



Business and  
Professional  
Women/USA

*Planning for the  
Virginia Allan  
Young Careerist Program*

*Guidebook  
and  
Resource Manual  
For Local Organizations and State  
Federations*

**Business and Professional Women/USA**

**Phone: 202-293-1100**

**Facsimile: 202-861-0298**

**[www.bpwusa.org](http://www.bpwusa.org)**

**Revised January 2008**

**© 2008 Business and Professional Women/USA**

***PLANNING FOR THE VIRGINIA ALLAN YOUNG CAREERIST PROGRAM***

<b>Table of Contents</b>	<b>Page</b>
Foreword	4
Overview	5
I. Fact Sheet about the Virginia Allan Young Careerist Program	6
A. Mission	6
B. Vision	6
C. Background	6
D. Benefits to the Organization	6
E. Benefits to the YC Representative	7
II. Mandatory Criteria for the Virginia Allan Young Careerist Program	8
A. Eligibility	8
B. Membership	8
C. Judging	8
D. Competition	9
E. Orientation	9
III. Blueprint for a Successful Virginia Allan Young Careerist Program	9
A. Develop a Timeline	9
B. Identify YC Representatives at the Local Level	10
C. Requests for Applications	10
D. Promotion of Quality Programming	11
E. Plan the Logistics	11
F. Plan the Format	11
G. Select the Judges	11
H. Conduct an Orientation for YC Representatives	12
I. Conduct the Program and Select a YC Representative	12
J. Follow-up: Post-Program Activities	12
K. State Level Approach	13
L. BPW/USA Level Approach	13
IV. Financial Responsibility	14
A. Local Level	14
B. District/Region Level	14
C. State Level	14
D. BPW/USA Level	14
V. Judging Guidelines	15
A. Judges' Materials	15
B. Judges' Orientation	15
C. Judging Process and Criteria	16
D. Scoring and Point System	16
E. Instructions for Judges	20
E.1.1 Sample Overview of All Categories Score Sheet	21
E.1.2 Sample Tally Sheet (Optional to E.1.1)	22

E.1.3	Sample Biographical Score Sheet	23
E.1.4	Sample Score Sheet for Speech	24
E.1.5	Sample Timekeeper Score Sheet	25
E.1.6	Sample Interview Score Sheet	26
E.1.7	Sample Interview Questions for Judges	27
E.1.8	Sample Evaluation Form	28
E.1.9	Sample Feedback Form for YC Representatives	30
VI.	Guidelines for News Releases and Sample Forms and Letters	31
A.	Sample News Release (YC Representative)	32
B.	Sample News Release (Judges)	33
C.	Sample News Release (State YC Representative)	34
D.	Sample Letter Requesting Nominations	35
E.	Fact Sheet (Enclosure for “Sample Letter D”)	37
F.	Sample Request for Application Form	38
G.	Sample Proclamation	39
H.	Sample Letter Requesting Business Contributions (Pre-program)	40
I.	Sample Letter Requesting Business Contributions (Post-program)	42
J.	Sample Letter to the YC Representative to Local/District or Region/State Competition	43
K.	Sample Letter to Judges	45
L.	Guidelines for BPW/USA Young Careerist Chair	47
M.	YC Biographical Information Sheet in Electronic Format	51
VII.	Frequently Asked Questions (FAQs)	54
VIII.	Recommended Resources and References	56
A.	BPW/USA Contacts	56
B.	Suggested Helpful Reading	56
IX.	BPW/USA Virginia Allan Young Careerist Committee	57
X.	Virginia Allan’s Legacy	57

## Foreword

### *This Manual Is a Resource*

The Virginia Allan Young Careerist Program Guidebook and Resource Manual (YC Program Guidebook) is a *guideline* for the Virginia Allan Young Careerist Program (also known as the Young Careerist Program) as approved and stated in the BPW/USA Handbook of Policies and Procedures. The YC Program Guidebook is *not* a rigid regulatory document mandated to the State Federations.

### *This Manual Is a Guide*

Policies and procedures are intended to offer ideas to the states, not stifle creative ways to approach your Young Careerist Program event. Use the YC Program Guidebook as a resource for ways to improve upon your Young Careerist Program, not limit your options and creative approach.

