

2021 PI SIGMA EPSILON  
NATIONAL AWARDS PROGRAM  
**CALL FOR ENTRIES**

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## Welcome to the PSE National Awards Program

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Dear PSE Chapters,

Congratulations on your decision to participate in the National Educational Foundation Awards Program! This document, the Call for Entries, will prepare your chapter for competition at the Pi Sigma Epsilon National Educational Foundation National Convention.

Whether this is the first time that you or your chapter is participating or one of many times, the awards program always offers something new to the participant. It is important that you read this document in its entirety to review changes to the program.

### **Mission and Purpose of the National Awards Program**

The mission of the Pi Sigma Epsilon National Educational Foundation National Awards Program is to foster the spirit of sincere and ethical competition by providing chapter members with experience in sales, marketing, management, critical thinking, decision making, and presentation skills.

The purposes of the Pi Sigma Epsilon National Educational Foundation National Awards Program are:

- to encourage national participation of chapters by recognizing their accomplishments through the National Awards Program;
- to instill in participants the highest standard of developing professional skills and learning educational theory;
- to offer participants real world professional presentation opportunities through an organized program;
- to recognize outstanding chapter programming and allow participants to share their accomplishments;
- to ensure award program effectiveness by continuously researching and improving the program;
- to maintain program dynamics by manipulating the program to meet and exceed real world business practice and expectation; and,
- to ensure the program contains an adequate balance of problem-based learning and skills competition for both individuals and groups.

Best of luck to all participants.

Fraternally,

Dave Keeling  
Pi Sigma Epsilon National Educational Foundation Chair

## Program Overview

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The Pi Sigma Epsilon National Awards Program is comprised of 19 separate competitions. These competitions are contested in a variety of forms: written report, oral presentation, and/or group interview. Each competition provides an opportunity for our members to develop critical skills needed to build their *Business Advantage For Life*. The methods used in each award will be listed in the award description.

### Written Report

Most competitions begin with a written entry. When applicable, the scoring of written entries will serve as the semi-final round of the competition, and help narrow down the field to the finalists that will compete at the National Convention. The criteria for the written entry are provided in the award descriptions. While the criteria won't directly reflect COG reports submitted by the chapter during the year, chapters are encouraged to leverage those reports to aid them in writing their entry.

- **NOTE: Chapters are asked to use the criteria headings given in the Award Descriptions in their entries, so that the judges can clearly identify the areas being discussed.**

### Oral Presentation

Most competitions will involve an oral presentation as part of the final round of judging (awards with no oral presentation are noted in their respective descriptions). The criteria for these presentations will often mirror the criteria used for the written portion of the award. The presentation portion of the program is designed for chapters to go past a simple discussion of their entry to providing critical analysis of their work. At its core, the presentation is very much a sales presentation, and should be treated as such. Your emphasis should focus on the outcomes, whether successful or unsuccessful, in order to persuade the judges that you have gained the proposed learning outcomes. Additional judging criteria will include your ability to think critically and present professionally under pressure.

## Contact Information

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The following provides answers to frequently asked questions about competition eligibility, preparation, and judging as well as provides information about other competitions. Please carefully review the frequently asked questions. For other questions, please contact the National Educational Foundation (NEF) Awards Program chairpersons either by e-mail ([awards@pse.org](mailto:awards@pse.org)) or by phone:

Robb Carlson	773-245-3184
Maggie Byrne	440-452-5497

### **Virtual Final Round**

As with the 2020 National Convention, the 2021 Final Rounds will also be conducted via **recorded** presentations, with no added Q&A session with the judges.

Finalists will be asked to submit a YouTube link to their presentation via SmarterSelect, which will be forwarded on to the judges for their evaluation. Dropbox, Google Drive, or other file share methods will not be accepted, as those can present issues with file format and access for the judges. YouTube allows for both Public and Unlisted videos, which can be accessed by anyone with the direct link. Recordings **MUST NOT** be submitted as Private videos, as those would require granting judges individual authorization.

Recordings may utilize any technology of the chapters' choosing, and can incorporate other video pieces as part of the overall presentation, so long as the length of the total recording does not exceed the guidelines set forth in the category description. If additional elements are added, they **MUST** be combined to provide the judges with a **SINGLE** link to review.

## Key Dates

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### **Submit Intent to Compete**

**Friday, January 8<sup>th</sup>, 2021**

The Intent to Compete notifies the Judging Committee that a chapter is planning to enter the specified set of competitions and identifies their Awards Contact Person for further communications from the Awards Program. This is required to enable to Awards Program to confirm eligibility prior to the submission deadline and to assign judges.

*Form available at PSE.org*

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### **Submit Written Entries**

**Friday, February 5<sup>th</sup>, 2021**

Written Entries serve as a chapters' official submission into most competitions. When applicable, the written entries' scores are used to identify those chapters who will advance to the Final Round at the National Convention.

*Submission links available at PSE.org*

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### **Announcement of Finalists**

**Friday, February 26<sup>th</sup>, 2021**

*E-mails will be sent to the Chapter Awards Contacts*

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### **Submit Final Round Entries**

**Wednesday, March 31<sup>st</sup>, 2021**

Finalists will be asked to record their presentations and submit links for the judges to review.

*Submission links available at PSE.org*

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### **Feedback/Videos Distributed**

**~3wks after Convention**

*E-mails will be sent to the Chapter Awards Contacts*

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## **Entry/Competition Requirements**

### **WRITTEN ENTRIES**

Any written nominations **MUST** adhere to the following formatting criteria:

- Entries must be submitted electronically in **PDF format**, unless otherwise specified (ie: Financial Statements in XLS format, as per PSE HQ template). Other file formats will incur a **10% deduction** from the final score.
- All files must be no greater than 5Mb in size. Larger entries will not be accepted.
- Written entries must be within the maximum page limits. Appendices are not allowed unless otherwise specifically requested. If a written entry exceeds the page limit, the additional pages will be removed before judging and a **15% deduction** will be applied to the written score.
- Written entries should use a legible font (Times New Roman, Arial, Calibri, etc), and must be in a font size large enough so as to be read without need for magnification (10pt or larger)
- Paper size is not to exceed 8 ½" x 11"
- Margins must be at least 1" on all sides (top, bottom, left and right)
- Refer to each award for further information on the required file names when submitting your written entry
- Judges have the discretion to deduct for not complying with these format requirements

### **ORAL PRESENTATIONS**

All oral presentations **MUST** adhere to the following criteria:

- Presentations must fall within the stated time limit. If the final competition requires a recorded presentation, and the video exceeds the allowed length, as specified, the Awards Program Committee will instruct the judges to stop their review at exactly the maximum time limit, and may instead re-cut the video to the precise length before releasing the link to the judges.

## **Competition Overview**

### **Is our chapter required to have “good standing status” with PSE National Headquarters to qualify to compete?**

**YES.** Only chapters who have good standing status with PSE National Headquarters are eligible for participation in the PSE NEF National Awards Program. Requirements for good standing status are outlined in the Chapter Operations Guide.

### **Who should be responsible for writing the Written Entry?**

The Awards Program strongly recommends that the person or team who would be presenting the award on-site be involved in the written entry (judges on-site are permitted to directly ask questions about the written entry, so the presenters need to be familiar with the content). Many chapters also seek proofreading help from business writing resources on campus, their alumni, or from skilled writers within their own membership.

### **Why aren't there more examples of topics in the criteria?**

In past years, the award criteria would be accompanied by lists of potential talking points. These lists were always intended to be suggestions, but chapters began to view them as unofficial requirements. To restore the intended flexibility of the program, these lists were greatly cut down. We will still identify the scoring breakdown by percentage, and provide topics to help clarify the criteria, but it will be at the individual chapter's sole discretion on how best to present the topic.

### **What is the best strategy for preparing written entries and final presentations?**

The best strategy for preparing your award materials is to ensure that you *clearly and concisely address the criteria*. Additionally, both written entries and final presentations should follow all the competition rules (noted in *General Award Parameters* section of the Call for Entries). Failure to adhere to these guidelines may result in penalties and point deductions.

### **We submitted Intent to Compete for an award but have decided not to compete. What should we do?**

Please contact the Awards Program at [awards@pse.org](mailto:awards@pse.org) immediately so that adjustments can be made.

### **We have been invited to be a finalist but are unable to compete. What should we do?**

Please contact the Awards Program at [awards@pse.org](mailto:awards@pse.org) immediately. This will allow us to extend an opportunity to compete to the next chapter in line.

### **What happens if we fail to appear for a final round presentation?**

Any chapter that “no-shows” a final round presentation faces penalties in the National Awards Program, including potential loss of competition privileges for the following year, as a no-show can needlessly take a competition opportunity away from another chapter. Additionally, please recognize how a “no-show” will impact the reputation of your chapter both to PSE nationally, and to the corporate partners who are serving as judges for that award.



## **Competition Judging**

### **Who will judge our written entries and oral presentations?**

All judges are volunteers and may be PSE alumni, PSE National Council, NEF board members, corporate partners, university faculty, and/or local professionals from the convention host city.

### **What criteria are used for judging the entries?**

Awards are judged using the criteria listed in the awards description in the Call for Entries. Please take note of the weighting of the criteria, and use it to better structure your focus while writing the report and preparing your presentations.

### **Are the criteria for the written entries and oral presentations for the finalists the same?**

For most of the competitions, the judging criteria used for the written entry round are similar to the judging criteria used for the final presentation. However, there are some exceptions, which will be noted in the descriptions and requirements of the individual awards if applicable.

