

2008 Chapter of the Year An Overview

The ACC Chapter of the Year Award recognizes three Chapters and their leaders for outstanding efforts and achievements. One Chapter from the small category (up to 250 members), one Chapter from the medium category (251-750), and one from the large Chapter category (750+ members) will be recognized for excellence in leadership and board development, membership, programs, special projects, and overall accomplishments.

To be recognized as Chapter of the Year, a Chapter must show evidence of

- actively promoting member involvement
- exhibiting overall excellence in meeting its members' needs
- demonstrating leadership

Guidelines

The questions are guidelines to help leaders describe the outstanding efforts being conducted by the Chapter. You may attach program flyers/brochures (although not necessary), newspaper articles, press releases, and summary/board reports or additional materials as they relate to your Chapter's programs. **Materials and activities beginning March 2007 until April 2008 will be considered for the award.** Please submit ONLY materials that support the judging criteria listed below.

All nomination submissions must be received by Monday, July 14, 2008. A working group comprised of members from the Board of Directors will review the nomination forms and select the winning Chapters. Awards will be presented at a Chapter event. Chapters will also be acknowledged at ACC's Annual Meeting as well as receive a free registration. **Submissions must be limited to 35 pages including attachments.**

Judging Criteria

Nominees will be evaluated on criteria including, but not limited to:

- **Membership:** How has the Chapter increased its membership? How has the Chapter shown excellent retention of existing members?
- **Programs/Networking:** What types, and how diverse are the educational programs being offered? How did the programs meet the needs of its members?
- **Special Programs:** What types of projects were completed and what effect did they have? How did Chapter activities support ACC's strategic plan?
- **Organizational/Board Leadership:** Is there an effective Chapter leadership structure in place that provides guidance, strategic planning, and continuity for the Chapter?
- **Overall Success:** How has the Chapter exhibited outstanding efforts to serve its members, the profession, and ACC?

2008 Chapter of the Year Nomination Guidelines

Membership Promotion

- 1) Describe the Chapter's effort to promote membership including but not limited to: recruitment and retention strategies and/or plans, including samples of mailings to non-members, new members, and former members; presentations made by board members; specific outreach to promote large law membership; activities during Chapter programs; and other efforts to increase Chapter membership and results of these efforts. Provide supporting documentation for all efforts and describe in quantifiable terms.

Describe your Chapter's recruitment plan. What has been your most successful strategy? Describe in quantifiable terms how this strategy has strengthened the Chapter.

Describe the Chapter's effort to retain current members and encourage lapsed members to renew.

What was your net membership growth between March 2007 and April 2008 (Contact ACC's main office in Washington D.C. to obtain this data)

- 2) List the services the Chapter offers its members and how the Chapter encourages its members to take advantage of these and other types of services. If the Chapter offers a formal new member orientation program, describe the program, including frequency of meetings, how the program is promoted to members, and if it has led any to take on more active roles in the Chapter. Also, provide any supporting documentation.

Communications

- 3) Describe communications vehicles (newsletters, brochures, letters, Chapter web page, broadcast email announcements, broadcast fax) the Chapter uses to inform its members and prospective members of activities and items of interest. Also explain how you communicate the value of membership. Enclose samples.
- 4) Describe how your Chapter uses and of the following ACC generated publications and resources (*Chapter & Verse*, *ACC Docket*, monthly member emails, committee newsletters, ACC press releases, ACC Top Ten, or information from the Virtual Library) in your communications with members and/or prospective members.
- 5) How often does your Chapter solicit/receive feedback from your membership regarding professional development, educational, and social Chapter activities? Provide a sample of any survey(s) and program evaluations the Chapter conducted during the contest period. Describe the conclusions that were drawn and action(s) implemented as a result.

Programs

- 6) Describe your most successful educational and professional development program(s) for the year. What factors made it successful?
- 7) Provide a list of Chapter programs March 2007–April 2008. Include the following information: program topic, date/time, speaker(s), attendance at meeting, and any feedback from attendees. **Please also indicate if the program contained a networking component (time before or after the presentation for attendees to network) AND INDICATE HOW MANY OF YOUR PROGRAM CONTAINED IN-HOUSE PANELISTS.**

Special Projects

An outstanding Chapter offers its members more than just networking and education. Special projects or initiatives require an active membership that in turn indicates a Chapter striving to excel.

8) Of the list below, which special projects has the Chapter participated in during 2007-08? Please describe the project and results.

Advocacy

Chapter's committee activities

Diversity programs

Internship programs

In-transition programs

Law School programs

Pro bono programs

Professional development programs

Fundraising programs

Scholarship programs

Social programs

9) Describe any other new initiatives the Chapter undertook.

Organizational/Board Leadership

10) Briefly describe the activities the Chapter undertook to improve its leadership structure, functionality, and effectiveness during March 2007 through April 2008. Provide a summary of any long-range planning conducted during the year and results.

11) Describe the roles and responsibilities of your board and officers and their success in meeting your Chapter's goals.

12) Does your Chapter have a planning meeting where they establish an annual calendar of program topics and special events? If so, please attach.

13) What is the Chapter's succession plan? (Please attach)

14) Did the Chapter send a representative to the Spring Chapter Officer's Training program? If not, why not?

THE BIG QUESTIONS

15) How has the chapter implemented programs that support ACC's strategic plan. (See attached mission and strategic plan)?

16) Some of our most important learning is gained from past mistakes. Discuss a Chapter strategy or undertaking, which failed to meet expectations. How would the Chapter handle this strategy or undertaking differently to ensure success?

17) In your estimation, what percentage of the Chapter's membership is actively involved in the Chapter's efforts? What plans does the Chapter have to increase participation in the coming year?

18) What are your greatest opportunities and challenges for the coming year? How do you plan to address both areas?

19) What makes your Chapter especially worthy of receiving the Chapter of the Year Award?

Please answer the following questions with brief answers to receive additional points.

Administration

20) Does your Chapter have an Annual Budget? Yes (please attach) No

21) What were the Chapter's 2007 goals? Please include short list of goals or indicate if goals were not established.

22) If your chapter established goals for 2007, what percentage of those goals have been met?

23) less than 40% 41-60% 61-80% 81-90% 91-100%?

23) Has your chapter implemented all of ACC's chapter requirements?

24) Has your chapter implemented all of ACC chapter recommendations? If not, please note which recommendations have not been implemented and why?

25) Does your chapter have term limits for board members? For officers? If yes, what are the terms? If not, why not?

Return your nomination to:

Chapter of the Year Award
Tori Payne, Director, Member Development and Chapters at payne@acc.com or mail your **submission on a cd** to 1025 Connecticut Avenue, NW, Suite 200, Washington, DC, 20036

All submissions must be received by ACC no later than July 14. Submissions received after this date will not be considered. Submissions must be limited to 37 pages including attachments.

Questions?

Contact Tori Payne: 202.293.4103, ext. 337; payne@acc.com

Good Luck!