

CU Ambassador Rules and Regulations for 2021 - 2022

1. There is no age limit for contestants, they simply must be 21 or older.
2. Contestants must be employed by a CrossState-affiliated credit union.
3. The competition will be based on 8 regions total, 6 in Pennsylvania and 2 in New Jersey. Each region is guaranteed 3 slots in the final contest. If your local chapter is active and holds a contest, you must participate in that contest for consideration at the regional/state level. If your chapter is not participating in a local competition, or is inactive, you can submit directly to CrossState instead. Please see the PA/NJ map for how regions are divided.
 - a. Erie Region: Erie, Warren, McKean, Potter, Crawford, Venango, Forrest, Elk, Clinton, Mercer, Clarion, and Jefferson counties
 - b. Northeast Region: Tioga, Bradford, Susquehanna, Wayne, Lycoming, Sullivan, Wyoming, Lackawana, Pike, Columbia, Luzerne, Monroe, Carbon, Northampton, and Lehigh counties
 - c. Pittsburgh Region: Lawrence, Butler, Armstrong, Indiana, Clearfield, Beaver, Allegheny, Westmoreland, Cambria, Washington, Green, Fayette, and Somerset counties
 - d. Central Region: Centre, Union, Blair, Huntingdon, Mifflin Snyder, Juniata, Perry, Cumberland, Adams, Franklin, Fulton, and Bedford counties
 - e. Capitol Region: Montour, Northumberland, Schuylkill, Dauphin, Lebanon, Lancaster, Berks, and York counties
 - f. Philadelphia Region: Bucks, Montgomery, Chester, Delaware, and Philadelphia counties
 - g. North Jersey Region: Sussex, Passaic, Bergen, Warren, Morris, Essex, Union, Hudson, Hunterdon, Somerset, Middlesex, Mercer, and Monmouth counties
 - h. South Jersey Region: Ocean, Burlington, Camden, Gloucester, Salem, Cumberland, Cape May, and Atlantic counties
4. Contestants must first submit a one-page proposal and letter of recommendation from a supervisor, manager, or executive. The proposals should include why contestants feel the project is valuable for their credit unions, how they plan to implement the project, and what data they plan to measure to determine success.

5. Whether submitted via a chapter-level competition, or sent directly to CrossState, all project proposals and letters of recommendation for state competition consideration are due to CrossState by **October 31**.
 - a. Projects from previous CrossState programs, such as the Leadership School, may be used in this contest if they are at least one year old. Projects must show ongoing effort and provide new data points to reflect the progress of the project.
6. Proposal reviews will be completed by **November 15**, at which point the 24 finalists will be announced for the state-level competition.
7. Contestants will have until March 10, 2022 to submit their final projects to CrossState. Projects shall be a maximum of 15 typed pages, or 12 PowerPoint slides. Contestants are encouraged to include charts, graphs, and other reference materials where applicable. All submissions must be sent to Ambassador@CrossState.org along with a brief biography of the contestant and a headshot photograph in JPEG format.
8. The Top 10 projects will be announced by April 8, 2022. Contestants will be notified via email if they made the Top 10. All Top 10 contestants are invited to showcase their projects and findings in a special display at the CrossState Annual Convention, held May 22 – 24, 2022 in Atlantic City, NJ.
9. Projects will be reviewed by credit union executives, former Ambassador Contest winners, and other industry professionals who make up the review committee. Each project is scored on a scale of 0-100 following a set rubric. Each project will be reviewed by at least 3 committee members and the scores averaged.
 - a. All Top 10 contestants will receive a discounted registration for the Annual Convention, along with complimentary exhibit booth space.
 - b. Of the Top 10 projects, the Top 3 shall also be provided 20-minute breakout sessions to share their projects with CrossState Convention attendees.
10. The final project winner will be announced at the conclusion of Annual Convention and an award will be presented.
11. Individuals receiving the title of Credit Union Ambassador are ineligible for the following year's contest. After one year has passed, the former Credit Union Ambassador may participate again in the CU Ambassador Contest.
12. There is a first place and a second-place prize for contestants:
 - a. First prize receives \$1,000 in cash, a free registration for the CrossState Leadership School and the Fall Leadership Conference in 2022, free registration for the 2023 Annual Convention, and publication in the *CU Edge* magazine. In addition, winners can choose 3 additional educational opportunities (webinars,

regional trainings, etc.) adding up to a maximum of \$500. First prize is also inducted as a member of the CrossState Community Service Project Committee. As the final part of the prize, contestants may choose one activity from an assortment of regional activities provided by CrossState. For example, a contestant may choose 2 tickets to a regional theme park as their final prize.

- b. Second prize receives free registration for the CrossState Leadership School and the Fall Leadership Conference for 2022, along with a \$750 cash prize.
13. By submitting for the Credit Union Ambassador contest, members understand additional responsibilities come along with the title if they win, including, but not limited to:
- a. Presenting a full, 40-minute session at the CrossState Leadership School in State College, PA. This event runs from August 14-19, 2022.
 - i. If a contestant does not opt to attend the entire Leadership School as a student, and prefers just to present their project, that is fine.
 - b. Providing a 5-minute update to the members at Fall Leadership Conference in September.