

2012-13 HELEN M. YERGER SPECIAL RECOGNITION AWARD

HELPFUL HINTS

INTENT

The Helen M. Yerger Special Recognition Award program is intended to recognize excellent chapter efforts and to pool together ideas to be shared with other chapters. This process benefits all chapters while recognizing outstanding performance. A database of successful chapter projects will be populated with winning chapter entries. The “Summary Description” that you provide on the *Application Form* will be used to describe the project in a summary of the award recipients.

AWARD ENTRY BASICS

Participation in this award program is voluntary, but chapters must meet all chapter requirements to be eligible.

All entries and supporting documents must be submitted online at <http://www.softconference.com/subs/hfma/2013/cfs/default.asp>

Entries should demonstrate a meaningful impact to the chapter members, events, practices, clients, etc. – such as increased membership, attendance, visibility in the community, revenue, evaluation results, or member satisfaction with chapter products or services, etc.

Chapters can submit more than one entry per category, as long as no more than four (4) single chapter entries are submitted. Additionally, chapters may submit/participate in a total of four (4) multi-chapter entries [a multi-chapter entry is an entry involving teamwork with other HFMA chapters(s)]. Multi-chapter entries do not count towards the number allowed for single chapter submissions.

Each submitter must attest that each entry is submitted with the knowledge and support of the chapter president(s) and that their chapter had significant involvement in the planning and implementation of the activity.

If your chapter submitted an entry that won last year, it is redundant to submit it again—unless the content is different. If you are continuing an established and successful program, clearly indicate in your entry when key activities occurred, so that the judges may determine what new chapter effort should be recognized.

A new program that is expected to be successful, but does not yet have quantifiable results, should not be submitted this year. The program should still qualify next year due to the 18-month time frame allowed. By waiting, you can include your results, which are the most important criteria in the judging.

An entry that did not win in the first year it was submitted can be resubmitted the following year. Allowing entries to be submitted a second time benefits successful projects that were not recognized. Use feedback from the judges and your experience to guide you in resubmitting the entry. Re-submitted non-winning entries do count towards the limit of four single or four multi-chapter entries.

Carefully review the [Submission Criteria and Guidelines for Review](#) before beginning your entry. This grid can also be utilized year-round as a planning tool to help ensure that chapter activities meet member and customer needs.

The online application strictly enforces the word limits. It is recommended to draft each entry in a program such as Word in order to take advantage of the improved spellchecker and word count then cut and paste your responses into each appropriate section online.

Remember that special recognition award entries should describe projects or processes that have a noteworthy and significant impact on chapter membership, customers, or events—beyond ordinary or required activities.

Award entries must be submitted via the on-line at <http://www.softconference.com/subs/hfma/2013/cfs/default.asp> by 11:59 p.m. Central time on **April 1, 2013**.

ONLINE APPLICATION

Hopefully, the responses to frequently asked questions make the application process as smooth as possible.

Why is the Create Entry button is greyed out when Creating a New Entry?

For some reason, the system is very particular about doing those steps in order. Type your Entry Title, first; select your Entry Category; then you can click "Create Entry."



The screenshot shows a web application interface. On the left is a blue sidebar menu with the user's name "Jim Schmitt" at the top, followed by "- LOGOUT -", "Welcome", and a list of navigation options: "2012 HFMA YERGER ONLINE APPLICATION AND JUDGING", "Helpful Hints", "Submission Criteria & Guidelines", "Submitter Details" (with a green checkmark), "Create A New Entry" (highlighted in blue), and "Change Password". The main content area is titled "Create a New Entry". It features an "Entry Title:" text input field, an "Entry Category:" dropdown menu currently set to "Education", and a "Create Entry" button. A yellow box with numbers 1, 2, and 3 is overlaid on the form, with arrows pointing to the "Entry Title" field (1), the "Entry Category" dropdown (2), and the "Create Entry" button (3). Below the form, there is a "Category Definitions" section with a bulleted list of award categories and their descriptions. A "Tip" section at the bottom states: "Chapters may submit a total of four (4) single chapter entries. Chapters may also participate in a total of four (4) multi-chapter entries which do not count towards the allowance for single chapter submissions."

Do I really have to type my entry into these online fields?

You can copy and paste responses into the online application.

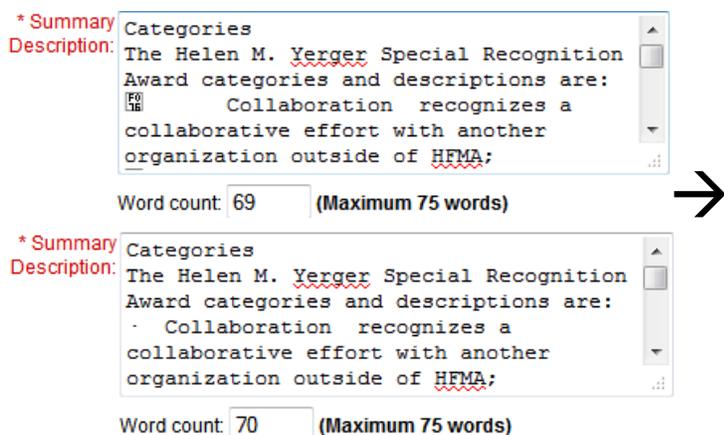
Does the online system have spell check?

