburg, VA 22807
Phone: 1-800-568-4120
Website: www.icpm.biz

NMA encourages each and every member to become a Certified Manager. Points for activities in this area may be earned as described below:

- B6a. Chapter CM Certification Chairman2 points**
Chapters receive 2 points for having a CM Certification Chairman for the current administrative year. In many chapters, the PD Chairman takes on this position. **(maximum 2 points per year)**

- B6b. Members Taking CM Exam 😊 3 points**
Chapters can earn 3 points for each member who takes the CM Certification Exam (all 3 parts

comprise the Exam) during the administrative year. **(no maximum)**

- B6c. CM Informational Meeting Held 1 point**
Chapters that hold a meeting explaining the CM program to its members can earn 1 point. **(maximum 3 points per year)**

- B6d. CM Workshop Held 😊 3 points**
Chapters that conduct a workshop to help prepare members to take the CM exam may earn 3 points. This program may or may not qualify for CEU credit and may or may not qualify for credit under Professional Development courses. **(no maximum)**

- B6e. CM Program Article in Chapter Newsletter 3 points**
Chapters that publish an article in their chapter newsletter promoting the CM program may earn 3 points. **(maximum 3 points per year)**

AREA C—ASSOCIATION GROWTH/AWARENESS

😊 = No Maximum Points

NMA encourages its affiliates to promote NMA growth through the establishment of new chapters and through growth within chapters. Also, one of the general objectives of NMA's Vision/Mission Program addresses NMA Image: "To increase NMA stature, visibility, and credibility by building a mutually beneficial relationship with a major educational institution to research organizational and human behavioral issues, management and leadership processes, and the latest development techniques/delivery systems." Chapters will receive points for each activity completed as described below toward fulfilling the point requirements for the Excellent, Superior, and/or Outstanding Award.

C1. Association Development

NMA encourages the promotion of NMA growth through the establishment of new chapters. Chapters may earn points for each activity listed below.

- C1a. Qualified Lead to NMA Staff 😊 1 point**
Chapters may earn 1 point for each qualified lead submitted to the NMA Staff. **(no maximum points)**

- C1b. Workshop/Seminar for Other Eligible Companies/Organizations..... 😊 5 points**
Chapters may earn 5 points for **each** workshop/ seminar held that promotes NMA to other eligible companies/organizations. **(no maximum points)**

- C1c. New Chapter Development Promotion Activities..... 😊 3 points**
Chapters that conduct "other" new chapter development promotion activities during the administrative year may earn 3 points for each of the activities listed below; however, chapters are not limited to these activities only. **(no maximum points)**

PLEASE NOTE: "Other" NMA Growth activities completed by chapters that will satisfy item "c" criteria include but are not limited to:

- Promote the "NMA Individual Membership" program to all personnel leaving the organization
- Provide information about NMA regarding benefits, civic activities, and council opportunities to another company/organization that may be interested in affiliation
- Contact a local company, set up meeting dates with them and your NMA Director, and take samples of local chapter activities to the meeting
- Make a presentation to at least one local company that does not have an NMA chapter in order to familiarize them with NMA's purpose and organization
- Publish an article in your chapter's newsletter asking members to submit names of local companies that might be interested in forming an NMA chapter

New Chapter Sponsor - Chapters that sponsor a new chapter can earn ASSOCIATION GROWTH/ AWARENESS points via activities listed in C1d, C1e, C1f, and C1g:

C1d. Steering Committee Meeting..... 😊 5 points
 Chapters that hold a steering committee meeting with a prospective chapter can earn 5 points per prospective chapter. **(no maximum points)**

C1e. Discuss New Chapter Kit..... 😊 5 points
 Chapters that obtain a new chapter kit from NMA Headquarters and conduct a meeting with the prospective new chapter to discuss the kit will receive 5 points per prospective chapter. **(no maximum points)**

