

## **2022 Levels of Excellence (LOE) Award Submission Criteria**

### **Important instructions and information before nominating your council or chapter.**

**Submission Deadline: May 1, 2023**

#### **Introduction**

The Levels of Excellence (LOE) Award is one of MOAA's most prestigious awards earned by self-nominating councils and chapters. The award is a lookback on **2022 calendar year** programs, initiatives and successful experiences shared by council and chapter leaders. Councils and chapters will have an opportunity to submit their LOE applications via web-based portal in early 2023. Only one LOE submission per council or chapter will be accepted.

Please review the criteria carefully as there have been substantial changes to the submission requirements. Important note: Affiliate performance in 2022 prior to the publication date of this updated guidance will not adversely affect scores using the new criteria but may be considered to the advantage of the affiliate.

Please also review tips for submitting a successful nomination at the end of this document.

#### **Important Criteria and Scoring Changes**

- ❖ LOE's will be awarded in three levels: 3 STAR, 4 STAR, and 5 STAR.
- ❖ Subjective criteria will be weighted more heavily than objective criteria:  
(Chapters) Objective maximum = 75 points; Subjective maximum = 150 points  
(Councils) Objective maximum = 50 points; Subjective maximum = 100 points
- ❖ Council presidents are requested to provide a short assessment of member chapters that submit entries, which will also be considered by the judges and added to the subjective score. MOAA National staff will coordinate assessments for chapters that do not belong to a council or do not receive an assessment for any other reason. The assessment form is located after the criteria below.
- ❖ Reports from past national and council visits, if any, will be reviewed by the judges for possible extra points in the subjective scoring section.
  - National MOAA will attempt to coordinate visits to self-nominating chapters that have not been visited in 2021 or 2022. We would very much appreciate scheduling in advance if you will be in this situation. Schedule at <https://www.moaa.org/content/chapters-and-councils/council-and-chapter-management/initial-chapter-visit-request/>

**Evaluation Criteria:**

**Objective Scoring criteria:**

- Will be obtained from MOAA’s database. Related updates can be made on the Committee Module (CM) until March 31, 2023.

**Subjective Scoring criteria:**

- A team of judges will evaluate each affiliate’s Subjective input, plus that of the council if applicable, and past visit reports.

**OBJECTIVE SCORING FOR CHAPTERS**

**NOTE: Objective questions will not be listed on the web-based portal. This information will be obtained from MOAA’s Database; CM administrators can review and assess their own data on the Committee Module (CM) and make desired updates through 31 March 2023.**

| Objective Scoring Criteria   | Possible Points   |
|--|---|
| 1. Chapter has designated key officers:<br>- President<br>- Secretary/Membership Chair<br>- Legislative Liaison<br>- Vice President<br>- Treasurer<br>- Surviving Spouse Liaison | <b>(2.5 pts/position)=<br/>15 pts</b>                                   |
| 2. Percent of membership who are members of national MOAA<br>95% - 100% = 15 points<br>80% - 94% = 5 points<br>79 and below = 0 points   | 95% - 100% = <b>15 pts</b><br>80% - 94% = 5 pts<br>79 and below = 0 pts |
| 3 CM Administrator accessed Committee Module each month (Aug-Dec)  | <b>(3 pts/mo)=15 pts</b>  |
| 4. Chapter belongs to a state council if one exists  | <b>5</b>  |
| 5. Key chapter officers opted-in to receive the MOAA newsletter  | <b>(2.5 pts/position)=15</b>  |
| 6. President and Legislative Chair/Liaison registered in MOAA’s Legislative Action Center  | <b>(5 pts/ea)=10</b>  |
|  | <b>Total Possible Points: 75</b>  |

