

2017 PI SIGMA EPSILON
NATIONAL AWARDS PROGRAM
CALL FOR ENTRIES



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Welcome to the PSE National Awards Program

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

The Pi Sigma Epsilon National Awards Program is comprised of 20 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: Chapter 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 awards at the National Convention will involve an oral presentation in front of a panel of judges (awards with no oral presentation are noted in the call). 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.

Group Interview

Following the oral presentations, time will be allotted for the judges' panel to interview the finalists about their entry and related business concepts. Having a broad knowledge of your work is critical to succeed in the interview.

Key Dates

Submit Intent to Compete

Friday, January 13th, 2017

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 the Awards Program to confirm eligibility prior to the submission deadline and to assign judges.

Form available at PSE.org

Submit Written Entries

Friday, February 10th, 2017

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

Announcement of Finalists

Wednesday, March 8th, 2017

E-mails will be sent to the Chapter Awards Contacts

Feedback/Videos Distributed

~3wks after Convention

E-mails will be sent to the Chapter Awards Contacts

Frequently Asked Questions

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) or by phone:

Robb Carlson 513-461-4379
Joe Ashbee 330-903-3818

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 on-site 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 on-site 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 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 immediately. This will allow us to extend an opportunity to compete to the next chapter in line.

What happens if we fail to show up for an on-site presentation?

Any chapter that “no-shows” an on-site competition faces penalties in the National Awards Program, including potential loss of competition privileges for the following year. 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 on-site 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. In other words, individuals who have demonstrated knowledge of current industry trends will act as judges in the competition.

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 on-site 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 on-site 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 on-site presentation or group interview.

Do on-site presentations get bonus points based on “creativity”?

NO. Creativity is not an official judging criterion for any of the on-site 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 on-site presentations should at all times convey the professional message and branding of your chapter and its work.

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 on-site 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 on-site presentation does not follow the competition rules?

If a written entry or on-site 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 on-site 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 on-site 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.

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.

The Pi Sigma Epsilon National Scholarship Program

For more information about the PSE NEF Scholarship Program, please visit PSE.org or contact scholarship@pse.org.

Why aren't the other student competitions listed here?

In the past, PSE National Headquarters has offered additional competitions for individuals and/or chapters. While the winners of these competitions have been recognized during the Saturday night awards banquet, these competitions are also separate from the PSE National Awards Program.

For more information about student competitions, please visit PSE.org.

2017 PSE NEF National Awards Program Schedule*

* Note: All dates, times, and competitions are subject to change based on chapter participation.

Tuesday, April 18, 2017

1:00pm – 11:00pm Top Chapter Competition Practice*

Wednesday, April 19, 2017

7:15am – 8:00am Awards Judges Meeting (morning session)

8:00am – 1:00pm Lewis F. Gordon Top Gold Chapter
William H. Harris Top Silver Chapter
Lloyd L. Antle Top Amethyst Chapter
Top Project Manager
Top PSE Salesperson
Top Professional Development Program

1:30pm – 2:00pm Awards Judges Meeting (afternoon session)

2:00pm – 6:00pm Top Marketing/Sales Project – Client
Top Marketing/Sales Project – Chapter
Top Marketing/Sales Project – Not For Profit
Top Marketing Research Project
Top Social Media Program
Top Management Team
Whan Challenger Award

3:00pm – 9:00pm Top Recruitment Program Setup (CAREER FAIR ROOM)

Thursday, April 20, 2017

9:00am – 5:00pm Case Study Competition Pickup

12:00pm – 1:30pm Top Recruitment Program (CAREER FAIR)

Friday, April 21, 2017

1:30pm – 2:00pm Awards Judges Meeting (for Case Study Competition)

2:00pm – 6:15pm Case Study Competition

Saturday, April 22, 2017

7:00pm - ? PSE NEF National Awards Banquet

* Practice times can be claimed on a first-come/first-serve basis using the sign-up sheet posted outside registration.

General Award Parameters

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 15Mb in size. Larger entries will not be accepted.
- Written entries must be within the maximum page limits. Appendices are not allowed unless otherwise specifically noted. 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)

ON-SITE PRESENTATIONS

All on-site presentations **MUST** adhere to the following criteria:

- Presentations must fall within the stated time limit. The judges will provide warnings as the time winds down, but will cut off the presentation at the time limit.
- Finalists must bring five (5) printed copies of your presentation so that the judges can follow along with your presentation. Failure to do so will result in a **15% deduction** from the final on-site score.

Competition Room Set-Up

The following items will be provided for all presentation competitions (excluding Top Management Team and Case Study):

- 1 PC Laptop with Microsoft Office (compatible to Office 2013)
- 1 Projector and 1 Screen
- 1 Small Table and Chair for projector and laptop

The following items are allowed in the competition room but will NOT be provided by the Awards Program:

- Presentation mice (“clickers”) or laser pointers
- Speakers for sound and video

Personal laptops are **not permitted** to be used in the competition rooms.

