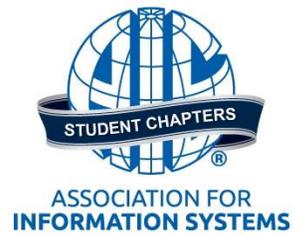


AIS Student Chapters Annual Report



Annual Report Requirements

The chapter's annual report covers the chapter's accomplishments and performance against its goals for the academic year. The report must adhere to the criteria and rules below.

Please note:

- The majority of your chapter activities should be completed prior to the annual report submission date.
- Use metrics throughout the annual report as appropriate.
- Each section should describe only activities sponsored and implemented by the student chapter not activities conducted by the chapter's home department.
- By submitting an annual report the chapter agrees to allow the report to be made public on the AIS Student Chapter website.

Annual Report Disqualification Errors

1. Misrepresentation

A chapter may be disqualified if it misrepresents its activities.

2. Verification Form

A chapter may be disqualified if the annual report verification form is not submitted with annual report. By signing the verification form, faculty advisors acknowledge that they have read the report and verify its accuracy to the best of their knowledge.

Annual Report Penalty Errors

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| 1. Annual Report over twenty (20) page limit. | Penalty = 3 points a page. |
| 2. Annual Report submitted late. | Penalty = Annual reports received after the due date <u>will not</u> be submitted into the competition. <u>No exceptions under any circumstances!</u> |
| 3. Improper cover or use of cover. | Penalty = 3 points. |
| 4. Font size smaller than 10. | Penalty = 3 points |
| 5. Failure to submit annual report as one PDF file | Penalty = 1 point |
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Report Outline

Follow this outline to complete your report. Your report should contain all the sections below and follow the same order. Each section will be evaluated and you will be awarded points for each section as indicated below. The points will determine your selection for the AIS student chapter awards.

A. Summary (10 points)

The executive summary segment should briefly outline the chapter's activities for the year, highlighting its major accomplishments and operating philosophy.

B. Professional Development (10 points)

Describe and evaluate programs or activities designed to advance the professional skills and development of your members. These strategies may include, but are not limited to, speaker programs, career skills workshops (e.g., resume writing, interview skills, etiquette programs, etc.), and research activities.

C. Community Service (10 points)

Discuss the programs and activities that demonstrate your chapter's commitment to the greater community in which it operates (e.g., the larger campus community, the local community, national philanthropies, etc.). Any form of leadership or participation in altruistic or philanthropic events is appropriate; however, those activities that demonstrate an IT contribution to society's overall quality of life should be heavily emphasized. Projects that allow chapters to utilize their IT skills are desirable. Be sure to discuss if your chapter mentors other AIS chapters (e.g., Ambassador Program).

D. Fundraising (10 points)

Present and evaluate the fundraising programs conducted by your chapter. The evaluation of these programs should not only include profitability analysis, but should also examine the cost/benefits of each activity and how well they meet the overall goals of the chapter.

E. Membership (10 points)

Present and analyze your total chapter membership as well as your membership mix over the planning period. Explain and evaluate your chapter's membership strategies. These strategies include not only the efforts to recruit new members, but also retaining members and involving members in activities (e.g., promotions and incentives), as well as the services provided to members. The metrics and demographics section (appendix K) is a part of your chapter membership reporting.

F. Communications (10 points)

This section should describe the promotional program and communications for the chapter and manner in which they were implemented. These activities should include electronic initiatives (e.g., listservs, websites, etc.). The description should also include an evaluation of your efforts and successes at achieving your communication goals. In addition, activities directed toward external constituents should be discussed including their frequency. Please provide samples of communication.

G. Careers in "IS" (10 points)

Discuss the strategies employed by your chapter to promote the study or practice of information systems to high school students, or current students in your home institution, or worldwide.

H. Chapter operations (10 points)

Describe and analyze the management strategies of your student chapter. Such management functions as planning, coordinating, controlling, officer transition strategies, organizing your chapter and chapter activities may be included. Organizational structure and officer training programs may be discussed. It is permissible to include other management functions. This section should also show evaluations of your efforts in achieving management-oriented goals and those overall objectives as presented in your chapter plan. A summary of financial results should be included. These results should illustrate income by source, expense by major category, and beginning and ending balances.

I. Presentation (10 points)

While you are encouraged to be creative in preparing and presenting your annual report, make sure that it conforms to professional standards in both content and layout. Avoid errors in grammar, punctuation, spelling and sentence structure. Use headings effectively to guide the reader through the report. Use white space appropriately to increase the readability and attractiveness of the report. *Consider the file size of the document. Avoid creating a document that is too large to send via email or is too large to easily open.*

J. Budget/Financial Statement (10 points)

Please provide the financial statement of your organization including revenue and costs.

K. Metrics and demographics (Included in your membership score)

Summarize all your key metrics from the above sections into a table. Also include the following items:

1. Total members and breakdown (% freshmen, sophomore, masters, etc.)
2. Number of meetings held, and average attendance at each meeting
3. List each event/activity held, include a brief one line description, and attendance at each event

Submission Rules

1. One (1) electronic PDF copy of the chapter **Annual Report** and One (1) electronic PDF copy of the chapter Annual Report verification form must be submitted electronically via an online form. [Click here for the online form](#)

To be eligible for the annual awards the report is due the first Friday of May.