### **Are individuals or chapters permitted to make changes to the written entries after the deadline?**

**NO.** Written entry judging begins immediately after the written entry deadline, the submitted files are the ones that will be judged. If an individual or a chapter has made a mistake or if circumstances change, it may be addressed during the final presentation or group interview.

### **Do oral presentations get bonus points based on “creativity”?**

**NO.** Creativity is not an official judging criterion for any of the final presentations. On-site presentations are judged on their effectiveness in communicating your chapter’s experiences in relation to the award criteria. If creative dress and presentation styles would help your presentation be more effective, then you are encouraged to consider that. However, do not forget that the final presentations should at all times convey the professional message and branding of your chapter and its work.

### **Other than determining eligibility, will our COG Ranking affect our scores for Top Chapter?**

**NO.** The Awards Program maintains that the COG point totals are effective means for grouping chapters of similar programming, but the individual point totals do not always correlate to true chapter/project performance. This is due to the number of areas of variability amongst the chapters (size, distribution of projects) and the inclusion of “non-programming” bonus point opportunities that are sometimes made available within the COG guidelines. As such, your chapter’s final COG point total or standing will not be factored into the award scoring past qualification for the different levels of Top Chapter competitions.

### **What happens if a written entry or an oral presentation does not address required criteria?**

If a chapter does not address some/all of the criteria for the award, judges are instructed to score that section as a zero. Please note, however, that individuals and chapters are **not required** to address each of the talking points that may be listed alongside the criteria. These talking points are provided to clarify examples of topics or issues that should help frame the content of that particular section of the entry.

### **What happens if a written entry or an oral presentation does not follow the competition rules?**

If a written entry or final presentation does not comply with the rules of the competition itself (as outlined in the Call for Entries), the following penalties could be issued for failure to comply:

- Any written entry that does not adhere to the specified guidelines (font size, page length, margins, etc.), will be penalized 15% of the final written score.
- Any final presentation that does not adhere to the specified rules of the individual award (ie: too many presenters, slide assistant speaking, etc.), will be penalized 15% of the final on-site score.
- Any presenters that fail to supply five (5) copies of their final presentation for the judges to follow along with will be penalized 15% of the final on-site score.

**Is it possible for an individual or chapter to be penalized points or to be outright disqualified from an award competition for unprofessional behavior?**

**YES.** Chapters or chapter members can be disqualified for unacceptable behavior as well as for behavior that is illegal or unlawful. Examples of such behavior include smoking in non-smoking areas, theft, damage or destruction of private property, public display of drunkenness, harassment, discriminatory actions, verbal and/or physical assault. NOTE: this can extend to incidents that occur *after* a chapter has presented.

All claims regarding unacceptable behavior will be investigated. Confirmed accusations may result in disqualification as well as additional penalties depending on the severity of the behavior, including penalties under the Pi Sigma Epsilon risk management policy. A disqualified chapter member or chapter may dispute the disqualification to the Awards Program Advisory Committee, which is comprised of past chairs of the Awards Program.

**If my chapter or I win a cash prize, who gets to keep the money?**

Only the recipient of the Whan Challenger Award may claim the cash prize in his/her name, as the stipend comes from an endowed fund and is treated as a scholarship. All other cash prizes will be awarded to the winning chapter itself, and not to the individuals representing the chapter.

## **Other Competitions**

### **The National Speakers Competition**

The National Speakers Competition is held at the annual Fall Regional Conferences and run by PSE Headquarters, not the National Awards Program. If there are questions regarding the eligibility or criteria for the award, please contact your chapter consultant.

For more information about the National Speakers Competition, please visit [PSE.org](http://PSE.org).

### **The Pro-Am Sell-A-Thon**

The Pro-Am Sell-A-Thon is an individual student sales competition that occurs at the Regional Conferences and during the National Convention each year, and is also run by PSE Headquarters, not the National Awards Program.

For more information about the Pro-Am Sell-A-Thon, please visit [PSE.org](http://PSE.org).

### **The Pi Sigma Epsilon National Scholarship Program**

For more information about the PSE NEF Scholarship Program, please visit [PSE.org](http://PSE.org) or contact [scholarship@pse.org](mailto:scholarship@pse.org).

# National Awards Program

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## Lewis F. Gordon Top Gold Chapter

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The **Lewis F. Gordon Top Gold Chapter Award** recognizes the PSE chapter that excels in all areas of chapter operations including programming, membership development, recruitment, and chapter operations, while attaining the Gold level of the Chapter Operations Guide.

### ELIGIBILITY

To compete in this award, chapter must have reached the Gold level of the Chapter Operations Guide in 2020-2021.

### FINALISTS

A maximum of five (5) chapters will be invited to compete on-site at the PSE National Convention. In the event that more than five (5) chapters meet the eligibility requirements, those chapters ranked in the top five (5) following the written portion of the award will advance.

### JUDGING

55% ..... Written Entry      45%.....Final Presentation

### AWARD

Permanent Trophy and Traveling Trophy (1<sup>st</sup> Place)

### RECOGNITION

Three (3) Chapters – Top Chapter; 2<sup>nd</sup> Place, 3<sup>rd</sup> Place

### WRITTEN ENTRY

The Written Entry submission will be comprised of four documents:

- Chapter Prospectus
  - **LFG21-[Chapter Name]** (no spaces) – ie: LFG21-EtaOmega
- Chapter Fact Sheet (available at PSE.org)
  - **LFG21-[Chapter Name]-FACT** – ie: LFG21-EtaOmega-FACT
- COG 1H Operating Statement – COG A-6
  - **LFG21-[Chapter Name]-OS1 (no spaces)** – ie: LFG21-EtaOmega-OS1
- COG 2H Operating Statement – COG A-8
  - **LFG21-[Chapter Name]-OS2 (no spaces)** – ie: LFG21-EtaOmega-OS2

### FINAL PRESENTATION

The final presentation requires the chapters to develop a sales presentation that showcases how they have developed their members' skills and increased their members' knowledge so that they can truly have a business advantage for life. Chapters are encouraged to be creative in their presentation style, delivery, and dress, but should be certain to remain consistent with their mission, branding, and positioning. The final presentation will last a maximum of 30 minutes.

## LEWIS F. GORDON TOP GOLD CHAPTER SCORING GUIDELINES (WRITTEN)

The **Chapter Prospectus** must cover each of the areas listed below, and must also prescribe to the stated maximum page lengths, if applicable.

- *NOTE: regarding page maximums, you should still look to present your information in a clear and concise manner. Points will not be deducted specifically for not filling the maximum allowed space.*
- *Please start each Criterion section on a new page, to assist with evaluation.*

The percentages shown indicate the weighting given to a section within the written portion of the scoring.

Criterion	Criterion Description / Topics	Page Max
5%	Executive Summary Provide a summary of key chapter accomplishments over the course of the year	1 page
20%	Goals <ul style="list-style-type: none"> <li>• Provide a summary of your goal development process</li> <li>• Discuss each of your chapter goals, mid-year modifications, and results</li> </ul>	Summary – 1 page Goals – 3 pages
10%	Management <ul style="list-style-type: none"> <li>• Discuss any key administrative changes/development made throughout the year</li> <li>• Discuss chapter recruitment process and results</li> </ul>	4 pages
30%	Projects <ul style="list-style-type: none"> <li>• Provide a <u>brief</u> summary of each project executed during the year, including discussion of the following areas:               <ul style="list-style-type: none"> <li>○ Membership Involvement</li> <li>○ Skills Developed</li> <li>○ Financial Performance (if applicable)</li> </ul> </li> </ul>	8 pages
20%	Professional Development <ul style="list-style-type: none"> <li>• Provide a <u>brief</u> summary of each major professional development activity executed during the year, including discussion of the following areas:               <ul style="list-style-type: none"> <li>○ Membership Involvement</li> <li>○ Skills Developed</li> </ul> </li> </ul>	3 pages
10%	Financial Performance <ul style="list-style-type: none"> <li>• Provide additional information pertaining to the chapter's financial position, including details for any significant variances realized between budget/actuals.</li> <li>• COG 1H Operating Statement (COG A-6)</li> <li>• COG 2H Operating Statement (COG A-8)</li> </ul>	1 page (for notes), plus separate operating statement files
5%	Professionalism Presentation format, clarity, organization, grammar, spelling, and ease of flow.	

In addition, the chapter must complete the **Chapter Fact Sheet**, which can be found on PSE.org. This document is not specifically factored into the score, but will be used to provide greater context to the judges to assist them in their evaluation.

## LEWIS F. GORDON TOP GOLD CHAPTER SCORING GUIDELINES (FINAL ROUND)

### Final Presentation

The final presentation will be structured around the following targeted criteria, and the chapters are permitted to use their discretion to address these topics in the way that best reflects the work of their chapter. Chapter programming should be used as the basis for support. The weightings for the individual criteria are as follows:

<b>Criterion</b>	<b>Criterion Description / Topics</b>
<b>25%</b> Goals	<ul style="list-style-type: none"><li>• Provide a summary of your goal development process</li><li>• Discuss each of your chapter goals, mid-year modifications, and results</li></ul>
<b>15%</b> Management	<ul style="list-style-type: none"><li>• Discuss any key administrative changes/development made throughout the year</li><li>• Discuss chapter recruitment process and results</li></ul>
<b>30%</b> Projects	<ul style="list-style-type: none"><li>• Provide a <u>brief</u> summary of each project executed during the year, including discussion of the following areas:<ul style="list-style-type: none"><li>○ Membership Involvement</li><li>○ Skills Developed</li><li>○ Financial Performance (if applicable)</li></ul></li></ul>
<b>20%</b> Professional Development	<ul style="list-style-type: none"><li>• Provide a <u>brief</u> summary of each major professional development activity executed during the year, including discussion of the following areas:<ul style="list-style-type: none"><li>○ Membership Involvement</li><li>○ Skills Developed</li></ul></li></ul>
<b>10%</b> Financial Performance	<ul style="list-style-type: none"><li>• COG 1H Operating Statement (COG A-6)</li><li>• COG 2H Operating Statement (COG A-8)</li></ul>

## William H. Harris Top Silver Chapter

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The **William H. Harris Top Silver Chapter Award** recognizes the PSE chapter that excels in all areas of chapter operations while attaining the Silver level of the Chapter Operations Guide.