- Chapters should take care to avoid using non-standard fonts in their presentations, as the Awards Committee is not responsible for verifying that the fonts will be on the presentation laptops. Judges will be permitted to factor font-based presentation issues into their professionalism scoring.
- Flash Drives should be clearly labeled on the outside with the school and competition name. *(Please note that sharing of flash drives is not recommended. Competition times will not be delayed due to issues in getting a flash drive back from another presentation.)*
- The Awards Chairs WILL collect your flash drive from the room after the competition, but we are not responsible if you leave the area and do not return for it.

Additional Notes:

- Please make sure everything you hand the Awards Chairs is properly labeled. The Awards Program is not responsible for unlabeled flash drives, etc.
- If you elect to bring props and or additional material into the room for the judges, they should directly correlate to the information you are presenting.

National Awards Program

Lewis F. Gordon Top Gold Chapter

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 2015-2016.

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

45% Written Entry 35%.....On-Site Presentation 20%Chapter Interview

AWARD

Permanent Trophy and Traveling Trophy (1st Place)

RECOGNITION

Three (3) Chapters – Top Chapter; 1st Runner Up; 2nd Runner Up

WRITTEN ENTRY

The Written Entry submission will be comprised of four documents:

- Chapter Prospectus
 - **LFG17-[Chapter Name]** (no spaces) – ie: LFG17-EtaOmega
- Chapter Fact Sheet (available at PSE.org)
 - **LFG17-[Chapter Name]-FACT** – ie: LFG17-EtaOmega-FACT
- Year-End Operating Statement (FY '15) – COG A-11
 - **LFG17-[Chapter Name]-YE (no spaces)** – ie: LFG17-EtaOmega-YE
- Year-To-Date Operating Statement, as of Jan. 31, 2016 – snapshot of COG A-11 for next year
 - **LFG17-[Chapter Name]-YTD (no spaces)** – ie: LFG17-EtaOmega-YTD

ON-SITE PRESENTATION

The on-site 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 on-site presentation will last a maximum of 30 minutes.

- *NOTE: while the entire chapter delegation is welcome to participate in the presentation, it is not a requirement that each student be involved in the presentation itself (ie: "have a speaking part"). Points will not be deducted if there are members that only participate in the chapter interview that follows the presentation.*

CHAPTER INTERVIEW

Following the on-site presentation, the Top Chapter judges will be given the floor to conduct a Q&A session covering the chapters' *entire body of work*, including their programming/activities throughout the year and the on-site presentation itself.

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.*

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"> • Provide a summary of your goal development process • Discuss each of your chapter goals, mid-year modifications, and results 	Summary – 1 page Goals – 3 pages
10%	Management	<ul style="list-style-type: none"> • Discuss any key administrative changes/development made throughout the year • Discuss chapter recruitment process and results 	4 pages
30%	Projects	<ul style="list-style-type: none"> • 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"> ○ Membership Involvement ○ Skills Developed ○ Financial Performance (if applicable) 	8 pages
20%	Professional Development	<ul style="list-style-type: none"> • 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"> ○ Membership Involvement ○ Skills Developed 	3 pages
10%	Financial Performance	<ul style="list-style-type: none"> • Year-End Operating Statement (COG A-11) • Year-To-Date Operating Statement (eff. January 31) 	PSE HQ Templates, separate 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 (ONSITE)

On-Site Presentation

The on-site 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:

Criterion	Criterion Description / Topics
25% Goals	<ul style="list-style-type: none">• Provide a summary of your goal development process• Discuss each of your chapter goals, mid-year modifications, and results
15% Management	<ul style="list-style-type: none">• Discuss any key administrative changes/development made throughout the year• Discuss chapter recruitment process and results
30% Projects	<ul style="list-style-type: none">• 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">○ Membership Involvement○ Skills Developed○ Financial Performance (if applicable)
20% Professional Development	<ul style="list-style-type: none">• 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">○ Membership Involvement○ Skills Developed
10% Financial Performance	<ul style="list-style-type: none">• Year-End Operating Statement (COG A-11)• Year-To-Date Operating Statement (eff. January 31)

Chapter Interview

Following the presentation, the judges will conduct an interview with the chapter representation in the room, including those students that participated in the presentation as well as any students who were not physically involved in the presentation.

The chapter interview will be scored on the following criteria:

40% Ability to Answer Questions

40% Effectiveness of Answers

20% Professionalism of Answers

William H. Harris Top Silver Chapter

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 2015-2016.

