



# Blue Ribbon Awards Rubric

The TMA Alliance invites you to showcase your creativity and innovation in the areas of membership, community outreach, and legislative advocacy. Please complete the scoring rubric to report your achievements. You are welcome to apply to one, two, or all three of the awards. The award achievement levels appear on page 8.

Based on your submissions, the judges will give your alliance a score in each of the criteria to determine your overall score in an award category. It is your responsibility to give the judges the information they need to evaluate your achievements as the judges will make the final decision on scoring. The more details you provide, the better, i.e., assume the judges know little or nothing about your program or activity.

Alliances that win an award should be prepared to attend a future TMAA meeting, such as TMAA's fall gathering in Tyler, to share their winning strategies and ideas with other alliance members.

**Name of alliance:**

# Community Outreach Award Criteria

The metrics in this category are for programs and events that help build the health of your local community, generally those residents who are underserved or of low income. Events that serve physician families (Family of Medicine) fall under the Membership Award category.



## 1. TMA outreach events hosted

This includes Hard Hats for Little Heads, Texas BookShare, Vaccines Defend What Matters, and Walk with a Doc events hosted by your alliance (from Apr. 1, 2024, through Mar. 31, 2025). Please list each event, including date and location (and target audience if not clear by location):

**JUDGES USE ONLY:** Award recognition level achieved (Check the one that applies):

**BRONZE = 1 point (2 events)**

**SILVER = 2 points (4 events)**

**GOLD = 3 points (6 events)**

## 2. Local community outreach programs/events hosted

This includes community outreach programs/events aimed at bettering the health of your community that your alliance implemented separately or in addition to any TMA outreach programs (from Apr. 1, 2024, through Mar. 31, 2025). Projects that support or provide resources to local organizations that serve specific community needs are eligible, such as providing coats for kids or diapers and other supplies for babies, or volunteering at a local food bank.

Please list each event, including date, location, audience served, impetus for the event, i.e., meets a specific community need, and any other significant details:

**JUDGES USE ONLY:** Award recognition level achieved (Check the one that applies):

**BRONZE = 1 point (2 events)**

**SILVER = 2 points (4 events)**

**GOLD = 3 points (6 events)**

## 3. Community outreach event(s) co-hosted with your county medical society

This includes TMA outreach programs and local events your county medical society and alliance participated in together for the betterment of your community's health (from Apr. 1, 2024, through Mar. 31, 2025). If you support your society's Walk with a Doc or hosted a Hard Hats together, list it here. Or if you worked together on Project Access or hosted a community health education seminar jointly, list it here.

Please list each event including date, location, audience served, impetus for the event, i.e., meets a specific community need, and any other significant details:

**JUDGES USE ONLY:** Award recognition level achieved (Check the one that applies):

**BRONZE = 1 point (1 event)**

**SILVER = 2 points (2 events)**

**GOLD = 3 points (3 events)**

# Community Outreach Award Criteria



## 4. Educational scholarship

Many alliances support the future of medicine by giving one or more scholarships to local college students. If your alliance gave a medical student, nursing, or other allied health scholarship this year (from Apr. 1, 2024, through Mar. 31, 2025), please list the name of the scholarship, number of recipients, and total scholarship amount awarded:

**JUDGES USE ONLY:** Award recognition level achieved:

**GOLD = 3 points**

## 5. Community outreach innovation

If your alliance saw a local public health need and created a community outreach initiative to address it (from Apr. 1, 2024, through Mar. 31, 2025), this is the place to brag. For example, the Bexar alliance created the Period Poverty project in 2024 to provide menstrual supplies for school-aged girls in San Antonio.

Please provide the name of program, why and how it was created, what was involved in getting it off the ground, successes or challenges, whether it reached intended objectives, and other significant details:

**JUDGES USE ONLY:** Award recognition level achieved:

**GOLD = 3 points**

**Total points toward Community Outreach Award =**

# Legislative Advocacy Award Criteria



## 1. Relationship-building events

These can be efforts or events used to develop or strengthen relationships with legislators, such as inviting them to an alliance event as a guest, visiting a legislator in their office, hosting a meet-the-candidate forum, or organizing an alliance letter-writing (or email) campaign to inform legislators on issues of importance to medicine (from Apr. 1, 2024, through Mar. 31, 2025).

