

**2016-2017 OUTSTANDING STUDENT CHAPTER (OSC)
ANNUAL REPORT GUIDELINES**

GENERAL CRITERIA FOR THE ANNUAL REPORT FOR OSC JUDGING:

1. Content included in the annual report should reflect the previous 2015-2016 academic year and should detail all chapter activities throughout the year.
2. Include your chapter goals and results for the previous academic year. Meeting the deadline is worth 5 points during scoring of the annual reports. (Goals for the current academic year are submitted separately as part of the accreditation process.)
3. The annual report is limited to a maximum of 60 pages. Dividers and tab pages do not count as part of the 60-page limit. Assemble the 60 pages according to your content needs, either one-side-only or back-to-back. The back-to-back option allows you to showcase up to “120 pages” of content. Choose your own paper stock and/or acetate sleeves to hold photos, newsletters, newspaper clips, etc. However, it should not be a scrapbook. **Be sure to follow the judging form on pages 31-33.**
4. The annual report must be a standard 8½” x 11” size and no smaller than 12 pt. font. It may be stapled, bound, or in a 3-ring binder.
5. Photos with meaningful captions are encouraged to strengthen content.
6. The annual report also must include a list of up to four key deans/administrators (**with addresses**) from your college/university to receive correspondence from the NAMA office.
7. Please include a brief write-up about your advisor(s). Include how many years each has served as a NAMA advisor.
8. The annual report must be sent to Debbie Brummel at the NAMA office and **BE RECEIVED** on or before October 31, 2016.
9. Winning annual reports will be on display during the conference and may be picked up by their respective schools following the Finals competition.

Outstanding Student Chapter - Annual Report Judging Form

School _____ Judge _____

SECTION ONE - CHAPTER MANAGEMENT This section should be used to outline the overall structure and function of your chapter and must include all items listed below. When evaluating improvements in this area, consider enhancements that you have made in areas such as: committee structure, succession plan for officers and/or committees, or strategic planning efforts - any activity that contributes to the effectiveness and organization of your chapter.

POSSIBLE PTS.	AREA	ACTUAL PTS.
10	Executive summary of accomplishments	
5	Chapter organization (officers, committees, and calendar of significant events)	
5	List of Deans, college administrators, & advisors (with addresses)	
5	Goals, Objectives & Results from previous year	
5	List of potential officers for upcoming year	
10	What have you done in the area of Chapter Management to improve your chapter?	
Total: 40 Total for Chapter Management		

COMMENTS _____

SECTION TWO - CHAPTER PROGRAMS This section should be used to describe what your chapter does in terms of special programming for its members and what you are doing to promote and encourage attendance at these meetings/events. This includes, but is not limited to, guest speakers, tours, and attendance at professional meetings.

POSSIBLE PTS.	AREA	ACTUAL PTS.
6	Overview of guest speakers and backgrounds	
6	Publicity to draw attendance	
6	Summary of program content and key points	
6	Number of people attending programs	
6	Attendance at professional meetings (include key points of the program)	
10	What have you done in the area of Chapter Programs to improve your chapter?	
Total: 40 Total for Chapter Programs		

COMMENTS _____

SECTION THREE - MEMBERSHIP RECRUITMENT This section should be used to analyze your current chapter membership and describe any and all activities you are engaging in to attract, recruit and retain members.

POSSIBLE PTS.	AREA	ACTUAL PTS.
10	Overview of recruitment activities	
5	Membership list, year in school, major	
5	Chart showing percentage breakdown of Freshmen/Sophomores/Juniors/Seniors	
5	Recruitment targeting freshmen & sophomores	
10	What have you done in the area of Chapter Membership Recruitment to improve your chapter?	
Total: 35	Total for Chapter Membership Recruitment	

COMMENTS _____

SECTION FOUR - FUNDRAISING & FINANCIAL MANAGEMENT This section should be used to review your chapter fundraising activities and the management and stewardship of your financial assets. A balance sheet is not required and does not have any bearing on points awarded, but may be used for illustration purposes, if desired.

POSSIBLE PTS.	AREA	ACTUAL PTS.
10	Donation to ABEF Silent Auction	
10	Analysis of fundraising activities	
10	What have you done in the area of Chapter Financing to improve your chapter?	
Total: 30	Total for Chapter Financing	

COMMENTS _____

SECTION FIVE - CHAPTER COMMUNICATIONS (newsletters, reports, presentations, flyers, monthly phone chain, emails, etc.) This section should be used to describe what your chapter does in terms of communications to not only current and prospective NAMA members, but also to your college/university faculty and administration, your professional chapter (if applicable) and to the national NAMA office/careers committee. If your chapter does not have a professional chapter affiliation, please indicate this in your report.

POSSIBLE PTS.	AREA	ACTUAL PTS.
10	Communications to Student NAMA members and prospective members	
5	Communications to faculty and administration	
3	Communications to professional chapter	
5	NAMA on Campus reports	
2	Communications to national office, careers committee	
10	What have you done in the area of Chapter Communications to improve your chapter?	
Total: 35	Total for Chapter Communications	

COMMENTS _____

SECTION SIX - CAREER DEVELOPMENT This section should be used to outline any and all activities that your chapter engages in to improve career development. This may include activities such as interview workshops, resume clinics, career fairs, panel discussion, internships, and mentor programs. It should also include all professional interaction opportunities, including your participation at the Student Marketing Competition.

POSSIBLE PTS.	AREA	ACTUAL PTS.
10	Interview workshops; résumé clinics; campus career fair/career panel	
10	NAMA mentor program/professional interaction	
5	Students involved in internships	
5	Marketing Competition (last year's results/this year's plans) - Also include if you worked with a company/agency and/or NAMA professionals.	
10	What have you done in the area of Career Development to improve your chapter?	
Total: 40	Total for Career Development	

COMMENTS _____

SECTION SEVEN - OVERALL PRESENTATION OF CHAPTER REPORT

POSSIBLE PTS.	AREA	ACTUAL PTS.
5	Spelling, grammar	
5	Graphics, layout	
10	Overall clarity of report/adheres to format & guidelines	
Total: 20	Total for Overall Presentation of Chapter Report	

COMMENTS _____

GRAND TOTAL (POSSIBLE 240 POINTS)

--