### *Eligibility versus Program Format*

While there is great latitude in *conducting* the program by Local Organizations, Districts/Regions, and State Federations, there are mandatory criteria that relate to *eligibility* of YC Representatives. Four basic criteria outlined in the Overview section describe required items for YC Representative eligibility, such as age, membership in BPW, employment, and legislative platform. **NOTE WELL: E-MEMBERS AND MEMBERS NOT AFFILIATED WITH A LOCAL ORGANIZATION ARE ELIGIBLE AND ENCOURAGED TO PARTICIPATE!** Although State Federations can approach their own program format with creativity, using some of the BPW/USA recommendations gives advantages to Young Careerist Representatives who gain from consistency. For example, if State Federations require a four-minute speech, this policy would be in line with the four-minute speech policy at the BPW/USA conference.

The YC Program Guidebook is revised periodically to include new, innovative ideas to help make your Young Careerist Program successful. The BPW/USA Young Careerist Program is designed and implemented based on the format herein; however, the speech topics are subject to change annually (current-year topics are available for download within 30 days of the BPW/USA conference at [www.bpwusa.org](http://www.bpwusa.org)). BPW/USA Young Careerist judging criteria and formatting of the Young Careerist Program may include annual modifications to improve the program and meet the ever-changing demands of the dynamic young women and men in the workforce.

Feel free to contact the BPW/USA Young Careerist Committee Chair with any questions or clarification issues. BPW/USA will appeal to e-members and members not affiliated with a Local Organization encouraging participation; expect interest!

## Overview

The Virginia Allan Young Careerist (YC) Program should be fun for participants, organizers, and spectators. Goals of the program are to attract new members and to provide opportunities for young adults to network, practice speech presentation skills, and participate in meaningful workshops.

The information contained in this Virginia Allan Young Careerist Program Guidebook and Resource Manual (YC Program Guidebook) will give YC Committee Chairs or YC Team Leaders a description of the program as it is conducted on the BPW/USA level and a list of materials that you can use as **a guide and resource** for your own program. Local Organizations, Districts/Regions, and State Federations are encouraged to use creative approaches in conducting YC events. The YC Program Guidebook serves as a resource for ideas and suggestions, although there are some basic criteria requirements for State YC Representatives wishing to participate on the national level.

The four **basic requirements constituting the mandatory BPW/USA criteria** are as follows:

A State Young Careerist Representative must:

- be between the ages of 21 and 35, inclusive, by July 31st following the first competition in which she/he participates;
- be or have been employed in business or the professions with at least one (1) year of full-time work experience;
- be a BPW member in good standing; and
- sign the BPW/USA Legislative Platform agreement. A Young Careerist Representative must review the BPW/USA Legislative Platform and pledge that she/he will not speak against platform items in her/his capacity as Young Careerist Representative, if selected.

Before inviting Representatives to participate in a YC Program, discuss with your organization how the event will be structured, how the event will be judged, who will take financial responsibility for sending your Representative to the next level of the YC Program, and what additional requirements have been set by your State Federation for YC Program events. In order for the State Representative to proceed to the BPW/USA YC Program, be sure to adhere to the four BPW/USA criteria areas as outlined above.

Once you understand how you will organize and execute your YC Program and are aware of the BPW/USA criteria, you are ready to notify your community about your event. In the following pages, you will find additional information to help you plan and conduct your YC Program. Good luck and have fun!

## **I. Fact Sheet about the Virginia Allan Young Careerist Program**

### **A. Mission**

The Virginia Allan Young Careerist Program is a high-profile Business and Professional Women/USA program that recognizes and celebrates the accomplishments of successful individuals. The YC Program has been approved as a BPW/USA Signature Event.

### **B. Vision**

The Virginia Allan Young Careerist Program provides training, leadership, and development skills. The YC Program introduces participants to Business and Professional Women/USA and offers unique learning opportunities for personal and professional growth and leadership experiences through participation in networking, workshops, public speaking, interviewing, and group activities.

### **C. Background**

In 1964, Virginia Allan, BPW/USA President, envisioned a mutually beneficial partnership between young working adults and BPW. President Allan's commitment to the development and the careers of younger women and men led her to spearhead the formation of the Young Careerist Program.

The program, renamed The Virginia Allan Young Careerist Program in 2001 in honor of President Allan, hosts State Federation YC Representatives who participate in the BPW/USA venue of networking, public speaking, interviews, group activities, and workshops. The selection process begins with competition at the local level, proceeds to a district/regional competition (if the State Federation has districts/regions), and then progresses to the state level, where a YC Representative is chosen during a statewide event, usually the state's midyear board meeting or convention.

State YC Representatives are encouraged to attend the BPW/USA conference and participate with YC Representatives from the other 53 State Federations. A BPW/USA YC Representative is selected based on panel judging in categories including a speech, personal interview or group interview/presentation, and a biographical sketch with essay questions. YC Representatives are introduced to the conference body and honored throughout the BPW/USA conference with special recognition and activities. YC Representatives are eligible to participate in all conference activities.