C1f. Meeting with Prospect and Director 😊 5 points
 Chapters may earn 5 points per prospective chapter for having members attend a meeting with a prospective chapter and an NMA representative. **(no maximum points)**

C1g. Formation and Charter 😊 10 points
 Chapters may earn 10 points (per prospective chapter that charters) for having members attend the formation and charter of a new chapter with whom they've been working. **(no maximum points)**

C1h. Quarterly Chapter Internal Growth..... 3 points
 Chapters that have more paid members at the end of each quarter than it had at the beginning of the quarter during the administrative year will receive 3 points. These are based on NMA's monthly membership report, i.e., the number of members reported to NMA as of the end of each quarter. **(maximum 12 points per year)**

C1i. Annual Internal Growth Bonus Points..... 1-3 points
 Chapters that show a net percentage increase in members as listed in item "h" will be given bonus points as listed below at the end of the administrative year.
(maximum 3 points)

- 1-5% Increase 1 point
- 6-10% Increase 2 points
- over 10% Increase 3 points

C1j. Chapter Growth Points Per each New Member..... 😊 1 point
 Chapters will receive 1 point for each new member added to their chapter roll during their administrative year. **(no maximum)**

C1k. Chapter Growth to Next Size Group..... 100 points

100 points will be awarded to chapter that have enough net membership gain at the end of their administrative year compared with the beginning of the administrative year that result in the chapter advancing up 1 size group. These membership figures are based on the membership figures that are on record at NMA as of the beginning of a chapter's administrative year and at the end of the chapter's administrative year. **(maximum 100 points per year)**

C1l. Individual or Spousal Members Recruited 😊 1 point

1 point will be awarded for each *individual or spousal member who joins NMA and was recruited by a chapter member. **(no maximum points)**

*An individual member is an NMA member who pays dues directly to NMA and is not affiliated with a chapter.

C2. Association Image

One of the general objectives of NMA's Vision/Mission Program addresses Association Image: "To increase Association stature, visibility, and credibility by building a mutually beneficial relationship with a major educational institution to research organizational and human behavioral issues, management and leadership processes, and the latest development techniques/delivery systems." Chapters may receive points in this area based on the following:

C2a. Press Coverage Promoting NMA 😊 3 points

Chapters that have press coverage for a chapter activity that benefits the community are entitled to 3 points. This could be an article in a company/corporate newsletter or use of a press release from NMA Headquarters. **(no maximum points)**

PLEASE NOTE:

Other suggested activities that qualify for promoting Association Image for item "a" are:

- Sponsor and publicize a youth activity for a home for troubled youth
- Participate in Management Week In America activities with appropriate media coverage
- Publicize and participate in a "Toys for Tots" campaign
- Publish a written article about NMA-sponsored civic events in local newspaper
- Publish and sell NMA chapter cookbooks with all proceeds going to a charitable organization
- Establish, present, and publicize a Local Certified Manager of the Year
- Provide special news coverage of chapter events (e.g., well known speakers, the NMA Leadership Speech Contest activities, Community activities)
- Sponsor and publicize a Charity Christmas Dance
- Hold and publicize an annual softball tournament with proceeds going to a charitable organization
- Some of the above may also be used as community services activities.

C2b. Presented Silver Knight Award 3 points

Chapters that present a Silver Knight of Leadership Award during the administrative year will earn 3 points. Report the points on the R1 for the month it was presented. **(maximum 3 points per year)**

- C2c. Presented Other Chapter Awards 1 point**
Chapters that present any other chapter awards such as but not limited to Chapter Manager of the Year, during the administrative year will earn 1 point. Report the point on the R1 under the month it was presented. **(maximum 4 points per year)**

- C2d. Submitted Nominee for Executive of the Year, Hall of Fame, Member of the Year to NMA HQ, or Gold Knight nomination to council 1 point**
Chapters that submit a nominee for the Executive of the Year, Hall of Fame, Member of the Year to NMA Headquarters, or a Gold Knight Nominee to your council will receive 1 point for each nomination. Report the points on the R1 for the month it was submitted. **(maximum 4 points per year)**