Please list each event/activity (include date), explain how – and how many – alliance members participated, and other significant details:

**JUDGES USE ONLY:** Award recognition level achieved (Check the one that applies):

**BRONZE = 1 point (1 event)**

**SILVER = 2 points (2 events)**

**GOLD = 3 points (3 events)**

## 2. TEXPAC membership

This is the total percentage of your alliance's membership that is a new or renewed member of TEXPAC (as of Mar. 31, 2025). TMAA will use information in its database.

**JUDGES USE ONLY:** Award recognition level achieved (Check the one that applies):

**BRONZE = 1 point (20%)**

**SILVER = 2 points (30%)**

**GOLD = 3 points (40%)**

## 3. First Tuesdays at the Capitol

This is the number of First Tuesdays events where your alliance was represented, whether you had one member or 20 members in attendance. The First Tuesdays dates included for this award are: Feb. 4, March 4 (TMAA month), and Apr. 1 (no foolin'). (This criterion extends through Apr. 1, 2025, to include the Apr. First Tuesday event.) Please list the months your alliance was represented and number of members who attended:

**JUDGES USE ONLY:** Award recognition level achieved (Check the one that applies):

**BRONZE = 1 point (1 event)**

**SILVER = 2 points (2 events)**

**GOLD = 3 points (3 events)**

## 4. Party of Medicine event

If your alliance hosted a Party of Medicine event or hosted one in conjunction with your county medical society, please provide details of that event – date, location, and any significant results, such as new alliance or TEXPAC memberships:

**JUDGES USE ONLY:** Award recognition level achieved:

**GOLD = 3 points**

# Legislative Advocacy Award Criteria



## 5. Legislative advocacy innovation

If you developed a new advocacy program/initiative for your alliance or accomplished a significant advocacy achievement (from Apr. 1, 2024, to Mar. 31, 2025), this is the place to brag. For example, the Nueces alliance was involved in advocacy that saved a local residency program from closure in 2023, and the Bexar alliance created its own advocacy program aimed at engaging with 100% of local legislators. Or maybe you hosted an advocacy education event for alliance members for the first time or endeavored successfully to increase your local alliance TEXPAC membership. Please explain your innovative undertaking in detail, including significant results:

**JUDGES USE ONLY:** Award recognition level achieved:

**GOLD = 3 points**

**Total points toward Legislative Advocacy Award =**

# Membership Award Criteria



## 1. Total Membership Increase (Plus 1 campaign)\*

This reflects an alliance's membership gain. To standardize among alliances, this number includes only dues-paying members, i.e., does not include resident or student members, and is based on TMAA database numbers.

**No. members as of Mar. 31, 2024**      **No. members as of Mar. 31, 2025**      **% increase**

**JUDGES USE ONLY:** Award recognition level achieved (Check the one that applies):

**BRONZE = 1 point (5%)**

**SILVER = 2 points (10%)**

**GOLD = 3 points (15%)**

## 2. First-time member increase\*

This reflects the percentage gain of first-time members, i.e., never been a TMAA member before from Mar. 31, 2024, to Mar. 31, 2025, and is based on TMAA database numbers.

**Total no. members as of Mar. 31, 2024**      **No. new members (Mar. 31, 2024–Mar. 31, 2025)**      **% increase**

**JUDGES USE ONLY:** Award recognition level achieved (Check the one that applies):

**BRONZE = 1 point (3%)**

**SILVER = 2 points (5%)**

**GOLD = 3 points (10%)**

## 3. Renewal rate\*

This is the percentage of eligible members (deceased and members who moved not included) who renewed their membership. Rate is based on TMAA database information comparing number of members on Mar. 31, 2024, to membership roster on Mar. 31, 2025.

**No. members as of Mar. 31, 2024**      **No. renewed members as of Mar. 31, 2025**      **% renewed**

**JUDGES USE ONLY:** Award recognition level achieved (Check the one that applies):

**BRONZE = 1 point (75%)**

**SILVER = 2 points (85%)**

**GOLD = 3 points (95%)**

## 4. Members using auto-renewal\*

This is the overall percentage rate of members in your alliance signed up for the auto-renewal program, including existing members on auto-renewal, plus any who opted in during the 2025 membership campaign. Rate is based on TMAA database information looking at percentage of membership on auto-renewal as of Mar. 31, 2025.

