SELECT FOCUS AREA

Select the focus area below which most closely relates to the region’s project/initiative.

- Scholarship
- Leadership
- Service
- Fellowship
- College Completion
- Transfer Readiness
- Career Readiness
- Diversity, Equity, and Inclusion
- Membership Recruitment
- Chapter Engagement

AREAS OF FOCUS DESCRIPTIONS

I. Regional Award for Excellence in Scholarship

This award recognizes a region-sponsored activity, project, or conference that focuses on Phi Theta Kappa’s Honors in Action/Honors Study Topic by specifically illuminating the current Honors Study Topic and/or training for effective implementation of Honors in Action Projects. Examples may include, but are not limited to the following:

- High-quality speakers, panel discussions, small group seminar sessions, or facilitating presentations/poster sessions by chapters on Honors Study Topic/academic excellence themes at regional meetings
- Experiential activities (online engagement, field trips to a museum, exhibit, theatrical performance, historical site visit, etc.)
- Development and execution of a comprehensive plan for attendee engagement focused on Honors in Action/Honors Study Topic at regional meetings

II. Regional Award for Excellence in Leadership

This award recognizes a region-sponsored activity, project, or conference that specifically focuses on advancing members’ leadership skills through intentional development. Intentional leadership development exercises are those that provide practical guidance and advancement opportunities regarding the knowledge, skills, and abilities necessary to effectively accomplish chapter projects as well as personal/professional goals.
The region may use Phi Theta Kappa’s Leadership Development Studies curriculum as the basis for their leadership activities, but it is not a requirement. Example activities may include, but are not limited to the following:

- High-quality speakers on leadership, leadership education, leadership-themed workshops, or leadership education via a regional publication/website
- Demonstration of exceptional leadership development among regional officers in the development and execution of a comprehensive plan for attendee engagement at regional meetings focused on leadership, including experiential activities for members to practice/demonstrate leadership skills
- Skill development for: problem solving/critical thinking/conducting research, goal setting, ethical leadership, teambuilding, social/emotional intelligence, guiding through conflict, or other areas contained in Phi Theta Kappa’s Leadership Development Studies curriculum

III. Regional Award for Excellence in Service
This award recognizes a region-sponsored activity, event, or project that specifically focuses on providing aid and/or comfort to those in need or that otherwise addresses a specific community need. Examples may include, but are not limited to the following:

- Hands-on service project conducted during a regional conference or other event
- Donation of funds, materials, or supplies (natural disaster relief, raising money for American Cancer Society or other charity, clothing/food/school supplies/book drives); advocating for an issue such as legislative initiatives, public safety/health issues, environmental concerns, etc.
- Providing volunteer labor for a charitable event/activity such as Habitat for Humanity, Relay For Life, charitable walk/run, etc.

IV. Regional Award for Excellence in Fellowship
Think Fellowship with a purpose! This award recognizes a region-sponsored activity, project, or event that seeks to build fellowship among Phi Theta Kappa constituents while fostering chapters’ engagement in programming and continued growth. Examples may include, but are not limited to the following:

- Regional events with outstanding fellowship activities, such as: attending a museum, exhibit, theatre, concert, or other arts & entertainment event that highlights Honors Study Topic and/or Phi Theta Kappa Hallmark/Program); or hosting a picnic or camping, visiting a historical site, amusement park, state park, recreational/entertainment center activity with educational components
- Facilitating joint chapter events (encouraging two or more chapters to collaborate on a project)
- Online activities such as a Facebook Live Event, online chat, etc.