**SUBJECTIVE SCORING FOR CHAPTERS**

**NOTE: Subjective scoring questions will be listed on the web portal and should be answered by the submitter**

|  |   |
|--|---|
| <b>Maximum Total Points: 150</b>   | <b>User will be able to provide responses to questions with limited character count</b> |
| 1. Advocacy: <b>(35 pts)</b><br>- Meetings with state or federal legislators, including any virtual activities | Provide narrative response –<br>• character limit: 0 – 2000 characters                  |

|   |  |
|---|--|
| <ul style="list-style-type: none"> <li>- Describe your relationships with elected officials, government and non-governmental organizations, etc.</li> <li>- Describe your chapter/chapter members' participation in the national Advocacy in Action campaign (for 2022, this information can only be used to help your chapter)</li> </ul>  |  |
| <p>2. Community Engagement and Outreach: <b>(35 pts)</b></p> <ul style="list-style-type: none"> <li>- MOAA Community Outreach Chapter Grants, Community Sponsorship Program, MOAA Crisis Relief Fund</li> <li>- Scholarship and JROTC/ROTC activities</li> <li>- Other community outreach/service conducted by your chapter</li> <li>- Collaboration with other VSO's/MSO's</li> </ul>                          | <p>Provide narrative response –</p> <ul style="list-style-type: none"> <li>• character limit: 0 – 2000 characters</li> </ul>         |
| <p>3. Recruiting and Retention: <b>(25 pts)</b></p> <ul style="list-style-type: none"> <li>- What have you done to recruit younger (ages 40-60) members?</li> <li>- How do you find and reach potential members?</li> <li>- How do you keep your members engaged?</li> <li>- How do you promote an environment where all new members feel welcome?</li> </ul>   | <p>Provide narrative response –</p> <ul style="list-style-type: none"> <li>• character limit: 0 – 2000 characters</li> </ul>         |
| <p>4. Leadership Succession: <b>(25 pts)</b></p> <ul style="list-style-type: none"> <li>- Describe how you identify and train future leaders</li> <li>- How do you mentor new leaders; and describe your method for selecting new leaders</li> <li>- Where is your process codified (by-laws, standard operating procedures, etc.)</li> <li>- How do you motivate and recognize your current leaders</li> </ul> | <p>Provide narrative response –</p> <ul style="list-style-type: none"> <li>• character limit: 0 – 2000 characters</li> </ul>         |
| <p>5. Training: <b>(20 pts)</b></p> <ul style="list-style-type: none"> <li>- Describe training your chapter leaders have undertaken. E.g., leader workshops, roundtables, council and national collaboration, etc.</li> </ul>   | <p>Provide narrative response –</p> <ul style="list-style-type: none"> <li>• character limit: 0 – 2000 characters</li> </ul>         |
| <p>6. COUNCIL PRESIDENT (CP) ASSESSMENT <b>(10 pts)</b></p>   | <p>Alternative assessment will be obtained if no CP assessment is provided/available.</p>  |
| <p>7. EXTRA CREDIT: VISIT REPORTS <b>(10 pts to reach maximum possible score of 150 only)</b></p>   | <p>Indicate dates of any visits by MOAA National or applicable Council during 2021 or 2022. Judges will review input from visit.</p> |
| <p><b>Total Possible Points: 150</b></p>  |  |
| <p><b>Addendum Item:</b> User can upload a single attachment, to include a cover letter, to provide additional information about the chapter or to expand on any of the narrative statements made on this submission.<br/> <b>NOTES: addendum item is optional; Addendum of more than two pages total will not be considered</b></p>  |  |

**OBJECTIVE SCORING FOR COUNCILS**

**NOTE: Objective questions will not be listed on the web-based portal. This information will be verified in MOAA's Database; CM administrators can also review answers to these questions on the council's Committee Module (CM) and make changes through 31 March 2023.**

| <b>Objective Scoring Criteria</b> |  | <b>Possible Points</b>           |
|-----------------------------------|--|----------------------------------|
| 1                                 | Council has designated key officers:<br>President - Vice President<br>Secretary/Membership Chair - Treasurer<br>Legislative Chair - Surviving Spouse Liaison | (2.5 pts/position)=<br>15 pts    |
| 2                                 | CM Administrator accessed Committee Module in 2022   | 10 pts                           |
| 3                                 | Key officers opted-in to receive the MOAA newsletter   | (2.5 pts/position)=15            |
| 4                                 | Council has its own web site or web presence   | 10 pts                           |
|                                   |  | <b>Total Possible Points: 50</b> |