### ELIGIBILITY

To compete in this award, chapter must have reached the Silver level of the Chapter Operations Guide in 2020-2021.

### FINALISTS

A maximum of five (5) chapters will be invited to compete on-site at the PSE National Convention. In the event that more than five (5) chapters meet the eligibility requirements, those chapters ranked in the top five (5) following the written portion of the award will advance.

### JUDGING

55% ..... Written Entry      45%.....Final Presentation

### AWARD

Permanent Trophy

### RECOGNITION

Two (2) Chapters – Top Chapter; 2<sup>nd</sup> Place

### WRITTEN ENTRY

The Written Entry submission will be comprised of four documents:

- Chapter Prospectus
  - **WHH21-[Chapter Name]** (no spaces) – ie: WHH21-EtaOmega
- Chapter Fact Sheet (available at PSE.org)
  - **WHH21-[Chapter Name]-FACT** – ie: WHH21-EtaOmega-FACT
- COG 1H Operating Statement – COG A-6
  - **WHH21-[Chapter Name]-OS1 (no spaces)** – ie: WHH21-EtaOmega-OS1
- COG 2H Operating Statement – COG A-8
  - **WHH21-[Chapter Name]-OS2 (no spaces)** – ie: WHH21-EtaOmega-OS2

### FINAL PRESENTATION

The final presentation requires the chapters to develop a sales presentation that showcases how they have developed their members' skills and increased their members' knowledge so that they can truly have a business advantage for life. Chapters are encouraged to be creative in their presentation style, delivery, and dress, but should be certain to remain consistent with their mission, branding, and positioning. The final presentation will last a maximum of 30 minutes.



## WILLIAM H. HARRIS TOP SILVER CHAPTER SCORING GUIDELINES (WRITTEN)

The **Chapter Prospectus** must cover each of the areas listed below, and must also prescribe to the stated maximum page lengths, if applicable.

- *NOTE: regarding page maximums, you should still look to present your information in a clear and concise manner. Points will not be deducted specifically for not filling the maximum allowed space.*
- *Please start each Criterion section on a new page, to assist with evaluation.*

The percentages shown indicate the weighting given to a section within the written portion of the scoring.

Criterion	Criterion Description / Topics	Page Max	
5%	Executive Summary	Provide a summary of key chapter accomplishments over the course of the year	1 page
20%	Goals	<ul style="list-style-type: none"> <li>• Provide a summary of your goal development process</li> <li>• Discuss each of your chapter goals, mid-year modifications, and results</li> </ul>	Summary – 1 page Goals – 3 pages
10%	Management	<ul style="list-style-type: none"> <li>• Discuss any key administrative changes/development made throughout the year</li> <li>• Discuss chapter recruitment process and results</li> </ul>	4 pages
30%	Projects	<ul style="list-style-type: none"> <li>• Provide a <u>brief</u> summary of each project executed during the year, including discussion of the following areas:                             <ul style="list-style-type: none"> <li>○ Membership Involvement</li> <li>○ Skills Developed</li> <li>○ Financial Performance (if applicable)</li> </ul> </li> </ul>	8 pages
20%	Professional Development	<ul style="list-style-type: none"> <li>• Provide a <u>brief</u> summary of each major professional development activity executed during the year, including discussion of the following areas:                             <ul style="list-style-type: none"> <li>○ Membership Involvement</li> <li>○ Skills Developed</li> </ul> </li> </ul>	3 pages
10%	Financial Performance	<ul style="list-style-type: none"> <li>• Provide additional information pertaining to the chapter's financial position, including details for any significant variances realized between budget/actuals.</li> <li>• COG 1H Operating Statement (COG A-6)</li> <li>• COG 2H Operating Statement (COG A-8)</li> </ul>	1 page (for notes), plus separate operating statement files
5%	Professionalism	Presentation format, clarity, organization, grammar, spelling, and ease of flow.	

In addition, the chapter must complete the **Chapter Fact Sheet**, which can be found on PSE.org. This document is not specifically factored into the score, but will be used to provide greater context to the judges to assist them in their evaluation.

## WILLIAM H. HARRIS TOP SILVER CHAPTER SCORING GUIDELINES (FINAL ROUND)

### Final Presentation

The final presentation will be structured around the following targeted criteria, and the chapters are permitted to use their discretion to address these topics in the way that best reflects the work of their chapter. Chapter programming should be used as the basis for support. The weightings for the individual criteria are as follows:

<b>Criterion</b>	<b>Criterion Description / Topics</b>
<b>25%</b> Goals	<ul style="list-style-type: none"><li>• Provide a summary of your goal development process</li><li>• Discuss each of your chapter goals, mid-year modifications, and results</li></ul>
<b>15%</b> Management	<ul style="list-style-type: none"><li>• Discuss any key administrative changes/development made throughout the year</li><li>• Discuss chapter recruitment process and results</li></ul>
<b>30%</b> Projects	<ul style="list-style-type: none"><li>• Provide a <u>brief</u> summary of each project executed during the year, including discussion of the following areas:<ul style="list-style-type: none"><li>○ Membership Involvement</li><li>○ Skills Developed</li><li>○ Financial Performance (if applicable)</li></ul></li></ul>
<b>20%</b> Professional Development	<ul style="list-style-type: none"><li>• Provide a <u>brief</u> summary of each major professional development activity executed during the year, including discussion of the following areas:<ul style="list-style-type: none"><li>○ Membership Involvement</li><li>○ Skills Developed</li></ul></li></ul>
<b>10%</b> Financial Performance	<ul style="list-style-type: none"><li>• COG 1H Operating Statement (COG A-6)</li><li>• COG 2H Operating Statement (COG A-8)</li></ul>

## Lloyd L. Antle Top Amethyst Chapter

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The **Lloyd L. Antle Top Amethyst Chapter Award** recognizes the PSE chapter that excels in all areas of chapter operations while attaining the Amethyst level of the Chapter Operations Guide.

### ELIGIBILITY

To compete in this award, chapter must have reached the Amethyst level of the Chapter Operations Guide in 2020-2021.

### FINALISTS

A maximum of five (5) chapters will be invited to compete on-site at the PSE National Convention. In the event that more than five (5) chapters meet the eligibility requirements, those chapters ranked in the top five (5) following the written portion of the award will advance.

### JUDGING

55% ..... Written Entry      45%.....Final Presentation

### AWARD

Permanent Trophy

### RECOGNITION

Two (2) Chapters – Top Chapter; 2<sup>nd</sup> Place

### WRITTEN ENTRY

The Written Entry submission will be comprised of four documents:

- Chapter Prospectus
  - **LLA21-[Chapter Name]** (no spaces) – ie: LLA21-EtaOmega
- Chapter Fact Sheet (available at PSE.org)
  - **LLA21-[Chapter Name]-FACT** – ie: LLA21-EtaOmega-FACT
- COG 1H Operating Statement – COG A-6
  - **LLA21-[Chapter Name]-OS1 (no spaces)** – ie: LLA21-EtaOmega-OS1
- COG 2H Operating Statement – COG A-8
  - **LLA21-[Chapter Name]-OS2 (no spaces)** – ie: LLA21-EtaOmega-OS2

### FINAL PRESENTATION

The final presentation requires the chapters to develop a sales presentation that showcases how they have developed their members' skills and increased their members' knowledge so that they can truly have a business advantage for life. Chapters are encouraged to be creative in their presentation style, delivery, and dress, but should be certain to remain consistent with their mission, branding, and positioning. The final presentation will last a maximum of 30 minutes.

## LLOYD L. ANTLE TOP AMETHYST CHAPTER SCORING GUIDELINES (WRITTEN)

The **Chapter Prospectus** must cover each of the areas listed below, and must also prescribe to the stated maximum page lengths, if applicable.

- *NOTE: regarding page maximums, you should still look to present your information in a clear and concise manner. Points will not be deducted specifically for not filling the maximum allowed space.*
- *Please start each Criterion section on a new page, to assist with evaluation.*

The percentages shown indicate the weighting given to a section within the written portion of the scoring.

Criterion	Criterion Description / Topics	Page Max
5%	Executive Summary Provide a summary of key chapter accomplishments over the course of the year	1 page
20%	Goals <ul style="list-style-type: none"> <li>• Provide a summary of your goal development process</li> <li>• Discuss each of your chapter goals, mid-year modifications, and results</li> </ul>	Summary – 1 page Goals – 3 pages
10%	Management <ul style="list-style-type: none"> <li>• Discuss any key administrative changes/development made throughout the year</li> <li>• Discuss chapter recruitment process and results</li> </ul>	4 pages
30%	Projects <ul style="list-style-type: none"> <li>• Provide a <u>brief</u> summary of each project executed during the year, including discussion of the following areas:               <ul style="list-style-type: none"> <li>○ Membership Involvement</li> <li>○ Skills Developed</li> <li>○ Financial Performance (if applicable)</li> </ul> </li> </ul>	8 pages
20%	Professional Development <ul style="list-style-type: none"> <li>• Provide a <u>brief</u> summary of each major professional development activity executed during the year, including discussion of the following areas:               <ul style="list-style-type: none"> <li>○ Membership Involvement</li> <li>○ Skills Developed</li> </ul> </li> </ul>	3 pages
10%	Financial Performance <ul style="list-style-type: none"> <li>• Provide additional information pertaining to the chapter's financial position, including details for any significant variances realized between budget/actuals.</li> <li>• COG 1H Operating Statement (COG A-6)</li> <li>• COG 2H Operating Statement (COG A-8)</li> </ul>	1 page (for notes), plus separate operating statement files
5%	Professionalism Presentation format, clarity, organization, grammar, spelling, and ease of flow.	

