



# KPMG Gold Challenge Video Guidelines



## Background

For several years BAP has been aware that some chapters do significantly more than what is required to become a Superior Chapter. The KPMG Foundation has graciously agreed to provide an annual monetary award to some of the top chapters through the **Gold Challenge**. In order to participate, BAP chapters must first qualify to compete for this award (please refer to eligibility requirements below). Chapters that meet those requirements must then submit a nomination form and 10-minute video presentation which explains and/or demonstrates why their chapter deserves to win a **Gold Challenge Award**. The information provided in this document will provide details on how to apply as well as how to submit the video component.

## Eligibility Requirements

- **Must have been a Superior Chapter Member for school year 2009**
- **Must be a Superior Chapter Member for school year 2010**
- Must have participated in a Regional Meeting (i.e. Meeting host/co-host, Chapter operations presentation, or Best Practice Competition)
- Must be participating in the 2010 National Meeting in San Jose, CA (i.e. Meeting host/co-host, Chapter operations presentation, Best Practice Competition or Project Run With It)
- Must submit 10 minute video (details below) **with 4 copies (see technical requirements below for specifics on type of DVD)**

## Self-Nomination

Chapters wishing to participate in the **Gold Challenge** must complete the *Gold Challenge Nomination Form* and *Gold Challenge – Individual Release Form* and send in with video submission no later than Midnight, EDT on **Monday, May 31, 2010**.

## Video Requirements

### **CONTENT REQUIREMENTS:**

**Videos should not exceed 10 minutes in length. We expect chapters to demonstrate what sets their chapter apart from other superior chapters in ONE or BOTH of the content categories below. Each area must be defined showing the results of each event/project with qualitative and/or quantitative analysis as appropriate:**

- a) **Ethics, Integrity and Independence of Mind** – According to the theme for 2010 set by our president, Andy Bailey, we would like to see chapters showcase their projects or events that show the study or promotion of professional ethics within their chapter, university, and/or community.
- b) **Chapter Enhancement**- Even superior chapters have the ability to expand and advance their strengths to become even greater. We believe that a Gold Chapter, representing the best of the best, should constantly be taking steps towards not only advancing strengths but improving on weaknesses. This area could include service projects, internal chapter operations, or other goals

the chapter has set to improve upon. We would like to see chapters identifying their weaknesses and then showing us in the video what they did to improve in this area with both qualitative and quantitative evidence.

**Specifically, videos should also include the following:**

1. Chapter introduction (Greek name, chapter number, name/title of the university/college and the BAP region in which the chapter is located).
2. Brief introduction to the video's content. Actual content will generally consist of:
  - Video excerpts of actual events (or still pictures) in which the chapter engaged during the immediate past academic year (July 1 to June 1); and
  - Chapter member(s) narration(s) of what is being shown.

*Collectively, both of these elements should ultimately explain why the chapter deserves the award.*

More specifically, the content should:

  - Be understandable to someone who has knowledge of BAP and it's policies/procedures but has no knowledge about the activities, chapter, university, or location in which the events take place;
  - Demonstrate the quality and breadth of activities that justify the award; and
  - Identify principal persons, organizations, locations, entities, etc. shown or mentioned in the video.
3. Closing remarks that summarize why the chapter believes it deserves the award.
4. Visual and/or verbal credit to those persons and organizations who materially participated in the preparation, filming, editing, narration and production of the video.
5. "Terms and Use Statement." Insert the following at the end of the video:

*"While the Beta Alpha Psi chapter retains ownership of this video, the chapter grants to the competition organizers (BAP) and sponsors (KPMG LLP) an irrevocable license to copy, edit, distribute, display, and make other noncommercial uses they wish at their discretion and in any form or medium."*

**CREATIVE REQUIREMENTS:**

- The content of the video should be conceived, filmed, written, narrated, edited, and produced by BAP members and candidates only. University or outside professional filming, production, graphic, and editing services of any sort may not be used, even if those services are provided at no/minimal cost to the chapter and/or any member/candidate.
- The video should not contain any music unless the music is an integral part of the event being filmed.
- If copyrighted material, trademarks, or logos are mentioned or shown in the video, written permission of the owner(s) must be included with the video's submission.

**TECHNICAL REQUIREMENTS:**

- University-owned equipment may, with permission, be used to film and edit chapter activities.

- The entire presentation may not exceed 10 minutes in duration excluding the video portion that displays the “Terms and Use” statement.
- The video must be submitted on one DVD with **3 additional copies**. Flash files or posting on any website will not be accepted. The DVD must contain one of the following regional codes:
  - ✓ “0” (worldwide) or
  - ✓ “ALL” (allows the disk to be played in any locale on any DVD player)

***ADMINISTRATIVE REQUIREMENTS:***

- Chapters may make only one submission.
- The submission must include a cover letter, **4 copies of the DVD**, permissions from copyright and trademark holders, and a Chapter release form (see attached).
- The cover letter must include:
  - ✓ Contact information for the Faculty Advisor at the time of submission;
  - ✓ Contact information for at least one student who will be available to answer questions about the video and its content during the June-August period; and
  - ✓ Signature of the Faculty Advisor and Chapter President at the time of submission.
- Submissions should be sent to\*:
  - Beta Alpha Psi
  - Attention: Margie Fiorentino –Gold Challenge
  - Palladian 1
  - 220 Leigh Farm Road
  - Durham, NC 27707

***\*Please be sure to also include the Gold Challenge Nomination Form and a Gold Challenge Release Form for each member and candidate that participated in the video along with your video submission!***

- The submission must be postmarked no later than **Midnight, EST on Monday, May 31, 2010.**
- Submissions will be judged by representatives of BAP and KPMG. Judging criteria will include:
  - Creativity of concept
  - Execution
  - Compliance with content requirements set forth in this document
  - Compliance with general Ethics & Integrity standards of both KPMG and BAP
- Announcement of winners will occur during a plenary session at the Annual BAP Conference being held **August 5-7, 2010.**
- **GRAND PRIZE:** \$2,500 per chapter up to a maximum of 15 chapters as determined by the judges. All decisions of the judges are final.  
**NOTE:** Chapters receiving the Gold Chapter award are not eligible to receive additional funds for their Superior Chapter designation.

- At least one student from the winning chapter must be present to receive the award. If no representative is present, the chapter will not be eligible for the award.

## **Miscellaneous**

- All entries become the property of KPMG/BAP and will not be returned.
- By entering this competition, winners consent to KPMG/BAP publishing their names on websites and/or other media.
- KPMG/BAP will have the right to modify, use, or dispose of all video entries as they see fit without the approval of the entrants.
- KPMG/BAP will have the right to use all videos submitted for both internal and external use, as deemed appropriate.
- Questions? Please contact the BAP Executive Office with any questions related to the competition.

***Thank You & Good Luck!!***