- C2e. Bonus Points Executive of the Year, Hall of Fame, Member of the Year, Gold Knight Nominee 1 point**
Chapters that submit a nominee for the Executive of the Year, Hall of Fame, Member of the Year, and/or a Gold Knight nominee to their council, and that nominee wins the award, will receive 1 bonus point. No documentation necessary. **(maximum 4 bonus points per year)**

AREA D – COMMUNITY SERVICES

☺ = No Maximum Points

Community services activities are varied and play a very important role in NMA chapter operations. The Recognition Committee has selected two categories from which your chapter may earn points for this area. Chapters will receive category points for each activity completed (as described below) toward fulfilling the requirements for the Excellent, Superior, and/or Outstanding Award.

D1. Community Activities

Chapters are encouraged to support worthwhile community projects that allow the chapter, organization, or company to become a “good citizen”. There are a variety of community activities that chapters of all sizes can become active participants in. Establishing a committee is essential and is simple to organize. Recruit chapter members who enjoy working with young people and who are interested in becoming involved in the community. In order to encourage chapters to participate actively in Community Services, the following activities have been identified for NMA’s chapter awards program:

- D1a. NMA Leadership Speech Contest 50 points**
Chapters that hold a speech contest during the current administrative year will earn 50 points. **(maximum 50 points per year)**

D1b. Youth Programs..... 😊 3 points
 Chapters that sponsor or co-sponsor a Youth Program during the administrative year may earn 3 points for each program. **(no maximum points)**

PLEASE NOTE: Some suggestions for "other" activities that chapters have completed and which qualify under item b are:

- Leadership Essay Contest
- Pride in America Art Contest
- Career Counseling
- Project Business
- Junior Achievement
- Adopt-a-School

D1c. Developed and Organized Community Events 😊 10 points
 Chapters that develop and organize a community activity during the administrative year may earn 10 points for each activity. **(no maximum points)** Community Activity as defined by the Recognition Committee is a nonprofit activity, developed, organized, sponsored and/or co-sponsored by the chapter and conducted or presented outside the chapter or company by the members.

Merely supplying members for an activity initiated and controlled solely by another organization does not qualify as *sponsoring or co-sponsoring. Financial assistance or donation of gifts or "sending a few people" alone is not developing, organizing, and sponsoring. Participation as defined by the Recognition Committee would include physical participation by one or more chapter members and/or monetary donations. Some suggestions for activities that chapters have completed and which qualify under item "c" are:

- Special Olympics
- March of Dimes Walk-a-Thon
- Thanksgiving Food Program
- Bell Ringing for Salvation Army
- Drug Awareness Program
- Just Say No Program
- Bloodmobile Drive
- Fun Run or 10k with proceeds going to charity
- Sponsor a youth activity for a home for troubled youth
- Run for Arthritis Foundation
- Donate-a-toy program for children
- Big Brothers/Big Sisters program
- Help for the homeless
- Charitable function with proceeds to children's home
- Making the Grade (aka Christmas in August)

D1d. Participate in Community Activities..... 😊 1 point
 If 1 or more of your chapter members participate in any community/civic/youth activities promoted by your chapter, 1 point will be awarded per participant per event. **(no maximum points)**

D1e. News Coverage..... 1 point
 Chapters may earn 1 point for community activities article published in the chapter's monthly newsletter, local newspaper, company newspaper, or for media coverage via TV or radio. **(maximum 12 points per year)**

D2. Management Week in America (MWIA)