In addition, the chapter must complete the **Chapter Fact Sheet**, which can be found on PSE.org. This document is not specifically factored into the score, but will be used to provide greater context to the judges to assist them in their evaluation.

## LLOYD L. ANTLE TOP AMETHYST CHAPTER SCORING GUIDELINES (FINAL ROUND)

### Final Presentation

The final presentation will be structured around the following targeted criteria, and the chapters are permitted to use their discretion to address these topics in the way that best reflects the work of their chapter. Chapter programming should be used as the basis for support. The weightings for the individual criteria are as follows:

<b>Criterion</b>	<b>Criterion Description / Topics</b>
<b>25%</b> Goals	<ul style="list-style-type: none"><li>• Provide a summary of your goal development process</li><li>• Discuss each of your chapter goals, mid-year modifications, and results</li></ul>
<b>15%</b> Management	<ul style="list-style-type: none"><li>• Discuss any key administrative changes/development made throughout the year</li><li>• Discuss chapter recruitment process and results</li></ul>
<b>30%</b> Projects	<ul style="list-style-type: none"><li>• Provide a <u>brief</u> summary of each project executed during the year, including discussion of the following areas:<ul style="list-style-type: none"><li>○ Membership Involvement</li><li>○ Skills Developed</li><li>○ Financial Performance (if applicable)</li></ul></li></ul>
<b>20%</b> Professional Development	<ul style="list-style-type: none"><li>• Provide a <u>brief</u> summary of each major professional development activity executed during the year, including discussion of the following areas:<ul style="list-style-type: none"><li>○ Membership Involvement</li><li>○ Skills Developed</li></ul></li></ul>
<b>10%</b> Financial Performance	<ul style="list-style-type: none"><li>• COG 1H Operating Statement (COG A-6)</li><li>• COG 2H Operating Statement (COG A-8)</li></ul>

## Marvin D. Loos Top New Chapter

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The **Marvin D. Loos Top New Chapter Award** recognizes the outstanding development of a chapter in the areas of chapter operations, programming, recruitment, and communication during its charter or first full COG year.

### ELIGIBILITY

All chapters currently in either their charter or first full COG year may enter this competition; however, a chapter winning the award during its charter year is not permitted to enter the following year. Chapters do not have to be in attendance at the National Convention to win.

### JUDGING

100% ..... Written Entry

Judging will be conducted entirely by the PSE National Headquarters' staff and the PSE National Council. There is no on-site competition for this award.

### AWARD

Permanent Trophy

### RECOGNITION

One (1) Chapter

### WRITTEN ENTRY

The Written Entry submission will be comprised of four documents:

- Chapter Prospectus
  - **MDL21-[Chapter Name]** (no spaces) – ie: MDL21-EtaOmega
- Chapter Fact Sheet (available at PSE.org)
  - **MDL21-[Chapter Name]-FACT** – ie: MDL21-EtaOmega-FACT

## MARVIN D. LOOS TOP NEW CHAPTER SCORING GUIDELINES (WRITTEN)

The **Chapter Prospectus** must cover each of the areas listed below, and must also prescribe to the stated maximum page lengths, if applicable.

- *NOTE: regarding page maximums, you should still look to present your information in a clear and concise manner. Points will not be deducted specifically for not filling the maximum allowed space.*
- *Please start each Criterion section on a new page, to assist with evaluation.*

The percentages shown indicate the weighting given to a section within the written portion of the scoring.

Criterion	Criterion Description / Topics	Page Max
5% Executive Summary	Provide a summary of key chapter accomplishments over the course of the year	1 page
20% Goals	<ul style="list-style-type: none"> <li>• Provide a summary of your goal development process</li> <li>• Discuss each of your chapter goals, mid-year modifications, and results</li> </ul>	Summary – 1 page Goals – 3 pages
20% Management	<ul style="list-style-type: none"> <li>• Discuss any key administrative changes/development made throughout the year</li> <li>• Discuss chapter recruitment process and results</li> </ul>	4 pages
30% Projects	<ul style="list-style-type: none"> <li>• Provide a <u>brief</u> summary of each project executed during the year, including discussion of the following areas:               <ul style="list-style-type: none"> <li>○ Membership Involvement</li> <li>○ Skills Developed</li> <li>○ Financial Performance (if applicable)</li> </ul> </li> </ul>	8 pages
20% Professional Development	<ul style="list-style-type: none"> <li>• Provide a <u>brief</u> summary of each major professional development activity executed during the year, including discussion of the following areas:               <ul style="list-style-type: none"> <li>○ Membership Involvement</li> <li>○ Skills Developed</li> </ul> </li> </ul>	3 pages
5% Professionalism	Presentation format, clarity, organization, grammar, spelling, and ease of flow.	

In addition, the chapter must complete the **Chapter Fact Sheet**, which can be found on PSE.org. This document is not specifically factored into the score, but will be used to provide greater context to the judges to assist them in their evaluation.

## Most Improved Chapter

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The **Most Improved Chapter** award recognizes outstanding growth and improvement in chapter operations, including programming, recruitment, communication, professionalism, and the identification and usage of chapter resources.

### ELIGIBILITY

All chapters are eligible to compete in this award excluding:

- Chapters attaining Gold or Silver status in the previous COG year
- Chapters currently in their charter year or first full COG year

*Chapters do not have to be in attendance at the PSE National Convention to win.*

### JUDGING

100% ..... Written Nomination

Judging will be conducted entirely by the PSE National Headquarters' staff and the PSE National Council. There is no on-site competition for this award.

### AWARD

Permanent Trophy

### RECOGNITION

One (1) Chapter

### WRITTEN ENTRY

Entrants must prepare a summary of the year's activities, specifically highlighting those areas of growth and improvement in comparison to the previous COG year.

- Page Limit: Two (2) page maximum
- Entry File Name: **MIC21-[Chapter Name]** (no spaces) – ie: MIC21-EtaOmega
- Entry Format: PDF



## MOST IMPROVED CHAPTER SCORING GUIDELINES

The percentages shown indicate the weighting given to a section within the written portion of the scoring.

	<b>Criterion</b>	<b>Criterion Description / Topics</b>
<b>35%</b>	Chapter Programming	Discuss the improvements the chapter's offerings of experiential learning through <i>projects</i> .
<b>30%</b>	Membership Development	Discuss the improvements in how the chapter has been able to develop its members, through chapter-sponsored professional development activities.
<b>25%</b>	Administration	Discuss the improvements made in the overall management of the chapter, including recruitment activities and involvement with the National Organization.
<b>10%</b>	Professionalism	Presentation format, clarity, organization, grammar, spelling, and ease of flow.

### NOTES

The basis for evaluation is the activities of the past point year, held in comparison to the activities of the *previous point year* (in other words, this award is an evaluation of growth over a one-year period).

## Whan Challenger Award

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The **Whan Challenger Award** is presented to the collegiate member who has best demonstrated the ability to provide leadership to fellow students by serving as a role model. This person upholds all the principles of Pi Sigma Epsilon in her/her interaction with their chapter, other chapters, and in pursuit of academic goals. This student exhibits outstanding qualities in leadership, motivation, guidance, initiative, and humility.

### **AWARD**

Permanent trophy and 2022 National Convention Scholarship (a 2022 National Convention registration package and up to \$1000 reimbursement of documented out-of-pocket travel expenses – air, ground, hotel – to attend the 2022 National Convention, if held on-site). The scholarship package is non-transferable, non-refundable, and may not be voluntarily deferred to a later year.

### **ELIGIBILITY**

All juniors or seniors that have not previously won the Whan Challenger Award are eligible to compete in this award. Each chapter may only nominate one (1) person for this award.

### **FINALISTS**

Maximum of six (6) students

### **RECOGNITION**

One (1) student

### **JUDGING**

50% ..... Written Entry

50% ..... Final Presentation

### **QUALIFICATION - WRITTEN ENTRY REQUIRED**

- Page Limit: Three (3) page maximum
- Entry File Name: **CHAL21-[Chapter Name]** (no spaces) – ie: CHAL21-EtaOmega
- Entry Format: PDF

### **FINAL PRESENTATION REQUIRED**

- Time: 15 minute recorded presentation, submitted by YouTube link via SmarterSelect

### **NOTES**

- The basis for evaluation is the past Chapter Operations Guide point year only, this is not a “Lifetime Achievement Award”.

## WHAN CHALLENGER AWARD SCORING GUIDELINES

Written Entry must include the name of the nominee's school (the actual school name, not the Greek chapter name). The percentages shown indicate the weighting given to a section within the written portion of the scoring. These guidelines will serve both the written and final presentation portions of the competition.

