



UGA Alumni Association – Pillar Chapter of the Year Rubric Guide

Chapter Board- 25 points

Pillar chapters are only required to have a President. Additional points will be awarded to pillar chapters that have a strong board with at least 3 filled board member positions, including a President. Other positions may include a Vice President, Director of Events, Director of Communications, Director of Game-Watching Parties, and Directory of Philanthropy.

Diversity of Events – 25 points

Pillar Chapters should have hosted events in at least three of the seven event categories to qualify for this award. We are looking for well-rounded Pillar chapters on their way to Arch status. 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 chapter has demonstrated consistent and innovative efforts for chapter event and engagement. The chapter should at a minimum be maintaining an engaging and informative Facebook page and using the chapter listserv effectively. Other examples of strong and effective marketing participation include promotion of UGA Giving Day, UGA Beat Week, and other outreach opportunities provided by the university.

Chapter Giving – 15 points

Use the data provided to determine if the chapter has demonstrated an effort to increase overall chapter giving. This includes money raised by the chapter for the chapter's scholarship fund as well as 100% chapter board giving.

Alumni Engagement – 15 points

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 chapter of the year should be planning, executing, and marketing high quality events that appeal to alumni from many demographics.