



National Society of Minorities in Hospitality Chapter Awards

1. ADVISOR OF THE YEAR

This award is given to the advisor who has shown outstanding commitment to NSMH members and the National Board.

Criteria:

- Provides campus and industry resources to chapter
- Provides advice (positive feedback and constructive criticism)
- Attends majority of meetings and events
- Provide examples of support of NSMH Mission/Tenets
- Contributes creative advice/ideas to chapter
- Provides atmosphere for delegation and growth of chapter officers
- List other significant contributions

2. PRESIDENT OF THE YEAR

Chapters may nominate their president. The winner will be selected by the Awards Committee.

Criteria:

- Demonstrates dedication, patience, initiative and the ability to motivate and communicate effectively with members
- Delegates appropriately to officers and committees
- Provides examples of dedication to organization
- Shows patience and innovation
- Shows initiative and promotes chapter
- Has ability to motivate chapter
- Communicates effectively with chapter (including National Correspondence)
- Leads chapter in planning of programs/events that support the NSMH mission and National Programs Calendar
- List other significant contributions

3. CLYDE ROBINSON COMMUNITY SERVICE AWARD

This award will be given to the chapter that gives the most back to the community and the hospitality industry.

Criteria:

- Number of community service projects that the chapter participated in
- Percentage of chapter involvement in the community service projects
- Relation of the community service projects to the hospitality industry
- Did the chapter submit a chapter program report form for the event?
- Did chapter submit proof of involvement? (i.e. photos or letters from advisors)



4. CHAPTER OF THE YEAR

The requirement for this award would include enriching programs and activities, communicating effectively with National Board, achieving a majority of Chapter Goals, increasing membership, hosting community service activities, and meeting the minimum expectations of a chapter.

Criteria:

- Examples of support of NSMH Mission
- Variety of Activities for year (including National Calendar)
- Communicates effectively with National Board (Regional conference calls and meetings, submits articles to INFORMER, etc.)
- Accomplishment of minimum chapter expectations
- Increase in membership, percentage increase based on applications submitted to the national office by time of application
- Community service (related to hospitality industry, how many members were involved, amount of time given in service)

5. NEW CHAPTER OF THE YEAR

Only chapters that were chartered within the current year are eligible. The winner will show the most interest in the organization, is willing to learn and implement NSMH's constitution and by-laws, is involved in conferences, communicates effectively and shows most potential.

Criteria:

- Shows interest in NSMH (min. 10 members, 1 membership initiative and at least 3 programs/meetings hosted)
- Implementation of by-laws (election of officers, strategic plan)
- Involved in National Conferences and tradeshow
- Communicates effectively with National Board (regional calls and meetings)

6. BEST ACTIVITIES AWARD

This is the chapter that participates and organizes activities that showcase both NSMH and the hospitality industry. Activities can pertain to entertainment, community service and/or fundraisers that expose the organization.

Criteria:

- Promotes essence of NSMH Mission and promotes hospitality industry
- Example of career development
- Entertainment/social-strengthens membership
- Community service-#of persons involved and related to industry
- Fundraisers-time contributed vs. profit & purpose
- Creative implementation of programs calendar
- Annual activities unique to chapter



7. BEST PUBLICITY

This is the chapter that has the most creative promotional campaign and enriching INFORMER submissions.

Criteria:

- Campus promotion initiatives
- Advertisements in local or school media
- How many different interactions did the chapter have with media AND how did it promote the chapter in membership/attendance at the event, sponsorship, give campus recognition or promote the hospitality industry

8. BEST MEMBERSHIP DRIVE

This is the chapter that recruits and retains the most members who actively participate in activities in the chapter, regional and on the national level. All members must have a clear financial balance with NSMH.

Criteria:

- Number of members recruited (% change)
- Number of members retained (% change)
- Average participation on activities/conferences
- List of membership drives done for the year and results

9. BEST NEWSLETTER

This is the chapter with the most informative and innovative newspaper that is circulated effectively and periodically within the chapter and the INFORMER. A copy of each newsletter must be sent to National Headquarters.

Criteria:

- Innovative/creative
- Circulation-how many issues X how many received newsletters
- Communicates National Programs and announcements
- Communicates local programs and announcements
- Variety of articles and ration to number of pages
- Quality of content and presentation



10.MOST TRAVELED AWARD

This is the chapter that had the opportunity to visit places to learn more about the hospitality industry. This can include activities or field trips, but activities must be outside the chapter's city. All activities must be documented and verified by the Advisor. (attach memo to Award application)

Criteria:

- List trip destination, purpose, distance from chapter school and number of members that participated (List trips hosted by chapter and/or other school/dept. events that were promoted to the chapter to attend.
- AT LEAST four NSMH members must have attended each activity/trip
- Trips should be related to the hospitality industry and will be based on not only # of trips (10 pts/trip), but the # of people who participated (5 pts for 25% participation of chapter (i.e. 20 points for 100% participation)
- International trips or trips further away than a connecting state-10pts
- List persons that were chosen/given scholarships to attend industry events, conferences, shows, etc. (10 pts)

11.BEST SCRAPBOOK

This award is given to the chapter whose scrapbook best illustrates the activities and accomplishments of the chapter.

Criteria:

- Creativity
- Presentation/design
- Variety of activities (local and national)
- Highlights accomplishments as a chapter

12.BEST EXHIBIT

The chapter is to set up an exhibit to be judged during national conference. The criteria are based on the current year's theme. It must fit on a 3ft table space and the surrounding area should display the chapter's fulfillment of minimum expectations listed in planning manual. It should display at least one event/meeting that promotes tourism specific to the chapter's town or city. It should also include chapter forms, newsletters, programs, minutes, flyers, etc. BE CRATIVE AND COLORFUL.

Additional Criteria:

- Creative display of conference theme
- Presentation/design
- Promotion of local tourism of chapter
- Includes examples of minimum expectations of chapter



13.HIGHEST GPA Award

This award can be received in two ways. Chapters can take average of GPA' on all members to receive Chapter Highest GPA Award or the person with the highest GPA from each chapter can submit their individual cumulative GPA for the Highest GPA Award. Please submit transcripts or official school documentation.

14.PR Star Chapter Award

This is the chapter that is most active in the area of social media. It will honor the chapter with content, creativity, and production on social media.

- Presence: Having active Facebook, Twitter and Instagram accounts.
- Trendsetting: Sharing new ideas to members in creative ways
- Content: Must use different forms of media including text, video, images, links etc.
- Consistency: Must show activity on all three social media platforms on a regular basis
- Engagement: Must show interaction with chapter members in the area of likes and shares

Additional Criteria:

- Chapters must use the hashtag #nsmhPRStar19 whenever posting on social media to be considered for this award. Only posts that include the hashtag will be considered for the award.

Please contact programs@nsmh.org for more information.