



REGION C MEMBERSHIP AWARD PROGRAM (PROFESSIONAL, COLLEGIATE AND SPECIAL) INSTRUCTIONS

This document establishes the judging criteria for the Region C Membership Awards. All awards are issued at the Region C Conference. This document should be updated annually with information on Special Awards.

It is the responsibility of the Region Governor to authorize the amount of cash awards given in each case. This will be determined annually within the total allocation provided in the Region Budget, as approved by the Region Council.

The numbers used to judge awards are calculated based on the most recent end-of-month totals provided by SWE headquarters, provided they are released at least one month prior to the region conference (to allow time for certificate printing). For example, if the conference is held in April, the awards will be based on March EOM totals if those numbers are released at least a month before the conference; if the March EOM totals are not available one month prior, then the awards will be based on February EOM totals.

The base for the beginning of a fiscal year will be adjusted for sections deactivated or chartered by the Board of Directors. A deactivated section's base will be added to the base where the members are later assigned; this will generally be the MAL base, unless the BOD decides to assign the members to another section. For sections chartered, the parent's base will be reduced by the number of members in that base who were later transferred into the new section. If requested, the parent will be required to provide supporting documentation; failure to provide documentation may result in no adjustment to the parent's base.

There are three categories of awards – Professional, Collegiate and Special. The awards are described in the following sections.



REGION C MEMBERSHIP AWARDS (PROFESSIONAL)

(These awards do not require submission packages)

1. Highest Membership Growth – This award is given based on the greatest professional membership growth percentage among professional sections and the Region C MALs. The percentage is calculated as:

$$(\text{number of new professional members}) / [\text{base as of the beginning of the fiscal year}] \times 100$$

All Professional/Mal Sections are eligible. New members do not include student upgrades, only members new to SWE. This calculation is the same calculation used on the report from SWE Headquarters.

2. Highest Membership Retention – This award is given based on the greatest professional membership retention percentage among professional sections and the Region C MALs. The percentage is calculated as:

$$100 - [(\# \text{ of unpaid base members}) / [\text{base as of the beginning of the fiscal year}]] \times 100$$

All Professional/Mal Sections are eligible.

3. Highest Membership Growth, Revival Percentage – This award is given based on the growth percentage of a professional section struggling during the first half of the year. These sections have the smallest growth percentage. The percentage is calculated as:

$$(\text{number of new members}) / [\text{section base as of the beginning of the fiscal year}] \times 100$$

Eligible professional sections include those with the lowest growth percentage as of the December EOM totals with a 10 percentage point upward spread. For example, if the section with the lowest percentage as of EOM December is at 0%, eligible sections will be those with growth percentages of 0 to 10.



REGION C MEMBERSHIP AWARDS (COLLEGIATE)

(These awards do not require submission packages)

Region C has many collegiate sections. The purpose of multiple growth and retention awards for collegiate sections is to provide more opportunities for collegiate sections to be recognized for outstanding membership efforts.

1. Highest Membership Growth – This award is given based on the growth percentage of a collegiate section. The percentage is calculated as:

$$([\text{number of new members}] / [\text{section base as of the beginning of the fiscal year}]) \times 100$$

All collegiate sections are eligible.

2. Highest Membership Retention – This award is given based on the retention percentage of a collegiate section. The percentage is calculated as:

$$100 - [([\text{\# of unpaid base members}] / [\text{section base as of the beginning of the fiscal year}])] \times 100$$

All collegiate sections are eligible.

3. Collegiate Membership Growth, Revival Percentage – This award is given based on the growth percentage of a collegiate section struggling during the first half of the year. These sections have the smallest growth percentage. The percentage is calculated as:

$$([\text{number of new members}] / [\text{section base as of the beginning of the fiscal year}]) \times 100$$

Eligible collegiate sections include those with the lowest growth percentage as of the December EOM totals with a 10 percentage point upward spread. For example, if the section with the lowest percentage as of EOM December is at 0%, eligible sections will be those with growth percentages of 0 to 10.



REGION C MEMBERSHIP AWARDS (SPECIAL)

(These awards require submission packages)

Each year, the Region C Awards Chair (RAC), Region C Collegiate Membership Chair (RMC) or other Region Leadership may decide to issue special awards based on Region goals, issues or other criteria. These awards are solely at the discretion of Region Leadership and must be approved in the Region Budget. If an award is not designated in the Region Budget, Region Members have the right to perform fundraising activities to secure funds for Special Awards.

Special Awards should be documented no later than November 1 of each year.

