SAACURH OTM Writing Guide 2018-2019

AD-NRHH Mariah Neibert

Special Thanks To...

The SAACURH OTM Committee Members!

Casey Weaver, SAACURH NRHH Advisor
Clair Bailey, SAACURH CO-NBD
Gia Rivellini, University of South Florida
Hannah Kriner, Georgia College and State University
Hayden Hobgood, Western Kentucky University
Jade Jacobs, University of West Florida
Josh Ingebretson, NRHH Alumni
Julieann Spray, University of South Alabama
Lia Bauert, UNC-Chapel Hill
Maddie Greenberg, Florida State University,
Melissa Cottrill, Florida Gulf Coast University
Paul Schnorenberg, UNC-Wilmington

Thank you for all your diligent work to make this OTM Guide for the South Atlantic the best it could possibly be.

OF THE MONTH
OTM
AWARDS
EST. 1986

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Happy Writing!

What is an OTM?

"Of The Month" awards

Of the Month's (OTM's) are awards you can write to recognize the amazing things going on at your campus. They must be month specific and include detailed information on how the nominee went above and beyond for the specific month in which it is written. These awards start on your campus level and have the potential to reach the SAACURH and NACURH levels after the appropriate voting periods.

There are two types!

INDIVIDUAL OTM

An individual OTM should describe the outstanding month specific accomplishments of the individual in 600 words or less.

AND

PROGRAM OTM

A program OTM has specific sections with individual word maximums and allows for various types of programs on campus (which occur within a specific month) to be nominated.
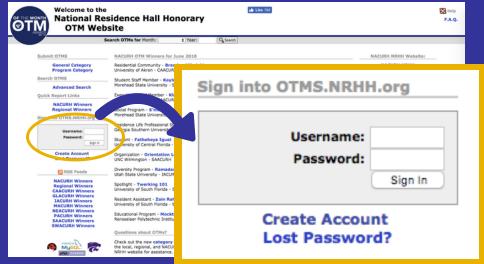
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What is an OTM?

Specific Categories

Individual	Program	Other
Advisor Executive Board Member First Year Student Institution Faculty/Staff Residence Life Pro. Staff Resident Assistant Student Student Staff Member	Social Program Educational Program Diversity Program Passive Program	Organization Residential Community Spotlight

Where do you write these?
OTMS.NRHH.ORG

Click "Create Account."

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Making Your Account

Step Breakdown

1. Go to otms.nrhh.org
2. Click "Create Account"
3. Select your NRHH Affiliated University from a drop down menu.
4. Complete the information sheet. This will allow the website to autofill the information in the future when you submit OTMs!
5. When you are finished, select "Submit."
6. You will be notified when your account is activated by your campus administrator.

Why Write OTMs?

Individual Recognition

⬇

Campus Recognition

⬇

Regional Recognition

⬇

National Recognition

Recognition Levels:
This is the progression for all of the winning OTMs!

Why Write OTMs?

1. Recognition benefits the campus and individual.

By writing an OTM about someone, it shows that their efforts did not go unnoticed and affirms that they are doing a great job helping their community. This recognition could be a push in the right direction, and may even give the nominee the confidence they need to continue to succeed. This recognition spreads and actually benefits the campus as well. Members of each campus have the ability to vote on the best OTM for each category and this ensures that each nominee's contributions will be seen by the campus. Lastly, these campus winners will continue on to the regional level where other institutions can read about the incredible things that members on your campus have done.

2. Recognition on regional and national level.

By recognizing individuals on your campus, there is a chance that your OTM can travel higher up the flagpole: on to the regional, and possibly national level. This is why you should strive to write quality OTM's that you are passionate about so that this passion can show through in your writing. It's wonderful to think about how OTM's can connect individuals from all throughout the region this way. By making your OTM available to many other viewers, the recognition that your nominee deserves can be attained and members of the nation can benefit from your OTM writing techniques.

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Choosing the Right Category

OTM Flow Chart

Has the nominee in question made a positive impact on the Residential Life Community?

Not an OTM! ← No

Yes ↓

Is it about an individual/group?

It's a General OTM! ← Yes

No ↓

It's a program! Was it presented in a way that no one actively ran it?

It's a Passive Program! ← Yes

No ↓

Did it focus on resident interaction?

It's a Social Program! ← Yes

No ↓

Did it educate students on a specific topic?

It's an Educational Program! ← Yes

No ↓

Did the program promote diversity?

It's a Diversity Program! ← Yes

No ↓

Did the program support a specific cause or philanthropic organization?