V. Regional Award for Excellence in College Completion
This award recognizes outstanding efforts by a region to increase student retention/college completion rates as evidenced by special initiatives/activities. These may include, but are not limited to the following:

- Establishing or maintaining a college completion awareness/commitment signing event; providing college completion resources/support to chapters; advocating for college completion support by state/local government officials
- Hosting workshops or activities to promote college completion at regional events/conferences
- Participating/making presentations regarding student retention/completion efforts at non-Phi Theta Kappa conferences/meetings; collaborating with other student and/or community organizations to promote college completion

VI. Regional Award for Excellence in Transfer Readiness
This award recognizes regions that have implemented outstanding support and resources to better prepare members to successfully transfer to a four-year college/university. Examples of regional activities may include, but are not limited to the following:

- Intentional, sustained promotion of Phi Theta Kappa’s transfer resources including CollegeFish.org, Phi Theta Kappa scholarship programs, and our four-year college/university scholarship partners/Transfer Honor Roll designees; collaborating in other creative ways with Phi Theta Kappa’s four-year college/university partners to promote transfer resources and scholarship opportunities
- Establishing a mentor program with alumni associations to pair Phi Theta Kappa alumni at universities with transfer-hopefuls; creating/maintaining/funding transfer scholarships for members in the region
- Hosting workshops and activities on a regional level that support successful transfer; organizing college fairs at regional events
VII. Regional Award for Excellence in Career Readiness
This award recognizes regions that have implemented outstanding support and resources to better prepare members for successful careers. Examples of regional activities may include, but are not limited to the following:

• Intentional, sustained promotions of Phi Theta Kappa's career resources including Five Star Competitive Edge, Phi Theta Kappa scholarships, Hurst Review NCLEX® Scholarship for nursing students, letters of recommendation, alumni engagement/networking opportunities, and career educational forums at the annual PTK Catalyst

• Intentional outreach/support for members who are dually-enrolled high school students and/or career tech/workforce students

• Organizing career fairs at regional meetings; organizing career-focused workshops, speakers, resume reviews, mock interviews, and other career resources at regional conferences and/or webinars; or collaborating with alumni other organizations/employers to offer career expertise/support/mentoring to members

VIII. Regional Award for Excellence in Diversity, Equity, and Inclusion
This award recognizes regions for their outstanding, intentional actions to equip students with awareness and skills essential to succeed and reach their highest potential in a diverse world. Examples of regional activities may include, but are not limited to the following:

• Creating/sustaining an environment that prioritizes mutual respect and understanding, cultural competence, collegiality and collaboration, and empathy

• Holistic and wide-ranging educational opportunities, robust/diverse programming, that result in a deeper understand of diversity, equity, and inclusion efforts to make Phi Theta Kappa a welcoming organization for all high-achieving college students

• Sponsoring speakers, workshops, and other educational activities that help members have a broader understanding of diversity, equity, and inclusion; partnering with diverse individuals and organizations for Society projects/goals

IX. Regional Award for Excellence in Membership Recruitment
This award recognizes regions that have implemented extraordinary efforts toward improving their chapters' membership recruitment and/or awareness campaigns. Activities include, but are not limited to the following:

• Added workshops or other activities at regional events focused on increasing membership acceptance

• Activities that scale numbers of Reach Reward chapters

• Regional leaders set and actively promoted a Membership Goal for the region and/or actively promoted Golden Opportunity Scholarships

X. Regional Award for Excellence in Chapter Engagement
The award is for recognition of regions most successful in improving the number of chapters engaged in Society programs. Activities include, but are not limited to the following:

• Increased numbers of chapter attendance at regional meetings

• Activities and education events that lead to increased number of chapters at the 2-5 star level in Five Star Chapter Plan (e.g., chapter mentor program)

• Regional education programs that lead to increased engagement of chapters in society events and programs
WRITE YOUR ENTRY

Respond to each of the following topics to provide details of the region’s project/initiative as it relates to the selected focus in Step One.

Note: Your responses to the five topics below should be no more than 750 words, collectively.

1. Motivation: What was the motivation for this particular focus area, why was it important to the region, and what did the region want to accomplish by undertaking this particular project/initiative.

Judging Criteria – Motivation (5 points):
An outstanding entry will explain the motivation for choosing a particular project/initiative in the selected focus area, including:
• Clear articulation of the rationale for choosing the focus area and specific project/initiative
• Strong evidence that leaders chose the project/initiative with thoughtful consideration of the region’s strengths, opportunities, aspirations, and/or results

2. Objectives: Provide the top three to five objectives for the project/initiative as it relates to the selected focus area.

