

Your Chapter CAN Win a Hallmark Award

Comprehensive Programming

Comprehensive programs are well-rounded programs that include activities within the chapter, on campus, in the community, and in the region or beyond.

Scholarship Hallmark

Primary Focus– Honors Study Topic

Secondary Focus – recognize and encourage scholarship

Leadership Hallmark

Primary Focus – Leadership Roles/Positions on campus, in the community and in or out of Phi Theta Kappa

Secondary Focus – Leadership Development for members and others

Service Hallmark

Primary Focus – International Service Program

Secondary Focus – Other service activities unrelated to the International Service Program

Planning Hallmark Programs

Set Your Hallmark Goals...

- ...And teach leadership at the same time! Provide members with a goal setting workshop.
- Set measurable goals in each of the Hallmarks. The first question for each Hallmark Award entry is “Summarize your chapter’s goals for involvement in the primary and secondary focuses of the (Scholarship, Leadership and Service) Hallmark
- Make sure each Hallmark’s projects include activities that are comprehensive (reaching out to a wide audience including chapter members, college, community, region or beyond).

Double Dip:

- Plan activities that can address more than one Hallmark
- Taking a leadership role for a Campus Clean-Up event will fit into both Leadership and Service Hallmarks.
- Arrange (Leadership) a speaker series on the Honors Study Topic (Scholarship) for campus and community.

Be Creative...

- Creative and innovative elements will make your program stand out—more publicity.
- Put a new twist on an old project.

Focus Activities on Society Programs

- Don't have to do them all— but should have a strong component of Society programs.
- The Service Hallmark Award entry asks you to discuss four projects on the Int'l Service Program and as many as three projects outside the realm of the Int'l Service Program.

Keep Detailed Records

- Quantifying (numbers)
- Anecdotal (quotes—what people said)
- The last questions of the Hallmark entry asks chapters to describe specific outcomes, including impact on the chapter members and others.

Start Writing NOW!

- As soon as you have set your goals—write them up
- After each activity, take some time to debrief—what went well, what could be done differently, how many participants, what were the reactions of the participants, what were the feelings of the members who worked and planned the activity.
- Write up a description of the activity and what impact the activity had on the participants and the membership.

Submit A Quality Hallmark Entry

Follow the rules to the letter!

- **Read through the entire nomination form and the scoring rubrics.** Make sure you know what the judges will be looking for in the entry.
- **Answer all the questions completely!** Don't use trite phrases. "Our chapter embraces Scholarship as a way of life". When the question asks for four examples, make sure you have four. The Satellite Seminars or a four-part speaker series only counts as one activity. Make sure to describe the activity thoroughly.
- **Give specific quantifying examples.** Rho Alpha Beta Chapter sponsored a Relay for Life team where 15 members walked for 8 hours and raised \$2500. Use descriptive words: Supported, Sponsored, Planned, Hosted, Organized, or Spearheaded.
- **Impact** – What impact did the activity have on individual members? On the campus? In the community? Use quotes from people to emphasize the impact on their lives. Keep track of the numbers of people who attended an event or that you reached with your activity. If you hand out brochures on cancer prevention, keep track of the total number of brochures that were distributed.

- **Well-written** – Your entry must be well written. Period! Make sure to edit, revise, edit, revise, proofread, and proofread again. Don't just depend on spell check. Read the entry aloud to someone else. Have a person outside of your chapter who doesn't know about the activities read it to make sure it describes the activity clearly.
- **Get it there on time!** The deadline is firm and it must be RECEIVED not postmarked by February 1, 2008. Make sure it's mailed to the right place and arrives at the right time.

Assign one specific person to each Hallmark Award—may be chapter officer or VP of that Hallmark. They need to:

1. Set goals with rest of the chapter.
2. Plan the program to carry out goals.
3. Be responsible for the Hallmark Entry getting done.
4. Recruit one or two good writers (who can leave their ego out of the writing)
5. Recruit someone to edit (someone going into English, alumni)
6. Work with the advisor (or someone else) who oversees, suggests, checks for accuracy.
7. Sign off on all paperwork.
8. Make copies of complete entry—mail two copies and keep one for your records.

All of these things are going to take time—so don't wait until the last minute.

"I'm a great believer in luck, and I find the harder I work, the more I have of it." Thomas Jefferson

"You can't guarantee success, but you can position yourself so that you deserve it." John Adams