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

45% Written Entry 35%.....On-Site Presentation 20%Chapter Interview

AWARD

Permanent Trophy

RECOGNITION

Two (2) Chapters – Top Chapter; 1st Runner Up

WRITTEN ENTRY

The Written Entry submission will be comprised of four documents:

- Chapter Prospectus
 - **WHH17-[Chapter Name]** (no spaces) – ie: WHH17-EtaOmega
- Chapter Fact Sheet (available at PSE.org)
 - **WHH17-[Chapter Name]-FACT** – ie: WHH17-EtaOmega-FACT
- Year-End Operating Statement (FY '15) – COG A-11
 - **WHH17-[Chapter Name]-YE (no spaces)** – ie: WHH17-EtaOmega-YE
- Year-To-Date Operating Statement, as of Jan. 31, 2016 – snapshot of COG A-11 for next year
 - **WHH17-[Chapter Name]-YTD (no spaces)** – ie: WHH17-EtaOmega-YTD

ON-SITE PRESENTATION

The on-site 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 on-site presentation will last a maximum of 30 minutes.

- *NOTE: while the entire chapter delegation is welcome to participate in the presentation, it is not a requirement that each student be involved in the presentation itself (ie: "have a speaking part"). Points will not be deducted if there are members that only participate in the chapter interview that follows the presentation.*

CHAPTER INTERVIEW

Following the on-site presentation, the Top Chapter judges will be given the floor to conduct a Q&A session covering the chapters' *entire body of work*, including their programming/activities throughout the year and the on-site presentation itself.

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.*

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"> • Provide a summary of your goal development process • Discuss each of your chapter goals, mid-year modifications, and results 	Summary – 1 page Goals – 3 pages
10%	Management	<ul style="list-style-type: none"> • Discuss any key administrative changes/development made throughout the year • Discuss chapter recruitment process and results 	4 pages
30%	Projects	<ul style="list-style-type: none"> • 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"> ○ Membership Involvement ○ Skills Developed ○ Financial Performance (if applicable) 	8 pages
20%	Professional Development	<ul style="list-style-type: none"> • 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"> ○ Membership Involvement ○ Skills Developed 	3 pages
10%	Financial Performance	<ul style="list-style-type: none"> • Year-End Operating Statement (COG A-11) • Year-To-Date Operating Statement (eff. January 31) 	PSE HQ Templates, separate 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 (ONSITE)

On-Site Presentation

The on-site 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:

Criterion	Criterion Description / Topics
25% Goals	<ul style="list-style-type: none">• Provide a summary of your goal development process• Discuss each of your chapter goals, mid-year modifications, and results
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10% Financial Performance	<ul style="list-style-type: none">• Year-End Operating Statement (COG A-11)• Year-To-Date Operating Statement (eff. January 31)

Chapter Interview

Following the presentation, the judges will conduct an interview with the chapter representation in the room, including those students that participated in the presentation as well as any students who were not physically involved in the presentation.

The chapter interview will be scored on the following criteria:

40% Ability to Answer Questions

40% Effectiveness of Answers

20% Professionalism of Answers

Lloyd L. Antle Top Amethyst Chapter

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 2015-2016.

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

45% Written Entry 35%.....On-Site Presentation 20%Chapter Interview

AWARD

Permanent Trophy

RECOGNITION

Two (2) Chapters – Top Chapter; 1st Runner Up

WRITTEN ENTRY

The Written Entry submission will be comprised of four documents:

- Chapter Prospectus
 - **LLA17-[Chapter Name]** (no spaces) – ie: LLA17-EtaOmega
- Chapter Fact Sheet (available at PSE.org)
 - **LLA17-[Chapter Name]-FACT** – ie: LLA17-EtaOmega-FACT
- Year-End Operating Statement (FY '15) – COG A-11
 - **LLA17-[Chapter Name]-YE (no spaces)** – ie: LLA17-EtaOmega-YE
- Year-To-Date Operating Statement, as of Jan. 31, 2016 – snapshot of COG A-11 for next year
 - **LLA17-[Chapter Name]-YTD (no spaces)** – ie: LLA17-EtaOmega-YTD

ON-SITE PRESENTATION

The on-site 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 on-site presentation will last a maximum of 30 minutes.

- *NOTE: while the entire chapter delegation is welcome to participate in the presentation, it is not a requirement that each student be involved in the presentation itself (ie: "have a speaking part"). Points will not be deducted if there are members that only participate in the chapter interview that follows the presentation.*

CHAPTER INTERVIEW

Following the on-site presentation, the Top Chapter judges will be given the floor to conduct a Q&A session covering the chapters' *entire body of work*, including their programming/activities throughout the year and the on-site presentation itself.