2. The annual report must contain a front cover clearly identifying the full University name and school name if applicable. The front cover must include the current reporting period.
3. The annual report must be prepared using 8½" x 11" format.
4. The annual report cannot exceed twenty **(20) pages in length**, excluding the front cover, back cover and table of contents. However, any copy and/or artwork appearing on the inside of the cover pages will count as a page. Any title page or section divider is counted as a page.
5. Exhibits are permitted in the text. You may have both text and exhibits on the same page and you may have more than one exhibit per page. However, you must decide if this contributes to or detracts from a professional presentation.
6. Chapters may use appendices to display additional material. You may put one or more tables/charts/figures on a single page, but be sure to consider how this might affect readability. Each page will count as one page of the Annual Report. Pages must not exceed the 8½" x 11" page size limit.
7. A minimum of size 10 font must be used. Size 12 font is preferred.
8. Consider the file size of the document. Avoid creating a document that is too large to send via email or is too large to open easily.

Annual Report Verification Form

College/University/Department:

___ Please check here if you want to enter your chapter in the AIS student chapter awards competition

___ Please check here if you do NOT want to enter the award competition.

Chapter President and Faculty Advisor Verification

I verify that this is an official collegiate chapter of the Association for Information Systems (AIS) and that members are members of the local student organization that is affiliated with AIS. I have read this annual report and verify that it accurately depicts the chapter's activities including both its successes and failures, during the academic year.

Printed name of President: _____

Signature of President: _____ Date: _____

Printed name of Advisor: _____

Signature of Advisor: _____ Date: _____

Instructions for Judges

1. Activity Quality vs. Presentation of Activity

Is a chapter judged on its performance as a chapter or on the quality of its annual report?

From a pragmatic viewpoint, these are one and the same: a sloppy report indicates the same level of sloppiness in the execution of chapter activities. **It is the chapter's responsibility** to see that the annual report does indeed reflect well on the chapter's efforts.

2. Degree of Success Represented

Were the activities presented in the annual report actually accomplished to the degree reported?

The importance of the **faculty advisor verification form** is evident here. Even with this, there is a **need to assume** that activities are completed as reported. However, in some instances, judges may seek outside verification for the activity if there is any considerable suspicion of misrepresentation.

3. Unequal Circumstances

How can judges compare the activities of a chapter with 400 members to a chapter with 40, or urban and rural schools, or public and private institutions or US based vs. international schools?

While these judging problems are evident, these situations demonstrate again the necessity of chapters to specify their goals and show how it has attained these goals. **It is the responsibility of the chapter to put itself on an equal footing with other chapters** by developing specific and meaningful strengths, goals and objectives and stating each clearly.

4. Rules

What are the controlling rules to be followed for this competition?

The decision of the judges will be final in all circumstances.

Guidelines for judging annual reports

Please review the submission requirements. The following items are guidelines that may be used in preparing and judging the annual report.

Professional Development/Community Service/Fundraising/IS career activities

- What is the purpose of the activity and is it well articulated?
- Do the activities show creativity and innovation?
- Are the activities coordinated well? (Are they tied together in any way?)
- Are these quality activities?
- Is there variety in these activities?
- Who benefits from these activities (charity, fundraising, etc.)?
- Do programs recognize the needs of target markets?

- Are the programs well timed?
- How much professional interaction is involved?
- Are both successful and non-successful activities discussed?
- Is there feedback on the activities? (Is it quantitative?)
- How many people attended (both member and non-member attendance)?
- Is the activity (fundraiser) profitable? (Does the report show specific dollar amounts?)
- How many people participated in planning?
- Were objectives as set forth in the chapter plan met by activities?

Membership

- Are the market segments recognized with total membership?
- Are membership activities aimed at target markets?
- Is the membership mix analyzed (major, age, sex, etc.)?
- Is the membership and membership mix compared against previous years?
- Is the problem of retaining members addressed?
- What is the level of involvement of the membership?
- What recruiting strategies were used?
- Were specific goals achieved?

Communications

- Are target markets recognized?
- Does the chapter communicate with all of its stakeholders (e.g., members, other AIS chapters, community at large, etc.)?
- Are the techniques appropriate to target markets?
- Are communication tactics part of an overall communication strategy?
- Are communication tactics in line with overall chapter goals?
- Are communications well planned?
- Is timing considered?
- How professional are the communications?
- Are communications innovative and creative?
- Were techniques evaluated for effectiveness?
- Were communication goals accomplished?

Operations

- How appropriate is the management structure for chapter?
- Are job descriptions used?
- Are meetings regular?
- Are plans made for new officer transition?
- What type of training is given?
- Is evidence of management effectiveness shown?

- Does the annual report discuss both successes and failures?

Presentation

- Is the annual report legible and readable?
- Is it neat and professional in appearance?
- Are grammar and effective sentence structure used?
- Has the chapter proofread the annual report for spelling or grammatical errors?
- Does the chapter make good use of headings and white space?
- Are charts, graphs and tables used appropriately within the text and appendix?
- Can the electronic file be easily opened?

Budget

- Is the budget used as a management tool?
- Is the budget sufficiently detailed?

Miscellaneous Criteria

- Are the articulated goals met?
- Is there quantitative analysis?
- Has the chapter done a good job?
- Has the chapter met the needs of its target markets?
- How complete was the chapter plan?