

Chapter Excellence and Innovation Awards (CEIA)

Nomination Guide

This guide provides an overview of what to expect when submitting a Chapter Excellence and Innovation Award nomination.

Helpful Hints:

- The submission deadline is February 22, 2027.
- Gather all information needed before beginning the electronic submission process.
- Chapters may submit an entry for multiple CEIA categories.
- Nomination applications can be found at cmsa.org/awards

AWARD CRITERIA

Chapter Excellence and Innovation (CEIA)

The CMSA Chapter Excellence & Innovation Awards recognize chapters that embody the CMSA Vision and Mission. Achieve exposure and recognition for your chapter with innovative projects in education, membership, communication, promotions, technology, and public policy.

- Eligible entries are from January 1 through December 31.
- Judges will be tasked with viewing and scoring the requirements of each category. Scoring is based on how the entry's content compares to the overall requirements and is not measured against other entries.

CEIA AWARD CATEGORIES

Nominate your chapter for one or more of the following categories and achieve exposure and recognition for your chapter's activities in:

Conference Planning

Recognizes the best effort to design, communicate, implement and evaluate a chapter conference.

Educational Programming

Pays tribute to the CMSA Chapter offering outstanding educational programming not related to a conference.

Membership Development

Recognizes the best effort to design, communicate, implement and evaluate a membership program to promote chapter growth.

Publishing & Promotion

Recognizes the best use of digital or print publication, news, or branding by a local chapter. Includes newsletters, brochures, flyers, logo design, stationary, manuals, chapter pin etc….

Best Use of Technology

Recognizes the chapter with the best use of technology through development and use of a local website, listserve/forum, social media, or a similar program. The project must utilize the internet to qualify.

Public Policy & Advocacy

This award pays tribute to the CMSA Chapter offering the most outstanding public policy and advocacy program.

Chapter Revitalization: The Phoenix

Pays tribute to the CMSA Chapter who has experienced issues which have almost closed the chapter within the last two-three years but through hard work and dedication has breathed new life into the chapter and made it sustainable once again within the current award entry year.

Award of Excellence for Chapter Conference

In addition to the chapter demographics the question below will be asked on the application form.

In 150 words or less, provide a brief overview of your program and the reason you are submitting this Program for an Award?:

Brief description of Implementation Plan

How frequently does your chapter host this Program?

Describe key speakers and their topics:

What were the specific objectives/goals for this Program?

What was your attendance goal?

What was your actual attendance?

What was your exhibitor goal?

What was your actual exhibitor attendance?

How did you promote Exhibit and Sponsorship Opportunities?

What was the budgeted expense for this Program?

What was the budgeted expense for this Program?:
What was the actual expense for this Program?:
Were any Sponsorships obtained to support this Program?
If Yes, how much support was given? $

How was this Program promoted to members and/or prospective members?

Describe the method(s) of promotions (flyers, emails, phone calls, etc….:
Describe how the promotional materials were used (flyers, pamphlets, posters, giveaways, other resources):

Number of contacts made through the above method of promotions.

What were some key messaging points used in the promotional materials that you feel expressed the value of attending this Program?

How were promotional materials designed? (by volunteers, outsourced to a vendor, etc…) Explain process:

Explain any special benefits/rates offered for CMSA members that attended this program:

How many new members were recruited as a result of this Program?

What made this Program unique and original?

How was the success of your Program determined?

Judges will be reviewing:

- **Process in Implementing the Program**
- **Objectives/Goals**
- **Outcomes & Measurable Success**
- **Impact of Targeted Messaging**
- **Originality of the Program**

Award of Excellence for Chapter Educational Program

In addition to the chapter demographics the question below will be asked on the application form.

Brief description of Implementation Plan:

Describe the speaker(s) and topic(s):

What were the specific objectives/goals for this Program?

What was your attendance goal?

What was your actual attendance?

Program Funding:

What was the budgeted expense for this Program?

What was the actual expense for this Program?

Were any Sponsorships obtained to support this Program?

If Yes, how much support was given? *($ amount)*

How did you promote Sponsorship Opportunities?

What was given to the sponsor in recognition of their support?

How was this Program promoted to members and/or prospective members?

- *Describe the method(s) of promotions (flyers, emails, phone calls, etc…)*
- *Describe how the promotional materials were used (flyers, pamphlets, posters, giveaways, other resources)*
- *The number of contacts made through the above method of promotions:*
- *How often was the Program promoted?*
- *Where was the Program promoted?*
- *Who was your primary target audience?*

What were some key messaging points used in the promotional materials that you feel expressed the value of attending this Program?

Describe Outreach Efforts to Prospect Members

Explain any special benefits/rates offered for CMSA members that attended this program:

What special outreach efforts were made to attract non-members to this Program and introduce CMSA?

How many new members were recruited as a result of this Program?

What made this Program unique and original?

How was the success of your Program determined?

Judges will be reviewing:

- *Process in Implementing the Program*
- *Objectives/Goals*
- *Outcomes & Measureable Success*
- *Impact of Targeted Messaging*

- *Originality of the Program*

Award of Excellence for Membership Development

In addition to the chapter demographics the question below will be asked on the application form.

In 150 words or less, provide a brief overview of your program and the reason you are submitting this program for an Award?:

Date range of your Campaign:

How frequently does your chapter host this Campaign?

Please provide a brief description explaining this Membership Campaign or Membership Project:

What were the specific objectives of this campaign?

What was the overall membership growth goals of this campaign?

How many members were recruited as a result of this membership program?

How was this campaign promoted to members and/or prospective members?

