

MIDWEST REGION BRANCH AWARDS FOR EXCELLENCE

Background and Purpose: This is a regional award that identifies two specific areas for outstanding service: 1. Best Membership Service, and 2. Best Membership Recruitment Campaign. Awards are bestowed on the entire “branch” – ie. North Dakota branch of ACA.

Criteria:

1. **Best Membership Service:** Recognizes the branch that provides a service that best promotes the profession of counseling. Examples might be a directory of counselors distributed in the community, a program of activities to involve graduate students, mentoring of new counselors, or a planned program of professional development activities for members.
2. **Best Membership Recruitment Campaign:** Recognizes a program that creatively recruited new members to the branch. What special efforts are you using to recruit new members?.

Procedures:

In 1,000 words (typed, double-spaced pages) or less, describe the program or service to be considered by answering the following questions. Be sure to include supporting documentation and samples where appropriate. The words in *italics* after each question are the criteria to be used in evaluating your entry.

1. A brief description of the program or service and the results you achieved.
2. Who was the target audience for this program or service (ie., current members, new members, the community)? *Appropriateness of target audience.*
3. How did the branch assess the needs of members and how was this information used to develop the appropriate service or program: *Method of assessing member needs and using information appropriately.*
4. What were the goals and objectives of the program or service: How did these help fulfill the mission and strategic plan of the branch? *Appropriateness of goals and objectives in fulfilling the mission and strategic plan.*
5. Describe the process used to carry out the program or project. Who was involved? *Use of branch resources. Collaboration of committees, counseling specialties, other community groups, etc.*
6. What was the timeline that was followed: *Timeline for conducting program or providing service.*
7. How did the branch measure the success of the program or service: How did this meet or differ from the goals and objectives originally determined? What was the impact on or the value to the branch and its members? Examples: increased membership, increased meeting attendance, increased visibility in the community, increased revenue, satisfaction with the product or service, etc. *Method of evaluating program/service success and complying with original goals and objectives.*