	<b>Criterion</b>	<b>Criterion Description / Topics</b>
<b>40%</b>	Chapter Leadership and Training	Discuss how the nominee contributed to the management and development of the chapter and its members.
<b>20%</b>	Chapter Projects	Describe the nominee's participation in chapter programming and his or her ability to motivate other members' participation.
<b>15%</b>	Recruitment	Explain the nominee's participation in the chapter recruitment program, including the development and execution of the campaign.
<b>15%</b>	Academic / Other	Discuss the nominee's academic performance and involvement in other activities on campus and in the local community.
<b>10%</b>	Professionalism	Presentation format, clarity, organization, grammar, spelling, and ease of flow.

## Top Management Team

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The **Top Management Team Award** recognizes the chapter whose officer team has excelled in process and performance management while handling significant daily tasks, overcoming obstacles, and maintaining chapter motivation.

### **AWARD**

Permanent Trophy

### **ELIGIBILITY**

The management teams for all chapters in good standing with PSE National Headquarters are eligible to enter.

### **FINALISTS**

Maximum six (6) chapters

### **RECOGNITION**

Two (2) chapters

- Top Management Team
- 2<sup>nd</sup> Place

### **JUDGING**

60% ..... Written Entry

40% ..... Final Presentation

### **QUALIFICATION - WRITTEN ENTRY REQUIRED**

- Page Limit: Four (4) page maximum
- Entry File Name: **MGMT21-[Chapter Name]** (no spaces) – ie: MGMT21-EtaOmega
- Entry Format: PDF

### **FINAL PRESENTATION**

- Time: 15 minute recorded presentation, submitted by YouTube link via SmarterSelect

## TOP MANAGEMENT TEAM WRITTEN AWARD JUDGING CRITERIA

The percentages shown indicate the weighting given to a section within the written portion of the scoring.

Criterion	Criterion Description / Topics
20% Chapter Planning	What process/methodology did the Management Team utilize to complete chapter needs assessment research in order to complete the chapter annual plan? How were the chapter goals and officer goals identified? What is the chapter mission statement? Why was it selected and how was it utilized during the year? What obstacles did the Management Team encounter, and how did they overcome them?
15% Chapter Project Management	What process was used to ensure project feasibility? What process did the Management Team use to gain chapter approval? How much emphasis did the Management Team place on choosing new and innovative projects? Repeat projects? Explain why?
15% Chapter Financial Forecasting, Management, and Analysis	Define the process used by the Management Team to create the chapter budget. What observations were made about previous chapter finances? What forecasting decisions were made based on the significant observations made about previous chapter finances? What significant differences occurred between the chapter budget and financial statement?
15% Management Process Improvements	What significant programs or processes were created by the Management Team to improve chapter performance? Give examples under the following subheads: Administrative, Programming, Public Relations, Communication (internally and externally).
15% Chapter Officer Transition / Training	Explain the chapter's Management Team transition/training process. What improvements did you make or do you plan to make to improve the officer transition, training, and / or succession process?
10% Chapter Evaluation Program	What outcome measurements were recorded by the Management Team? What evaluation techniques does the Management Team employ to improve chapter performance? What significant research has been discovered through evaluation which will merit changes in the future?
10% Professionalism	Presentation format, clarity, organization, grammar, spelling, and ease of flow.

## Top PSE Salesperson

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The recipient of the **Top PSE Salesperson Award** is the individual who has best demonstrated the ability to sell through PSE activities on campus and in the local community. Being well-versed in selling and sales management with significant project organization and participation while maintaining a high standard of ethics and professionalism, the Top PSE Salesperson is truly the best example of someone having used PSE as a training ground for future sales career success.

### **AWARD**

Permanent Trophy

### **ELIGIBILITY**

All collegiate members may enter this competition; however there may be only one entry per chapter.

### **RECOGNITION**

Two (2) Top Salespeople

- Top PSE Salesperson
- 2<sup>nd</sup> Place

### **FINALISTS**

Maximum six (6) students

### **JUDGING**

50% ..... Written Entry

50% ..... Final Presentation

### **QUALIFICATION - WRITTEN ENTRY REQUIRED**

- Page Limit: Three (3) page maximum
- Entry File Name: **TSP21-[Chapter Name]** (no spaces) – ie: TSP21-EtaOmega
- Entry Format: PDF

### **FINAL PRESENTATION**

- Time: 15 minute recorded presentation, submitted by YouTube link via SmarterSelect

### **NOTES**

- The basis for evaluation is the past Chapter Operations Guide point year. Activities/projects from previous years will not be considered for scoring.

## TOP PSE SALESPERSON WRITTEN ENTRY GUIDELINES

Written Entry must include the name of the nominee's school (the actual school name, not the Greek chapter name). The percentages shown indicate the weighting given to a section within the written portion of the scoring. These guidelines will serve both the written and final presentation portions of the competition.

<b>Criterion</b>		<b>Criterion Description / Topics</b>
<b>25%</b>	Project Participation	Discuss the nominated individual's participation and success as a salesperson in chapter-sponsored projects, including the sales techniques used.
<b>25%</b>	Promotion of PSE	Describe the techniques the nominee used to promote PSE on campus and in the community (chapter events, recruitment, etc.).
<b>15%</b>	Sales Education	Briefly describe how the nominee has developed his/her sales techniques and what you have learned from that training. (Please describe any and all forms of sales training including but not limited to sales seminars attended, sales classes, books or periodicals read, internships, mentors, etc.)
<b>15%</b>	Development of Members	Give an example of how the nominee has used his/her sales experience to develop the sales skills of other chapter members. What sales cycle, process, or strategy does the nominee employ?
<b>10%</b>	Impact on Business Community	How has the nominee used his/her sales skills to build relationships with the local or national business community?
<b>10%</b>	Professionalism	Presentation format, clarity, organization, grammar, spelling, and ease of flow.

## Top Project Manager

- sponsored by Enterprise Rent-A-Car -

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The **Top Project Management Award** is presented to (a) collegian(s) who has managed a significant project successfully during the past year. The winner represents excellence in the area of managing a chapter project and by employing best practices in project management.

### **AWARD**

Permanent Trophy

### **ELIGIBILITY**

Each project submitted under the P-2, P-3, P-4, or P-6 COG categories in the past year will automatically qualify its project manager(s) to be nominated for the Top Project Manager Award. Each chapter may only have one entry for the Top Project Manager Award, and may not exceed two nominees in their entry.

### **RECOGNITION**

Two (2) Project Manager or Project Management Teams

- Top Project Manager
- 2<sup>nd</sup> Place

### **FINALISTS**

Maximum six (6) students

### **JUDGING**

50% ..... Written Entry

50% ..... Final Presentation

### **WRITTEN ENTRY REQUIRED**

- Page Limit: Three (3) page maximum, not including financial statements
- Entry File Names:
  - Written Entry: **PM21-[Chapter Name]** (no spaces) – ie: PM21-EtaOmega
  - Budget: **PM21-[Chapter Name]-BUDGET** (no spaces) – ie: PM21-EtaOmega-BUDGET
  - Operating Statement: **PM21-[Chapter Name]-OS** (no spaces) – ie: PM21-EtaOmega-OS
- Entry Format:
  - Written Entry: PDF
  - Budget/Operating Statement: PDF/XLS/XLSX, using the template provided by PSE HQ

### **FINAL PRESENTATION**

- Time: 15 minute recorded presentation, submitted by YouTube link via SmarterSelect



## TOP PROJECT MANAGER WRITTEN ENTRY GUIDELINES

Written Entry must include the name of the nominee’s school (the actual school name, not the Greek chapter name). The percentages shown indicate the weighting given to a section within the written portion of the scoring. These guidelines will serve both the written and final presentation portions of the competition.

*Note: While it is mandatory to address each criterion listed below, individuals do not need to respond to each of the individual topics provided for each criterion. However, please keep in mind that these topics are the types of questions the judges will expect you to be able to cover on-site.*

Criterion	Criterion Description / Topics
<b>30%</b> Project Planning	<ul style="list-style-type: none"> <li>• Nominee’s involvement in leading the project planning process               <ul style="list-style-type: none"> <li>○ Setting of project’s SMART goals</li> <li>○ Conducting market research (project feasibility analysis and project selection process)</li> <li>○ Developing the project’s organization management approach (team structure)</li> <li>○ Planning promotions (professional selling, advertising, public relations, publicity, and/or sales promotions)</li> </ul> </li> </ul>
<b>25%</b> Project Implementation	<ul style="list-style-type: none"> <li>• Nominee’s involvement in driving the project implementation process               <ul style="list-style-type: none"> <li>○ Project timeline and schedule management</li> <li>○ Team and/or chapter member training plan and execution</li> <li>○ Project organization management (reporting systems)</li> <li>○ Project operations (operating activities, project execution, and adjustments)</li> </ul> </li> </ul>
<b>25%</b> Project Evaluation	<ul style="list-style-type: none"> <li>• Nominee’s involvement in project evaluation process               <ul style="list-style-type: none"> <li>○ Comparison of SMART goals to actual results</li> <li>○ Measures used to evaluate project successes or failures and member skill development (including team evaluation)</li> <li>○ Suggestions for changes if the project was planned/executed again</li> <li>○ Projected versus actual time costs evaluation*</li> </ul> </li> </ul>
<b>10%</b> Project Financials**	<ul style="list-style-type: none"> <li>• Budget (expected incomes and expenses)</li> <li>• Financial statement (actual incomes and expenses)</li> <li>• Financial evaluation (notes about differences between budget and statement)</li> </ul>
<b>10%</b> Professionalism	Presentation format, clarity, organization, grammar, spelling, and ease of flow.