It's a Community Service Program! ← Yes

If it doesn't apply to individual/group or program, it could be a Spotlight OTM!

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How to Write Program OTMs

Program OTMs have six (6) unique aspects addressing specific program information. Here's a breakdown of what should be included in each of the six fields:

Field	Word Count	Field Use
Origin	200	Use this as an introductory paragraph for the program and provide specifics on the planner's intent.
Description	400	Outline the happenings of the program. Be specific. Highlight the unique aspects of the event that were successful; explain everything.
Goals of the Program	200	Explain, in detail, the program's objective(s). Do not merely list them. Evaluate the program's ability to achieve these goals, including successes and shortcomings.
Positive and Lasting Effects of Program	200	What will attendees take away from the program? What impacts did the program have on the community?
Short Evaluation of the Program	200	Was the program a success? Evaluate the turnout, participation, and value of the program.
Adapt the Program to Other Campuses	200	Arguably the most important section, address issues of cost, location, and relevance at other campuses. Provide tips for easy implementation and ideas for other campuses to add their own flare to the program.

SAACURH OTM History

Between May 2007 and May 2017
(10 NACURH Affiliation Years)

SAACURH has submitted... **69,250** OTMs, **271** of which were NACURH Winners.

How do we stack up against NACURH?

Region	Total	Number of Winners
CAACURH	40,006	156
GLACURH	46,974	197
IACURH	30,325	312
MACURH	46,393	173
NEACURH	32,096	147
PACURH	35,681	282
SWACURH	28,352	191

We are #3 in the amount of NACURH Winners,
and #1 in the amount of OTMs submitted!

2008-2009	3225 submitted, 41 Winners	**2013-2014**	7491 submitted, 16 Winners
2009-2010	4460 submitted, 26 Winners	**2014-2015**	7099 submitted, 26 Winners
2010-2011	5467 submitted, 29 Winners	**2015-2016**	8118 submitted, 39 Winners
2011-2012	5701 submitted, 14 Winners	**2016-2017**	10326 submitted, 36 Winners
2012-2013	6831 submitted, 24 Winners	**2017-2018**	10963 submitted, 40 Winners

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Writing A National Winner
Tips and Tricks

Month Specific	
Importance	**Tips & Tricks**
OTMs should only contain relevant information and achievements that have taken place in the month of nomination.	Focus on a specific action or time in which the nominee stood out to you within the month. Elaborate on why the person/event stood out to you and/or how others were impacted at that particular time regardless of the nominee's general character or successes. Information discussed should be able to follow the phrase: "In the month of..."

Accomplishments/Above and Beyond	
Importance	**Tips & Tricks**
OTMs should recognize outstanding achievements by the nominee beyond the general call of duty.	Find ways in which the nominee has gone out of their way or beyond what was expected of them to improve the campus community for those around them. This should extend beyond "[name] has been a great leader by (example)."

Fit the Category	
Importance	**Tips & Tricks**
The information in the OTM should pertain directly to the category description.	Review and edit your OTM before submitted, keeping in mind the category description. If any achievements or traits don't fit the category, remove them or reword them.

Writing A National Winner

Quality of Writing/Word Count

Importance	Tips & Tricks
OTMs should be well formatted and easy to read as well as thorough in their descriptions.	Give as many details as are relevant to the category as possible. Paint a picture for the reader describing why the nominee is deserving of recognition. Attempt to get as close to the word limit as possible without adding unnecessary information. To ensure your OTM is easy to read and grammatically sound, type it out in a word processor with spell check and use paragraphs to make it easier to read. Try to avoid abbreviations and acronyms or define them; the ones your institution use may not be univeral.

Program - Uniqueness/Impact

Importance	Tips & Tricks
Programs nominated should have impacts reached beyond what is expected. Highlight programs that are unique and impact a wide variety of audiences.	When considering a program for an OTM, think about what characteristics of that program made it impactful. Did it provide information in a way that was engaging? Elaborate on the positive and lasting effects that it had on those who attended. How did the program benefit the campus community?

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OTM Example

As our NRHH and RHA advisor so eloquently has said, "NACURH is exhausting." As you canexpect, he was right but that did not stop our National Communications Coordinator (NCC) from showcasing the leader within her at this year's annual NACURH conference. Pun intended, our NCC shined like the star she is and it is time for her to get her Broadway moment.