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**SUBJECTIVE SCORING FOR COUNCILS**

**NOTE: Subjective scoring questions will be listed on the web portal and should be answered**

| <b>Total Points Listed beside each question</b>  | <b>User will be able to provide responses to questions with limited character count</b>   |
|--|---|
| <p>1. Did the council provide support for national MOAA’s legislative issues? (Examples: Sending out e-mail alerts, encouraging meetings with congressional legislators when they are in their home districts, etc., including any virtual activities). (1 to 25 pts)</p>  | <p>Provide narrative response –</p> <ul style="list-style-type: none"> <li>• character limit: 0 – 2000 characters</li> </ul> <p>Please provide 1 or 2 specific examples</p> |
| <p>2. Did the council provide assistance to its chapters during the year of competition with the following topics: (Please give 1 or 2 specific examples) (1 to 25 pts)</p> <p>Check boxes should be applied to each question listed.</p> <p>A. Chapter Management/Chapter Recruiting Program<br/>           B. Legislative Issues<br/>           C. Training for new chapter officers<br/>           D. Information sharing, i.e. print or digital communications<br/>           E. Other</p> | <p>Provide narrative response –</p> <ul style="list-style-type: none"> <li>• character limit: 0 – 2000 characters</li> </ul>  |
| <p>3. How did the council encourage the exchange of ideas among member chapters during the year of the competition, e.g. meetings, conventions, etc.? (1 to 15 pts)</p>  | <p>Provide narrative response –</p> <ul style="list-style-type: none"> <li>• character limit: 0 – 2000 characters</li> </ul>  |
| <p>4. Did the council president, or his or her representative, make chapter visits, including virtual visits? (1 to 15 pts)<br/>           If yes, how many chapters were visited?</p>   | <p>Provide narrative response –</p> <ul style="list-style-type: none"> <li>• character limit: 0 – 2000 characters</li> </ul>  |
| <p>5. Describe the health of your chapters and what you have done as a council to ensure the viability of the chapters in your state? (1 to 20 pts)</p>  | <p>Provide narrative response –</p> <ul style="list-style-type: none"> <li>• character limit: 0 – 2000 characters</li> </ul>  |
| <p>EXTRA CREDIT: VISIT REPORTS (10 pts to reach maximum possible score of 100 only)</p>  | <p>Indicate dates of any visits by MOAA National during 2022. Judges will review input from visit.</p>  |
| <p><b>Total Possible Points: 100</b></p>   |   |
| <p><b>Addendum Item:</b> User can upload a single attachment, to include a cover letter, to provide additional information about the council or to expand on any of the narrative statements made on this submission.<br/> <b>NOTE: addendum item is optional</b></p>  |   |



**LEVELS OF EXCELLENCE 2022  
COUNCIL PRESIDENT'S ASSESSMENT**

Note:

While we do not expect you to rank your chapters, please consider the average performance of all chapters in your council (not just those that nominated themselves for an LOE award) when considering how to score this chapter.

Chapter being assessed: \_\_\_\_\_

Council President name, Council name: \_\_\_\_\_

I have no basis upon which to assess this chapter. (Please explain.)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Please score below three questions as indicated:

\_\_\_\_\_ How well does this chapter support MOAA's objectives? Consider all of the following.

0-3 points

- Influence federal and state legislation
- Serve their local communities in impactful ways
- Grow membership at the local and national levels
- Increase MOAA brand awareness in the community
- Commitment to officer training (takes advantage of MOAA's roundtables and regional training events) and succession
- Commitment to effective communications

\_\_\_\_\_ How well does this chapter support the affiliate network in your council? Consider all of the following.

0-3 points

- Actively supports the Council and its activities
- Identifies areas of common interest that should be handled at the state level
- Takes advantage of Council expertise and training
- Coordinates with and ensures the Council is informed about matters of importance to MOAA National

\_\_\_\_\_ Did you have the opportunity to visit with the chapter in the year of competition (last calendar year)? Consider general chapter meetings, interaction at council or national events, phone calls or video chats with chapter leadership. What was your overall assessment on a scale of 0 to 4? Please attach visit report or notes if any were prepared.