1. **Joint Professional and Collegiate Activity Award:** This award goes to both the Professional and Collegiate Section(s) that works most proactively together in their area. Criteria include the following:
 - a) Holds at least one joint activity (can be a meeting or event – preferably in person) – 1 point given
 - b) Percentage of collegiate sections interacted with – percentage based on the number of collegiate sections within their official boundary – 1 point per percentage point
 - c) Additional special activities – 1 point per activity (multiple day activities receive 1 point per day)
 - d) Have professional section members (other than counselors) attend collegiate meetings – 1 point per school (regardless of number of meetings)
 - e) Have a collegiate member participate in a region role (newsletter, website, region conference chair, region student representative, etc). – 1 point per role

For Professional Sections with no Collegiate Sections in their area, activities with collegiate sections in MAL areas as well as activities with higher education schools are applicable (no High Schools or Junior High Schools – only Junior Colleges, Community Colleges, Universities, Technical Colleges, and Colleges are eligible). Percentage points given for b) will be 50 for making an effort outside of SWE.

Applications must be submitted jointly for consideration. The application must be signed by both a professional and collegiate officer/representative. Any funds received from this award will be divided equally between the applying sections.

2. **Most Creative Membership Campaign, Professional:** This award goes to the Professional Section that uses the most unusual approaches to membership growth or retention. Criteria include the following:
 - a) Holds at least one membership activity – 1 point given
 - b) Creates at least one membership informational flyer (can be paper or electronic) – 1 point

- c) Uses an unusual approach to generate potential members – 1-5 points per activity (based on creativeness – at the discretion of the RAC)
- d) Uses an unusual approach to reach non-renewing members – 1-5 points per activity (based on creativeness – at the discretion of the RAC)
- e) New Members recruited and/or renewed – 0-5:1 pt, 6-10:3 pts, >10: 5 pts

Creative ideas will be shared with the Region after the judging of the awards.

3. Most Creative Membership Campaign, Collegiate: This award goes to the Collegiate Section that uses the most unusual approaches to membership growth or retention. Criteria include the following:
 - a) Holds at least one membership activity – 1 point given
 - b) Creates at least one membership informational flyer (can be paper or electronic) – 1 point
 - c) Uses an unusual approach to generate potential members – 1-5 points per activity (based on creativeness – at the discretion of the RMC)
 - d) Uses an unusual approach to reach non-renewing members – 1-5 points per activity (based on creativeness – at the discretion of the RCMC)

The collegiate section with the most points will win the award. Creative ideas will be shared with the Region after the judging of the awards.

4. Member Upgrade Award, Collegiate: This award goes to the Professional Section that hosts a party/event and has the most upgrades. Criteria include the following:
 - a) Holds one activity promoting upgrades within their section. - 1 point given
 - b) Report number of participants in the event – 1 point given
 - c) Report the number of participants who actually upgrade as of October 1 of current fiscal year (Graduating Graduate Students upgrading to Professional, Collegiate members who renew as a student, graduating Collegiate members upgrading to Professional) – 1 point given for reporting
 - d) Percentage of upgrades – percentage based on the number of upgrades divided by the number of participants – 1 point per percentage point

The professional section with the most points will win the award.

Attachment A
Professional Sections and Associated Collegiate Sections

Texas

- C002 Houston Area
 - C051 University of Houston
 - C056 Prairie View A&M University
 - C057 Rice University
 - C061 Texas A&M University - College Station
- C004 Southwest Texas
 - C060 Texas A&M University – Kingsville
 - C063 University of Texas - Austin
 - C069 Trinity University
 - C074 University of Texas - San Antonio
 - C076 University of Texas - Pan American
 - C080 Texas State University
- C005 Dallas
 - C067 DeVry Institute of Technology – Dallas
 - C070 Southern Methodist University
 - C073 University of Texas - Dallas
- C006 Fort Worth
 - C062 University of Texas – Arlington
 - C079 Texas Christian University
 - Ctbd University of North Texas
- C007 Spindletop
 - C052 Lamar University
- C008 Texas Space Center
 - C077 Texas A&M University - Galveston
- C049 Members-at-Large
 - C064 University of Texas - El Paso
 - C065 Texas Tech University
 - C078 Baylor University
 - C081 LeTourneau University
 - Ctbd West Texas A&M University – Canyon

Louisiana

- C001 Greater New Orleans
 - C055 University of New Orleans
 - C066 Tulane University
- C003 Baton Rouge
 - C053 Louisiana State University
 - C058 Southern University
- C049 Members-at-Large
 - C059 University of Louisiana – Lafayette
 - C071 Louisiana Tech

Arkansas

- C049 Members-at-Large
 - C050 University of Arkansas
 - C068 University of Arkansas – Little Rock
 - Ctbd University of Arkansas – Fort Smith

Mississippi

- C009 Mississippi River City
- C049 Members-at-Large
 - C054 Mississippi State University
 - C072 University of Mississippi
 - C075 University of Southern Mississippi
(currently inactive)