



**2023**

**Levels of Excellence (LOE)  
Award Submission Criteria**

**Instructional Guide**

**Submission Deadline:**

**February 16, 2024**

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## **Introduction**

The Levels of Excellence (LOE) Award is MOAA’s most prestigious award earned by councils and chapters. The award is a lookback on **2023 calendar year** programs, initiatives, and successful experiences shared by council and chapter leaders. Only one LOE submission per affiliate will be accepted. Councils and chapters will have an opportunity to submit their LOE applications via web-based portal in mid-December through 16 February 2024. Please note that the committee module updates supporting the “Database Scoring” category must be completed by 27 December 2023.

## **Evaluation Criteria:**

### **Database Scoring (previously “objective scoring”):**

- Information will be obtained from MOAA’s database. Chapters must complete all 2023 updates to the Committee Module (CM) by 27 December 2023 to allow verification of data.

### **Self-Reported Information (previously “subjective scoring”):**

- Two judges will evaluate each affiliate’s self-reported input.



### Submission Process:

- The user will be required to create a new username and password to utilize the online web portal to submit an LOE entry. This username/password is separate and distinct from your MOAA username/password.
- After creating the username/password, it is recommended that you safeguard the information. This not only ensures user security, but also provides users the opportunity to save their work, make changes and go back to review answers before making their final submission.
- At the end of the application, users will be able to attach ONE document (i.e. addendum or cover letter), picture, or link to an article/website that they feel helps describe their accomplishments. This is **not** a mandatory field but is available for those who wish to use it. Attachments longer than two pages will not be considered.



### Tips for Success

- We recommend users type their response in Microsoft Word or comparable program then copy-and-paste answers into the web portal for final submission.
- Please note that, although some questions may be answered with a yes or no response, your entry will be judged on detail. Responses are not limited to the examples listed in the questions and should be as specific and descriptive as possible. For example, if you state you added new members, include the number as compared to how many members your chapter has, as well as how the new members add value to your chapter and how you've incorporated them. You may also want to include a reason if you have lost members (relocations or deaths versus lack of interest).
- In the area of advocacy, detail the issues on which your chapter engaged and how. The chapter should at the very least engage on MOAA's Advocacy in Action issues and major calls to action. Are chapter members using MOAA's Legislative Action Center?
- Activities and action that involve a large percentage of chapter members are more impressive than those involving only one or two. For example, all members should be involved in advocacy efforts (writing letters, making phone calls, etc. to their legislative representatives) and community outreach (a team effort versus individual volunteer work). Encouraging members to take action is different than facilitating group action, so please include details.
- Don't waste valuable space repeating information in multiple sections. Try to describe as many chapter initiatives as you can.
- Review and incorporate processes from MOAA's Council and Chapter Policies and Procedures Guide.
- Codify successful practices in by-laws and/or standard operating procedures. You want to ensure the long-term success of your council/chapter.



**Getting Started**

- Create a new User Name and Password
  - Please note: users must establish a brand-new username and password and not use a password from last year’s LOE entry (if applicable).
- After starting the LOE application, select the button to log in as an existing user.
- If you forget the username or password recently established, send an email to [chapters@moaa.org](mailto:chapters@moaa.org). Your username/password will be reset and you will receive an email confirming that you can go back to the LOE portal to sign in.

Step 1: Establish a Username / Password

Create a new User Name and Password	Existing User login
Username:	Username:
Password:	Password:

Step 2: Provide your own and the chapter president’s contact information

User will add their name and contact information. Next, user will add the chapter president’s name and contact information. After completing the LOE submission, a copy of the submission will be sent to the user and the chapter president.

Select Council: <i>dropdown with list of councils will be provided.</i>	Select Chapter (Geographic or Virtual): <i>dropdown with list of chapters will be provided.</i>
Council Alias / Council Name	Chapter Alias / Chapter Name

Submitting Officer’s Information:	Council/Chapter President’s Name:
Position:	Position: President
Rank/Service/Status (or civilian)	Rank/Service/Status (or civilian)
Email:	Email:
Phone:	Phone:

Step 3: When you’ve completed steps 1 and 2, you may begin providing narrative responses to the self-reported questions.





**SELF-REPORTED INFORMATION FOR GEOGRAPHIC CHAPTERS**

<b>Maximum Total Points: 150</b>	<b>User will be able to provide responses to questions with limited character count</b>
<p>1. Advocacy: (35 pts)</p> <ul style="list-style-type: none"> <li>- Meetings with state or federal legislators, including any virtual activities</li> <li>- Describe your relationships with elected officials, government and non-governmental organizations, etc.</li> <li>- Describe your chapter/chapter members' participation in the national Advocacy in Action campaign, MOAA's Legislative Action Center, and/or the State Legislative Exchange Forum</li> </ul>	<p>Provide narrative response –</p> <ul style="list-style-type: none"> <li>• character limit: 2000 characters</li> </ul>
<p>2. Community Engagement and Outreach: (35 pts)</p> <ul style="list-style-type: none"> <li>- Use of MOAA Community Outreach Grants and/or Community Sponsorship Program</li> <li>- Scholarship and JROTC/ROTC activities</li> <li>- Other community outreach/service conducted by your chapter</li> <li>- Collaboration with other VSO's/MSO's</li> </ul>	<p>Provide narrative response –</p> <ul style="list-style-type: none"> <li>• character limit: 2000 characters</li> </ul>
<p>3. Recruiting and Retention: (23 pts)</p> <ul style="list-style-type: none"> <li>- What have you done to recruit younger (ages 40-60) members?</li> <li>- How do you find and reach potential members?</li> <li>- How do you keep your members engaged?</li> <li>- How do you promote an environment where all new members feel welcome?</li> </ul>	<p>Provide narrative response –</p> <ul style="list-style-type: none"> <li>• character limit: 2000 characters</li> </ul>
<p>4. Accessing NRT Report: (12 pts)</p> <ul style="list-style-type: none"> <li>- How many months of calendar year (2023) did a chapter officer access the Near Real Time (NRT) report?</li> </ul>	<p>Provide numerical response –</p> <ul style="list-style-type: none"> <li>• Enter a number 0 – 12</li> </ul>
<p>5. Leadership Succession: (20 pts)</p> <ul style="list-style-type: none"> <li>- Describe how you identify and train future leaders</li> <li>- How do you mentor new leaders; and describe your method for selecting new leaders</li> <li>- Where is your process codified (by-laws, standard operating procedures, etc.)</li> <li>- How do you motivate and recognize your current leaders</li> </ul>	<p>Provide narrative response –</p> <ul style="list-style-type: none"> <li>• character limit: 2000 characters</li> </ul>
<p>6. Training: (20 pts)</p> <p>Describe training your chapter leaders have participated in. (e.g., leader workshops, roundtables, council, and national collaboration, etc.)</p>	<p>Provide narrative response –</p> <ul style="list-style-type: none"> <li>• character limit: 2000 characters</li> </ul>





**SELF-REPORTED INFORMATION FOR GEOGRAPHIC CHAPTERS, cont.**

7. Does your chapter belong to a state council? (5 pts)	Answer yes or no, or N/A (if your state does not have a council)
<b>Total Possible Points: 150</b>	
<p><b>Addendum Item:</b> User can upload a single attachment, to include a cover letter, to provide additional information about the chapter or to expand on any of the narrative statements made on this submission.          NOTES: addendum item is optional; addendum of more than two pages will not be considered</p>	





**SELF-REPORTED INFORMATION FOR VIRTUAL CHAPTERS**

<b>Maximum Total Points: 150</b>	<b>User will be able to provide responses to questions with limited character count</b>
<p>1. Advocacy: (35 pts)</p> <ul style="list-style-type: none"> <li>- How do you prepare and encourage members to be actively engaged in advocacy (e.g., involvement in local geographic chapters)</li> <li>- How are members involved with local geographic activities, advocacy, and elected officials, etc.</li> <li>- Describe your chapter/chapter members' participation in the national Advocacy in Action campaign, MOAA's Legislative Action Center, and/or the state Legislative Exchange Forum</li> </ul>	<p>Provide narrative response –</p> <ul style="list-style-type: none"> <li>• character limit: 2000 characters</li> </ul>
<p>2. Community Engagement and Outreach: (35 pts)</p> <ul style="list-style-type: none"> <li>- Consider the Community to be nationwide uniformed services and veteran communities and/or individual member involvement in their local community</li> <li>- Participation in MOAA Community Outreach Grants and/or Community Sponsorship Program</li> <li>- Scholarship and JROTC/ROTC activities</li> <li>- Other community outreach/service conducted by your chapter or individual members</li> <li>- Website and/or social media outreach</li> <li>- Collaboration with other VSO's/MSO's</li> </ul>	<p>Provide narrative response –</p> <ul style="list-style-type: none"> <li>• character limit: 2000 characters</li> </ul>
<p>3. Recruiting and Retention: (23 pts)</p> <ul style="list-style-type: none"> <li>- What have you done to recruit younger (ages 40-60) members?</li> <li>- How do you find and reach potential members?</li> <li>- How do you keep your members engaged?</li> <li>- How do you promote an environment where all new members feel welcome?</li> </ul>	<p>Provide narrative response –</p> <ul style="list-style-type: none"> <li>• character limit: 2000 characters</li> </ul>
<p>4. Accessing NRT Report: (12 pts)</p> <ul style="list-style-type: none"> <li>- How many months of calendar year (2023) did a chapter officer access the Near Real Time (NRT) report?</li> </ul>	<p>Provide numerical response –</p> <ul style="list-style-type: none"> <li>• Enter a number 0 - 12</li> </ul>



**SELF-REPORTED INFORMATION FOR VIRTUAL CHAPTERS (con't)**

<p>5. Leadership Succession: (20 pts)</p> <ul style="list-style-type: none"> <li>- Describe how you identify and train future leaders</li> <li>- How do you mentor new leaders; and describe your method for selecting new leaders</li> <li>- Where is your process codified (by-laws, standard operating procedures, etc.)</li> <li>- How do you motivate and recognize your current leaders</li> </ul>	<p>Provide narrative response –</p> <ul style="list-style-type: none"> <li>• character limit: 0 – 2000 characters</li> </ul>
<p>6. Training: (20 pts)</p> <p>Describe the training your chapter leaders and members have undertaken. E.g., leader workshops, roundtables, council and national collaboration, etc.</p>	<p>Provide narrative response –</p> <ul style="list-style-type: none"> <li>• character limit: 0 – 2000 characters</li> </ul>
<p>7. Does your chapter belong to the virtual council? (5 pts)</p>	<p>Answer yes or no</p>

**Total Possible Points: 150**

**Addendum Item:** User can upload a single attachment, which may include a cover letter, to provide additional information about the chapter or to expand on any of the narrative statements made on this submission.

NOTES: addendum item is optional; addendum of more than two pages will not be considered





**SELF-REPORTED INFORMATION FOR COUNCILS (GEOGRAPHIC OR VIRTUAL)**

<b>Maximum Total Points: 150</b>	<b>User will be able to provide responses to questions with limited character count</b>
1. Did the council provide support for national MOAA’s legislative issues? (Examples: Sending e-mail alerts, encouraging meetings with congressional legislators when they are in their home districts, etc., including any virtual activities.) (35 pts)	Provide narrative response – • character limit: 2000 characters
2. Did the council provide assistance to its chapters during the year of competition with the following topics: (35 pts) Chapter Management/Chapter Recruiting Program Legislative Issues Training for new chapter officers Information sharing, i.e., print or digital communications Other	Provide narrative response – • character limit: 2000 characters
3. How did the council encourage the exchange of ideas among member chapters during the year of the competition (e.g. meetings, conventions, etc.?) (30 pts)	Provide narrative response – • character limit: 2000 characters
4. Did the council president, or his or her representative, make chapter visits, including virtual visits? (20 pts) If yes, how many chapters were visited (include total number of chapters in your council)?	Provide narrative response – • character limit: 2000 characters
5. Describe the health of your chapters and what you have done as a council to ensure the viability of the chapters in your state? (30 pts)	Provide narrative response – • character limit: 2000 characters
<b>Total Possible Points: 150</b>	
<b>Addendum Item:</b> User may optionally upload a single attachment, with or without a cover letter, to provide additional information about the chapter or to expand on any of the narrative statements made on this submission. Addendums of more than two pages will not be considered.	