- D2a. Participation in MWIA Event3 points**
 Chapters may earn 3 points for submitting evidence of participation in a Management Week In America activity. Group activities, e.g., Council, would satisfy the requirement. **(maximum 3 points per year)**
- D2b. MWIA Proclamation and/or Resolution 😊 3 points**
 Chapters can earn 3 points for each Management Week In America Proclamation and/or Resolution obtained. **(no maximum points)**
- D2c. Bonus Points for MWIA Proclamation and/or Resolution 😊 2 points**
 Chapters that obtain a Management Week In America Proclamation and/or Resolution, **accept it in a public ceremony and publicized (e.g., chapter newsletter, local newspaper, etc.),** may earn 2 bonus points. **(no maximum points)**
- D2d. Present Local Manager/Leader of the Year Award3 points**
 Chapters that present or participate in the presentation of a "Local Manager/Leader of the Year Award" during Management Week In America may earn 3 points. **(maximum 3 points per year)**
- D2e. MWIA News Articles/Media Coverage 😊 1 point**
 Chapters can earn 1 point for publishing a Management Week in America article in the chapter's monthly newsletter, local newspaper, or the company's newsletter/publication or for other media coverage. **(no maximum)**

- You may also receive points under Association Image (C2a) for this activity.

The 2012 R1 can be downloaded at: <http://nma1.org>

Council Recognition (RC1)

Council Excellent, Superior, and Outstanding Awards

The NMA Council Excellent, Superior, and Outstanding Awards were developed to recognize councils for activities conducted during the administrative year. The activities listed on the Council Quarterly Activity Report Form RC1 should be used as a guideline for programming during your council's administrative year to ensure that each and every council member gets the most out of the NMA council. These suggested activities provide an excellent foundation for your council's objectives and goals. Following these guidelines will undoubtedly result in a very successful administrative year. Councils earn points for each of the activities that are listed on the RC1.

Councils must submit the RC1 on a quarterly basis, reporting all their activities that have occurred during the quarter being reported. This form must be received by NMA headquarters no later than 40 days after the end of the quarter being reported.

To achieve the Excellent Award, a council must:

- 1) submit a list of the council's elected officers along with their chapter identification on the RC1 (only 1 time per year)
- 2) submit a list of all member chapters, how many chapters are eligible to join the council, and what percentage of eligible chapters are members of the council as outlined in #2 Membership on the RC1 (only 1 time per year)
- 3) conduct a minimum of 2 Council Workshops (as outlined in #5 Workshops on the RC1)
- 4) submit all RC1 Quarterly Reports within 30 days of the end of the quarter being reported
- 5) and, earn a minimum of 175 points.

To achieve the Superior Award, a council must:

- 1) earn the Excellent Award (as outlined above)
- 2) and earn a minimum of 300 points.

To achieve the Outstanding Award, a council must:

- 1) earn the Excellent and Superior Awards (as outlined above)
- 2) and earn a minimum of 425 points.

These awards are within the reach of every council. With careful planning, cooperation, and good council management, each council can place itself among the honored Excellent, Superior, and/or Outstanding Council Award winners!

Here are some suggestions to help you do it:

PLAN AHEAD. Right after your election, even before your administrative year begins, review the requirements carefully. Start early to establish your council objectives and goals. Plan ahead, and set target dates.

WAIT FOR RESULTS. Each time you submit an RC1, you will be sent a "Council Award Summary" to update you on how many points you have earned. Please check this thoroughly. If you disagree with the summary, contact NMA Headquarters.

NMA ACTION. You'll be notified of the results soon after last RC1 for the administrative year is received. Council award winners will be recognized at NMA's Annual Conference.

Following is a description of the activities for which your council can earn points to achieve these awards. Each item provides details for the same item listed on the RC1 form.

NMA Council Quarterly Activity Report RC1 *INSTRUCTIONS*

A. Administration

A1. COUNCIL OFFICERS(Requirement) 10 points

The governing body of the council shall include representatives from each chapter. Each member chapter can have between 1 and 3 representatives. Your list of officers should be submitted to NMA at the beginning of your administrative year. Click on "Council Officers" and list the names and titles of the elected officers for your council as well as their chapter name/number or specify if he/she is an individual member. You need to report them only one time during the administrative year. **THIS IS A REQUIREMENT; HOWEVER, YOU WILL RECEIVE 10 POINTS FOR LISTING THIS INFORMATION.** (maximum 10 points)

A2. MEMBER CHAPTER LISTING (Requirement)5 points

A list of the chapters that are members of your council should be submitted to NMA at the beginning of your administrative year. Click on the link "Member Chapter Listing" and In the

space provided, list all the chapters that are members of your council. **THIS IS A REQUIREMENT; HOWEVER, YOU WILL RECEIVE 5 POINTS FOR LISTING THIS INFORMATION.** (maximum 5 points)

A3. DIRECTORS ATTEND COUNCIL MEETINGS 10 points

You will receive 10 points for each director who attends the council meeting during the quarter. (10 pts per director per meeting-no maximum)

A4. REPORT FILING (Requirement)..... No Points

Each Council Quarterly Activity Report (RC1) must be received by NMA headquarters and postmarked within 30 days after the end of the quarter covered by the report. If your council is on a January administrative year, reports should be submitted for the quarters ending March, June, September, and December. The Excel spreadsheet may be e-mailed to kim@nma1.org.

B. Member Services

B1. MEETINGS (Quarterly) 30 points

A meeting is defined as one in which all member chapter representatives are invited and a quorum is present (in person or via telecon). A meeting of the elected council officers does not constitute a council meeting. If your council meets quarterly, you can receive 30 points for each meeting. (maximum 120 points per year)

B2. MEETINGS (Monthly)..... 10 points

A meeting is defined as one in which all member chapter representatives are invited and a quorum is present (in person or via telecon). A meeting of the elected council officers does not constitute a council meeting. If your chapter meets monthly, you can receive 10 points for each meeting. (maximum 120 points per year)

B3. ATTENDANCE - COUNCILS WITH CHAPTERS WITHIN 150 MILE RADIUS..... 1-10 points

If your member chapters are within a 150 mile radius of each other, list the number of points for which you are eligible (below) in the space provided. (maximum 120 points per year)

% of Chapters Represented	Under 150 miles
100% of chapters represented	10 points
80-89% of chapters represented	8 points
60-79% of chapters represented	6 points
40-59% of chapters represented	4 points
20-39% of chapters represented	2 points
Under 20% of chapters represented	1 point

B4. ATTENDANCE - COUNCILS WITH CHAPTERS EXCEEDING 150 MILE RADIUS 3-15 points

If your member chapters are outside a 150 mile radius of each other, list the number of points for which you are eligible (below) in the space provided. (maximum 180 points per year)

% of Chapters Represented	Over 150 miles
100% of chapters represented	15 points
80-89% of chapters represented	13 points
60-79% of chapters represented	11 points
40-59% of chapters represented	9 points
20-39% of chapters represented	6 points
Under 20% of chapters represented	3 points

