



CrossState CU Ambassador Rules and Regulations 2023 - 2024

1. There is no maximum age limit for contestants, they simply must be 21 or older.
2. Contestants must be employed by a CrossState-affiliated credit union. C-level executives and CEOs are exempt from the contest.
3. The competition will be based on 8 regions total, 6 in Pennsylvania and 2 in New Jersey. Each region is guaranteed up to 3 slots in the final contest. A credit union's region is determined by the organization's headquarters, not participant location.
 - 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, Lackawanna, 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. **Capital 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

Helpful Information

Visit the CU Ambassador info page on the CrossState site to view sample proposals and projects, grading rubrics, and FAQs.

Contest Structure

4. Project Proposals
 - a. Proposals should be a maximum of one page and explain the project, its importance to your CU/membership, and how you plan to measure its progress.
 - b. Proposals are to be uploaded to the CrossState website by 5 p.m. on **November 5, 2023**.
 - c. Proposal reviews will be completed by a council of Chapter Leaders by **December 8** and up to 24 finalists will be announced for the state-level competition. These contestants move on to the final project phase.

5. Final Project Submission
 - a. The final project is to be uploaded to the CrossState website by 5 p.m. on **March 22, 2024**.
 - b. Maximum of *15 typed pages* or *15 PowerPoint slides*. Works cited, indexes, and cover pages/slides will not count toward the size limit.
 - c. Contestants are encouraged to include a video introducing themselves and explaining their project. This video is five minutes maximum.

6. Top 10 Projects & Scoring
 - a. The Top 10 highest-scoring projects are announced **April 19, 2024**.
 - b. Contestants are invited to attend Annual Convention for free in May.
 - c. Contestants will receive display space for their projects.
 - d. Projects are reviewed by third-party business partners and colleagues.
 - e. Scores are combined for each project and averaged to reach the final score.
 - f. Top 3
 - i. Of the Top 10, the 3 highest-scoring projects move on to present at Awards Night during Annual Convention
 - ii. Presentations will be a maximum of 5 minutes or points will be deducted as a penalty
 - iii. Final presentations are judged live, scores are averaged and then added to the contestants' project score to determine the winner

7. Prizes
 - a. **First place** receives \$1,000 in cash, a free registration for CrossState Leadership School and the Fall Leadership Conference in 2024, free registration for the 2025 Annual Convention, and publication in the *CU Edge* magazine.
 - b. **Second place** receives free registration for CrossState Leadership School and the Fall Leadership Conference for 2024, along with a \$500 cash prize.
 - c. **Third place** receives a \$250 cash prize.

8. CU Ambassador Responsibilities
 - a. The 2024 CU Ambassador will present their project in a 30-minute update at CrossState Leadership School in August.
 - b. The CU Ambassador may also be asked to provide updates to the CrossState Board, appear in different video segments, and participate in CU advocacy efforts as a representative of the movement.

9. Expenses
 - a. Top 10 CU Ambassador Contestants receive free room and registration for the 2024 Convention.
 - b. First and second place prizes also include lodging for the corresponding events.