**MOAA Level of Excellence 2022 Criteria**

**SUBJECTIVE SCORING FOR CHAPTERS**

**NOTE:** Subjective scoring questions will be listed on the web portal and should be answered by the submitter  
Maximum Total Points: 150 User will be able to provide responses to questions with limited character count

**1. Advocacy:** (35 pts)

1. Meetings with state or federal legislators, including any  
   virtual activities
2. Describe your relationships with elected officials, government and non-governmental organizations, etc.
3. Describe your chapter/chapter members’ participation in the national Advocacy in Action campaign (for 2022, this information can only be used to help your chapter)

Provide narrative response – character limit: 0 – 2000 characters

**2. Community Engagement and Outreach:** (35 pts)

1. MOAA Community Outreach Chapter Grants, Community Sponsorship Program, MOAA Crisis Relief Fund
2. Scholarship and JROTC/ROTC activities
3. Other community outreach/service conducted by your chapter
4. Collaboration with other VSO’s/MSO’s

Provide narrative response – character limit: 0 – 2000 characters

**3. Recruiting and Retention**: (25 pts)

1. What have you done to recruit younger (ages 40-60) members?
2. How do you find and reach potential members?
3. How do you keep your members engaged?
4. How do you promote an environment where all new members feel welcome?

Provide narrative response – character limit: 0 – 2000 characters

**4. Leadership Succession:** (25 pts)

1. Describe how you identify and train future leaders?
2. How do you mentor new leaders; and describe your method for selecting new leaders?
3. Where is your process codified (by-laws, standard operating procedures, etc.)?
4. How do you motivate and recognize your current leaders?

Provide narrative response – character limit: 0 – 2000 characters

**5. Training:** (20 pts)

1. Describe training your chapter leaders have undertaken. E.g., leader workshops, roundtables, council and national collaboration, etc.

Provide narrative response – character limit: 0 – 2000 characters

**6. COUNCIL PRESIDENT (CP) ASSESSMENT** (10 pts) Alternative assessment will be obtained if no CP assessment is provided/available.

**7. EXTRA CREDIT: VISIT REPORTS** (10 pts to reach maximum possible score of 150 only). Indicate dates of any visits by MOAA National or applicable Council during 2021 or 2022. Judges will review input from visit.

**Total Possible Points: 150**

Addendum Item: User can upload a single attachment, to include a cover letter, to provide additional information about the chapter or to expand on any of the narrative statements made on this submission.

**NOTES:** addendum item is optional; Addendum of more than two pages total will not be considered