



**PUBLIC RELATIONS
COUNCIL OF ALABAMA**

BETTIE W. HUDGENS

STUDENT CHAPTER OF THE YEAR

GUIDELINES

STUDENT CHAPTER OF THE YEAR GUIDELINES

The Bettie W. Hudgens Student Chapter of the Year competition seeks to recognize a student chapter for their collective accomplishments for the year. One chapter is selected based on the following criteria: programs, membership, projects, interaction with sponsoring chapter and the state organization, chapter communication and chapter recognition. The award is named after Bettie Hudgens, a past Mobile chapter member, who was state president in 1988.

Although not required, PRCA encourages each chapter to enter the chapter of the year competition. There is no fee for the Student Chapter of the Year Award entries. The tangible benefits of compiling your entry: a report that captures your chapter's progress and documents the past year's activities and growth. The tangible benefits of winning: A check for \$250, a plaque, and professional recognition!

Entry Criteria

Each chapter will submit a "chapter yearbook" submitted through the online awards site. This should be in the form of a single PDF file. Deadlines will be listed on the PRCA website. Late submissions or submissions in the wrong file format will be disqualified. The entry must be organized according to the following judging criteria:

I. PRCA Student Chapter Annual Report

The completed "PRCA Student Chapter Annual Report" form included in this packet must be the first section of your submission. If you do not include the Student Chapter Annual Report form, the judges will deduct 10 points from your overall score. You must follow the chapter annual report form format exactly if you do not use the original form provided in this packet.

II. Chapter Programs (35 points)

You must limit the following to a one-page per meeting summary that includes both A & B:

- A. Speakers and/or program topics for regular meetings during the year (for each program, briefly explain what was presented or what members learned during that program).
- B. List the average percentage of members attending regular meetings (members must be paid members who are enrolled as full-time students during the school year).

Example:

1. XYZ University student chapter membership is 25.
2. XYZ University has 5 regular meetings per year.
3. The members attending each meeting are – 18, 22, 21, 15, 25 (total = 101), which gives the student chapter an average attendance of 20.2 (101 divided by 5).
4. Average Percentage = 80.8 (20.2 divided by 25).

Supporting materials for your summaries may include photos, copies of handouts, meeting agenda, speaker bios, or any other pertinent materials.

You are allowed no more than eight (8) pages of supporting materials in this entire section.

III. Chapter Membership (15 points)

- A. List the number of members at the end of Current Spring classes. Compare the number above with the membership at the end of Last Spring. What was the percentage increase or decrease?
- B. How many members have participated in at least one project?
- C. How many members have attended at least 50 percent of regular meetings?

STUDENT CHAPTER OF THE YEAR GUIDELINES

IV. Chapter Projects (35 points)

A. List all special projects completed by your chapter during the award period. Projects should be classified and organized as follows:

1. PR Assistance to Business Community
2. PR Assistance to Campus
3. PR Assistance to Community and Non-Profit Organizations
4. Other Community Service
5. PR Projects not falling into categories 1-4 above

B. For each project provide the following information:

1. How many members were actively involved?
2. What were the objectives of the project?
3. What were the results of the project? (How well were objectives met?)
4. Other Community Service
5. Total project summary information should not exceed 10 pages.

Supporting materials for your project summaries may include correspondence about the project, recognition from the organization concerning the project, materials produced for the project, etc.

You are allowed supporting materials for the three (3) projects you consider the best examples of your work. Supporting materials for each project should be limited to no more than five (5) examples per project.

V. Interaction with Sponsoring Chapter and State Organization (10 points)

A. List members who attended events hosted by the sponsoring chapter. List the members who attended monthly meetings and how often they attended. List members who attended special programs like workshops, etc.

B. List the number of members who attended last year's PRCA State Conference.

C. List the members who attended any state or SPRF sponsored workshops.

This section should be limited to no more than three (3) pages.

VI. Chapter Communication - Internal and External (5 points)

In a summary paragraph answer the following:

A. How do you communicate with members and how frequently?

B. How do you communicate with your external publics (ex: sponsor chapter, campus government, academic department, other students)?

C. How do you assess the effectiveness of your communication activities?

Supporting materials may include recruitment handouts, newsletters, articles submitted to other organization newsletters, correspondence, etc.

Your supporting materials should be restricted to no more than five (5) pages.

STUDENT CHAPTER OF THE YEAR GUIDELINES

VII. Chapter Recognition (5 points)

- A. List honors/special recognition received by the student chapter.
- B. List honors/special recognition received by members for public relations activities.

This section should be no more than three (3) pages.

Deadline for Entries

All entries and payments must be **received** no later than the deadline listed on the website.

Any information received after this date will be disqualified. A single PDF document should be created and uploaded through the PRCA Awards Site.

BETTIE W. HUDGENS STUDENT CHAPTER OF THE YEAR

JUDGES' SCORE SHEET

BETTIE W. HUDGENS STUDENT CHAPTER OF THE YEAR

JUDGES' SCORE SHEET

CHAPTER: _____

I. Chapter Annual Report supplied: _____ Yes _____ No

II. Chapter Programs

(35 points maximum)

(Speaker/program topic relevance, average percentage of membership attending, etc.)

Judges' Comments:

III. Chapter Membership

(15 points maximum)

(Current spring compared with previous spring; percentage increase/decrease; how many have participated in at least one project; how many have attended at least 50% of meetings)

Judges' Comments:

IV. Chapter Projects

(35 points maximum)

(PR assistance to business community/to campus/to community & non-profit/other community service/any not falling into above; how many members involved; objectives of project; results of project)

Judges' Comments:

V. Interaction with Sponsoring Chapter and State Organization

(10 points maximum)

(Members who attended professional chapter events; members who attend monthly professional chapter monthly meetings; number of members who attended previous year's state conference; members who attend any state or SPRF workshops)

Judges' Comments:

BETTIE W. HUDGENS STUDENT CHAPTER OF THE YEAR

JUDGES' SCORE SHEET PAGE 2

CHAPTER: _____

VI. Chapter Communication - Internal and External

(5 points maximum)

(How do you communicate and how frequently with members; external publics; how do you assess effectiveness?)

Judges' Comments:

VI. Chapter Recognition

(5 points maximum)

(Honors/special recognition received by student chapter; honors/special recognition received by members)

Judges' Comments:

Additional Judges' Comments:

BETTIE W. HUDGENS STUDENT CHAPTER OF THE YEAR

STUDENT CHAPTER ANNUAL REPORT

Each Student Chapter must include this page in their submission for Chapter of the Year. A single PDF document should be created and uploaded through the PRCA Awards Site.

All entries must be received no later than the deadline listed on the PRCA website. Any information received after this date will be disqualified. There is no entry fee.

Name of Student Chapter (to include school name):

Chapter Officers (Name, position, address & phone number of each – use separate sheet if necessary):

Faculty Advisor (Name, address, phone number & email if available):

Professional Advisor (Name, address, and phone number of liaison with professional chapter):

Chapter Meeting Schedule (Day(s) of month, time and place):

Time of Year officers are elected: