



2018 LEVELS OF EXCELLENCE CRITERIA
INSTRUCTIONS & SUGGESTED BEST PRACTICES FOR EASE OF LOE SUBMISSION



Introduction:

The Levels of Excellence submission process will closely follow the Communications Awards submission process. Councils and Chapters will have the opportunity to submit their applications via a web-based portal. The website will be open and set to receive applications in the near future, but we wanted to provide a few items of interest and recommended best practices for LOE submission before that time.

Evaluation Criteria:

The evaluation process will exactly follow last year's (2017) evaluation criteria. As a reminder, this is a look back on 2018 achievements. Councils/Chapters will be evaluated on both Objective and Subjective criteria. Objective criteria is provided for your information and will be verified through the MOAA database. Councils/Chapters will provide input on Subjective criteria, listed below on pages 5 – 8. A team of judges will evaluate each council/chapter's Subjective answers, and add this score to the Objective score for your total score.

COUNCILS "OBJECTIVE" EVALUATION:

Criteria	Points Possible
1. Council updated the council officers using the Committee Module (CM) during the year of competition.	15
2. Council has a designated legislative chair/liason in the national MOAA database (i.e. CM).	15
3. Council has a designated Legislative Chair/Liaison in the national MOAA database (i.e. CM) who is opted-in to receive <i>The MOAA</i> Newsletter, and has selected Advocacy.	15
4. Council has a designated membership chair in the national MOAA database (i.e. CM)	10
5. Council has a designated surviving spouse liaison in the national MOAA database (i.e. CM).	10
6. Council met with a national MOAA representative during the 2018 competition year.	10
7. Council helped identify or negotiate chapter geographic boundaries or assisted national MOAA in chapter ZIP code reconciliation, as requested by national MOAA.	15
8. Council has its own web site or web presence.	10
OBJECTIVE SCORING TOTAL	100



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CHAPTERS "OBJECTIVE" EVALUATION:

<u>Criteria</u>	<u>Points Possible</u>
1. All chapter officers* are members of national MOAA (see * below)	10
2. % of membership who are members of national MOAA 80% and above 15 points Less than 80% 0 points	15
3. Committee Module (CM) updates completed by February 28, 2019 (membership for previous calendar year ending Dec 31).	15
4. CM Administrator updated chapter officers during year of competition.	10
5. Chapter has a designated Legislative Chair/Liaison in the national MOAA database (i.e. CM) who is opted-in to receive <i>The MOAA</i> Newsletter, and has selected Advocacy.	10
6. Chapter has a designated Membership Chair in the national MOAA database (i.e. CM).	10
7. Chapter has a designated Surviving Spouse Liaison in the national MOAA database (i.e. CM).	10
8. Chapter has an Electronic Funds Transfer account established with national MOAA.	5
9. Chapter belongs to the state council if one exists.	10
10. Chapter President opted-in to receive the <i>The MOAA</i> Newsletter.	5
OBJECTIVE SCORING TOTAL	100

*Spouses, who are married to a national MOAA member in good standing, are exempt and receive credit.



Subjective evaluation scoring criteria (pages 5 – 8)

Submission Process:

- 1) Similar to the Communications Awards, councils/chapters will access the online LOE application via the MOAA website (If unfamiliar with the Communications Award process, you can review using [this link](#)).
- 2) **Users will be required to create a new MOAA username and password in order to utilize the portal and submit an entry.**
 - a. **This username/password is separate and distinct from your MOAA username/password. Once you create your 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 before making their final submission].**
 - b. We recommend users type their response in Microsoft Word or comparable program then copy-and-paste answers into the web form for final submission.
- 3) At the end of the application, users will be able to attach a document (i.e. addendum), picture, or link to an article/website that they feel helps describe their accomplishments. This is **not** a mandatory field, but is provided for those who wish to use it.
- 4) **Please note, we will accept only one submission per council or chapter.** Leaders are requested to consult their council/chapter leadership to ensure we receive one, consolidated application.



