

Council & Chapter Affairs Chapter Roundtable

2021 Communications Award Process

Thursday, December 30, 2021
7PM (EST)



Agenda

- Welcome attendees, program updates, key dates
 - Erin Stone, senior director
- Introductions by host and co-host
 - Blair Drake, contributing editor
 - Victoria Twyne, program manager
- Overview of award and submission process
- Updates to 2021 criteria
- Judging process
- Keys to success
- Q&A and open discussion among leaders

Program Updates

- Staff Returns to HQ Building 1 February (T)
- Continuing travel schedule with caution to COVID Omnicron surge
- MOAA Store Update – Expect January Opening

Key Dates

Community Outreach Grant Applications opened	Dec 1
Community Sponsorship Applications opened	Dec 1
Monthly Roundtable: Harris Communication Award Process and Criteria	Dec 30
Mercer Ad Program Begins	Jan 1
Monthly Roundtable: Social Media Cookbook	Jan 27
Communications Award Submission Deadline	Feb 1
CP/ICP meeting	Feb 17
Monthly Roundtable: Advocacy	Feb 24
Community Outreach Grant Application Deadline	Feb 28
Scholarship Application Deadline	March 1
Monthly Roundtable: Generating Revenue	March 31
Advocacy in Action/Council Presidents Seminar	Apr 25-28

2022 Roundtable Schedule

January 27	Social Media Cookbook
February 24	Advocacy
March 31	Generating Revenue
April 28	Improving Chapter Health
May 26	Media Exposure/October Issue
June 30	Recruiting
July 28	Event Planning
August 25	Community Outreach, Emergency Relief Fund
September 29	Branding
October 27	Transition Services
November 17	Retention
December 29	End of Year Review/Discussion

Last Thursday of each month at 7:00 PM Eastern Time
Topics and Link: Council and Chapter Training Materials



Housekeeping Notes

- Please mute your microphone unless you're speaking.
- For questions/chats, select "raise hand" button and wait to be called on.
- Don't dominate the conversation
- INTRODUCTIONS – Blair and Victoria

Overview of Communications Award

Goal: Identify councils and chapters that do an outstanding job communicating with their members and community

Categories of competition:

1. Print/E-Newsletter
2. Website

Award categories:

1. Five-star = very best councils or chapters
2. Four-star = above-average councils or chapters



Submission Process

- Submission process:
 - award Formsite
 - creating a password (different from MOAA password)
- Things to remember:
 - upload page for newsletters: only one 2021 newsletter
 - use “save progress” button before closing the form to finish later
- Deadline for submissions: Feb. 1
- <https://www.moaa.org/content/chapters-and-councils/moaa-awards/col.-marvin-j.-harris-communications-award-contest/>

Online Informational Guide

NEW FOR 2021: Important Communications Award Changes

UPDATED Dec. 8: Review the relevant informational guide below (PDF format) to familiarize yourself with criteria changes and ensure your chapter's success in the program.

- Informational Guide: **Councils**
- Informational Guide: **Chapters**

Councils and chapters soon will have the opportunity to enter their print/electronic newsletters and websites for 2021 award consideration. To ensure your affiliate's eligibility and success in the contest, review the following award new criteria and consider implementing necessary changes before the end of the year.

New to the 2021 awards, to submit an award entry and therefore qualify for an award, council and chapter newsletters (print or e-newsletter) and websites must meet the following criteria:

- **Use the current MOAA logo with registered trademark[®] (not TM).** Download the correct logo and find MOAA's brand book [here](#).
- **Does not include partisan political content.** National MOAA has helpful information for members, leaders, and affiliates about prohibited activities, guidance on dealing with divisive issues, and more. [Read more](#).
- **Does not use service logos.** Military service seals and logos are trademarks belonging to the individual services and not permitted for use in affiliate communications.

Updates to 2021 Criteria

- To qualify, newsletters/websites MUST:
 - use the current MOAA logo with registered trademark
 - not include partisan political content
 - not use service logos
- Elimination of extra credit

Judging Process

- Verify objective criteria and score
 - Six self-scored questions
 - 50 points total
- Judges' subjective score
 - Five questions
 - 50 points total

Keys to Success: Content

- Who you are
 - Mission statement
- What you do
 - Coverage of events
- Variety of topics
 - Something for (most) everyone
- How and why to join

Keys to Success: Design

- Less is often more
 - Fonts, colors
- White space is your friend
- Visual appeal
 - Photos, graphics, varied design
- Make browsing easy
 - Newsletters: spacing/definition of articles
 - Websites: simple navigation/menu

Share Your Council/Chapter News

-Articles in *The MOAA Newsletter, Council and Chapter News, Military Officer.*

Send submissions to: BlairD@moaa.org



Questions?

We look forward to receiving your entry
for the Communications Award!

Email additional questions to: chapters@moaa.org