Judging Criteria – Objectives (5 points):
An outstanding entry will summarize the region’s objectives and methods of measurement, including:
• Clearly defined objectives and methods of measurement to be utilized in determining success of the project/initiative
• Evidence demonstrating that the objectives lead to the desired results

3. Actions: Describe up to three of the most important actions completed during the 2017 calendar year that relate to this project/initiative in the selected focus area.

Judging Criteria – Actions (5 points):
An outstanding entry will describe the most important actions completed during the 2017 calendar year that relate to the region’s project/initiative in the selected focus area, including:
• Clear articulation of the actions taken to reach the objectives of the project/initiative
• Direct correlation of the actions taken to the completion of the objectives stated

4. Collaboration: Identify the people and/or groups with whom the region collaborated and explain how each partnership helped accomplish the objectives of the project/initiative in the selected focus area.

Judging Criteria – Collaboration (5 points):
An outstanding entry will demonstrate that the region collaborated with others to accomplish the objectives of the project/initiative in the selected focus area, including:
• Groups/individuals with which the region collaborated, such as regional leaders, chapters, and other partners essential to achieving objectives of the project/initiative
• An explanation of how the collaboration/partnerships helped the region achieve its objectives of the project/initiative in the selected focus area
• A description of how regional officers demonstrated a strong commitment to working together and with others to effectively carry out the objectives of the project/initiative
5. **Outcomes**: Outcomes of your region’s project/initiative, including the lessons learned by your region and those involved in the project/initiative in the selected focus area.

**Judging Criteria – Outcomes (5 points):**
An outstanding entry will include an analysis of the outcomes of your region’s project/initiative in the selected focus area that demonstrate:

- That objectives of the project/initiative were achieved
- The project/initiative made a substantial contribution in the focus area
- The project/initiative had a significant short-term impact on the region in the specific focus area with potential for long-term impact, including lessons learned by your region and those involved in the project/initiative.
- The regional officers advanced their leadership skills throughout the project/initiative

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**REVIEW YOUR ENTRY**

**Award Entry Evaluation**: Consider the quality of your award entry.

**Judging Criteria – Award Entry Evaluation (5 points):**
An outstanding award entry for your region’s project/initiative in the selected focus area will:

- Be concise
- Be well-written
- Contains few, if any, grammatical errors

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**AWARD ENTRY EVALUATION RUBRIC**
(A total of 30 points is possible for each entry)

1. **Motivation**: What was the motivation for this particular focus area, why was it important to the region, and what did the region want to accomplish by undertaking this particular project/initiative?

   **5 points – Exemplary**
   The region clearly articulated the rationale for choosing the focus area and specific project/initiative and provided strong evidence that regional leaders chose the project/initiative with thoughtful consideration of the region’s strengths, opportunities, aspirations, and/or results. The project will directly impact opportunities in the region within the specific focus area, will be challenging, and will require ambition and persistence on the part of the regional leadership.

   **3 points – Satisfactory**
   The region articulated the rationale for choosing the focus area and specific project/initiative and it appears that regional leaders chose the project/initiative with thoughtful consideration of the region’s strengths, opportunities, aspirations, and/or results. The project will impact opportunities in the region within the specific focus area and will require involvement of the regional leadership.

   **1 point – Needs Work**
   The region’s articulation of the rationale for choosing the focus area and specific project/initiative is unclear and it appears that regional leaders chose the project/initiative with little consideration of the region’s strengths, opportunities, aspirations, and/or results. The project may impact opportunities in the region within the specific focus area and may not require involvement of the regional leadership.
2. **Objectives:** Provide the top three to five objectives for the project/initiative as it relates to the selected focus area.

   **5 points – Exemplary**
   The response describes three to five clearly defined objectives for the region's project/initiative as it relates to the selected focus area. The descriptions clearly provide methods for measuring success of the objective(s). The objectives clearly lead to the success of the project/initiative in the selected focus area.

   **3 points – Satisfactory**
   The response describes less than three clearly defined objectives for the region's project/initiative as it relates to the selected focus area. The descriptions provide methods for measuring success of the objective(s) but may not clearly show that they lead to the success of the project/initiative in the selected focus area.