0-4 points

\_\_\_\_\_ Total score

0-10 points

**Submission Process:**

- [Using this link](#), user will be required to create a new MOAA username and password in order to utilize the online web portal to submit an LOE entry. This username/password is separate and distinct from your MOAA username/password.
- After creating the username/password, it is recommended that you safeguard the information. This not only ensures user security, but also provides users the opportunity to save their work, make changes and go back to review answers before making their final submission.
- Please note that, although some questions may be answered with a yes or no response, your entry will be judged on detail. We strongly recommend providing narrative answers to each question.
- We recommend users type their response in Microsoft Word or comparable program then copy-and-paste answers into the web portal for final submission.
- At the end of the application, users will be able to attach ONE document (i.e. addendum or cover letter), picture, or link to an article/website that they feel helps describe their accomplishments. This is **not** a mandatory field, but will be made available for those who wish to use it. Attachments longer than two pages will not be considered.

**Getting Started**

- [Using this link](#), create a new User Name and Password
  - **Please note: Users must establish a brand new user name and password and not use a password from last year’s LOE entry (if applicable).**
- **After user has initially started the LOE application, select the button to Log in as an Existing User.**
- **If user forgets the User Name or Password recently established, send an email to [chapters@moaa.org](mailto:chapters@moaa.org). Your user name/password will be reset and you will receive an email confirming that you can go back to the LOE portal to sign in.**

**Before beginning your LOE application Subjective narrative responses, user must complete these three steps:**

**Step 1: Establish a User Name / Password**

|  |                            |
|--|----------------------------|
| <b>Create a new User Name and Password</b> | <b>Existing User login</b> |
| <b>User Name:</b>                          | <b>User Name:</b>          |
| <b>Password:</b>                           | <b>Password:</b>           |

**Step 2: Provide your own and the chapter president’s contact information**

User will add their name and contact information. Next, User will add the chapter president’s name and contact information. After completing the LOE submission, a copy of the submission will be sent to the User and the chapter president.

|  |  |
|--|--|
| <b>Select Council:</b> <i>dropdown with list of councils will be provided.</i> | <b>Select Chapter:</b> <i>dropdown with list of chapters will be provided.</i> |
| <b>Council Alias / Council Name</b>  | <b>Chapter Alias / Chapter Name</b>  |

|  |  |
|--|--|
| <b>Submitting Officer’s Information:</b> | <b>Council/Chapter President’s Name:</b> |
| <b>Position:</b>                         | <b>Position: President</b>               |
| <b>Rank/Service/Status (or civilian)</b> | <b>Rank/Service/Status (or civilian)</b> |
| <b>Email:</b>                            | <b>Email:</b>                            |
| <b>Phone:</b>                            | <b>Phone:</b>                            |

**Step 3: When you’ve completed steps 1 and 2, you will begin providing a narrative response to the Subjective questions. Note: User will be able to review the Objective questions on the next screen. This information will be obtained from MOAA’s database and should not be submitted by the User.**

INFORMATION ONLY



### Tips for Success

- Be as specific and descriptive as possible. For example, if you state you added new members, include the number as compared to how many members your chapter has, as well as how the new members add value to your chapter and how you've integrated them. You may also want to include a reason if you have lost members (relocations or deaths versus lack of interest).
- In the area of advocacy, detail the issues on which your council/chapter engaged. The council/chapter should at the very least engage on MOAA's Advocacy in Action issues and major calls to action. Are you using (i.e., are you registered as an advocate on) Quorum, MOAA's legislative platform, and advocating on MOAA's legislative agenda?
- Activities and action that involve a large percentage of chapter members are more impressive than those involving only one or two. For example, all members should be involved in advocacy efforts (writing letters, making phone calls, etc. to their legislative representatives) and community outreach (a team effort versus individual volunteer work). Encouraging members to take action is different than facilitating group action.
- Don't waste valuable space repeating information in multiple sections. Try to describe as many chapter initiatives as you can.
- Review and incorporate processes from MOAA's Council and Chapter Policies and Procedures Guide.
- Codify successful practices in by-laws and/or standard operating procedures. You want to ensure the long-term success of your council/chapter.