



Chapter Foundation Award

Program Criteria

The Society for Design Administration's **Chapter Foundation Award (CFA)** is an annual program designed to recognize all participating SDA chapters for their annual achievements. The point-based system is a resource for chapters to understand their strengths and to inspire their growth. Chapters may apply for this award each year, and each year a different level may be attained depending on the points attained in the prior year. This new program seeks to encourage chapters to continually evaluate themselves using the CFA tools to eventually submit for the esteemed Chapter Excellence Award.

Unless otherwise noted, the CFA questions are to be answered based on your chapter's accomplishments and actions from January to December of the preceding year. The program consists of goals each chapter can strive to achieve during this time using the CFA Criteria as a guide and the CFA Score Sheet for tracking points.

CFA is a self-reporting program with seven specific areas of concentration:

1. Membership
2. Chapter Governance
3. Education/Professional Development
4. Networking
5. Sponsorship
6. Communication
7. Leadership

Each participating chapter will be required to track their success in the seven specific areas. Track your chapter's score by completing and submitting the CFA Score Sheet to SDA Headquarters. The Awards Committee will review submissions and notify each submitting chapter of the acceptance of its CFA submittal. All chapters submitting the CFA Score Sheet and reaching one of the three levels outlined below will be recognized at EDSymposium12.

Scoring is very simple. If your chapter answers "yes" to any line item, give your chapter one point. If your chapter answers "no" to any item, insert a "0" in the column or leave it blank. A formula has been added at the end of each section. Your overall total will appear on the last page. Three levels of success will be awarded, based on the number of points achieved.

Level 1:	Bronze	Total points:	1 to 17
Level 2:	Silver	Total points:	18 to 34
Level 3:	Gold	Total points:	35 to 50

Five Areas of Concentration

1. Membership - 4 Points

SDA is nothing without its membership. The more we grow our membership, the greater is our combined body of knowledge, the magnitude of our network, and our ability to positively impact the quality of design-firm management. Our success and growth depends on our combined and concerted recruiting effort, and the continued promotion of the value of membership in SDA. ***Did your chapter:***

- Have a Membership Group/Team?
- Conduct an annual membership drive or a special membership recruitment contest(s)?
- Increase its membership numbers from the prior year?
- Issue a membership satisfaction and/or suggestion survey to your members?

2. Chapter Governance -12 Points

SDA chapters should operate within the suggested guidelines as established and outlined in the SDA National Bylaws, Standing Rules, and Chapter Affiliation Agreement to sustain their status as a healthy chapter. ***Did your chapter:***

- Conduct the required number of board meetings last year (minimum of six board meetings per year with at least two meetings in person)?
- Develop a written Annual Strategic Plan with Chapter Goals?
- Hold an Annual Business Meeting?
- Conduct an annual election of officers?
- Maintain Chapter Bylaws and Standing Rules that are in compliance with the current National Bylaws and Standing Rules and receive approval from the National Bylaws Committee?
- Obtain 501 (c) 6 IRS tax-exempt status and maintain it by filing the appropriate annual 990 tax return as required?
- Submit Form 990 to HQ?
- Submit Annual Chapter Report to HQ?
- Sign an Annual Chapter Affiliation Agreement and file with Headquarters?
- Conduct a Board of Directors' retreat or transitional meeting?
- Have the Chapter President serve as a delegate during the Annual Business Meeting and participate in all National Board of Directors Meetings (either in person or via teleconference)?
- Have a process in place for maintaining permanent files/papers?

3. Education/Professional Development - 7 Points

As the A/E/C field continues to change and grow, design firm employees need to continue to develop and polish their skills and capabilities. Through the many SDA educational programs offered at the Chapter and National level, the chapters provide their members the opportunity to achieve and grow professionally. ***Did your chapter:***

- Have an Education Group/Team?
- Offer a minimum of 12 continuing education hours per year?
- Conduct a member/guest event (e.g.; holiday social, etc.)?
- Submit a Best Practice to SDA National?
- Have a member submit a white paper or write an article for the *SDA Today*?
- Register as a CES Provider with AIA?
- Host a regional conference (within last six years)?

4. Networking – 7 Points

SDA chapters should provide opportunities for members, their firms, and vendors to attend educational and social events that promote and allow for attendees to network and make connections within the A/E/C industry. These networking connections can lead to cost savings for firms, potential business development for firms, etc. **Did your chapter:**

- Have an Events Group/Team?
- Conduct a networking event for chapter members?
- Participate in a charity event/community service/social networking function?
- Collaborate with other another SDA Chapter or other A/E/C organizations?
- Participate in or host a Canstruction® event in your city?
- Offer a Principal or Sustaining Firm Appreciation event?
- Have fundraisers?

5. Sponsorships – 5 Points

Sponsorships (cash or in-kind) obtained from supporting firms and vendors help to stretch the Chapter's dollars so that it can help reduce the cost of providing information to its members. With this partnership, the chapter is able to bring valuable educational programming, events, networking socials, etc., to their members. **Did your chapter:**

- Have a Sponsorship Group/Team?
- Receive non-dues revenue/sponsorships/advertising?
- Receive in-kind contributions?
- Supply sponsor leads to SDA National?
- Recognize your sponsors (newsletter, website, event, etc.)?

6. Communication – 8 Points

Communication of chapter events, educational opportunities, etc., to its members is vital to the success of the chapter. The chapter should obtain publicity for SDA through all available news media, publications of the AIA, and other industry-related publications and trade journals. A chapter should also make it a practice to share chapter news, white papers, publications, etc., with SDA National. **Did your chapter:**

- Have a Communications Group/Team?
- Produce and distribute a newsletter?
- Establish and maintain a database of contacts?
- Link its website to SDA National's website?
- Publish a calendar of events?
- Raise SDA awareness in the A/E/C community?
- Have a job bank?
- Communicate information coming from SDA National (educational opportunities, events, bylaws, standing rules, annual business meetings, deadlines, etc.) to chapter members?

7. Leadership – 7 Points

Involvement at the local level helps individual(s) gain and apply new technical skills, stay abreast of trends, and maintain their professional edge as knowledge advances. This promotes the next generation of association leaders. **Did your chapter:**

- Have Leadership/Board of Directors in place?
- Establish a written recruitment plan?
- Have at least one of your Board of Directors attend the last annual EDSymposium?
- Offer scholarship(s) for chapter members to attend the last EDSymposium?
- Encourage chapter members to attend the last EDSymposium?
- Prepare submittals and participate in SDA's National Awards program?
- Have an annual chapter-level member recognition award in place?