

Scoring Legend and Notes:

Do not place data in the columns highlighted in green. These columns are for programmed calculations only.

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 in the additional points column: 1 - 5 = 5 pts; 6 and over = 10 pts.

Add'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.

Membership and Recruiting: Goal: 12 new members per year = one new member per month = 12 pts. Over 12 = add'l 5 pts. **Institutional Members, one required. 1 = 5pts; add one point for each additional Institutional Members.** If you have more than one institutional member, when you place the number of institutional members you recruited in the institutional column, only the one required will calculate in the required column and the additional institutional members will calculate in the additional column.) This format ensures you recognize your score for meeting the requirements, then calculates the additional institutional members you recruited in the additional column that were above and beyond the requirement. **Beginning in 2020, branches gained points for Family members recruited. This column was added to the spreadsheet.**

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 branch has 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. The tool also helps branches evaluate themselves against objective standards. Fifty (50) points is an excellent score. Evaluate your branch and discuss with your members. Encourage improvement each year.

50 - 60 Met All Requirements	49 - 40 Met Minimum requirements	39 and below Recommend Mentorship with Another Branch
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~~45 - 50~~ Exemplary

~~44 - 34~~ Superior

~~33 - 25~~ Outstanding: Very Remarkable and impressive.

~~24 -~~ Accolades: Strong Praise or approval for the efforts.