



Best Practices Procedure Manual – Virtual Edition

Sponsored by Deloitte

Student – Winter 2022

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“Innovation distinguishes between
a **leader** and a follower.”
- Steve Jobs

Program Summary & Awards

“Best Practices” are activities created and completed by a chapter to further specific goals identified by the board of directors of Beta Alpha Psi (the “Board of Directors”) and by Deloitte. These activities exemplify the spirit and purpose of Beta Alpha Psi (BAP) and, if applicable, allow other chapters to emulate those activities. Occasionally, the Board of Directors asks chapters for their vision regarding a future activity/issue/topic; such vision must be created by the chapter but cannot be completed nor emulated. Multiyear submissions are accepted; however, a strict emphasis on enhancements and statistical description of improvements are used to determine eligibility and overall competitiveness.

Deloitte has been the proud sponsor of the Best Practices program since 2001. The program encourages students to develop and execute programs that promote awareness and student involvement in projects exemplifying values shared by BAP and Deloitte. Each year, the BAP President Elect and the Deloitte Professional Partners members select topics to capture and promote their organizations’ shared values. Topic examples include ethics, diversity, corporate responsibility and increasing awareness of the accounting profession, skills-based volunteerism, and globalization. To date, there have been nearly 4,000 individual and team presentations at the regional and annual meeting levels and over \$500,000 awarded to BAP chapters to support chapter operations, scholarships, and the continuation of best practices projects.

The Best Practices competition comprises a two--step competitive process:

1. Chapters submit an online form, video presentation (YouTube link), video .mp4 file and PowerPoint ahead of March 4, 2022 11:59 PM ET deadline.
2. First place teams present (virtual or live TBD) at BAP’s annual meeting where winning chapters earn verbal recognition and additional monetary awards.

Deloitte funds all Best Practices competitions. The Board of Directors and Deloitte set award levels, which are non-negotiable, the BAP Executive Office remits monetary awards to the chapters.

At the regional competition, there is a first, second, and third place award for each Best Practices category. A complete list of categories is available on the BAP website. See table below for monetary award levels:

Deloitte Best Practices award summary* (each topic presented)				
Level of competition	First	Second	Third	Total awards
Regional (9)	\$500	\$250	\$125	\$21,000
Annual meeting (1)	\$1,500	\$1,000	\$500	\$9,000
				\$30,000

Timeline of Events

Spring (one year prior to Regional Meeting)

- BAP President Elect proposes Best Practices topics.

August – January

- Professional Partners Chair and Chair Elect form judging teams for regional submissions.
- Chapters determine topics to participate in, execute the project, and prepare submission guidance.

February – May

- Chapters prepare their Best Practice presentations and review the video submission guidelines.
- Chapters complete and submit their final submission (video and PowerPoint) for Best Practices **no later than 11:59 PM ET on Friday, March 4, 2022.**
- The Professional Partner Chair and Chair-elect communicate judging expectations to Best Practices judges.
- Judges attend briefing to evaluate presentations and determine winners (rankings) by **Friday, March 18, 2022.**
- The Professional Partner Chair/Chair-elect submit rankings to the BAP Executive Office.
- BAP Executive Office in collaboration with Deloitte prepares a message announcing the winners to be sent out by BAP Executive Office the week of **March 21, 2022.**
- First place winners notify National Best Practices Coordinator of intention to compete at the Annual Meeting **no later than 3:00 p.m. CST on Friday, April 1, 2022.**
- National Best Practices Coordinator notifies the BAP Executive Office of all participants **no later than 3:00 p.m. CST on Friday, April 29, 2022.**
- Best Practices Coordinator begins preparing judging materials.

