



## 2021 Levels of Excellence (LOE) Award Submission Criteria

### Instructions and Important Information before nominating your council/chapter

**Submission Deadline: May 1, 2022**

#### 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 the **2021 calendar year** programs, initiatives and successful experiences shared by council and chapter leaders.

We understand that many councils and chapters conducted fewer than desired face-to-face meetings and events in 2021 due to COVID-19 pandemic. The LOE questions take that into consideration and also recognize alternate means of connecting with members and communities.

Councils and Chapters will have an opportunity to submit their LOE applications via web-based portal in the coming days, but we wanted to provide a few items of interest and recommended best practices for the LOE submission before that time.

\*Please Note: only one LOE submission per council or chapter will be accepted.



### **Evaluation Criteria:**

Councils/Chapters will be evaluated on objective and subjective criteria exhibited during 2021.

#### **Objective Scoring criteria:**

- Will be obtained from MOAA's database; related updates can be made on the Committee Module (CM) until March 31, 2022.

#### **Subjective Scoring criteria:**

- Based on narrative input from the user.
- A team of judges will evaluate each affiliate's Subjective input; this score will be added to the Objective Scoring in order to determine each council/chapter's total score.

### **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 require 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 a 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.



### 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

Create a new User Name and Password	Existing User login
User Name:	User Name:
Password:	Password:

#### 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.

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

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

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.



**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).**

Objective Scoring Criteria	Possible Points
1. Key chapter officers* are members of national MOAA (spouses of current MOAA members who serve as chapter officers are exempt and will receive full credit) .	10
2. Percent of membership who are members of national MOAA 95% - 100% = 15 points 80% - 94% = 5 points 79 and below = 0 points	95% - 100% = 15 points 80% - 94% = 5 points 79 and below = 0 points
3. CM Administrator accessed Committee Module during year of competition.	10
4. Chapter has a designated Legislative Chair/Liaison in the national MOAA database (CM) who is opted-in to receive <i>The MOAA</i> Newsletter, and has selected Advocacy.	15
5. Chapter has a designated Membership Chair in the national MOAA database (CM).	10
6. Chapter has a designated Surviving Spouse Liaison in the national MOAA database (CM).	10
7. Chapter has an Electronic Funds Transfer account established with national MOAA.	10
8. Chapter belongs to the state council if one exists.	10
9. Chapter President opted-in to receive the <i>The MOAA</i> Newsletter.	10
	<b>Total Possible Points: 100</b>

**\*Key Chapter Officers: President, Vice President, Member Chair and Secretary/Treasurer**



**SUBJECTIVE SCORING FOR CHAPTERS**

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

<p><b>Section 1: 1 to 15 pts each</b> <b>Maximum Total Points: 45</b></p>	<p><b>User will be able to provide responses to questions with limited character count</b></p>
<p>1. Grassroots Advocacy, i.e. meetings with state or federal legislators, etc., including any virtual activities.</p>	<p>Provide narrative response –</p> <ul style="list-style-type: none"> <li>• character limit: 0 – 2000 characters</li> </ul>
<p>2. Community Engagement, e.g., MOAA Foundation/Community Grant, Honor Flights, local scholarship initiatives, support of JROTC/ROTC programs, etc., including any virtual activities.</p>	<p>Provide narrative response –</p> <ul style="list-style-type: none"> <li>• character limit: 0 – 2000 characters</li> </ul>
<p>3. Recruiting and Retention, including how your chapter stayed connected under the COVID-19 environment.</p>	<p>Provide narrative response –</p> <ul style="list-style-type: none"> <li>• character limit: 0 – 2000 characters</li> </ul>
<p><b>Section 2: 1 to 10 pts</b> <b>Total Points: 10</b></p>	<p><b>User will be able to provide responses to questions with limited character count</b></p>
<p>1. Briefly describe your chapter’s leadership succession plan and how well it’s working.</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</li> <li>- Describe your structure for selecting new leaders</li> </ul>	<p>Provide narrative response –</p> <ul style="list-style-type: none"> <li>• character limit: 0 – 2000 characters</li> </ul>
<p><b>Extra Credit: 1 to 10 pts</b> <b>Total Points: up to 10; extra credit will provide a maximum of 55 points</b></p>	<p><b>User will be able to provide responses to questions with limited character count</b></p>
<p>1. Describe an accomplishment of your chapter which you haven’t already described above.</p>	<p>Provide narrative response –</p> <ul style="list-style-type: none"> <li>• character limit: 0 – 2000 characters</li> </ul>
<p><b>Total Possible Points including extra credit: 55</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. <b>NOTE: addendum item is optional</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).**

Objective Scoring Criteria	Possible Points
1. Council updated the council officers using the Committee Module (CM) within the last two years.	15
2. Council has a designated Legislative Chair/Liaison in the national MOAA database (i.e. CM) who is opted-in to receive <i>The MOAA Newsletter</i> , and has selected Advocacy.	15
3. Council has a designated membership chair in the national MOAA database (i.e. CM)	10
4. Council has a designated surviving spouse liaison in the national MOAA database (i.e. CM)	10
5. Council has its own web site or web presence.	10
	<b>Total Possible Points: 60</b>

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**SUBJECTIVE SCORING FOR COUNCILS**

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

Total Points Listed beside each question:	User will be able to provide responses to questions with limited character count
<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). – <b>1 to 15 pts</b> Yes/no</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) – <b>1 to 20 pts</b> Check boxes should be applied to each question listed.</p> <ol style="list-style-type: none"> <li>Chapter Management/Chapter Recruiting Program</li> <li>Legislative Issues</li> <li>Training for new chapter officers</li> <li>Information sharing, i.e. print or digital communications</li> <li>Other</li> </ol>	<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>3. How did the council encourage the exchange of ideas among member chapters during the year of the competition, e.g. meetings, conventions, etc.? – <b>1 to 10 pts</b> Yes/no</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>4. Did the council president, or his or her representative, make chapter visits, including virtual visits? – <b>1 to 10 pts</b> Yes/no 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>Please provide 1 or 2 specific examples</p>
<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? – <b>1 to 10 pts</b> Yes/no</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><b>6. EXTRA CREDIT (not a required field):</b> Did the council actively support state-level legislation that would benefit servicemembers and their families? – <b>1 to 10 pts</b> Total Points: up to 10; extra credit will provide a maximum of 65 points.</p>	<p>Provide narrative response –</p> <ul style="list-style-type: none"> <li>• character limit: 0 – 2000 characters</li> </ul> <p>Please give 1 or 2 specific examples</p>
<p><b>Total Possible Points including extra credit: 65</b></p>	



**Addendum Item:** 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.

**NOTE: addendum item is optional**

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