- B6. COUNCIL SPONSORED WORKSHOPS 😊 5 points**
A council must sponsor at least two separate workshops to qualify for an Award. The workshops must be at least ½ hour in length and attended by representatives of at least 50% of the chapters affiliated with your council. 5 points will be awarded for each ½ hour workshop conducted. Committee meetings do not qualify as workshops/clinics. There is no limit on the number of workshops a council may conduct. List the workshop(s) in the space(s) provided. Give your council 5 points for each 1/2 hour during which a workshop is conducted, 1.5 hour workshop = 15 points. (no maximum points)
- B7. CHAPTER SERVICE COORDINATION..... 😊 10 points**
 NMA council has responsibility for gathering information and materials from member chapters and other sources, and distributing them to chapter leaders. Some examples are: Speaker/Program Information Exchange - Gather and compile information about speakers and programs used in member chapters. Circulate this information regularly among chapter leaders; Professional Development Resource Exchange - Encourage chapter to exchange information on the availability of educational resources; Other - If your council provides other coordinating/administrative services for chapters, please list. List 10 points for each program conducted by your council. (no maximum points)
- B8. HOST OR CO-HOST NMA ANNUAL EVENTS..... 25 points**
 If your council hosts or co-hosts the NMA Annual Conference, and/or the East or West LDC, your council will receive 25 points. Report only those events hosted or co-hosted during the quarter being reported. (maximum 50 pts/yr)
- B9. MEMBER CHAPTERS PARTICIPATE IN CONFERENCES..... 5-30 points**
 Credit for member chapter participation in an LDC or Annual Conference will be awarded as follows: (maximum 60 pts/yr)
- | | |
|--|-----------|
| 100% of chapters represented..... | 30 points |
| 80-89% of chapters represented | 25 points |
| 60-79% of chapters represented | 20 points |
| 40-59% of chapters represented | 15 points |
| 20-39% of chapters represented | 10 points |
| Under 20% of chapters represented..... | 5 points |
- B10. COUNCIL CONDUCTS MINI-LDC..... 25 points**
 If your council conducts a Mini LDC (Leadership Development Conference), 25 points will be awarded. (maximum 25 pts/yr)

C. Council Growth/Image

- C1. NEW COUNCIL AFFILIATED CHAPTERS..... 😊 10 points**
 At the end of the year, 10 points will be awarded for any new chapters affiliated with your council during the administrative year being reported. Report last quarter only. List the names of those chapters and the date they joined your council in the space provided on the RC1. Give your council 10 points for each under the last quarter reported. (no maximum points)
- C2. COUNCIL PRESENTS A GOLD KNIGHT AWARD 10 points**
 If your council presents a Gold Knight Award during the administrative year, you can receive 10 points. (maximum 10 pts/yr)
- C3. 30% OR MORE AFFILIATED CHAPTERS PRESENT SILVER KNIGHT AWARD 10 points**
 If 30% or more of your affiliated chapters present the Silver Knight Award, you can receive 10 points. (maximum 10 pts/yr)

- C4. MEMBER CHAPTER PARTICIPATION IN NMA SPEECH CONTEST 2-12 points**
If your member chapters participate in the Speech Contest during the administrative year, award points as follows: (maximum 12 pts/yr).

100% of Chapters Represented - 12 Points Earned
80% - 99% Chapters Represented - 10 Points Earned
60% - 79% Chapters Represented - 8 Points Earned
40% - 59% Chapters Represented - 6 Points Earned
20% - 39% Chapters Represented - 4 Points Earned
Under 20% Chapters Represented - 2 Points Earned

- C5. 75% or More Affiliated Chapters Receive NMA Award 10 points**
Receive 10 points if 75% of the Council's affiliated chapters earn an Excellent, Superior, or Outstanding Award for the current administrative year. (maximum 10 pts/yr)

D. Communications

Communication plays a crucial part in chapter AND council operations. Chapter members must be kept informed of events and happenings within the council To recognize councils that communicate effectively, the following award criteria has been established:

- D1. QUARTERLY NEWSLETTER PUBLISHED 10 points**
Ten (10) points will be awarded for each newsletter published quarterly. (maximum 4 newsletters/40 points per year).
- D2. ENTERED NMA PUBLICATIONS CONTEST 25 points**
Councils will receive 25 points for entering the NMA Publications Contest. The appropriate forms may be downloaded from NMA's Website at nma1.org. (maximum 25 points per year)
- D3. COUNCIL GUIDE PUBLISHED 10 points**
Publish a council guide (electronic or hard copy) listing all your planned meetings and workshops and receive 10 points. (maximum 10 pts/yr)

E. Optional Activities

Points will be awarded for optional council activities provided by the council. Each optional activity should be reported only one time during the quarter in which it was completed.