Key Dates

Friday, March 4, 2022, by 11:59 p.m. ET	Final chapter submissions due to BAP website
Friday, March 18, 2022	Best Practices judges' rankings due
Friday, April 1, 2022 by 3:00 p.m. CST	First place winners notify National Best Practices Coordinator of intention to compete at the annual meeting
Friday, April 29, 2022 by 3:00 p.m. CST	International Best Practices Coordinator notifies the BAP Executive Office of all participants

Roles and Responsibilities

Chapter Advocates

- Given the virtual format of the Mid-Year Meetings and competition, Chapter Advocates do not have a responsibility in the competition.

Participating Chapters

1. Determine Best Practices projects, plan and execute event, and submit final submission
 - Timing: February–May (prior to regional competition or during spring of RM)
 - Detail: Participating chapters determine which categories they will compete in shortly after the announcement of the Best Practices categories. Chapters might find that designating a committee, ideally before the summer break, allows them to conduct the appropriate research and formulate plans.
2. Prepare presentation
 - Timing: Prior to deadline
 - Detail: The submitting chapter prepares an 5-7-minute video based solely on the information provided about the competition. Please see Appendix B for presentation guidelines.
3. Record & submit presentation and online form(s)
 - Timing: Due by 11:59 PM ET on Friday, March 4, 2022
 - Detail: Presenting teams must submit final presentation (PPT), online form and video link (YouTube) and mp4 file.
4. Report results to Best Practices International Coordinator
 - Timing: Due by Friday, March 18, 2022
 - Detail: Submitting chapters report one reaching-out activity (ROA), regardless of the number of presentations given. Each presenter reports one professional hour for his/her effort.

The Competition

Presenting Chapters Must

1. Prepare PowerPoint presentation and record video of chapter presenting the content.
2. Submit their final PowerPoint presentation, online form and video recording link (YouTube) and mp4 file to the BAP website by the deadline.
3. Present the substance of their efforts or vision within 5-7 minutes. Reference Appendix B for guidelines.

Judging Results

The Professional Partners Liaison selects judges independent of any student, college/university, and chapter affiliation. These judges are given the procedures and policies of the program and are expected to act accordingly to judge the presentation based on preset guidelines.

- First place winning teams will receive written and verbal feedback from judges on content and/or presentation.
- Second and third place winning teams will receive written feedback via judge's evaluation form, which will be sent from the BAP Executive Office to the Chapter Advisor to share with participating chapters.
- Non-placing teams will receive feedback that provides developmental themes for all teams that competed in the category. Feedback may or may not be specific to each chapter but rather more general themes that the judges saw throughout the competition.
- Results, once submitted to the Chapter Advocate, are final.

Annual Meeting Procedures

Eligibility to Compete

All regional Best Practices winning chapters that achieved a first-place award are eligible to compete in the Best Practices competition at the Annual Meeting.

The Annual Meeting Chairperson designates a Best Practices Coordinator. The BAP Executive Office ensures the identity and contact information of the Coordinator is provided to all Chapter Advocates and Host Chapters.

As soon as possible, after receiving a first-place award, winning chapters must:

1. Notify the Best Practices Coordinator of their intention to compete at the annual meeting
2. If the chapter desires to compete, they will have the option to submit a revised video submission based on feedback from their regional meeting for judging at the annual meeting.

Presentation Guidelines

All guidelines for the annual meeting are consistent with guidelines for the regional competition. Reference Appendix B for Presentation Guidelines.

First place teams that will be competing at the annual meeting are permitted to make updates to their presentations. The online form itself must essentially be the same as provided at the regional competition, while minor editorial/grammatical changes, reordering of major points, and updates to any results are permissible. Updates on progress made between the regional competition deadline and the annual meeting should be included in the presentation.

Judging Results

Chapters will **not** receive feedback following the presentations at the Annual Meeting.

Appendix A

Online Form Guidelines

Thank you for participating the BAP Best Practices Competition. The online form is a summary of the most important aspects of your project/idea. Information provided within this form, must concurrently be a summary of your presentation.