- *Describe the method(s) of promotions (flyers, emails, phone calls, etc…);*
- *Number of contacts; Promotion frequency; Who was your primary target audience;*
- *Was recognition given to individual recruiters or was recognition done as a whole?:*

What were some key messaging points used in the promotional materials that you feel expressed the value of joining CMSA?:

How were promotional materials designed? (by volunteers, outsourced to a vendor, etc…) Explain process:

Explain any special benefits/rates offered for the member to join in the specified time period:

What made this Program unique and original?

How did you determine the success level of your campaign?

Judges will be reviewing:

- *Process in Implementing the Program*
- *Objectives/Goals*
- *Outcomes & Measureable Success*
- *Impact of Targeted Messaging*

- *Originality of the Program*

Award of Excellence in Publishing & Promotion

In addition to the chapter demographics the question below will be asked on the application form.

In 150 words or less, provide a brief overview of your Publishing/Promotional project and the reason you are submitting this Award:

Date Implemented

Type of Publishing / Promotion

Title or Description

Purpose of Project

Intended Audience

Brief description of Implementation Plan

How frequently does your chapter utilize this?

What were the specific objectives/goals for this Publishing/Promotion Project?

Project Funding

- *What was the budgeted expense?*
- *What was the actual expense?*
- *Were any Sponsorships obtained for support?*
- *If Yes, how much support was given? $*

How was this information published or promoted?

What were some key messaging points used in promoting this piece that you feel expressed the value and purpose?

Describe how this project has become an effective and valuable benefit to members and/or non-members?

What made this project unique and original?

How was the success of your project determined?

Please share any statistics you have on the use or feedback provided from end-users

Judges will be reviewing:

a. *Effectiveness and Use*
b. *Objectives/Goals*
c. *Outcomes & Measureable Success*
d. *Writing Skill, Design & Layout*

e. Originality of the Project

Award of Excellence for Best Use of Technology

In addition to the chapter demographics the question below will be asked on the application form.

In 150 words or less, provide a brief overview of your program and the reason you are submitting this technology for an Award?

Select size of your chapter.

What were the specific objectives/goals for the use of this form of technology?

Describe how these objectives relate to the goals/mission of your chapter and CMSA?

Describe the results and level of success in meeting the objectives/goals above.

Program Funding.

- What was the budgeted expense for this Program?
- What was the actual expense for this Program?
- Were any Sponsorships obtained to support this technology?
- If Yes, how much support was given? $

What were some key messaging points used in the promotional materials that you feel expressed the value of utilizing this technology?

Describe how this technology has changed the way the chapter communicates with members and prospect members in regards to activities, events, and news?

What made this technology unique and original?

What are the key features of this technology that enhance the ease of navigation and increase communications?

How the success of your technology determined? Please share any statistics you have on the utilization of the technology.

How do you track and communicate with members and prospect members that cannot access this technology.

Judges will be reviewing:

- *Process in Implementing the Program*
- *Objectives/Goals*
- *Outcomes & Measureable Success*
- *Impact of Technology*
- *Originality of the Program*
- *Ease of Navigation*

Award of Excellence for Public Policy & Advocacy

In addition to the chapter demographics the question below will be asked on the application form.

In a 150 words or less, provide a brief overview of the activities of your chapter's public policy & advocacy program:

> *Note: a few examples of activities could include: involvement with National PPC activities, support of Case Management Model Law Act, promotions of Nurse Licensure Compact, local policy outreach to government officials, Case Management Week proclamation, etc…*

List the top activities the chapter has engaged in this past year relating to public policy or case management advocacy that was done to assist with meeting the goals above:

> *Note: a few examples of activities could include: involvement with National PPC activities, support of Case Management Model Law Act, promotions of Nurse Licensure Compact, local policy outreach to government officials, Case Management Week proclamation, etc…*

Explain the process used for educating and engaging members & policymakers with the activities above. Describe methods & tools used to engage, an overview of timelines, the collateral used, etc… Include anything that made this activity unique & original for advocating the case management industry:

> *Note: Be sure to include any specific activities involved in communicating with Federal, State or Local government officials.*

How did you measure the success of the public policy program in meeting the objectives above? Tie in the above activities that assisted with the success:

Describe how these objectives related to the goals/mission of your chapter and CMSA?

Public Policy Program Funding:

- *What was the budgeted expense for the Public Policy activities?:*
- *What was the actual expense?:*
- *Were any sponsorships obtained to support your efforts?*
- *If Yes, how much support was given? $*

Judges will be reviewing:

f. Originality of outreach activities
g. Success in meeting goals & objectives
h. Content of PP program & outreach materials
i. Effectiveness in public policy arena

Award of Excellence for Chapter Revitalization: The Phoenix

In addition to the chapter demographics the question below will be asked on the application form.

In 150 words or less, provide a brief overview of your program and the reason you are submitting for this Award?

What is the date range the chapter was to the point of closing?

What was the date the chapter felt they had made substantial strides in creating a sustainable chapter that could continue with the work they had accomplished?

Describe the key reasons for the chapter's decline causing the board or members to consider closing?

What were the top objectives/goals for revitalizing this chapter into a sustainable organization?

Describe how these objectives relate to the goals/mission of your chapter and CMSA?

Describe how you met the objectives above, the results, and level of success:
Please describe each objective listed above results in detail.

What were some key messaging points used to express the value and importance when talking to other key stakeholders about supporting this revitalization process?

What were some of the new activities or resources that developed for the chapter and its members to improve future development and communications through this revitalization?

What are the overall differences in your chapter after revitalization today then the way it was prior to the decline?

How do you measure the success of this revitalization?