MEMBERSHIP RECRUITMENT CHALLENGE

OVERVIEW

Participants work as part of a team to design and implement a membership recruitment plan that supports the growth of TSA during the current school year. Finalists present their plan in a small group setting.

CHALLENGE

Increase knowledge and interest in TSA within the state and recruit new TSA chapters. Design and produce promotional materials such as brochures, mailers, and posters and devise a membership recruitment plan to help start new chapters. Teams must document and demonstrate the implementation of the recruitment plan and prove that involvement directly resulted in new TSA chapters.

ELIGIBILITY

A. Entries are limited to one (1) team per state with up to ten (10) active members.
B. Up to three (3) participants represent their team as finalists.

TIME LIMITS

A. Entries must be started and completed during the current school year. The deadline for new chapter affiliation is June 1. Finalists are interviewed and present a three (3)- to five (5)-minute overview of their recruitment plans at the national conference.

ATTIRE

Professional dress as described in Competitive Events Attire is the minimum requirement for finalists.
PROCEDURE

A. The team works together throughout the year to develop and execute a recruitment plan. To compete as finalists, teams must be prepared to present their recruitment plans to evaluators.

B. Teams secure forms (see following pages) signed by the advisors of at least three (3) "new" chapters confirming affiliation. Newly affiliated chapters are processed by national TSA.

C. Participants check in their entries at the time and place stated in the conference program. No more than two (2) team members set up the display.

D. Evaluators review entries. Neither students nor advisors are present at this time. A finalist list in random order is posted.

E. The finalists, as many as three (3) team representatives, report to the event area at the time and place stated in the conference program. Finalists present their recruitment plans to three (3) evaluators in a small group setting around a table, much like marketing executives might present a plan to potential clients. Finalists can decide what method of presentation to use and must supply any necessary equipment such as a laptop computer, television, projector, etc.

F. No more than two (2) team members pick up their entries from the display area at the time specified in the conference program.

REGULATIONS

A. Each team submits a recruitment plan containing at least three (3) printed promotional pieces and proof that their recruitment efforts have resulted in the affiliation of at least three (3) new chapters.

B. Materials that might be included in the recruitment plan are brochures, press releases, flyers, direct mail pieces, newspaper articles, newsletters, posters, videos, PowerPoint presentations, etc.

C. The recruitment plan and supporting materials are contained in a standard three-ring binder and arranged as follows:
   1. List of chapters recruited followed by signed advisor forms (see following pages).
   2. Actual samples of printed materials. Oversize pieces are folded to fit and are reviewed by evaluators.
   3. Written descriptions of other supportive material such as videos, etc.

D. Components of the recruitment plan that are not printed (videos, PowerPoint presentations, overheads, etc.) are turned in as part of the entry.

E. Newly affiliated chapters must have paid all applicable state and national dues and be in good standing as of June 1.

F. There are no restrictions on the levels being recruited by teams, i.e., a middle school team can recruit a high school chapter, and vice versa. Elementary schools also may be recruited, however, they are not eligible to compete in this event.
G. Finalists are encouraged to make their presentations using their printed materials and any other means appropriate to a small group setting. The use of electronic presentation devices is not required. Teams that choose to use a TV, VCR, or any other audio/visual equipment must bring their own equipment or make arrangements through and payment directly to the site's AV contractor.

**EVALUATION**

Evaluation also is based on points awarded for the recruitment plan and for the finalist presentation. There is a twenty (20)-point deduction for not documenting successful recruitment of at least three (3) chapters.

**NOTE**

The Membership Recruitment Challenge event exists at the middle school and high school levels. Only one middle school team and one high school team from each state is eligible to compete at the national conference.
MEMBERSHIP RECRUITMENT CHALLENGE

MEMBERSHIP RECRUITMENT CHALLENGE
Chapter Affiliation Verification
(Participants may copy this form as needed.)

This completed form with the signature of an appropriate TSA advisor verifies that the affiliation of the "new" chapter is a result of the Membership Recruitment Challenge team's recruitment plan. Three (3) completed forms quality the team to compete at the national TSA conference.