\* *Note: Project time costs evaluation is number of projected members participating in the project multiplied by anticipated number of hours spent multiplied by \$10 per hour. Actual time costs evaluation is the number of actual members participating in the project multiplied number of actual hours multiplied by \$10 per hour. Please refer to the COG for additional details.*

\*\* *Note: Please include both the original budget for the project and the final financial statement as appendices. Samples are available at pse.org.*

## Top Marketing/Sales Project (Profit) - sponsored by Vector Marketing -

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The **Top Marketing/Sales Project (Chapter) Award** is presented to the chapter that most successfully implemented a sales, promotional, or research project planned to generate net profit for the chapter.

### AWARD

Permanent Trophy

### ELIGIBILITY

- Projects must have been submitted to the P-2 or P-3 category of the COG during the past point year to be considered.

### RECOGNITION

Two (2) Chapters

- Top Marketing/Sales Project - Profit
- 2nd Place

### FINALISTS

Maximum (6) Chapters

### JUDGING

- 50% ..... Written Entry
- 50% ..... Final Presentation

### WRITTEN ENTRY REQUIRED

- Page Limit: Three (3) page maximum, not including financial statements
- Entry File Names:
  - Written Entry: **MS\_PROFIT21-[Chapter Name]** (no spaces) – ie: **MS\_PROFIT21-EtaOmega**
  - Budget: **MS\_PROFIT21-[Chapter Name]-BUDGET** (no spaces) – ie: **MS\_PROFIT21-EtaOmega-BUDGET**
  - Operating Statement: **MS\_PROFIT21-[Chapter Name]-OS** (no spaces) – ie: **MS\_PROFIT21-EtaOmega-OS**
- Entry Format:
  - Written Entry: PDF
  - Budget/Operating Statement: PDF/XLS/XLSX, using the template provided by PSE HQ

### FINAL PRESENTATION

- Time: 15 minute recorded presentation, submitted by YouTube link via SmarterSelect

## TOP MARKETING/SALES PROJECT (PROFIT) WRITTEN ENTRY / PRESENTATION GUIDELINES

Written Entry must include the name of the nominee's school (the actual school name, not the Greek chapter name). The percentages shown indicate the weighting given to a section within the written portion of the scoring. These guidelines will serve both the written and final presentation portions of the competition.

*Note: While it is mandatory to address each criterion listed below, chapters do not need to respond to each of the individual topics and questions provided for each criterion. However, please keep in mind that these topics are the types of questions the judges will expect you to be able to cover on-site.*

Criterion	Criterion Description / Topics
25% Project Planning	<ul style="list-style-type: none"> <li>• Project SMART goals</li> <li>• Market research and analysis (project feasibility analysis, project selection process, and target market selection process)</li> <li>• Product research and analysis (product definition, process for identifying need for the product, and process for identifying key selling features)</li> <li>• Project organization management (team description and management reporting systems)</li> <li>• Project timeline and schedule management</li> </ul>
35% Project Implementation	<ul style="list-style-type: none"> <li>• Promotions planning and execution, promotion strategies/tactics, and execution of message delivery (professional selling, advertising, publicity, and/or sales promotions)</li> <li>• Project team and/or chapter member training plan and execution</li> <li>• Project operations (operating activities, project execution, and adjustments)</li> </ul>
15% Project Evaluation	<ul style="list-style-type: none"> <li>• Comparison of SMART goals to actual results</li> <li>• Measures used to evaluate project successes or failures and member skill development.</li> <li>• Suggestions for changes if the project was planned/executed again</li> <li>• Projected versus actual time costs evaluation*</li> </ul>
15% Project Financials**	<ul style="list-style-type: none"> <li>• Budget (expected incomes and expenses)</li> <li>• Financial statement (actual incomes and expenses)</li> <li>• Financial evaluation (notes about differences between budget and statement)</li> </ul>
10% Professionalism	Presentation format, clarity, organization, grammar, spelling, and ease of flow.

\* Note: Project time costs evaluation is number of projected members participating in the project multiplied by anticipated number of hours spent multiplied by \$10 per hour. Actual time costs evaluation is the number of actual members participating in the project multiplied number of actual hours multiplied by \$10 per hour. Please refer to the COG for additional details.

\*\* Note: Please include both the original budget for the project and the final financial statement as appendices. Samples are available at [pse.org](http://pse.org). Written analysis is not mandatory in the entry itself, though chapters are permitted to explain their financials if they so choose.

## Top Marketing/Sales Project (Not For Profit)

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The **Top Marketing/Sales Project (Not For Profit) Award** is presented to the chapter that most successfully implemented a sales, promotional, or research project without generating net profit for the chapter.

### AWARD

Permanent Trophy

### ELIGIBILITY

- Projects must have been submitted to the P-4 category of the COG during the past point year to be considered.
  - **NOTE:** Only projects that were executed pro bono or resulted in a donation of **all** net profits to charity are eligible. Projects where the chapter retained any net profit would be eligible only for **Top Marketing/Sales Project – Profit**.

### RECOGNITION

Two (2) Chapters

- Top Marketing/Sales Project - Not For Profit
- 2nd Place

### FINALISTS

Maximum (6) Chapters

### JUDGING

50% ..... Written Entry

50% ..... Final Presentation

### WRITTEN ENTRY REQUIRED

- Page Limit: Three (3) page maximum, not including financial statements
- Entry File Names:
  - Written Entry: **MS\_NFP21-[Chapter Name]** (no spaces) – ie: MS\_NFP21-EtaOmega
  - Budget: **MS\_NFP21-[Chapter Name]-BUDGET** (no spaces) – ie: MS\_NFP21-EtaOmega-BUDGET
  - Operating Statement: **MS\_NFP21-[Chapter Name]-OS** (no spaces) – ie: MS\_NFP21-EtaOmega-OS
- Entry Format:
  - Written Entry: PDF
  - Budget/Operating Statement: PDF/XLS/XLSX, using the template provided by PSE HQ

### FINAL PRESENTATION

- Time: 15 minute recorded presentation, submitted by YouTube link via SmarterSelect

## TOP MARKETING/SALES PROJECT (NOT FOR PROFIT) WRITTEN ENTRY / PRESENTATION GUIDELINES

Written Entry must include the name of the nominee's school (the actual school name, not the Greek chapter name). The percentages shown indicate the weighting given to a section within the written portion of the scoring. These guidelines will serve both the written and final presentation portions of the competition.

*Note: While it is mandatory to address each criterion listed below, chapters do not need to respond to each of the individual topics and questions provided for each criterion. However, please keep in mind that these topics are the types of questions the judges will expect you to be able to cover on-site.*

Criterion	Criterion Description / Topics
<b>10%</b> Project Selection	<ul style="list-style-type: none"> <li>Needs assessment for skill development of membership</li> <li>Feasibility assessment against remainder of chapter programming</li> <li>Identification of charity and connection to chapter's mission, if applicable. <i>NOTE: it is not required that the project involved a charity.</i></li> </ul>
<b>25%</b> Project Planning	<ul style="list-style-type: none"> <li>Project SMART goals</li> <li>Market research and analysis (project feasibility analysis and target market selection process)</li> <li>Product research and analysis (product definition, process for identifying need for the product, and process for identifying key selling features)</li> <li>Project organization management (team description and management reporting systems)</li> <li>Project timeline and schedule management</li> </ul>
<b>30%</b> Project Implementation	<ul style="list-style-type: none"> <li>Promotions planning and execution, promotion strategies/tactics, and execution of message delivery (professional selling, advertising, publicity, and/or sales promotions)</li> <li>Project team and/or chapter member training plan and execution</li> <li>Project operations (operating activities, project execution, and adjustments)</li> </ul>
<b>20%</b> Project Evaluation	<ul style="list-style-type: none"> <li>Comparison of SMART goals to actual results</li> <li>Measures used to evaluate project successes or failures and member skill development.</li> <li>Suggestions for changes if the project was planned/executed again</li> <li>Projected versus actual time costs evaluation*</li> </ul>
<b>5%</b> Project Financials**	<ul style="list-style-type: none"> <li>Budget (expected incomes and expenses)</li> <li>Financial statement (actual incomes and expenses)</li> <li>Financial evaluation (notes about differences between budget and statement)</li> </ul> <p><i>Even without a goal of project profit, financial viability/risk is still a factor in programming.</i></p>
<b>10%</b> Professionalism	Presentation format, clarity, organization, grammar, spelling, and ease of flow.

\* *Note: Project time costs evaluation is number of projected members participating in the project multiplied by anticipated number of hours spent multiplied by \$10 per hour. Actual time costs evaluation is the number of actual members participating in the project multiplied number of actual hours multiplied by \$10 per hour. Please refer to the COG for additional details.*

\*\* *Note: Please include both the original budget for the project and the final financial statement as appendices. Samples are available at pse.org. Written analysis is not mandatory in the entry itself, though chapters are permitted to explain their financials if they so choose.*

## Top Social Media Strategy

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The **Top Social Media Strategy Award** is presented to the chapter that most successfully develops and executes a social media campaign to promote the chapter and its events throughout the year.

### **AWARD**

Permanent Trophy

### **ELIGIBILITY**

All chapters attending the PSE National Convention may enter this competition.

### **RECOGNITION**

Two (2) Chapters

- Top Social Media Strategy
- 2nd Place

### **FINALISTS**

Maximum six (6) Chapters

### **JUDGING**

50% ..... Written Entry

50% ..... Final Presentation

### **WRITTEN ENTRY REQUIRED**

- Page Limit: Three (3) page maximum
- Entry File Name: **SOCIAL21-[Chapter Name]** (no spaces) – ie: SOCIAL21-EtaOmega
- Entry Format: PDF

### **FINAL PRESENTATION**

- Time: 15 minute recorded presentation, submitted by YouTube link via SmarterSelect

## TOP SOCIAL MEDIA STRATEGY SCORING GUIDELINES

Written Entry must include the name of the nominee’s school (the actual school name, not the Greek chapter name). The percentages shown indicate the weighting given to a section within the written portion of the scoring. These guidelines will serve both the written and final presentation portions of the competition.

