



CHAPTER ASSESSMENT

Metric: Percentage of Chapters increasing at least one Chapter Assessment category (minimum 25% of Chapters in the Region/Council move at least one overall score forward in 2013-14.)

The Advisor Specialist Team is excited to share the all-new Chapter Assessment as an important tool to help ensure that our teens are having a great experience at the grassroots of BBYO. Many colleagues have been asking about strategies to improve Chapters and to understand BBYO's vision of what a truly outstanding Chapter 'looks like.' The Assessment serves both purposes.

You will need to fill-out the Assessment for each Chapter in your Region or Council as part of the annual planning process.

Please work together with your Advisors and Chapter leaders (as appropriate) to complete the Assessment. Once you have a better sense of how each of your Chapters ranks, please identify those you'd like to move one overall score forward next year (25% of the Chapters should be targeted for a move). The regional staff may decide which chapters to focus on for each move.

Scoring: Read through the items across each category: Leadership, Activity, Community, and Movement. For each item, **highlight** (electronically) the Platinum, Gold, Silver or Bronze statement that best describes the Chapter. Across each category, you will likely have a mix of Platinum, Gold, Silver and Bronze items highlighted. Average those out to determine which level best describes the category. For example, in Leadership you receive 2 Platinum's, 1 Gold, and 2 Silver's then you are probably a "Gold" overall in Leadership, earning 15 points in total. Add the points for each of the four categories to determine the Chapter's Overall Score. In addition, please fill in your **chapter** membership goal in the space provided.

Individual Category Scores

Platinum = 25 points

Gold = 15 points

Silver = 10 points

Bronze = 5 points

Overall Chapter Score

Platinum = 81 or higher

Gold = 51 to 80

Silver = 21 to 50

Bronze = 0 to 20

Category Score Points

Leadership: _____

Activity: _____

Community: _____

Movement: _____

Total Points: _____

OVERALL CHAPTER SCORE: _____



Chapter Assessment

Chapter: _____

Region: _____

Staff/Advisor: _____

Overall Chapter Score: _____

	Platinum	Gold	Silver	Bronze
Leadership Category Score Points: _____	<ol style="list-style-type: none"> 1. All chapter board positions are filled for the entire school year 2. Election process is contested and orderly 3. All chapter leaders participate in regionally sponsored leadership training programs 4. 15% of chapter members attend CLTC, ILTC, Impact, Kallah & ILSI 5. Chapter has at least two experienced BBYO advisors throughout the year 	<ol style="list-style-type: none"> 1. Most board positions are filled for the entire school year 2. Many board positions are contested 3. Most Chapter leaders participate in regionally sponsored leadership training programs 4. 10% of chapter members attend CLTC, ILTC, Impact, Kallah & ILSI 5. Chapter has at least one BBYO advisor throughout the year 	<ol style="list-style-type: none"> 1. Some board positions remain open during the school year 2. Some board positions are contested 3. The Godol/Nsiah participate in regionally sponsored leadership training programs 4. 5% of chapter members attend CLTC, ILTC, Impact, Kallah & ILSI 5. Chapter has adults who help chaperone throughout the year 	<ol style="list-style-type: none"> 1. Many board positions remain open during the school year 2. It is challenging to find people to run for chapter office 3. Chapter members occasionally participate in regionally sponsored leadership training programs 4. Chapter members do not participate in CLTC, ILTC, Impact, Kallah & ILSI 5. The Chapter has a BBYO professional serving as an advisor or is in a transition
Activity Category Score Points: _____	<ol style="list-style-type: none"> 1. Chapter has a full term calendar indicating key dates, events and activities 2. Chapter meetings and programs each occur at least 2 times per month. 3. Holds programs which are based on the outcomes of the Educational Framework and incorporate the 5/6 folds 75% of the time. 4. Chapter participates in all movement-wide activities including Globalization (ISF), Stand UP, Speak UP, AZA & BBG Global Shabbat and Founders' Day 5. Communication about programs reaches members and parents at least 2 weeks before programs take place. Teens and parents receive weekly e-mails or other methods of communication with chapter updates 6. Chapter receives Monsky & Albert award every year. Member or chapter receives additional international and local awards 7. Chapter upholds all values and standards consistent with BBYO policy 	<ol style="list-style-type: none"> 1. The Chapter calendar is planned month-by-month 2. Chapter meetings occur at least 2 times per month, chapter programs occur at least 1 time per month. 3. Holds programs which are based on the outcomes of the Educational Framework and incorporate the 5/6 folds 50% of the time 4. Chapter participates in most movement-wide activities including Globalization (ISF), Stand UP, Speak UP, AZA & BBG Global Shabbat and Founders' Day 5. Communication about programs reaches members and parents at least 1 week before programs take place. Teens and parents receive bi-monthly e-mails or other methods of communication with chapter updates 6. Member or Chapter receives international and local awards 7. Chapter upholds most values and standards consistent with BBYO policy 	<ol style="list-style-type: none"> 1. The Chapter plans programs during meetings and has no set calendar 2. Chapter meetings occur at least 1 times per month, chapter programs occur at least 1 time per month 3. Holds programs which are based on the outcomes of the Educational Framework and incorporate the 5/6 folds 25% of the time 4. Chapter participates in some movement-wide activities including Globalization (ISF), Stand UP, Speak UP, AZA & BBG Global Shabbat and Founders' Day 5. There is not consistent communication to members and parents before programs take place. Teens and parents receive monthly emails with chapter updates 6. Member or Chapter receives local awards 7. Chapter upholds some values and standards consistent with BBYO policy 	<ol style="list-style-type: none"> 1. The chapter does not have a calendar plan in place 2. The Chapter does not have monthly meetings or monthly programs. 3. Holds programs, but are not based on the outcomes of the Educational Framework and do not incorporate the 5/6 folds. 4. Chapter does not participate in movement-wide activities including Globalization (ISF), Stand UP, Speak UP, AZA & BBG Global Shabbat and Founders' Day 5. There is no communication to members and parents before programs take place. Teens and parents do not receive chapter updates 6. Member and Chapter do not receive awards 7. Chapter is unaware of BBYO's values and standards

