

**Jett Award Application
for NALS of Greater Seattle
Where's Eula Mae?**

I. General Description of Your Program

A. Official Title: Where's Eula Mae?

Classification: Large Chapter

Category: Membership Development

Chapter: NALS of Greater Seattle

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B. A brief description of your program, including its format, size, purpose, topic, and audience. For example, "a series of six 2-hour audio conferences for support staff to assist them in dealing more effectively with clients."

"Where's Eula Mae?" was developed to be a monthly feature in NALS of Greater Seattle's newsletter, *The Informer*. This entertainment feature was created to generate renewed interest and excitement among our membership.

C. A brief summary of your program. The purpose is to direct the reader's attention to those aspects or elements of the program that make the program exceptional and that make the program applicable to other states or chapters.

Each month, the developers of this program, *The Two Traveling Eulas*, traveled to a different location to snap a photo of "Eula Mae." Locations ranged from national NALS events to local destinations. Readers were asked to identify the Eulas' location by sending their guesses to a designated email address. This program could be used by any chapter wanting to highlight the activities of their members and local destinations.

II. Judging Criteria

A. Needs Assessment

1. How was the need for this program identified (surveys, requests, please quantify)?

Several years ago, NALS of Greater Seattle discontinued production of a monthly printed newsletter, moving instead to a monthly email communiqué from the President. Email by email, the format of this communiqué began morphing itself back into a newsletter format. In May 2008, NALS of Greater returned to the traditional newsletter-style publication, produced and transmitted electronically. This issue was the first communication sent by the 2008-09 NALS of Greater Seattle Board of Directors.

Because the newsletter format was easier to read and allowed for more room for articles, the Board was able to begin thinking outside of the box. Not only did they want to provide informational and entertaining articles to the membership, the Board also wanted to get a better idea as to how many of its members were actually reading the newsletter. And so, the idea of "Where's Eula Mae?" was born.

2. How does this program address this need?

The monthly feature is strategically placed towards the end of the newsletter. Based on the different responses we receive each month, it is safe to assume that many of our members are actually reading the newsletter. Each month we hear from different members, sometimes minutes after the newsletter is emailed. Each submission is acknowledged via email with note to check the next month's edition of *The Informer* for the announcement of the location and winner's name.

B. Planning and Design

1. List the program's objectives.

- a. to reward member participation;
- b. to provide a link to more information about the history of NALS and Eula Mae Jett; and
- c. to generate interest in chapter, state and national activities.

2. Describe the steps taken to design and develop the program (planning process, members involved, creativity).

Immediately after the idea was hatched, a distinct email address was set up with Gmail: wheresoulamae@gmail.com. After deciding on a location, each month *The Two Traveling Eulas* meet, camera and picture of Eula Mae in hand. On one occasion, for an out-of-state group photo, the face of a younger Eula Mae was digitally superimposed onto the body of one of *The Two Traveling Eulas*.

C. Logistics and Production

1. How was the program delivered to the target audience (room, room set up, etc.)?

“Where’s Eula Mae?” is included in our chapter’s monthly newsletter, which is emailed to the membership and posted on the NALS of Greater Seattle webpage.

2. Provide details describing educational materials, methods, and resources. Include samples of printed materials used (lecture, small group discussion, handouts).

Each article includes a link to the “About NALS” page on the NALS website: <http://www.nals.org/aboutnals/index.html>. The feature was designed this way to navigate members directly to the website and encourage them to learn more about the history of NALS.

Years ago, NALS of Greater Seattle acquired a foam board photo of Eula Mae Jett. This photo has been passed from president to president, occasionally making an appearance at membership meetings. Instead of using the actual foam board, *The Two Traveling Eulas* photocopied the image to carry around.

After the results are announced in the next month’s edition, the winner is sent a NALS of Greater Seattle logo pen and additional information is given about the location. Copies of the applicable pages from the newsletters are attached as “Exhibit A.”

D. Budgeting and Finance

1. What is the annual income and expenses of your chapter/state?

2008-09 Budgeted Annual Expenses:	\$26,372
2008-09 Budgeted Annual Income:	\$20,754

2. Was this program funded in whole or in part by a Grant from the NALS Foundation?

No; a grant was not necessary for this project.

3. What were the program's broad financial objectives (profit, break-even, or subsidized service)? Choose one and tell why.

Although this was not intended to be an income-generating project, in the long run, we anticipate that this project will be profitable for our chapter. The more projects that inspire our members to participate, the better off our chapter will be. Involvement indicates satisfaction. In everything that we do, we attempt to satisfy and retain our members. Membership satisfaction and interest generates new members.

4. Provide both the projected revenue and expense, as well as the actual revenue and expense.

Not applicable.

5. Provide your best estimate of association resources expended on this program. You might use, for example, total dollars and total volunteer time.

Because we already had the foam board poster of Eula Mae Jett, as well as a surplus of NALS of Greater Seattle logo pens that were being passed down by the Presidents, we did not expend any association funds for this project.

The total volunteer time for 11 issues was approximately 43.5 hours, broken down as follows:

Development of project:	3.0
Scout out and travel to location:	22.0
Prepare article:	11.0
Answer emails:	5.5
Forward prizes:	2.0

E. Marketing, Promoting, and Advertising

1. List and describe the specific marketing, promotional and advertising vehicles used.

Because this project was developed as a tool to assess the interests of our membership, we did not specifically market or call attention to it. The promotion

of "Where's Eula Mae?" was completely by word of mouth and through consistent publication in the newsletter.

F. Evaluation

1. To what extent did the program achieve stated objectives (quantify results such as 10 new members)?

Based on the responses received after transmittal of the first newsletter and each month thereafter, it is clear that this project was a success. Immediately after the newsletter is emailed, the dedicated email account begins to receive replies. In addition, the board is regularly asked, "Is it too late to send in my response?" A year-end poll of the members also indicated that it was one of the favorite new features from this year. However, possibly the best response that was overheard was on the day of the March NALS certification exams. While passing by the Washington Court of Appeals in the lobby of One Union Square on the way to the testing room, one of the examinees exclaimed, "Hey look! That's where Eula Mae was this month!"

2. What broader impact, if any, did this program have on the growth, image or performance of the state/chapter or its members?

"Where's Eula Mae" not only got members in our chapter involved and talking, but the excitement also spread to members throughout our region. It has also afforded *The Two Traveling Eulas* the opportunity to talk about NALS to strangers. People definitely stop to stare at people posing with large photos covering their faces and they are interested in the concept of the project and with NALS in general. It has been an amazing experience.

3. Based on the outcome of this program, describe the most significant changes that might be made the next time a similar program is offered.

Because it is a member favorite, the board plans to continue this feature in the newsletter. However, instead of using a designated duo for the project, it may become a shared project, with each board member becoming a *Traveling Eula*. This will ensure a variety of locations and member perspectives.