GENERAL INFORMATION ABOUT COUNCIL / CHAPTER

Are you applying on behalf of a council or chapter? *

Council/Chapter Name: *

Council/Chapter Alias: *(Full list of council/chapter aliases [here](#))* *

Example of alias: AL00

Submitting Officer's Information

Name *

Service *

Email Address *

Phone Number *

(555) 555-5555

Service *

Email Address *

Phone Number *

(555) 555-5555

Council/Chapter President Information

Name *

Service *

Email Address *

*** Council / Chapter Name:**

The first page will ask for general council / chapter name and alias. You will be able to view the full list of council/chapter names and alias'

*** Submitting Officer's Name:**

Question will ask for your name / rank / service / email / phone

*** Council / Chapter President Information:**

Question will ask for council/chapter president's name and email



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Address each question in a complete and concise manner. Your input will be reviewed and scored by members of MOAA’s Council & Chapter Affairs Committee.

COUNCILS “SUBJECTIVE” SCORING CRITERIA

- 1. Did the council provide support for national MOAA’s legislative issues? (Examples: Sending out e-mail alerts, encouraging meetings with congressional legislators when they are in their home districts, etc.) – 15 pts**
Yes or No (if “Yes”, provide a narrative response in the box provided / If “No” proceed to the next question)

Please provide 1 or 2 specific examples

0/2000 characters

- 2. Did the council actively support state-level legislation that would benefit servicemembers and their families? (Please give 1 or 2 specific examples, and briefly describe the support provided?) – 10 pts**

Please provide 1 or 2 specific examples

0/2000 characters

- 3. Did the council provide assistance to its chapters during the year of competition with the following topics: (Please give 1 or 2 specific examples) – 20 pts**

- Chapter Management/Chapter Recruiting Program
- Legislative Issues
- Training for new council and/or chapter officers
- Information sharing, i.e. print or digital communications
- Other
- None of the Above

Please provide 1 or 2 specific examples

0/2000 characters

- 4. Per Council Bylaws, each council is required to conduct 3 business meetings or state convention. Did the council meet this requirement to encourage the exchange of ideas during the year of the competition? – 5 pts**

- Yes
- No

- 5. Did the council president, or his or her representative, make chapter visits? – 5 pts**

- Yes
- No



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If yes, how many chapters were visited?
Please provide 1 or 2 specific examples

0/2000 characters

6. **Did the council help MOAA in forming any new chapters or assist in the revitalization of an ailing chapter during the year of competition? – 10 pts**

Yes

No

If “yes” please provide 1 or 2 specific examples

0/2000 characters

7. EXTRA CREDIT (1 to 10 Points): (*Extra credit is not required*)

The best ideas come from our council and chapter leaders. Please identify and briefly describe a management best practice we can share to assist other council and chapter leaders.

Yes

No

If “yes” please provide 1 or 2 specific examples

0/2000 characters

Addendum Item: your council can upload a document (PDF/Word) to justify any of the narrative statements you made on your submission. (examples include but not limited to: pictures from a monthly meeting, RAD events, JROTC/JROTC, Recruitment Letter, or Cover letter explaining the overall assessment/health of your council, etc.)

Please note: this is not required

You can select “Save Progress” to save your work if you choose to work on your submission later.
You can select “Next” to go to the next page in order to continue answering questions.



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CHAPTERS “SUBJECTIVE” SCORING CRITERIA

Section 1: Each question is worth 1 to 15 points

1. Describe grassroots advocacy efforts, i.e. state-level meetings with legislators, etc.

Narrative for Grassroots Advocacy
0/2000 characters

2. Community Engagement, e.g., Toys for Tots, Honor Flights, local scholarship initiatives, support of JROTC/ROTC programs, etc.

Narrative for Community Engagement
0/2000 characters

3. Recruiting and Retention

Narrative for Recruiting and Retention
0/2000 characters

Section 2: Each question is worth 1 to 10 points

1. Briefly describe your chapter’s leadership succession plan

Narrative for Leadership Succession Plan
0/2000 characters

2. Does the chapter have an established personal affairs program? (Indicate if a “Personal Affairs” chair or committee has been appointed and briefly describe the chapter’s overall program

Narrative for Personal Affairs Program
0/2000 characters

Section 3: EXTRA CREDIT – Each question is worth 1 to 5 points (Extra credit is not required)

1. Describe the chapter’s most significant achievement of the year

Narrative for most significant achievement
0/2000 characters

2. Please identify and briefly describe an above and beyond management practice or program that you haven’t already covered in the award submission (E.g. use of social media platforms, revenue generation ideas, etc.)

Narrative for Extraordinary Management Practice or Program
0/2000 characters



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Please note: this is not required

INFORMATION ONLY