   **1 point – Needs Work**
   The response does not clearly define objectives for the region's project/initiative as it relates to the selected focus area. The descriptions do not provide methods for measuring success of the objective(s) and/or do not clearly demonstrate that they lead to the success of the project/initiative in the selected focus area.

3. **Actions:** Describe up to three of the most important actions completed during the 2017 calendar year that relate to this project/initiative in the selected focus area.

   **5 points – Exemplary**
   The region's description of the actions completed during the 2017 calendar year taken in connection with the region's project/initiative in the selected focus area is clearly articulated. In addition, the actions described demonstrate a direct correlation to the completion of the objective(s) stated.

   **3 points – Satisfactory**
   The region's description of the actions completed during the 2017 calendar year taken in connection with the region's project/initiative in the selected focus area is not clearly articulated or not articulated in a way that demonstrates a direct correlation to the completion of the objective(s) stated.

   **1 point – Needs Work**
   The region's description of the actions completed during the 2017 calendar year taken in connection with the region's project/initiative in the selected focus area is not clearly articulated or not articulated in a way that demonstrates a direct correlation to the completion of the objective(s) stated.

4. **Collaboration:** Identify the people and/or groups with whom the region collaborated and explain how each partnership helped accomplish the objectives of the project/initiative in the selected focus area.

   **5 points – Exemplary**
   The response demonstrates that the region collaborated with various groups and/or individuals to achieve the objectives and that the collaboration/partnerships assisted the region in achieving its objectives of the project/initiative in the selected focus area. The response specifically describes how the regional officers demonstrated a strong commitment to working together and with others to effectively carry out the objectives of the project/initiative.

   **3 points – Satisfactory**
   The response demonstrates that the region collaborated with various groups and/or individuals to achieve the objectives but does not clearly demonstrate that the collaboration/partnerships assisted the region in achieving its objectives of the project/initiative in the selected focus area. The response generally describes how the regional officers demonstrated a strong commitment to working together and with others to effectively carry out the objectives of the project/initiative.

   **1 point – Needs Work**
   The response demonstrates little collaboration with various groups and/or individuals to achieve the objectives and does not clearly demonstrate that the collaboration/partnerships assisted the region in achieving its objectives of the project/initiative in the selected focus area. The response does not describe a strong commitment by regional officers to work together and with others to effectively carry out the objectives of the project/initiative.
5. **Outcomes**: Outcomes of your region’s project/initiative, including the lessons learned by your region and those involved in the project/initiative in the selected focus area.

   **5 points – Exemplary**
   The region’s response provides substantial evidence that the objectives of the project/initiative were achieved and made a substantial contribution in the focus area selected. In addition, the response provides clear evidence demonstrating the region’s thoughtful focus on short-term impact and the potential for long-term impact of the project/initiative, including lessons learned by the region and those involved in the project/initiative.

   **3 points – Satisfactory**
   The region’s response provides some evidence that the objectives of the project/initiative were achieved and made a contribution in the focus area selected. In addition, the response provides some evidence demonstrating the region’s focus on short-term impact and the potential for long-term impact of the project/initiative, including lessons learned by the region and those involved in the project/initiative.

   **1 point – Needs Work**
   The region’s response provides little evidence that the objectives of the project/initiative were achieved and made a contribution in the focus area selected. In addition, the response provides little evidence demonstrating the region’s focus on short-term impact and the potential for long-term impact of the project/initiative. The response does not include lessons learned by the region and those involved in the project/initiative.

6. **Award Entry Evaluation**: The award entry for your region’s project/initiative in the selected focus area will be concise, well-written, and contain few, if any grammatical errors.

   **5 points – Exemplary**
   Award entry is impeccable; perfectly neat and orderly throughout. Spelling and grammar are flawless.

   **3 points – Satisfactory**
   Award entry is acceptably neat and orderly. A few errors in spelling and/or grammar.

   **1 point – Needs Work**
   Award entry lacks both neatness and orderliness. Spelling and/or grammar errors throughout.