**% on auto-renewal**

**JUDGES USE ONLY:** Award recognition level achieved (Check the one that applies):

**BRONZE = 1 point (20%)**

**SILVER = 2 points (35%)**

**GOLD = 3 points (50%)**

## 5. Doctor's Day event/recognition

This acknowledges any activity or event by your alliance in honor of Doctor's Day on March 30. This could include a social event honoring local physicians, public-facing ad campaigns on social media or billboards, a fund-raiser on behalf of local physicians, or anything that recognizes this annual event. Please explain your event in detail – what it was, how it was carried out, who was involved, and whether it was an annual/recurring/new activity:

**JUDGES USE ONLY:** Award recognition level achieved:

**GOLD = 3 points**

## 6. Member-focused programming

How did you serve and engage your members this year? Maybe you had educational seminars or lunch-and-learn events, social events to build relationships or grow your membership, or a holiday event. This is the place to talk about what you did to keep your members engaged with your alliance and connected as a community (from Apr. 1, 2024, to Mar. 31, 2025). Please list each event/activity (include date), list how many alliance members participated, and other significant details:

JUDGES USE ONLY: Award recognition level achieved (Check the one that applies):

BRONZE = 1 point (2 events)

SILVER = 2 points (4 events)

GOLD = 3 points (6 events)

## 7. Membership innovation

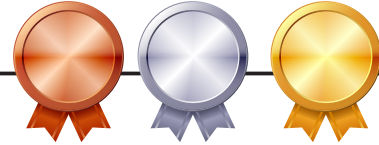
If you employed a new-to-your-alliance recruitment tactic or event, put a significant new twist on an existing event, or used a new approach in programming to engage your members, this is the place to brag (from Apr. 1, 2024, to Mar. 31, 2025). For example: starting a podcast, hosting an inaugural event for a specific segment of your audience, or starting a special interest group. Please explain your initiative in detail – what it was, how it was carried out, why you chose this activity/event, and the impact it had on your alliance in membership gains or increased engagement:

JUDGES USE ONLY: Award recognition level achieved:

GOLD = 3 points

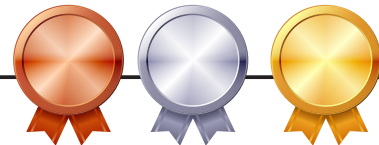
# Award Criteria

## Community Outreach



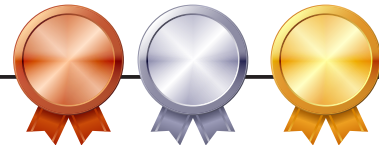
<b>TMA outreach events</b> .....	2	4	6
<i>Hard Hats for Little Heads, Texas BookShare, Vaccines Defend What Matters, Walk with a Doc</i>			
<b>Local alliance outreach programs/events</b> .....	2	4	6
<b>Outreach event(s) co-hosted with county medical society</b> .....	1	2	3
<b>Educational scholarship</b> .....			1
<i>(medical student or allied health)</i>			
<b>Community outreach innovation</b> .....			1

## Legislative Advocacy



<b>Relationship-building events</b> .....	1	2	3
<b>TEXPAC membership</b> .....	20%	30%	40%
<b>First Tuesdays at the Capitol</b> .....	1	2	3
<i>(number of events at which your alliance is represented)</i>			
<b>Party of Medicine event</b> .....			1
<b>Legislative advocacy innovation</b> .....			1

## Membership



<b>Total membership increase (Plus 1 campaign)</b> .....	5%	10%	15%
<b>First-time member increase</b> .....	3%	5%	10%
<b>Renewal rate (eligible members)</b> .....	75%	85%	95%
<b>Members using auto-renewal</b> .....	20%	35%	50%
<b>Doctor's Day event/recognition</b> .....			1
<b>Member-focused programming</b> .....	2	4	6
<i>(Examples: Physician Family Day event, lunch-and-learn, swim party, or holiday event)</i>			
<b>Membership innovation</b> .....			1

Time frame for awards: Apr. 1, 2024, through Mar. 31, 2025

For Membership categories, local alliance counts based on TMA Alliance database as of Mar. 31, 2024