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.*

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"> • Provide a summary of your goal development process • Discuss each of your chapter goals, mid-year modifications, and results 	Summary – 1 page Goals – 3 pages
10%	Management	<ul style="list-style-type: none"> • Discuss any key administrative changes/development made throughout the year • Discuss chapter recruitment process and results 	4 pages
30%	Projects	<ul style="list-style-type: none"> • 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"> ○ Membership Involvement ○ Skills Developed ○ Financial Performance (if applicable) 	8 pages
20%	Professional Development	<ul style="list-style-type: none"> • 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"> ○ Membership Involvement ○ Skills Developed 	3 pages
10%	Financial Performance	<ul style="list-style-type: none"> • Year-End Operating Statement (COG A-11) • Year-To-Date Operating Statement (eff. January 31) 	PSE HQ Templates, separate 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 (ONSITE)

On-Site Presentation

The on-site 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:

Criterion	Criterion Description / Topics
25% Goals	<ul style="list-style-type: none">• Provide a summary of your goal development process• Discuss each of your chapter goals, mid-year modifications, and results
15% Management	<ul style="list-style-type: none">• Discuss any key administrative changes/development made throughout the year• Discuss chapter recruitment process and results
30% Projects	<ul style="list-style-type: none">• 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">○ Membership Involvement○ Skills Developed○ Financial Performance (if applicable)
20% Professional Development	<ul style="list-style-type: none">• 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">○ Membership Involvement○ Skills Developed
10% Financial Performance	<ul style="list-style-type: none">• Year-End Operating Statement (COG A-11)• Year-To-Date Operating Statement (eff. January 31)

Chapter Interview

Following the presentation, the judges will conduct an interview with the chapter representation in the room, including those students that participated in the presentation as well as any students who were not physically involved in the presentation.

The chapter interview will be scored on the following criteria:

40% Ability to Answer Questions

40% Effectiveness of Answers

20% Professionalism of Answers

Top New Chapter

The **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
 - **NEW17-[Chapter Name]** (no spaces) – ie: NEW17-EtaOmega
- Chapter Fact Sheet (available at PSE.org)
 - **NEW17-[Chapter Name]-FACT** – ie: NEW17-EtaOmega-FACT

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.*

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"> • Provide a summary of your goal development process • Discuss each of your chapter goals, mid-year modifications, and results 	Summary – 1 page Goals – 3 pages
20% Management	<ul style="list-style-type: none"> • Discuss any key administrative changes/development made throughout the year • Discuss chapter recruitment process and results 	4 pages
30% Projects	<ul style="list-style-type: none"> • 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"> ○ Membership Involvement ○ Skills Developed ○ Financial Performance (if applicable) 	8 pages
20% Professional Development	<ul style="list-style-type: none"> • 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"> ○ Membership Involvement ○ Skills Developed 	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

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: **MIC17-[Chapter Name]** (no spaces) – ie: MIC17-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. These guidelines will serve both the written and on-site presentation portions of the competition.

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

President's Award for Special Merit

The **President's Award for Special Merit** recognizes outstanding achievement and dedication to Pi Sigma Epsilon. This award will be presented to the chapter or individual who stands out from their peers and has made significant strides in PSE as a whole or their chapter. This chapter or individual will also embody all of the principles of Pi Sigma Epsilon.

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.

- Page Limit: Two (2) page maximum
- Entry File Name:
 - (Chapter Entry) **PRES17-[Chapter Name]** (no spaces) – ie: PRES17-EtaOmega
 - (Individual Entry) **PRES17-[Chapter Name]-[Last Name]** (no spaces) –
ie: PRES17-EtaOmega-Gordon
- Entry Format: PDF

SCORING GUIDELINES

Entries will be judged as a whole, with emphasis on the impact the chapter or individual made and the obstacles they had to overcome.

NOTES

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

Whan Challenger Award

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. He/She exhibits outstanding qualities in leadership, motivation, guidance, initiative, and humility.

AWARD

Permanent trophy, traveling trophy, and 2015 National Convention Scholarship (a 2015 National Convention registration package and up to \$1000 reimbursement of documented out-of-pocket travel expenses – air, ground, hotel – to attend the 2016 PSE National Convention). The scholarship package is non-transferable, non-refundable, and may not be 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

- 40% Written Entry
- 40% On-Site Presentation
- 20% On-Site Interview

QUALIFICATION - WRITTEN ENTRY REQUIRED

- Page Limit: Three (3) page maximum
- Entry File Name: **CHAL17-[Chapter Name]** (no spaces) – ie: CHAL17-EtaOmega
- Entry Format: PDF

ON-SITE PRESENTATION/INTERVIEW REQUIRED

- Time: 10 minute presentation; 15 minute interview
- Copies of presentation material to bring: 5
- Chapter Representative: Nominee plus a presentation assistant (CANNOT SPEAK).

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 on-site presentation portions of the competition.

