

## Professional Development Award

### Criteria judged:

- Diverse target audience or participants (i.e., preservice teachers, graduate students, and first-year teachers)
- Materials or human resources from the local community are utilized.
- Chapter alumni members are involved.
- Evidence of successful events, such as evaluations and participant feedback.

### Include with the application:

- Detailed description of all events, including participant feedback (no more than 4)
- Clearly defined program objectives and outcomes
- Dates, items, and locations where events were performed
- Pictures (if available)
- Promotional items, evaluations, etc. (if available)



## Fund-Raising Award

### Criteria judged:

- At least 50% of money raised was used to sponsor another chapter program(s), send a representative to Convo 2007, or meet the Chapter Challenge for the KDP Educational Foundation.
- Remaining funds raised were used to benefit local members, the community, or the Society (including local scholarship or a donation to the KDP Educational Foundation).
- Funds raised met or surpassed the chapter's goal.

### Include with the application:

- Detailed description of all events and accounting of funds raised (no more than 4).
- Clearly defined und-raiser objectives and outcomes
- Dates, items, and locations where events were performed
- Pictures (if available)
- Promotional items, evaluations, etc.(if available)



## Service Award

### Criteria judged:

- Unique programming idea
- Program benefits a significant number of people, such as campus members, teachers, children, local schools, shelters, libraries
- The chapter's alumni members are invited to participate. (provide method of invitation and list of names)

### Include with the application:

- Detailed description of all events, including groups who benefited and KDP member involvement. (no more than 4)
- Clearly defined service objectives and outcomes
- Dates, items, and locations where events were performed
- Pictures
- Promotional items, evaluations, etc.



## Membership Award

### Criteria judged:

- Implement a recruitment/retention plan (see Recruitment Planning Worksheet in *Membership Recruitment Guidebook*)
- Achieve or exceed annual chapter recruitment goal (goals vary by chapter model and/or individual chapter initiation history)
- Initiation conducted at least once per year
- Members receive orientation and ongoing explanation of Society benefits
- Use a Post Initiation Incentive Plan (PIIP)
- Include alumni in chapter planning/events
- Chapter initiates and/or reactivates faculty members
- Chapter initiates professional members

### Include with the application:

- Detailed description of initiation including guest speakers, special presentations, advertisements, etc. (no more than 4)
- Dates, items, and locations where events were performed
- Copy of the membership/initiation plan and/or retention plan (include calculation of chapter recruitment goal)
- Pictures, promotional items, initiation programs, membership evaluations, etc.
- Orientation/informational meeting agendas and details
- List of alumni participating in chapter events and method of communication



# Communication Award

## Newsletter, Publications, Visual Feature Technology, Press Releases, Internet

### **NEWSLETTER**

- The newsletter is creative and visually pleasing.
- A calendar of events included.
- Call out for volunteers: project, committee, or officer nomination.
- Officer names and information contacts are provided.
- Spotlight current or alumni members
- Highlights of a successful event: description, pictures, etc.
- Updated information from Headquarters (conferences, national programs, member benefits resources available).

#### ***Included with the application***

- Detailed description of how the newsletter was used and report any outcomes.
- Samples of the newsletters (no more than four letters may be submitted).
- Reflection on value as member communication tool

### **PUBLICATIONS**

- The documents are creative and visually pleasing.
- It informs, updates, and makes members respond in a positive manner.
- Easily accessible and shared with all members.
- Descriptive, but to the point.
- Contact information is provided.
- Deadlines are easily identifiable.
- Information is purposeful and relative.

#### ***Included with the application***

- Detailed information of how the publication was used and report outcomes.
- Samples of publications (no more than publications may be submitted)
- Reflection on value as a member communication tool.

### **VISUAL FEATURE**

- Print presentation includes the use of slide shows, overhead transparencies, etc.
- It is creative and visually pleasing.
- Informative, provides updates, makes members respond in a positive manner.
- Descriptive, but to the point.
- Radio and television broadcasts may be promotional material, part of a regular series/special broadcast, news broadcast or Public Service Announcement.
- Radio communication may be one (1) minute to 15 minutes in length.
- Television communication may be one (1) minute to 30 minutes in length.
- Television and radio communication reached a broad audience including university population and/or local/regional residents.

#### ***Included with application***

- Detailed information of how the technology was used and report outcomes.
- Samples of publications (no more than four features may be submitted).
- Reflection on value as a member communication tool.
- Date, time, and radio/television station of the broadcast.
- Submit presentation material on recordable CD-DVD labeled with chapter Greek name, university, and counselor.

- Submit radio broadcast on recordable CD-DVD labeled with counter number (if feature is not at the beginning of the CD), chapter Greek name, university, and counselor.
- Submit television broadcast on high quality (new) CD-DVD labeled with counter number (if broadcast is not at the beginning, chapter Greek name, university name, and counselor).

### **PRINT FEATURE**

- The document may be a press release, feature story, or personal column.
- Covers a newsworthy story.
- Illustrative and factual.
- Ties the chapter activity to current events or social issues.
- Content avoids excessive use of adjectives, fancy language, or jargon.
- Content is concise and to the point.
- Provides as much contact information as possible.
- Reaches a broad audience including university population and/or local/regional residents.

#### ***Included with the application***

- Copies of the press release, feature story, or personal column (no more than 4).
- Include any outcomes from the creation of the press release.
- Date and name of publication in which the document appeared.
- Target population of the publication.

### **INTERNET**

- Creativity and visually pleasing.
- Official KPD seal or graphics are used.
- Call out for volunteers: project, committee, or officer nomination.
- Calendar of events- past, present, and upcoming events are included.
- Information on how to join locally.
- Highlights of successful events including a description and pictures.
- Link to International's website for Society information: conferences, benefits, and resources.
- Link to chapter's website available on the university's website.
- Benefits of being a member nationally and locally.
- Encourages a network of supporters (members and nonmembers).
- Dialogs and discussions are offered.
- Chapter voting capabilities.
- Document posting and sharing.
- Mass messages are sent to general membership.

#### ***Included with application***

- Detailed description of how the technology is used as a chapter resource tool.
- Sample website pages (if applicable).
- Clearly define objectives and outcomes for the use of internet technology.
- Date, time, script and purpose of podcasts (if slide show accompanied the podcast, include with application)

