



Young Professional Initiative's

Palmetto
PROTÉGÉ
Competition



Competition Manual

Everything Your Chapter Needs to Know to Conduct
The Palmetto Protégé Competition



Contents

The Mission

2

Rules & Guidelines

3-7

Awards & Prizes

8-9

Checklist

10

The Mission

Common concerns of increasing urgency to credit unions are the appeal to young people and development of promising individuals. The Pennsylvania Credit Union Association has addressed these in part with its Youth Ambassador Program administered through the PA chapter system.

In 2010, the SC Credit Union League (SCCUL) incorporated a Young Professional Initiative with its Annual Meeting, and seeks to continue and expand the YPI in a meaningful way.

The YPI Palmetto Protégé Competition is a solution for both, recognizing value and potential in younger professionals, enhancing chapter programming and credit union interest, and supporting SCCUL's YPI and Annual Meeting.

Each chapter participates, elevating the visibility of credit union history, philosophy, and cooperation in a process that ultimately names a chapter representative to the SCCUL Annual Meeting, where South Carolina's Palmetto Protégé is chosen. Participants gain greater credit union knowledge, networking experience, creative experience, and presentation skills.

✓ Checklist

- ❑ Inform all credit unions within your chapter about the Palmetto Protégé Competition at the same time.
- ❑ Distribute competition applications & promotional material to interested credit unions.
- ❑ Set a date and location for oral presentations and written exam.
- ❑ Score the results of the returned written examinations and oral presentations.
- ❑ Based on the results from judging the written exam and oral presentation, designate your Chapter Palmetto Protégé.
- ❑ Send the results of your Chapter winner to the SC Credit Union League by March 6, 2012, including bio, photo, and scoring results.
- ❑ Contact SCCUL Conferences & Training Director Barbara Lehew-Bickley to register your Chapter representative for the SCCUL Annual Meeting.

Rules & Guidelines

Judging the Candidates

Judging at the chapter and state levels will be based on the same criteria: Credit Union Knowledge – 35%; Ability to Communicate – 35%; Personality – 20%; and Professional Appearance – 10%.

Written Examination — Credit union knowledge will be determined through a written examination. This portion of the competition should not be difficult for the candidate who is familiar with credit union operation, history, and philosophy. SCCUL provides information to all contestants in December, well in advance of chapter-level competitions, so they can prepare for the written examination. All contestants are provided the same materials from which exam questions are taken.

Oral Presentation — Each chapter-level contestant will be asked to present a short five-minute speech on a pre-selected credit union subject. State finalists have the option of presenting the same subject as their chapter-level presentation or choosing a new subject to share with the SCCUL Annual Meeting audience. All contestants will be provided the same list of topic options.

Rules & Guidelines

Official Rules and Regulations

1. Contestants must be at least 18 years of age and no more than 30 years of age by December 31 prior to the state finals, held in conjunction with the SCCUL Annual Meeting in spring.
2. Contestants must belong to a SCCUL-affiliated credit union and must be sponsored by a chapter that has provided equal opportunity for all its member credit unions to participate in the competition. Equal opportunity includes advance written notice of the chapter competition simultaneously given to all credit unions in a chapter area.
3. Each participating credit union in the chapter-level contest may be represented by only one (1) contestant. Each eligible chapter may be represented only by one (1) contestant in the state finals. If more than one contestant exists, a winner must be decided. Credit unions that have branches in other chapter areas or are associate chapter members, must have their nominee participate in the contest of the home-based chapter.
4. Chapter contests may be held between December 2 and March 6. Chapters must submit a completed Chapter Participation Form to SCCUL indicating that they plan to sponsor a contest. Chapters must inform every credit union in the chapter in writing that a contest will be held. SCCUL will notify credit unions at the chapter's request. A copy of this announcement must be received by the League in advance of the chapter contest.

Awards & Prizes

- Participation in the SCCUL Leadership Conference as secondary presenter and YPI advocate.
- Facilitator of YPI Roundtables scheduled semiannually or quarterly
- Regular social media including contributions to the SCCUL Facebook page
- Immediate benefit to the South Carolina Palmetto Protégé is first choice of these developmental scholarships. State runners-up have choice of remaining options.
 - Southeast CUNA Management School – One-year registration, valued at more than \$1,300 (requires commitment to three-year program)
 - National Youth Involvement Board Annual Conference – Registration and lodging, valued at \$1,300
 - South Carolina Hike the Hill (Washington, DC) – Full participation including airfare and lodging, valued at \$1,000

Awards & Prizes

All participants in the YPI Palmetto Protégé competition gain enhanced credit union knowledge, positive reinforcement of their value to the movement, and networking via the process and membership in the YPI peer group. Program incentives are as follows.