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

Top Management Team

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, traveling 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
- 2ndPlace

JUDGING

50% Written Entry

30% On-Site Presentation

20% On-Site Interview

QUALIFICATION - WRITTEN ENTRY REQUIRED

- Page Limit: Four (4) page maximum
- Entry File Name: **MGMT17-[Chapter Name]** (no spaces) – ie: MGMT17-EtaOmega
- Entry Format: PDF

ON-SITE PRESENTATION/INTERVIEW REQUIRED

- Time: 10 minute presentation; 15 minute interview
- Copies of presentation material to bring: 5
- Chapter Representatives: 4-6 members of the management team

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 *- sponsored by Northwestern Mutual-*

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 and Traveling 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
- 2ndPlace

FINALISTS

Maximum six (6) students

JUDGING

- 40% Written Entry
- 40% On-Site Presentation
- 20% On-Site Interview

QUALIFICATION - WRITTEN ENTRY REQUIRED

- Page Limit: Three (3) page maximum
- Entry File Name: **TSP17-[Chapter Name]** (no spaces) – ie: TSP17-EtaOmega
- Entry Format: PDF

ON-SITE PRESENTATION/INTERVIEW REQUIRED

- Time: 10 minute presentation; 15 minute interview
- Copies of presentation material to bring: 5
- Chapter Representative: Nominee plus a presentation assistant (CANNOT SPEAK).

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 on-site presentation portions of the competition.

Criterion	Criterion Description / Topics
25% Project Participation	Discuss three chapter projects in which the nominated individual participated, and briefly explain his or her success as a salesperson through these activities, including the sales techniques that he or she used.
20% Promotion of PSE	Describe the techniques the nominee used to promote PSE on campus and in the community.
15% 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.)
20% 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?
10% Impact on Business Community	How has the nominee used his/her sales skills to build relationships with the local or national business community?
10% Professionalism	Presentation format, clarity, organization, grammar, spelling, and ease of flow.

Top Project Manager - sponsored by Enterprise Rent-A-Car -

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, traveling trophy

ELIGIBILITY

Each project submitted under the P-2, P-3, 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
- 2ndPlace

FINALISTS

Maximum six (6) students

JUDGING

- 40% Written Entry
- 40% On-site Presentation
- 20% On-Site Interview

WRITTEN ENTRY REQUIRED

- Page Limit: Three (3) page maximum, not including financial statements
- Entry File Names:
 - Written Entry: **PM17-[Chapter Name]** (no spaces) – ie: PM17-EtaOmega
 - Budget: **PM17-[Chapter Name]-BUDGET** (no spaces) – ie: PM17-EtaOmega-BUDGET
 - Operating Statement: **PM17-[Chapter Name]-OS** (no spaces) – ie: PM17-EtaOmega-OS
- Entry Format:
 - Written Entry: PDF
 - Budget/Operating Statement: PDF/XLS/XLSX, using the template provided by PSE HQ

ON-SITE PRESENTATION/INTERVIEW REQUIRED

- Time: 10 minute presentation; 15 minute interview
- Copies of presentation material to bring: 5
- Chapter Representative: Nominee plus a presentation assistant (CANNOT SPEAK).

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

Top Marketing/Sales Project (Client)

- sponsored by Vector Marketing -

The **Top Marketing/Sales Project (Client) Award** is presented to the chapter that most successfully implemented a promotional or sales project for an outside client in a structured and analytical manner.

AWARD

Permanent Trophy

ELIGIBILITY

Any Marketing/Sales/Service project executed for an outside client may be submitted in this category.

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

RECOGNITION

Two (2) Chapters

- Top Marketing/Sales Project :: Client
- 2nd Place

FINALISTS

Maximum (6) Chapters

JUDGING

- 40% Written Entry
- 40% On-site Presentation
- 20% On-Site Interview

WRITTEN ENTRY REQUIRED

- Page Limit: Three (3) page maximum, not including financial statements
- Entry File Names:
 - Written Entry: **MS_CLIENT17-[Chapter Name]** (no spaces) – ie: MS_CLIENT17-EtaOmega
 - Budget: **MS_CLIENT17-[Chapter Name]-BUDGET** (no spaces) – ie: MS_CLIENT17-EtaOmega-BUDGET
 - Operating Statement: **MS_CLIENT17-[Chapter Name]-OS** (no spaces) – ie: MS_CLIENT17-EtaOmega-OS
- Entry Format:
 - Written Entry: PDF
 - Budget/Operating Statement: PDF/XLS/XLSX, using the template provided by PSE HQ

ON-SITE PRESENTATION/INTERVIEW REQUIRED

- Time: 10 minute presentation; 15 minute interview
- Chapter Representative: Six (6) maximum

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

The **Top Marketing/Sales Project (Chapter) Award** is presented to the chapter that most successfully created and implemented a promotional or sales project *FOR PROFIT* in a structured and analytical manner through effective planning, marketing research, performance, and evaluation.