The text fields have a basic checker, but composing your entry in a word processor like Microsoft Word then pasting into the application fields is recommended.

The screenshot shows a text input field with the following text: "* Summary Description: This system has a rudimentary spellchecker. As you can see, some UGLY things get caught while others Don't .". The word "UGLY" is underlined in red, indicating a spelling error. Below the text field, there is a "Word count" label followed by a box containing the number "15" and the text "(Maximum 75 words)".

pasted responses, but apostrophes, quote marks, and bullet points look bad on the online form. Why?

To mitigate formatting problems from copying and pasting responses into the online system, try this work-around: compose your entry in a word processor then copy it to a text file (via Notepad NOT Wordpad); this will strip out any latent formatting. Then copy and paste your response from Notepad into the online application. Hopefully, this will be less stressful than re-editing the online fields.



Am I really limited to 6 attachments?

The online application does have a limit of six (6) attachments. For additional materials, we recommend combining files – labeling as best as possible, so judges can find what you are trying to convey. For example: event invitations, email solicitations, and an agenda could be combined into a single PDF or Word file to upload.

THE JUDGING PROCESS

Yerger judges are selected from a pool of past chapter presidents with preference to select those who were involved in the production of a Yerger Award entry in the past. The judges will use the [Submission Criteria and Guidelines for Review](#) grid to identify entries reflecting special accomplishments, something out of the ordinary. In other words, completing a charter requirement, by itself, is not extraordinary. Each entry should address these five areas:

Needs Identification: A maximum of 20 points can be earned in this section (200 words or less).

Clearly identify and describe the need that impacts membership, customers, or events in a noteworthy and significant way. Research available information to help ensure a successful outcome. Judges look for more than a 'gut feeling' or assumptions. Ask questions of chapter members and customers to properly assess their needs. Surveys, focus groups, and program evaluations (speaker ratings, comments, etc.) are all effective tools. While you don't need input from every member, aim for a representative cross-section. Be specific in describing how needs were identified.

Goals and Objectives: This section is worth up to 20 points (200 words or less). Entries should describe clear and measurable goals and objectives which are specific about what will be accomplished and when. Since results demonstrate the extent to which performance targets were met, entries can only be impactful when the results measure identified goals and objectives. Goals must relate to the identified needs of the chapter and its members and customers.

Setting "SMART" goals will help to identify the project's impact. "SMART" goals are *Specific and Measurable* (stated clearly vs. vague generalities, and expressed numerically whenever possible); *Attainable and Realistic* (achievable yet challenging); and *Time-bound* (establish short- and long-term intermediate goals and determine when key activities will occur).

Be sure to describe how achieving the goals will be challenging and, if accomplished, will add value to the chapter and its customers. Concrete goals representing significant achievements serve as powerful motivators – and help identify the impact your chapter's entry made!

Methodology: This section has a maximum of 25 points (300 words or less). Entries should clearly describe the methodology used for accomplishing the objectives and should provide information to help other chapters implement a similar project. Try to anticipate all questions the judges may have: who, what, when, how many people, and how many hours? Be specific about the time and resources expended: 'Was an existing committee utilized?' 'Were new volunteers recruited? What lessons were learned that will help ensure the success of a similar project: critical success factors or things to avoid?'

Furthermore, do not assume the judge is familiar with your project's history or even your chapter, as judges do not receive entries from their own regions. Clearly, yet concisely, identify the components necessary to positively impact your chapter's membership or project. If the chapter is continuing a successful program, specify what new accomplishments occurred.

Evaluation and Results: This section is worth up to 35 points (400 words or less). The key is to measure and identify the impact on the chapter members, customers, events, etc. Describe the methods used to determine the level of impact or the extent to which the performance levels stated in the goals and objectives were attained.

This is impossible if the goals were not measurable. Describe in detail how the results were analyzed. Consider all relevant data. Provide context to the judges. If the entry describes an educational event, include evaluation data.

Relate what impact your project had on your chapter. Describe its value to the chapter and its members and customers. Rather than make subjective statements, results should be quantified so judges can measure the extent to which your goals were met. Provide enough supporting documentation to allow judges to reach the same conclusions you reached without overwhelming them with materials. The results should specifically relate to the needs that you identified above. If applicable, describe why some goals were not fully met, or why goals were modified based on relevant new information - what lessons were learned?

FINAL REVIEW

It is recommended to have at least one other person read over your entry before it's submitted. A good choice would be a past chapter president or someone who is unfamiliar with the project – as the reviewer may identify the absence of an important detail which might have gone unnoticed by someone too close to the project.

You don't need to be a great writer to complete an application. However, from the perspective of the judges, it is much easier to review a clearly written entry, as this helps them to understand the noteworthy and significant impact your project or process made.

Clearly identify each of the attachments that you upload; this will help judges find referenced documents and will reduce the possibility that you forget important items.

FOR MORE INFORMATION

For more information about the Yerger Awards visit www.hfma.org/awards/yerger/ or contact Chapter Relations, at (800) 252-4362 or yerger@hfma.org.

Good luck and thank you for participating!