- E1. OTHER ACTIVITIES NOT LISTED ABOVE 10 points**
List any activities you feel your council should receive credit for in the space provided on the RC1. NMA will make the determination as to whether or not you will receive credit for these activities. (no maximum)

The RC1 can be downloaded at: <http://nma1.org>

Spousal and Individual Member Recognition (R-IM)

Excellent, Superior, and Outstanding Awards

NMA recently developed a new program specifically designed to recognize Spousal and Individual Members. Individual members are those members who pay dues directly to NMA and are not affiliated with a chapter.

Individual members AND spousal members can be recognized for certain activities they complete during the year. These members can earn an Excellent, Superior, or Outstanding Award via completing activities and reporting them on the NMA Individual Monthly Reporting Form R-IM. This form may be downloaded from NMA's website at <http://nma1.org>. The form must be emailed to kim@nma1.org on a monthly basis within 30 days of the month you are reporting. Click on the "Due Dates" tab on the R-IM form for specific due dates.

To earn an Excellent Award, you must earn 35 points; to earn a Superior Award, you must earn 50 points; to earn an Outstanding Award (the highest award), you must earn a total of 60 points.

- A. Participation in a Chapter or Council Event 1 point**
Individuals attending dinner meetings, lunch meetings, board meeting or social events sponsored by NMA chapters or councils will receive one point per event. **(maximum 12 points per year)**

- B. Attended Annual and/or Leadership Development Conference 2 or 4 points**
Individuals who register and attend the Annual Conference will receive 4 points; individuals who register and attend a LDC will receive 2 points. **(maximum 6 points per year)**

- C. Participated in the NMA Group on LinkedIn 1 point**
Individuals making a contribution to the NMA LinkedIn site by commenting or posting items will receive one point per month up to 12 months. **(maximum 12 points per year)**

- D. Dues Invoice Paid within 30 Days of Receipt REQUIREMENT**
Individual members are sent an invoice each year on their renewal anniversary. In order to be eligible for this award, the invoice must be paid to NMA within 30 days of receipt. Most Spousal members pay via the chapter with whom his/her spouse is a member. **(requirement)**.

- E. Participated in Community Service Activities 1 point**
Individuals participating in community service activities will receive 1 point per activity with no maximum per month or year. **(no maximum)**

- F. Completed Professional Development Activities 1 point**
Individuals participating in professional development activities will receive 1 point per activity with no maximum per month or year. Points are credited for either a student or instructor role. **(no maximum)**

- G. Submitted Email Address to NMA 1 point**
Individuals providing their e-mail address to NMA will receive one point per year. **(maximum 1 point per year)**

- H. Completed LEADS Assessment 2 points**
Individuals who have completed the LEADS assessment within the previous 24 months will receive 2 points. **(maximum 2 points)**

- I. Met with NMA National Director 1 point**
Individuals that meet with a National Director from their area will receive 1 point per meeting. Meetings may be in-person or over the phone. **(maximum 12 points per year)**
- J. Recruited New Individual Members 1 point**
Individuals that recruit new members will receive 1 point per new member once the new member formally joins NMA. **(no maximum)**
- K. Received Certified Manager Designation and Is Current with ICPM2 points**
Individuals that have received their Certified Manager designation and are current with ICPM will receive 2 points per year. **(maximum 2 points per year)**
- L. Attended NMA Board of Directors Meeting 1 point**
Individuals that attend a NMA Board of Directors meeting while serving as a national or associate director will receive 1 point per meeting up to 3 meetings per year. **(maximum 3 points per year)**
- M. Serves as NMA National Director or Associate Director 1 point**
Individuals that serve National Director or Associate Director will receive 1 point per year. **(maximum 1 point per year)**
- N. Submitted Article for NMA Breaktime2 points**
Individuals who submit an article to be published in NMA Breaktime will receive 2 points per article. **(no maximum points)**

The R-IM can be downloaded from NMA's website at: <http://nma1.org>.