AWARD

Permanent Trophy

ELIGIBILITY

Any Marketing/Sales/Service project created by the chapter with a goal of generating profit for the chapter may be submitted in this category.

- Projects must have been submitted to the **P-2 Sales or Marketing Project** of the COG during the past point year to be considered.

RECOGNITION

Two (2) Chapters

- Top Marketing/Sales Project :: Chapter
- 2nd Place

FINALISTS

Maximum (6) Chapters

JUDGING

- 40% Written Entry
- 40% On-site Presentation
- 20% On-Site Interview

WRITTEN ENTRY REQUIRED

- Page Limit: Three (3) page maximum, not including financial statements
- Entry File Names:
 - Written Entry: **MS_CHAPTER17-[Chapter Name]** (no spaces) – ie: MS_CHAPTER17-EtaOmega
 - Budget: **MS_CHAPTER17-[Chapter Name]-BUDGET** (no spaces) – ie: MS_CHAPTER17-EtaOmega-BUDGET
 - Operating Statement: **MS_CHAPTER17-[Chapter Name]-OS** (no spaces) – ie: MS_CHAPTER17-EtaOmega-OS
- Entry Format:
 - Written Entry: PDF
 - Budget/Operating Statement: PDF/XLS/XLSX, using the template provided by PSE HQ

ON-SITE PRESENTATION/INTERVIEW REQUIRED

- Time: 10 minute presentation; 15 minute interview
- Chapter Representative: Six (6) maximum

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

The **Top Marketing/Sales Project (Not For Profit) Award** is presented to the chapter that most successfully implemented a promotional or sales project in a structured and analytical manner without the intent or option of generating profit for the chapter itself.

AWARD

Permanent Trophy

ELIGIBILITY

Any Marketing/Sales/Service project conducted without intent or option of generating profit for the chapter may be submitted in this category.

- Projects must have been submitted to the **P-2 Sales or Marketing Project** (with a \$0 profit designation) or **P-3 Service Project** category of the COG during the past point year to be considered.
 - **NOTE:** Philanthropic projects, where **all** profits are donated to charity, will be considered eligible for this category starting in 2016-2017. Projects where only a *portion* of net profit is donated are not eligible for this category, and should be entered in either the Chapter or Client categories, based on project structure.

RECOGNITION

Two (2) Chapters

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

FINALISTS

Maximum (6) Chapters

JUDGING

40% Written Entry
40% On-site Presentation
20% On-Site Interview

WRITTEN ENTRY REQUIRED

- Page Limit: Three (3) page maximum, not including financial statements
- Entry File Names:
 - Written Entry: **MS_NFP17-[Chapter Name]** (no spaces) – ie: MS_NFP17-EtaOmega
 - Budget: **MS_NFP17-[Chapter Name]-BUDGET** (no spaces) – ie: MS_NFP17-EtaOmega-BUDGET
 - Operating Statement: **MS_NFP17-[Chapter Name]-OS** (no spaces) – ie: MS_NFP17-EtaOmega-OS
- Entry Format:
 - Written Entry: PDF
 - Budget/Operating Statement: PDF/XLS/XLSX, using the template provided by PSE HQ

ON-SITE PRESENTATION/INTERVIEW REQUIRED

- Time: 10 minute presentation; 15 minute interview
- Chapter Representative: Six (6) maximum

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

Top Marketing Research Project

The **Top Marketing Research Project Award** is given to the chapter who most successfully implements, analyzes, and presents a marketing research project. This project should have a research client, research objectives, a research design, methodology, sampling plan, data collection, data analysis and data-driven recommendations.

AWARD

Permanent Trophy

ELIGIBILITY

Any project submitted to the **P-2 Marketing Research** category of the COG during the past point year is eligible for this award.

RECOGNITION

Two (2) Chapters

- Top Marketing Research Project
- 2nd Place

FINALISTS

Maximum six (6) Chapters

JUDGING

- 40% Written Entry
- 40% On-site Presentation
- 20% On-Site Interview

WRITTEN ENTRY REQUIRED

- Page Limit:
 - Main Report (Three (3) page maximum)
 - Appendix 1 – Measurement Instruments (no maximum page length)
 - Appendix 2 – Results (Three (3) page maximum)
- Entry File Names:
 - Main Report: **MKTR17-[Chapter Name]** (no spaces) – ie: MKTR17-EtaOmega
 - Appendix 1: **MKTR17-[Chapter Name]-APP1** (no spaces) – ie: MKTR17-EtaOmega-APP1
 - Appendix 2: **MKTR17-[Chapter Name]-APP2** (no spaces) – ie: MKTR17-EtaOmega-APP2
 - Budget: **MKTR17-[Chapter Name]-BUDGET** (no spaces) – ie: MKTR17-EtaOmega-BUDGET
 - Operating Statement: **MKTR17-[Chapter Name]-OS** (no spaces) – ie: MKTR17-EtaOmega-OS
- Entry Format:
 - Main Report, Appendix 1-2: PDF
 - Budget/Operating Statement: PDF/XLS/XLSX, using the template provided by PSE HQ