*Note: While it is mandatory to address each criterion listed below, chapters do not need to respond to each of the individual topics and questions provided for each criterion. However, please keep in mind that these topics are the types of questions the judges will expect you to be able to cover on-site.*

Criterion	Criterion Description / Topics
5% Overview	<ul style="list-style-type: none"> <li>Provide an overview of the chapter’s social media strategy for the past year.</li> </ul>
15% Planning	<ul style="list-style-type: none"> <li>Explain how your chapter developed its social media plan for the year, including the creation of any themes or specific types of content to be included.</li> <li>Detail the execution plan, including the identification of social media platforms to be used and the cadence of messaging.</li> </ul>
20% Goals	<ul style="list-style-type: none"> <li>Clearly describe the goals for the chapter’s usage of social media in the past year, including the process by which these goals were defined.</li> </ul>
20% Execution	<ul style="list-style-type: none"> <li>Describe how the chapter executed its strategy, including as a component of promoting recruitment and for promoting projects.</li> </ul>
30% Analysis	<ul style="list-style-type: none"> <li>Evaluate how the chapter’s strategy performed against its goals.</li> <li>Discuss any key metrics that were used to evaluate the strategy.                             <ul style="list-style-type: none"> <li><i>NOTE: for any growth metrics, please provide starting numbers of followers, etc., to help detail the increases.</i></li> </ul> </li> <li>Identify and discuss specific results that can be attributed to the execution of the strategy.</li> </ul>
10% Professionalism	Presentation format, clarity, organization, grammar, spelling, and ease of flow.

## Top Professional Development Program

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The **Top Professional Development Program Award** is given to the chapter who has most clearly, accurately, and effectively planned and executed a variety of professional programming that provides their chapter members an experience that connects them to the professional world. Professional development activities include: guest speakers, workshops or seminars focusing on business, networking events, professional competitions, alumni events, award banquets, chapter retreats, company tours, etc.

### **AWARD**

Permanent Trophy

### **ELIGIBILITY**

All chapters attending the PSE National Convention may enter this competition.

### **RECOGNITION**

Two (2) Chapters

- Top Professional Development Program
- 2nd Place

### **FINALISTS**

Maximum six (6) Chapters

### **JUDGING**

50% ..... Written Entry

50% ..... Final Presentation

### **WRITTEN ENTRY REQUIRED**

- Page Limit: Three (3) page maximum
- Entry File Name: **PD21-[Chapter Name]** (no spaces) – ie: PD21-EtaOmega
- Entry Format: PDF

### **FINAL PRESENTATION**

- Time: 15 minute recorded presentation, submitted by YouTube link via SmarterSelect

### **NOTES**

- All Professional Development activities/events discussed must have been submitted under the P-6 category of the COG during the 2020-2021 point year.



## TOP PROFESSIONAL DEVELOPMENT PROGRAM SCORING GUIDELINES

Written Entry must include the name of the nominee's school (the actual school name, not the Greek chapter name). The percentages shown indicate the weighting given to a section within the written portion of the scoring. These guidelines will serve both the written and final presentation portions of the competition.

*Note: While it is mandatory to address each criterion listed below, chapters do not need to respond to each of the individual topics and questions provided for each criterion. However, please keep in mind that these topics are the types of questions the judges will expect you to be able to cover on-site.*

	<b>Criterion</b>	<b>Criterion Description / Topics</b>
<b>30%</b>	Professional Development Strategy	Define your professional development strategy, including what your goals were? What programming was available to the membership prior to this year? What opportunities existed for new programming? What types of events did you plan and what type of experience were you creating for your members?
<b>25%</b>	Implementation	Detail the specific methods used to promote the events internally. How did you encourage and support your members' participation? What level of participation did you have at your events?
<b>10%</b>	Integration of Corporate Partners and Alumni	How did you use national and local partners as well as alumni within these events?
<b>25%</b>	Evaluation of Program	How did you measure your program's effectiveness? What did the membership gain from these events? What would you change for future programming?
<b>10%</b>	Professionalism	Presentation format, clarity, organization, grammar, spelling, and ease of flow.

# Top Chapter Recruitment Program

- sponsored by Apex Systems -

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The **Top Chapter Recruitment Program** Award is given to the chapter who most successfully develops, executes, and demonstrates its recruitment plan throughout the previous year.

## **AWARD**

Permanent Trophy

## **RECOGNITION**

- Top Chapter Recruitment Program
- 2<sup>nd</sup> Place

## **FINALISTS**

Maximum six (6) Chapters

## **JUDGING**

50% ..... Written Entry

50% ..... Final Presentation

## **WRITTEN ENTRY REQUIRED**

- Page Limit: Three (3) page maximum
- Entry File Name: **RECRUIT21-[Chapter Name]** (no spaces) – ie: RECRUIT21-EtaOmega
- Entry Format: PDF

## **FINAL PRESENTATION**

- Time: 15 minute recorded presentation, submitted by YouTube link via SmarterSelect

## TOP CHAPTER RECRUITMENT PROGRAM SCORING GUIDELINES

Written Entry must include the name of the nominee's school (the actual school name, not the Greek chapter name). The percentages shown indicate the weighting given to a section within the written portion of the scoring. These guidelines will serve both the written and final presentation portions of the competition.

*Note: While it is mandatory to address each criterion listed below, chapters do not need to respond to each of the individual topics and questions provided for each criterion. However, please keep in mind that these topics are the types of questions the judges will expect you to be able to cover on-site.*

Criterion	Criterion Description / Topics
<b>20%</b> Situational Analysis	<ul style="list-style-type: none"> <li>• Analysis of the chapter's membership coming into the new year (including size and attrition rate), highlighting what the key focus areas were for chapter recruitment.</li> <li>• Analysis of the target market, taking into consideration the environment of the campus in which the chapter is recruiting</li> <li>• Competitive analysis of competing organizations or other barriers to recruitment</li> </ul>
<b>10%</b> Recruiting Goals	<ul style="list-style-type: none"> <li>• Initial recruiting goals (by school term), including goals for total quantity and any additional levels factored into planning (class year, major)</li> </ul>
<b>30%</b> Execution of Campaign	<ul style="list-style-type: none"> <li>• Activities used to promote recruitment</li> <li>• Promotion of the recruitment effort itself (themes/slogans)</li> <li>• Interview process (if used)</li> </ul>
<b>30%</b> Evaluation of Campaign	<ul style="list-style-type: none"> <li>• Performance against recruiting goals, with analysis of where goals were or were not met</li> <li>• Effectiveness of recruitment activities</li> </ul>
<b>10%</b> Professionalism	Presentation format, clarity, organization, grammar, spelling, and ease of flow.

## Top New Member Development Program

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The **Top New Member Development Program Award** is given to the chapter who has most effectively and wholesomely developed potential new members to be upstanding, lifelong members of Pi Sigma Epsilon.

### **AWARD**

Permanent Trophy

### **ELIGIBILITY**

All chapters attending the PSE National Convention may enter this competition.

### **RECOGNITION**

Two (2) Chapters

- Top New Member Development Program
- 2nd Place

### **FINALISTS**

Maximum six (6) Chapters

### **JUDGING**

50% ..... Written Entry

50% ..... Final Presentation

### **QUALIFICATION - WRITTEN ENTRY REQUIRED**

- Page Limit: Three (3) page maximum
- Entry File Name: **NMP21-[Chapter Name]** (no spaces) – ie: NMP21-EtaOmega
- Entry Format: PDF

### **FINAL PRESENTATION**

- Time: 15 minute recorded presentation, submitted by YouTube link via SmarterSelect

## TOP NEW MEMBER DEVELOPMENT PROGRAM WRITTEN ENTRY / PRESENTATION GUIDELINES

Written Entry must include the name of the nominee's school (the actual school name, not the Greek chapter name). The percentages shown indicate the weighting given to a section within the written portion of the scoring. These guidelines will serve both the written and final presentation portions of the competition.

*Note: While it is mandatory to address each criterion listed below, chapters do not need to respond to each of the individual topics and questions provided for each criterion. However, please keep in mind that these topics are the types of questions the judges will expect you to be able to cover on-site.*

Criterion	Criterion Description / Topics
10% Curriculum Development and Planning	<p>Provide a brief overview of your curriculum development process.</p> <ul style="list-style-type: none"> <li>• What goals did you establish for the process?</li> <li>• Why did you pick these goals?</li> <li>• Who was involved in curriculum writing?</li> <li>• Provide a brief overview of the timeline and flow of events throughout the process.</li> </ul>
20% Sales/Marketing Experience	<ul style="list-style-type: none"> <li>• How did you help develop your New Members regarding sales/marketing skills?</li> <li>• What experiential learning opportunities were available to New Members?</li> <li>• What projects did the New Members complete?</li> <li>• What skills were gained through these experiences?</li> </ul>
20% Professional Development	<ul style="list-style-type: none"> <li>• What Professional Development opportunities were offered to New Members?</li> <li>• How were these identified and why were they chosen?</li> </ul>
10% Fraternity History & Values	<ul style="list-style-type: none"> <li>• What Fraternity History, Values, and Information were taught to your New Members?</li> <li>• How did you decide on this information?</li> <li>• In what way did you ensure the understanding and retention of this information?</li> </ul>
10% Socialization & Integration with Active Chapter	<ul style="list-style-type: none"> <li>• How did you help develop a productive bond/team atmosphere within your New Member classes?</li> <li>• What activities or events did you host to boost camaraderie?</li> <li>• How did you effectively assimilate the New Members into the existing chapter?</li> </ul>
20% Program Evaluation	<ul style="list-style-type: none"> <li>• How did you measure the effectiveness of your process?</li> <li>• What metrics did you utilize to benchmark for future improvements?</li> <li>• What will you change in the future to continue improving your program?</li> </ul>
10% Professionalism	Presentation format, clarity, organization, grammar, spelling, and ease of flow.

