**Scoring Legend and Notes:**

**Required Branch Programs** (***Score 12 pts***: Black History Month (BHM) – 6 pts; Founders’ Day (**FD**) – 3 pts.; Carter G. Woodson (**CGW**) Birthday (**BD**) = 3pts. Reports must indicate these titles in the program to receive credit. Indicate the use of the Annual Black History Theme in your description of the Black History Programs. Program goals should be not only for outreach in the community, educational purposes, but also for membership recruitment. Advertise extensively to maximize attendance; Other factors to consider, publicity & promotion, frequency or regularity of the program(s), targeted youth programs for intergenerational collaborations, and fundraising, especially book sales that benefit both the branch and headquarters. Use a sign in sheet at each event to keep track of attendance. Report the number of attendees at each program. [column stipulated on the form for this calculation.]

**Program Advertisement/publication** (well- advertised in advance/on ASALH bulletin board, creatively promoted.

**Branch Histories completed and submitted.**

**Additional Branch Programs not Required** but will be recognized with additional points: 1 – 5 = 5 pts; 6 and over = 10 pts.

Addt’l 5 and under; Multiple 6 or more

**Branch Administrative Systems:** Timeliness: (If submitted by January 15 deadline = 5pts; before deadline an additional 3 pts; If received by February 15th = 2pts. No points or awards given if received after February 15th.

**Financial Standing:** Branch donation at or above $600.00 = 5 pts.; Branch donation at or above $300.00 - $599.00 – 3 pts.; Branch donation at or above $100.00 - $299.00 – 1 pt.; No Branch donation – 0 points. Note: The total amount of DONATIONS/PHILANTHROPY from the all the branches in 2015 was $13,064.00 (This is the year Dr. Greer Stanford-Randle first implemented this scoring mechanism); This amount increased by more than an additional $10,000.00 in 2017! Let’s continue this model of philanthropy in support of our Headquarters Operations. 2019 Hampton Roads Branch revised language of this evaluation tool to better encourage branch success. 2019 Branch Philanthropy - $14,925.00.

**Membership and Recruiting:** Goal: 12 new members per year = one new member per month = 12 pts. Over 12 = addt’l 5 pts. Institutional Members, one required. 1 = 5pts; add one point for each additional Institutional Members. Beginning in 2020, branches will gain points for Family members recruited. Consider giving points for interviews secured of family members 70 and over OR recognition through an award. (Discuss this item)

**Attendance on NMC and/or Recruiter Calls**: Participation every month = 12 points; one point for every month a branch member is on a call.

**Conference Attendance**: **1 attendee = 10 pts**. We also measure (for the record only) the percentage of Branch members who actually attend the Annual Conference and Annual Meeting per the number of members in the branch.

**Branch evaluations:**  One purpose of these evaluations is to determine strengths and weaknesses among branches. We can identify who in which branches have skills they can share with others. We can also identify the weakest areas of branch performance with an interest toward correcting these weaknesses for the good of the branch and for the good of the whole. The overall picture of Branch Performance can provide the Executive Council and Branch Officers with a way to see how their own efforts might enhance branch performance. In the following graphic, Figure 1: Branch Evaluation Scores & Distribution, you get a better snapshot of branches functioning through the system. Other purposes for trying to quantify the branches’ performance were (1) to help them and us as NMC leadership to “give credit where credit is due,” (2) to help branches evaluate themselves against objective standards, and (3) to promote some healthy competition to achieve excellence. Fifty (50) points is an excellent score; the mean score was \_\_\_\_\_\_\_\_\_\_.

**50 – 60** Met All Requirements **49 – 40** Met Minimum requirements **39 and below** Recommend Mentorship

 with Another Branch

**45 – 50** Exemplary: Represents the best of its kind. Desirable Model

**44 – 34** Superior: Higher than another in rank. Better than others.

**33 – 25** Outstanding: Very Remarkable and impressive.

**24** - Accolades: Going above basic requirements. Strong Praise or approval for the efforts.