

Your Chapter CAN Win a Hallmark Award

Quality Hallmark Programs

Set Your Hallmark Goals...

- ...And teach leadership at the same time! Provide members with a goal setting workshop.
- Set measurable goals in each of the Hallmarks—keeping in mind the primary and secondary focus.
- Make sure each Hallmark's projects include activities that are comprehensive (reaching out to a wide audience including chapter members, college, community, region, and/or beyond).

Scholarship Hallmark

Primary Focus— Honors Study Topic

Secondary Focus – recognize and encourage scholarship; mentoring or tutoring

Leadership Hallmark

Primary Focus – Leadership Roles/Positions on campus, in the community and in region or beyond

Secondary Focus – Leadership Development for members and others

Service Hallmark

Primary Focus – International Service Program

Secondary Focus – Other service activities unrelated to the International Service Program

Fellowship Hallmark - Incorporated into the other Hallmarks and includes activities within the chapter, on campus, in the community, and in the region or beyond.

Honors in Action Activities:

- Use the Honors Study Topic as the prism through which not only scholarship, but also leadership, service and fellowship are viewed by the Chapter.
- Use the Honors Program Guide to select one issue to **research**—many sample projects.
- Keep Detailed Records – **journal** (see page 5 in Honors Program Guide).
 - During the planning process, on the research, during the activity, and reflection on the impact
 - Quantifying (numbers) and Anecdotal (quotes—what people said)
 - The last question of the Hallmark entry asks chapters to describe specific outcomes, including impact on the chapter members and others.

Start Writing NOW!

- As soon as your chapter has set their goals—write them up and the process
- After each activity, take some time to debrief—what went well, what could be done differently, how many participants, what were the reactions of the participants, what were the feelings of the members who worked and planned the activity.
- Make sure when your chapter double dips (uses a project for two or more Hallmarks) that the write-up is different for each Hallmark entry (for example describe the leadership roles and not the service or scholarship aspect for the Leadership Hallmark)
- Write up a description of the activity and what impact the activity had on the participants and the individual members.

Submit A Quality Hallmark Entry

Follow the rules to the letter!

- **Read through the entire nomination form and the scoring rubrics.** Know what the judges are looking for in each question.
- **Answer all the questions completely!** The first question for each Hallmark Award entry is “Summarize your chapter’s goals for involvement in the primary and secondary focuses of the (Scholarship, Leadership and Service) Hallmark AND describe the process by which the chapter set these goals. When the question asks for four examples, make sure you have four. Describe the activity thoroughly.
- **Give specific quantifying examples.** Rho Alpha Beta Chapter sponsored a Relay for Life team where 15 members walked for 8 hours and raised \$2500. Use descriptive words: Supported, Sponsored, Planned, Hosted, Organized, or Spearheaded.
- **Impact** – What impact did the activity have on individual members? On the campus? In the community? Use quotes from people to emphasize the impact on their lives. Keep track of the numbers of people who attended an event or that you reached with your activity. .
- **Well-written** – Your entry must be well written. Period! Make sure to edit, revise, edit, revise, proofread, and proofread again. Don’t just depend on spell check. Read the entry aloud to someone else. Have a person outside of your chapter who doesn’t know about the activities read it to make sure it describes the activity clearly.
- **Get it there on time!** The deadline is firm and it must be RECEIVED not postmarked by the deadline. Make sure it’s mailed to the right place and arrives at the right time.

Advisor’s Role in Hallmark Awards Process

- **Assign one specific person to each Hallmark Award—may be chapter officer or VP of that Hallmark. They need to:**
 1. Set goals with rest of the chapter.
 2. Plan the program to carry out goals.
 3. Be responsible for the Hallmark Entry getting done.
 4. Recruit one or two good writers (who can leave their ego out of the writing)
 5. Recruit someone to edit (someone going into English, alumni)
 6. Work with the advisor (or someone else) who oversees, suggests, checks for accuracy.
 7. Have appropriate people sign off on all paperwork.
 8. Make copies of complete entry—mail entry by deadline, keep one copy for your records.
- **Provide a template for each Hallmark and help determine what activities to put into each area.**
- **Check for accuracy—that the information in the entry is correct.**
- **Can make suggestions for edits—do not write or rewrite the entry. It must be student’s work.**
- **Sign off on all paperwork.**

All of these things are going to take time—so don’t wait until the last minute.

"I'm a great believer in luck, and I find the harder I work, the more I have of it." Thomas Jefferson