ON-SITE PRESENTATION/INTERVIEW REQUIRED

- Time: 10 minute presentation; 15 minute interview
- Chapter Representative: Six (6) maximum

TOP MARKETING RESEARCH PROJECT 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 on-site 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% Project Planning	<ul style="list-style-type: none"> Client identification Project SMART goals Project organization (team and reporting systems) Project timeline and schedule management
10% Research Background	<ul style="list-style-type: none"> Population of interest and scope of the study Literature review Research objectives
15% Methodology	<ul style="list-style-type: none"> Description and explanation of research method (e.g., survey, focus group, interview, observation, etc.) Description and explanation data collection instrument (constructs, measures, and development process) Description and explanation of the data collection (procedures, sampling method, method of contact, and response rates)
20% Data Analysis	<ul style="list-style-type: none"> Data analysis technique(s) Summaries of data analysis results (qualitative data results, descriptive statistics, hypothesis tests, etc.) Implications and recommendations determined from the data analysis
10% Project Evaluation	<ul style="list-style-type: none"> Comparison of SMART goals to actual results Suggestions for changes if the project was planned/executed again Projected versus actual time costs evaluation*
5% Project Financials**	<ul style="list-style-type: none"> Budget (expected incomes and expenses) Financial statement (actual incomes and expenses) Financial evaluation (notes about differences between budget and statement)
10% Appendix 1: Measurement Instruments	<ul style="list-style-type: none"> BLANK copies of the surveys, focus group questionnaires, or interview questions used to conduct the study
10% Appendix 2: Results	<ul style="list-style-type: none"> Tabular and/or graphical depictions of results
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. 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

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

40% Written Entry

40% On-site Presentation

20% On-Site Interview

WRITTEN ENTRY REQUIRED

- Page Limit: Three (3) page maximum
- Entry File Name: **SOCIAL17-[Chapter Name]** (no spaces) – ie: SOCIAL17-EtaOmega
- Entry Format: PDF

ON-SITE PRESENTATION/INTERVIEW REQUIRED

- Time: 10 minute presentation; 15 minute interview
- Chapter Representative: Six (6) maximum

TOP SOCIAL MEDIA STRATEGY SCORING GUIDELINES

Criterion	Criterion Description / Topics
5% Overview	<ul style="list-style-type: none">• Provide an overview of the chapter's Social Media Strategy for the past year.
15% Planning	<ul style="list-style-type: none">• 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.• Detail the execution plan, including the identification of social media platforms to be used and the cadence of messaging.
20% Goals	<ul style="list-style-type: none">• 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.
20% Execution	<ul style="list-style-type: none">• Describe how the chapter executed its strategy, including as a component of promoting recruitment and for promoting projects.
30% Analysis	<ul style="list-style-type: none">• Evaluate how the chapter's strategy performed against its goals.• Discuss any key metrics that were used to evaluate the strategy.<ul style="list-style-type: none">○ <i>NOTE: for any growth metrics, please provide starting numbers of followers, etc., to help detail the increases.</i>• Identify and discuss specific results that can be attributed to the execution of the strategy.
10% Professionalism	Presentation format, clarity, organization, grammar, spelling, and ease of flow.

Top Professional Development Program

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

- 40% Written Entry
- 40% On-site Presentation
- 20% On-Site Interview

WRITTEN ENTRY REQUIRED

- Page Limit: Three (3) page maximum
- Entry File Name: **PD17-[Chapter Name]** (no spaces) – ie: PD17-EtaOmega
- Entry Format: PDF

ON-SITE PRESENTATION/INTERVIEW REQUIRED

- Time: 10 minute presentation; 15 minute interview
- Chapter Representative: Six (6) maximum

NOTES

- All Professional Development activities/events discussed must have been submitted under the P-6 category of the COG during the 2015-2016 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 on-site 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
30%	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?
25%	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?
10%	Integration of Corporate Partners and Alumni	How did you use national and local partners as well as alumni within these events?
25%	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?
10%	Professionalism	Presentation format, clarity, organization, grammar, spelling, and ease of flow.