Please complete the following information about the team participating in the Membership Recruitment Challenge:

School: ____________________________________________________________

School address: ______________________________________________________

City, state, zip: ______________________________________________________

Names of team members: _____________________________________________

Please complete the following information about your newly affiliated chapter:

Advisor's name: ______________________________________________________

School name: ________________________________________________________

School address: ______________________________________________________

City, state, zip: ______________________________________________________

Level affiliated (E, MS, HS): __________________________________________

Year affiliated: ______________________________________________________

Number of students in chapter: ________________________________________

Advisor signature: _________________________  Date: ____________________

Return this form to the students who are participating in Membership Recruitment Challenge
Thank you, and welcome to LTSA!
MEMBERSHIP RECRUITMENT CHALLENGE

EVENT COORDINATOR INSTRUCTIONS

PERSONNEL

A. Event coordinator
B. Evaluators for displays, three (3)
C. Evaluators for finalist presentations, three (3)

MATERIALS

A. Coordinator's box, containing:
   1. Event guidelines, four (4)
   2. Official rating forms
   3. List of entries, with finalist report
   4. List of evaluators/assistants
   5. Stick-on labels for numbering entries
   6. Marking pens for evaluators
   7. Stopwatch
   8. Finalist list for posting
   9. Results envelope
B. Table and chairs for finalist presentations

PROCEDURE

A. Upon arrival at the conference, report to the CRC room and check the contents of the coordinator's box. Review the event guidelines and check to see that enough evaluators/assistants have been scheduled.
B. Inspect the area(s) in which the event is being held for appropriate set-up, including room size, chairs, tables, outlets, etc. Notify the event manager of any potential problems.
C. Check in the entries at the time stated in the conference program. Anyone reporting who is not on the entry list may check in only after official notification is received from the CRC chairperson. Late entries are considered on a case-by-case basis and only when the lateness is caused by events beyond the participant's control. Requirements for attire do NOT apply during check in.
D. Place an entry number on each notebook. Position entries for evaluation and viewing. Secure the entries in the designated area.
E. Meet with your display evaluators to review time limits, procedures, and regulations. If questions arise that cannot be answered, speak to the event manager before the event begins.
F. For participants who violate the rules, the decision either to deduct twenty points (20) or to disqualify the entry must be discussed and verified with the evaluators, event coordinator, and a CRC manager. Secure the initials of the coordinator and manager on the rating form.

G. Evaluators independently assess the entries.

H. Evaluators average their three (3) scores to determine the ten (10) finalists.

I. Prepare a list of the ten (10) finalists and submit it to the CRC chairperson for posting.

J. Meet with your finalist evaluators to review time limits, procedures, and regulations. If questions arise that cannot be answered, speak to the event manager before the event begins.

K. Check in finalists at the time stated in the conference program. Inform the teams of their order of performance and review the procedure to be followed.

L. Evaluators listen to presentations and are encouraged to ask questions as if they were potential clients.

M. Evaluators tally and turn in signed rating forms to the coordinator. Evaluators discuss and break any ties.

N. Complete and submit the finalists report, which includes a ranking of the ten (10) finalists, and all related forms in the results envelope to the CRC room.

O. If necessary, manage security and the removal of materials from the event area.

Be sure to seal the results in the envelope provided and return it to the CRC room.
## MEMBERSHIP RECRUITMENT CHALLENGE

### 2003-2004 OFFICIAL RATING FORM

<table>
<thead>
<tr>
<th>TEAM/CHAPTER ID #</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
</tbody>
</table>

### EVALUATIVE CRITERIA

- **Promotional items display (80 pts.)**
  - Is there documentation of at least three (3) newly affiliated chapters? .......... yes/no
- **Design** ........................................... 20 pts.
- **Creativity** .................. ............... 20 pts.
- **Accuracy of information** ............... 20 pts.
- **Overall effectiveness** ................... 20 pts.
- **Rules violation (must be initialed by coordinator and manager)** .......... minus 20 pts.

### SUBTOTAL.............................................. 80 pts.

- **Indicate finalist (X)**

<table>
<thead>
<tr>
<th>Presentation (20 pts.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organization .............. 5 pts.</td>
</tr>
</tbody>
</table>

| Comprehensiveness .............. 5 pts. |

| Poise and teamwork .............. 5 pts. |

| Knowledge of membership recruitment issues .............. 5 pts. |

### TOTAL................................................. 100 pts.

### Comments:

I certify these results to be true and accurate to the best of my knowledge.

Evaluator's signature________________________________________