Chapter Palmetto Protégé:

- Each chapter funds its finalist's participation in the YPI Palmetto Protégé state finals and the Young Professional Initiative (YPI) program at the SCCUL 2012 Annual Meeting April 19-21, including two nights lodging, mileage and some expenses (or a stipend). Estimated total value is \$300-500.
- Each chapter is encouraged to reward other chapter competitors by supporting their YPI participation. Registration cost is \$100 per person, and additional support for housing or a stipend is at the chapters' discretion.

South Carolina Palmetto Protégé:

- South Carolina's Palmetto Protégé becomes the state Young Professional Initiative leader and peer advocate for credit unions. His or her responsibilities, coordinated by SCCUL, include:
 - Presentations at each of the state's five chapters on his or her background, experience, YPI, and the Palmetto Protégé program.

Rules & Guidelines

5. Judging at the chapter-level and state finals will be based on the following criteria:
 - Credit Union Knowledge 35%
 - Ability to Communicate 35%
 - Personality 20%
 - Professional Appearance 10%
6. A portion of the judging at the state finals will be based on the results of chapter-level written examination scores, and a portion on the five (5) minute oral presentation at the SCCUL Annual Meeting.
7. If they so choose, individual credit unions and chapters may award prizes, cash or otherwise, to their Palmetto Protégés and alternates at the end of a contest. Chapters may also consider sending their alternatives to the SCCUL Annual Meeting for the opportunity to attend the YPI session, created specifically for their demographic. *See pages 8-9 for official Awards & Prizes.*
8. Each credit union will be responsible for its candidate's expenses in connection with the chapter competition.
9. Winners of any credit union competitions automatically become eligible for a chapter competition, provided all rules have been properly observed and the chapter has agreed to host a competition. Chapter winners become eligible for the state finals, provided all rules have been properly observed.

Rules & Guidelines

10. Each sponsoring chapter must provide to SCCUL, no later than March 6 of the year in which the chapter competition is held:
 - A completed biography form and photo release form (provided by the League) for its candidate; and
 - A print-quality color photograph (digital 300 dpi, jpeg, or minimum size of 4" x 6") of its Chapter Palmetto Protégé.
11. In the case of a candidate under 18 years of age when applying, a photo release form must be signed by the parent or guardian. Materials should be forwarded to: YPI Palmetto Protégé Competition Coordinator, South Carolina Credit Union League, 7440 Broad River Road, P.O. Box 1787, Columbia, SC 29202.
12. The chapter is responsible for expenses incurred in connection with the state finals. Chapter expenses at the state finals include:
 - Transportation to and from the meeting;
 - Hotel accommodations;
 - Hotel parking fees (if applicable);
 - Meals; and
 - Miscellaneous (should include some spending money for the candidate).
13. During state finals at the SCCUL Annual Meeting, SCCUL will offer candidates group housing, with each villa to accommodate two to four persons. SCCUL will handle reservations. In the case of a married contestant's spouse, and subject to approval of the chapter (which is paying the bill), the contestant may share a room with the spouse. SCCUL will not make reservations for anyone other than the finalists themselves.

Rules & Guidelines

14. The winner of the state contest will hold the title of YPI Palmetto Protégé (unless revoked for cause) for one year, until a successor is selected at the following year's meeting. Awards will be presented to the Palmetto Protégé, First Runner-Up, and Second Runner-up. (*See pages 8-9*)
15. Individuals receiving the title of YPI Palmetto Protégé become ineligible to re-enter future contests.
16. All participants in the State Finals, including the first and second runner-ups, may not compete during the immediate following year. After skipping one year, participants in the State Finals may compete again for the title, after repeating the process of being sponsored by a credit union and a chapter.
17. If for any reason the Palmetto Protégé should be unable to complete his or her one-year term, the title will be passed to the First Runner-up. In the event that the First Runner-up is unable to serve, the title will pass to the Second Runner-up.
18. Ineligible to participate at any level of the competition are employees and directors of the South Carolina Credit Union League and its affiliated organizations, and members of their immediate families. Staff members of the League and its affiliates are prohibited from serving as judges of any Palmetto Protégé Competition (including chapter contests) in the state.