Chapters must submit their online form, PowerPoint presentation and video recording link (YouTube), and mp4 file via the BAP website **no later than 11:59 PM ET on Friday, March 4, 2022.**

The following actions may result in disqualification:

- Failure responding to any of the questions on the submission form
- Emailing your submission to your Chapter Advocate or the BAP@bap.org
- All late submissions will automatically be disqualified

The online form needs to be started and submitted in one session. We highly recommend typing the responses for the form in a word document and cut/paste to complete the online form. Below are the questions included on the form.

Chapter Information

- Student Contact
- Student Contact Email
- Faculty Advisor Name
- Faculty Advisor Email
- University Name
- College of Business Name (if applicable)
- Chapter Name
- Region
- Topic

Questions

1. What are the primary goals of the project? (max 175 words)
2. What are the outcomes or expected outcomes if the project is yet to be completed at the time of submission? (max 150 words)
3. Number of members participating in project
4. Description of non-member participants and their roles (max 75 words)
5. Number of hours spent on project
6. What are the benefits to the chapter and others served by the project (i.e., lessons learned)? (max 80 words)
7. Is this project adaptable to other chapters?
8. What effects did the project have, or will have, on the community, chapter members, BAP, etc.? (max 80 words)
9. Is this a multi-year project?
10. If YES, please provide a summary of enhancements and statistical description of improvements from previous two years (max 80 words)
11. Is there any copyrighted material used in the presentation?
12. If YES, please provide a description of any copyrighted material used in the presentation (max 75 words)

Appendix B

Presentation Guidelines

These guidelines are intended to help chapters present a professional presentation, which will showcase your chapter's idea/project.

Required Content—Criteria considered by judges include, but are not limited to, the following:

- Overview of chapter involvement.
- Focus on one idea/project fitting under the selected Best Practices category.
- Informative beginning (introduction of presenters and topic).
- Presentation must address relevant points discussed in the corresponding online form.
- The presentation must include evidence of the success of your project when appropriate.
- At a minimum, the project must be something the submitting chapter is doing in the current year (i.e., not just a great idea, but something the chapter is actually doing).
- Feasibility to be replicated by other chapters.
- Quality of presentation, with appropriate use of technology within guidelines.
- Presentation skills of presenters such as eye contact, void of reading notes, transitions, ability to answer judges' questions.

General Guidelines

- Presentations for the 2022 Annual Meeting will be conducted in-person.
- Chapters should prepare an in-person presentation from the content of their video presentation
- Chapters must meet all deadlines provided by Beta Alpha Psi without exception.
- Teams should present their Best Practice for no more than 7 minutes.
- All BAP Best Practices presentation team members must have a speaking role during presentation.
- Best Practices being presented must be 50% complete by the time of the competition. If not able to be quantified, the percentage deemed to be completed will be determined at the discretion of the judges
- All firm-/corporate-/professional-copyrighted logos must not be included in presentations without proper approval.
- All chapters must use the official BAP logo or be disqualified from winning first place. Please visit <https://www.bap.org/branding-and-style-guidelines> for the logo.
- Handouts are not permitted. Teams may not provide additional hand out materials.
- Teams presenting on the same topic as in the previous year must clearly articulate the enhancements and statistical description between first and second years.

Q&A Session

- Following the formal presentation, there will be up to 5 minutes of Q&A from the judges.
- Chapters should consider what questions may be asked and incorporate that content into their presentation.

Evaluation & Feedback

- Chapters will be evaluated on content delivered during formal 5-7 minute presentation as well as the Q&A session immediately following the presentation. Any conversation following the formal presentation will not be considered during the evaluation process.
- The decision of the judges is final and feedback will not be provided.

Technology

- The presentation must include various forms of AV aids (audio, video, poster board, props, PowerPoint, Prezi, etc.) to help communicate your project to the audience.
- PowerPoint/Prezi presentations are limited to slides and photos only. Added audio or video must be limited to 60 seconds total — not one minute for each clip.