The month of May brought a whirlwind of responsibility onto Erica O'Brien as she was quickly and fully immersed into her role as the University of South Florida's brand new NCC. Finals week coincided with our first NACURH delegation meeting and Erica put her talents to work as she navigated through everybody's stresses and personalities in the initial introduction. With no previous conference experience, a small transition period, and high expectations placed upon her shoulders, Erica began to direct our delegation like I have never before seen. From picking our delegation's theme to helping decide how we wanted to go about constructing our clothespins, Erica was there every step of the way during pre-NACURH preparation.

The week prior to our departure to Arizona State University, Erica would check-in on our delegation via GroupMe to ensure that we had any and all information we might have needed for the weekend. Her lingo showed that she had our best interest at heart and a phrase she used often included something of the likes of "please let me know what I can do to make the conference a better experience for you all." Above all else Erica wanted to ensure that we all felt prepared and excited to attend NACURH together and it is because of her that we all had the time that we did.

Throughout our weekend at NACURH, Erica truly exemplified how great of an NCC she truly is and will be. Attending a conference of this caliber is no easy feat, but Erica handled everything NACURH threw at her with grace and poise. Attending Corporate Business is something all NCC's are expected to do and Erica handled learning the legislation like a champ. She was well informed and ready to vote prior to Corporate starting and her knowledge of Robert's Rules of Order set her up for success. She was more than eager to get her name on the minutes which is something rare for new NCC's.Outside of attending Corporate, Erica made it a point to attend programming sessions that not only would benefit and enhance USF's RHA and NRHH, but would also benefit and enhance her time as NCC. She even joined a group chat comprised of NCC's throughout the country to better stay connected with and bounce ideas off of other people in her shoes.

Above all else, Erica's ability to adapt to her surroundings gave her the edge our delegation needed. Without a doubt Erica was able to fit herself to what was going around her which gave her the flexibility she needed to handle the stress our delegation put her through as well as the stress we put each other through. Erica was able to mediate and alleviate any and all tension that arised from our sleep deprived and often cranky group and she made it a point to provide positivity and encouragement when she knew we needed it most.

Erica has showcased a great strength through her experience at NACURH and she has shown just how passionate she is for both our institution and the SAACURH region. Her determination, enthusiasm, poise, and willingness to learn are just a few reasons why she is deserving of an OTM for this month.

The OTM Example above is an OTM written within SAACURH by Gianna Rivellini. It won at the NACURH level in May of 2018.

OTM Voting Rubric

All the following information has been provided by the NACURH Associate for NRHH, Becky VanWychen.

Substance of the OTM

	0	1	2	3	4
Specific details	OTM does not have details	OTM has generalized examples and details	OTM has a few detailed examples	OTM has many specific details and examples that are clearly explained	OTM has many details that are organized, supported and clearly stated
How they went Above and Beyond?	OTM does not provide details of filling requirements	OTM only details requirements of nominees position	OTM has some details of exceeding expectations	OTM has several detailed examples of exceeding expectations	OTM has numerous examples of going above and beyond requirements

Month Specificity

	0	1	2	3	4
Accomplishments taken during the month	No specific examples of actions taken in the month	One or two actions from month	Three to four actions from the month	Majority of actions from the month	All actions from the month
Month-Specific Details	Details are nonexistent or not relevant	A few details are from the month of nomination	Some details are form the month	Many details are from the month	Almost all of all details are from the month

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OTM Voting Rubric

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Category Expectations

	0	1	2	3	4
Correct Category	OTM is in the wrong category	Majority of OTMs content is not relevant for the category	OTM information relevant for the category but not explained well	OTM give specific examples of information relevant to the category	OTM gives detailed, specific and relevant examples of information for the category
Qualifications Met	OTM gives examples of requirements, not examples of the nominee exceeding expectations	OTM gives examples of a few expectations being met.	OTM gives examples of exceeding expectations of the category	OTM gives specific examples of the nominee exceeding expectations of the category	OTM gives detailed specific and relevant examples of the nominee exceeding expectations of the category

Word Count

	0	1	2	3	4
General OTM	OTM is under 50 words	OTM is between 51 and 150 words	OTM is between 151 and 250 words	OTM is between 251 and 400 words	OTM is between 401 and 600 words
Program OTM	Description section is under 50 words All other sections are under 35 words	Description section is between 51 and 75 words All other sections are between 36 and 75 words.	Description section is between 76 and 150 words All other sections are between 76 and 100 words	Description section is between 151 and 250 words All other sections are between 101 and 150 words	Description section is between 251 and 400 words All other sections are between 151 and 200 words