

Membership Contest Rules 2017-18

All states are eligible to participate and do not have to be present at the 2018 NJCL Convention in Oxford, Ohio to win.

The NJCL First Vice President will act as the Membership Contest Chair, and the Public Relations/Membership Chair will act as advisor.

At the 2018 NJCL Convention, first place winners will be announced in each of the six categories.

All information (for categories 5 and 6) must be postmarked or emailed by July 1, 2018 to:

Tim Han
vp1@njcl.org
NJCL 1st Vice President
20 Main St, PO 1484
Exeter, NH 03833

Membership dues for the 2017-18 school year must be sent to the NJCL National Office with a postmark on or prior to June 4, 2018 to count in this contest. The official membership count as recorded in the National Office will determine the winners for categories 1-4.

Disclaimer: States without registered chapters in 2017-18 will not be eligible for the membership contest; international chapters will not be considered unless they have organized a state/provincial organizations. New state chapters will receive special recognition at the 2018 NJCL Convention and special congratulatory certificate. Additionally, state chapters with impressive growth (but not at the level of first place) will receive the same recognition as new state chapters.

N.B. All materials submitted for categories 5 or 6 may be posted on the NJCL websites for other chapters and states to use.

Categories

1. Percentage growth of members within a state:

The state with the greatest growth of members relative to their current number of members will win this category.

Percentage growth: the number of 2017-18 members minus the number of 2016-17 members divided by the number of 2016-17 members multiplied by 100.

2. Net growth of members within a state:

The state with the greatest net growth of members will win this category.

Net growth: the number of 2017-18 members minus the number of 2016-17 members.

3. Percentage growth of chapters within a state:

The state with the greatest growth of chapters relative to their current member of chapters will win this category.

Percentage growth: the number of 2017-18 chapters minus the number of 2016-17 chapters divided by the number of 2016-17 chapters multiplied by 100.

4. Net growth of chapters within a state:

The state with the greatest net growth of chapters will win this category.

Net growth: the number of 2017-18 chapters minus the number of 2016-17 chapters.

5. Best statewide membership campaign:

The state that is awarded the most number of points in this category will win.

Points are awarded for creativity, scale and visibility, and effectiveness of the membership campaign. Points are awarded both subjectively and quantitatively.

Parts of a statewide membership campaign include but are not limited to: statewide events, membership outreach to in-state schools, and membership promotion materials such as slideshows, videos, and posters.

Please submit photos, documents, membership promotion materials, and a summary of all parts of the statewide membership campaign, and include the number of chapters that participated and the approximate number of students that participated. This information can be submitted in print or electronically.

6. Best use of social media (best social media presence):

The state that is awarded the most number of points in this category will win.

Points are awarded for currency of information and site design and/or execution. Design and layout will be considered only on the basis of visual appeal. Site design itself will not be factored in. Points are awarded both subjectively and quantitatively.

Social media includes any social media websites (e.g.: Facebook, Twitter, Instagram, etc.) Pages must be managed by the state JCL board. All information must be unique and relevant to JCL activities. Specific publicity events posted on the pages will be considered in the previous competition. The creativity of such events will NOT be judged in this category.

Please submit links to state social media pages by email to the 1st Vice President and Public Relations/Membership Chair no later than July 1, 2018.