Top Chapter Recruitment Program

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
- 2nd Place

FINALISTS

Maximum six (6) Chapters

JUDGING

65% Written Entry
35% On-site Presentation

WRITTEN ENTRY REQUIRED

- Page Limit: Three (3) page maximum
- Entry File Name: **RECRUIT17-[Chapter Name]** (no spaces) – ie: RECRUIT17-EtaOmega
- Entry Format: PDF

ON-SITE PRESENTATION

- Format
 - Each participating team will be given a table at the CAREER FAIR, held during the PSE National Convention. They will be able to use this table to showcase their chapter with the goal of “recruiting” new members. Judges will visit each booth, acting as prospective college students, to evaluate the chapters’ abilities to sell the benefits of their chapter.
- Materials Provided
 - Chapters will be given only one (1) standard-size table (with table skirt). All other required supplies must be provided by the chapter themselves. Chapters will NOT have access to power outlets, and will not be permitted to utilize any type of power generator. If a chapter is choosing to use props that require electricity, they should plan on having the required battery-power they need (ie: backup laptops, etc.).

TOP CHAPTER RECRUITMENT PROGRAM WRITTEN ENTRY GUIDELINES

The written entry will provide an overview of the chapter's recruitment program over the past year. The percentages shown indicate the weighting given to a section within the written portion of the scoring.

Criterion	Criterion Description / Topics
20% Situational Analysis	<ul style="list-style-type: none"> 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. Analysis of the target market, taking into consideration the environment of the campus in which the chapter is recruiting
10% Recruiting Goals	<ul style="list-style-type: none"> Initial recruiting goals, both in terms of total quantity and any additional levels factored into planning (class year, major)
30% Execution of Campaign	<ul style="list-style-type: none"> Activities used to promote recruitment Promotion of the recruitment effort itself (themes/slogans) Interview process (if used)
30% Evaluation of Campaign	<ul style="list-style-type: none"> Performance against recruiting goals, with analysis of where goals were/were not met Effectiveness of recruitment activities
10% Professionalism	Presentation format, clarity, organization, grammar, spelling, and ease of flow.

TOP CHAPTER RECRUITMENT PROGRAM ONSITE PRESENTATION GUIDELINES

For finalists, the onsite competition will take the form of a student activities fair, where competing chapters will each be given a table at the National Convention Career Fair so that they can promote their chapter and present to our judges, who will be posing as interested students. Judges will be evaluating their time at the chapters' tables according to the following criteria.

Criterion	Criterion Description / Topics
10% First Impression	<ul style="list-style-type: none"> Did the recruiters build rapport with the candidate?
20% Content of Message	<ul style="list-style-type: none"> Did the chapter effectively present its activities and value proposition to the candidate?
25% Tailoring the Message	<ul style="list-style-type: none"> Did the chapter effectively match the conversation to the needs/interests of the candidate?
35% Overall Reaction	<ul style="list-style-type: none"> Did the table accurately reflect the chapter's branding/message? Would the judge want to pursue membership in the chapter?
10% Professionalism	Presentation format, clarity, organization, grammar, spelling, and ease of flow.

Top Faculty Advisor - sponsored by Vector Marketing -

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: **TFA17-[Chapter Name]** (no spaces) – ie: TFA17-EtaOmega
- Entry Format: PDF

ON-SITE PRESENTATION/INTERVIEW REQUIRED

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

NOTES

- Faculty advisors may only be named **Top Faculty Advisor** once every four years:
- Recent Top Faculty Advisors
 - 2015.....Dr. Al Pelham, The College of New Jersey
 - 2014.....Dr. Don Norris, Miami University
 - 2013.....Donna Wertalik, Virginia Tech

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

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: **TAA17-[Chapter Name]** (no spaces) – ie: TAA17-EtaOmega
- Entry Format: PDF

ON-SITE PRESENTATION/INTERVIEW REQUIRED

- 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
 - 2015.....Brian Andersen, Bryant University
 - 2014.....Jennifer Green, 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?

The Case Study Competition

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% On-Site Presentation

RECOGNITION

Three (3) teams

- Top Case Study Team
- 2nd Place
- 3rd Place

PARTICIPANTS

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

ON-SITE PRESENTATION

Finalists will be able to pick up the on-site case at the Convention registration desk on Wednesday morning at 9:00am.

The on-site competition will be broken into two rounds. In Round 1, the chapters will be split between three rooms to present their solution to the case. The top chapter from each room will advance to Round 2, where they will switch rooms and present their solution to each of the other sets of judges. The highest cumulative score will be named the Top Case Study Team.

CASE STUDY COMPETITION SCORING GUIDELINES

The judging criteria for the Case Study Competition will be provided when the students pick up the case.

NOTES

- Time: 10 minute presentation; 10 minute interview (for each round)
- Only items given to the students are allowed in the presentation room (flip chart paper and markers). **No laptops/tablets or other electronics are permitted as presentation devices.**