# The Case Study Competition

- sponsored by Mar-Bal -

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**The Case Study Competition** was developed to provide our chapters with a new opportunity to showcase their ability to critically analyze a business scenario taken directly from the real world. The winner of the Case Study Competition will be the chapter that presents the best plan to solve the problem presented in the case.

## **AWARD**

Permanent Trophy

## **JUDGING**

100% ..... Final Presentation

## **RECOGNITION**

Two (2) teams, as

- Top Case Study Team, Group A
- Top Case Study Team, Group B

## **PARTICIPATION**

A maximum of TWENTY (20) chapters, selected by lottery, comprised of 3-5 students, will be invited to participate. **Chapters must indicate their interest on their official Intent to Compete form.**

## **PRESENTATION**

Participating chapters will be sent the Case Study materials (via e-mail to their designated contact person) on the morning of **SUNDAY, MARCH 28<sup>th</sup>**. Teams will then have until the Final Round submission deadline of Wednesday, March 31<sup>st</sup>, to review the case, develop and record their response, and submit the link via SmarterSelect.

Teams will be divided, at random, into two groups. The two groups will be judged separately, with the top score from each set being declared the Top Case Study Team for that group.

## **CASE STUDY COMPETITION SCORING GUIDELINES**

The judging criteria for the Case Study Competition will be included with the case when it is distributed.

## **FINAL PRESENTATION**

- Time: 15 minute recorded presentation, submitted by YouTube link via SmarterSelect

## Top Faculty Advisor - sponsored by Vector Marketing -

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The **Top Faculty Advisor Award** recognizes the faculty advisor to a Pi Sigma Epsilon chapter who has effectively guided his/her chapter to a successful year by offering advice, reviewing projects, and supporting the chapter in its endeavors.

### **AWARD**

Permanent Trophy, \$1000 research stipend

### **ELIGIBILITY**

All faculty advisors registered with PSE National Headquarters and that are in attendance at the National Convention are eligible for nomination.

### **RECOGNITION**

One (1) Faculty Advisor

### **JUDGING**

- 75% ..... Nomination Form
- 25% ..... Chapter Recommendation Letter

### **WRITTEN ENTRY REQUIRED**

- Nominating chapters must complete the Written Entry in addition to submitting a recommendation letter from the entire chapter
  - Page Limits
    - Nomination Form - two (2) page maximum
    - Recommendation Letter - one (1) page maximum
- Entry File Name: **TFA21-[Chapter Name]** (no spaces) – ie: TFA21-EtaOmega
- Entry Format: PDF

### **FINAL PRESENTATION**

- None, all judging will be based on the written entry.

### **NOTES**

- Faculty advisors may only be named **Top Faculty Advisor** once every three years:
- Recent Top Faculty Advisors
  - 2020.....Patrick Lindsay, Gamma Gamma, Miami University
  - 2019.....Gary Gagnon, Zeta Nu, Central Michigan University

## TOP FACULTY ADVISOR NOMINATION FORM

Each Pi Sigma Epsilon Chapter may nominate one faculty advisor for consideration for this award. To do so, the chapter must fill out the following nomination form (not to exceed two pages), and complete the nominee's one-page letter of recommendation highlighting why they feel the nominated faculty advisor should be named the PSE Faculty Advisor of the Year. This letter should include specific examples of how the nominee aided the chapter in its accomplishments.

### Nominee Identification

- Name of nominated individual:
- Title of the nominated individual:
- University name:
- Chapter name:

Explain how the nominated faculty advisor has assisted in PSE chapter PROGRAMMING including:

- Projects (participation, acquisition)
- Professional Development (career advice, speakers, professional event participation, seminars)

Explain how the nominated faculty advisor has assisted in PSE chapter SUPPORT including:

- Networking Opportunities
- PSE meeting attendance
- PSE chapter member recognition
- Internship/externship opportunities

Explain how the nominating PSE Chapter has given back to the faculty advisor including:

- Faculty advisor appreciation events
- Invitations to faculty advisor for chapter events

Why does the nominating chapter feel that the nominee should be named the PSE Faculty Advisor of the Year?



## Top Alumni Advisor

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The **Top Alumni Advisor Award** recognizes the alumni advisor to a Pi Sigma Epsilon chapter who has effectively guided his/her chapter to a successful year by offering advice, reviewing projects, supporting the chapter in its endeavors, and effectively involved surrounding alumni in chapter operations and activities.

### AWARD

Permanent Trophy

### ELIGIBILITY

All alumni advisors in good standing with PSE National Headquarters and recognized by the National Council Alumni Advisory Board.

### RECOGNITION

One (1) Alumni Advisor

### JUDGING

75% ..... Nomination Form

25% ..... Chapter Recommendation Letter

### WRITTEN ENTRY REQUIRED

- Nominating chapters must complete the Written Entry in addition to submitting a recommendation letter from the entire chapter
  - Page Limits
    - Nomination Form - two (2) page maximum
    - Recommendation Letter - one (1) page maximum
- Entry File Name: **TAA21-[Chapter Name]** (no spaces) – ie: TAA21-EtaOmega
- Entry Format: PDF

### FINAL PRESENTATION

- None, all judging will be based on the written entry. Judges will include the National Council Vice President of Alumni and National Headquarters staff.

### NOTES

- Alumni advisors may only be named **Top Alumni Advisor** once every three years
- Recent Top Alumni Advisors
  - 2020.....Allissa Kolczynski, Zeta Zeta, The College of New Jersey
  - 2019.....Matt Napoli, Zeta Zeta, The College of New Jersey

## TOP ALUMNI ADVISOR NOMINATION FORM

Each Pi Sigma Epsilon Chapter may nominate one alumni advisor for consideration for this award. To do so, the chapter must fill out the following nomination form (not to exceed two pages), and complete the nominee's one-page letter of recommendation highlighting why they feel the nominated alumni advisor should be named the PSE Alumni Advisor of the Year. This letter should include specific examples of how the nominee aided the chapter in its accomplishments.

### Nominee Identification

- Name of nominated individual:
- University name:
- Chapter name:

Explain how the nominated alumni advisor has assisted in PSE chapter PROGRAMMING including:

- Projects (participation, acquisition)
- Professional Development (career advice, speakers, professional event participation, seminars)

Explain how the nominated alumni advisor has assisted in PSE chapter SUPPORT including:

- Networking Opportunities
- PSE meeting attendance
- PSE chapter member recognition
- Internship/externship opportunities
- Chapter alumni involvement (alumni attendance at events, financial support from alumni, creation of alumni database)

Explain how the nominating PSE Chapter has given back to the alumni advisor including:

- Invitations to alumni advisor and chapter alumni for chapter events
- Celebrations to honor/ network alumni advisor and chapter alumni

Why does the nominating chapter feel that the nominee should be named the PSE Alumni Advisor of the Year?

## President's Awards for Special Merit

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The **President's Awards for Special Merit** recognize outstanding achievement and dedication to Pi Sigma Epsilon. These awards will be presented to the chapter or individual who stands out from their peers and has made significant contributions to the development of their chapters, their members, or PSE as a whole.

### CATEGORIES

The President's Awards are comprised of four categories, and entries must be made specifically to a given category:

- **Inspiration (INSP)** – recognizing those whose efforts and character have energized his or her chapter to reach new levels of performance
- **Innovation (INN)** – recognizing those who have improved their chapters through new ideas or by introducing new methods for development, chapter programming, or management.
- **Interchapter Development (ICD)** – recognizing those who have furthered the development of PSE on the whole through work with other chapters.
- **Alumni Engagement (AE)** – recognizing those chapters who have fostered exceptional relationship with their alumni as demonstrated through their continued involvement with Pi Sigma Epsilon post-graduation.

### ELIGIBILITY

All chapters and individual members are eligible to compete in this award and do not have to be in attendance at the PSE National Convention to win.

### JUDGING

100% ..... Written Nomination

Judging will be conducted entirely by the PSE National Headquarters' staff and the PSE National Council. There is no on-site competition for this award.

### AWARD

Permanent Trophy

### RECOGNITION

Zero (0) to Multiple Chapters or Individuals (as determined by HQ)

### WRITTEN ENTRY

Entrants (chapters or individuals) wishing to compete must prepare a 1-2 page (maximum) nomination summary outlining how the nominated chapter or individual made a significant impact on PSE. Self-nominations will be accepted.

- Format
  - Page Limit: Two (2) page maximum
  - Entry File Name:
    - (Chapter Entry) **PRES21-[CategoryCode]-[Chapter Name]** (no spaces)
      - ie: PRES20-AE-EtaOmega
    - (Individual Entry) **PRES21-[CategoryCode]-[Chapter Name]-[Last Name]** (no spaces)
      - ie: PRES20-INSP-EtaOmega-Gordon
  - Entry Format: PDF

### SCORING GUIDELINES

Entries will be judged on the merit of the written entry as a whole.

### NOTES

The basis for evaluation is the activities of the past COG performance year only.