



UGA Alumni Association – Emerging Chapter of the Year Rubric Guide

Number of event points – 25 points

Emerging chapters should have a significant increase in chapter events from 2021 to 2022. Use the data provided to determine if the chapter has shown significant chapter event increase.

Diversity of Events – 25 points

Emerging chapters should have hosted events in at least four of the seven event categories to qualify for this award. We are looking for well-rounded chapters and chapters that have shown an increase in event diversity. Chapters who score highly in this category will have a well-balanced and strong event calendar aimed at engaging alumni from diverse walks of life.

Marketing and Outreach – 20 points

Please use the data provided to determine if the emerging chapter has demonstrated consistent and innovative efforts for chapter event and engagement. The emerging chapter should at a minimum be maintaining an engaging and informative Facebook page, and using the chapter listserv effectively. Other examples include using chapter emails, other forms of social media, print materials (business cards, flyers, etc.), boosting Facebook events, etc.

Chapter Giving – 15 points

Use the data provided to determine if the emerging chapter has demonstrated an effort to increase overall chapter giving from 2021 to 2022. This includes money raised by the chapter for the UGA causes as well as 100%-chapter board giving.

Alumni Engagement – 15 points

Emerging chapters who score highly in this category will have an overall engaging calendar of events that encourages a diverse range of alumni to not only become involved in the chapter, but also stay involved. The chapter that wins emerging chapter of the year should be planning, executing, and marketing high quality events that appeal to alumni from many demographics. The emerging chapter of the year will be the chapter who has made major improvements in alumni engagement from 2018 to 2019