Community Category Score Points: _____	<ol style="list-style-type: none"> Chapter has a strong reputation among stakeholders in the local community Parents and alumni are invited to participate in at least 2 chapter programs per year 75% of chapter participates in J-Serve Day of Service Chapter participates in 3 community sponsored Jewish events and activities Chapter has an updated Facebook page and Twitter feed 	<ol style="list-style-type: none"> Chapter is somewhat known in the community beyond current parents and alumni Parents and alumni are invited to participate in at least 1 chapter program per year 50% of chapter participates in J-Serve Day of Service Chapter participates in 2 community sponsored Jewish events and activities Chapter has an updated Facebook page 	<ol style="list-style-type: none"> Chapter is not known in the community beyond current parents and alumni Parents and alumni are not included in programs 25% of chapter participates in J-Serve Day of Service Chapter participates in 1 community sponsored Jewish events and activities Chapter has a Facebook page and Twitter feed 	<ol style="list-style-type: none"> Chapter is not known or has a poor reputation in the community ----- 0-24% of chapter participates in J-Serve Day of Service Chapter does not participate in community sponsored Jewish events and activities Chapter does not have a Facebook page or Twitter account
Movement Category Score Points: _____	<ol style="list-style-type: none"> Chapter has a new member recruitment strategy that includes outreach to 8th graders, peer recruitment, intake programs, and new member training. New members make up approximately 40% of the chapter's membership each year Chapter members regularly run for regional board positions At least 40% of chapter members participate in regional conventions and activities 10% of chapter attends International Convention as well as at other summer and year-round programs 	<ol style="list-style-type: none"> Chapter offers new member recruitment activities including outreach to 8th graders, peer recruitment, intake programs, and/or new member training. New members make up approximately 35% of the chapter's membership each year Chapter members run for regional board positions At least 30% of chapter members participate in regional conventions and activities 5% of chapter attends International Convention as well as at other summer and year-round programs 	<ol style="list-style-type: none"> Chapter reaches out to 8th graders and offers occasional programs to bring in new members New members make up approximately 25% of the chapter's membership each year Chapter members occasionally run for regional board positions At least 20% of members participate in regional conventions and activities 3% of chapter attends International Convention as well as at other summer and year-round programs 	<ol style="list-style-type: none"> Chapter has inconsistent efforts to bring on new members New members make up approximately 10% of the chapter's membership each year Chapter members rarely run for regional board positions At least 5% of chapter members participate in regional conventions and activities 1% of chapter attends International Convention as well as at other summer and year-round programs

Please e-mail this completed document electronically to Stacy Friduss: sfriduss@bbyo.org by Friday, August 9th.

FY 13 Year End Membership Projection _____

FY 14 Membership goals by Month: (please list where you want to be at the end of each month)

September	October	November	December	January	February	March	April	May	June	FY 14 Year End Chapter Goal:

Consider your graduating seniors, and plan for a healthy recruitment across all classes!

8 th Grade Goal:	9 th Grade Goal:	10 th Grade Goal:	11 th Grade Goal:	12 th Grade Goal:
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