### **D. Benefits to the Organization**

#### ***\* Opportunities to Keep Abreast of Issues Facing Individuals in the Early Stages of Their Careers***

When recruiting YC Representatives, Local Organization members are afforded the opportunity to network with individuals in the early stages of their careers. The interaction offers BPW members an opportunity to keep up-to-date on changing roles of women in the workplace and on challenges facing young working adults. In addition, a dialogue with these individuals in the early stages of career development provides BPW with suggestions for better serving the interests of younger members who are vital in continually renewing our organization.

***\* Opportunities to Market BPW to Prospective Members***

An effective YC Program informs young adults about BPW resources and programs intended to benefit the personal and professional lives of working individuals. YC Representatives at the local level should be introduced to the mission and vision of BPW/USA, the state and national legislative platforms, the organizational structure, and member benefits.

***\* Opportunities to Increase Membership in BPW***

Participants in the YC Program should be encouraged to join BPW. Membership in BPW/USA is mandatory for any State Young Careerist Representative participating in the BPW/USA conference. An established follow-up plan with YC Representatives can successfully progress Representatives to members, sharing goals and objectives. The YC Program is an excellent opportunity to reach a new pool of potential members and to grow the organization!

***\* Opportunities to Increase Visibility***

Local Organizations, Districts/Regions, and State Federations should optimize visibility gained in the community and state through sponsorship and participation in an effective YC Program. At every level, the YC Program has proven to be a rewarding partnership for all participants.

**E. Benefits to the YC Representative**

***\* Opportunities for Personal and Professional Development***

Participation in the YC Program provides opportunities to practice public speaking, interviewing, group interaction, and resume writing. The State YC Representatives who attend the BPW/USA conference are provided additional opportunities for personal and professional development through networking, informative workshops, presentations, and interactive group activities with young adults from throughout the United States, the U.S. Virgin Islands, Puerto Rico, and American Samoa.

***\* Opportunities for Networking***

Some local and state YC programs include social events or roundtable-type discussions designed to encourage YC Representatives to meet one another, get acquainted with BPW members, and learn more about the benefits of BPW. Networking is a powerful way for a young career woman/man to build on her/his resume and contacts.

***\* Opportunities to Learn about the Issues***

Participation in the YC Program offers the opportunity for YC Representatives to learn more about issues of concern to workingwomen, become familiar with the mission and vision of BPW/USA, acquire knowledge about state and national legislative platforms and other BPW advocacy issues, and interact with and engage in dialogue with BPW members.

***\* Opportunities for Visibility***

YC Representatives can receive enhanced visibility through media and publicity in the community and through their employers. Successful YC Programs incorporate publicity and press in promoting the YC Program and the YC Representatives. To maximize publicity and promote the program, YC Chairs may wish to send news releases to participants' hometown newspapers and to radio and television stations. See sample news releases in Section VI of this manual.

### ***\*Opportunities to Make a Difference***

By joining BPW, a YC Representative becomes part of a nationwide network dedicated to achieving equity for workingwomen. She/he can enjoy the unique benefits of membership. She/he can mentor and be mentored. She/he can feel the strength of blending her/his voice with others as the leading advocate for workingwomen.

## **II. Mandatory Criteria for the Virginia Allan Young Careerist Program**

State Federations and Local Organizations have a great deal of flexibility in how they conduct their YC Programs, including the selection of speech topics and timelines. Local Organization and District/Regional YC Programs should be coordinated with the State Federation YC Program objectives; and State Federation YC Programs should be coordinated with the BPW/USA YC Program, guidelines, and speech topics. The following mandatory criteria apply to all levels of the YC Program:

### **A. Eligibility**

To be eligible, a young person must:

- be between the ages of 21 and 35, inclusive, by July 31st following the first competition in which she/he participates;
- be or have been employed in business or the professions with at least one (1) year of full-time work experience;
- sign the BPW/USA Legislative Platform agreement. A YC Representative must review the BPW/USA Legislative Platform and pledge that she/he will not speak against platform items in her/his capacity as YC Representative, if selected.

### **B. Membership**

The state YC Representative must have participated in the State Federation's selection program and must be a member of BPW/USA to be credentialed as the YC Representative of that state at the BPW/USA conference. E-members and members not affiliated with a Local Organization are eligible to participate in state and local competitions. (Local and state organizations may have differing membership policies for participation, but BPW/USA requires that State YC Representatives participating in the BPW/USA YC Program be members in good standing.)

### **C. Judging**

If judges are incorporated into the Local Organization and District/Regional YC Programs, it is the responsibility of the Local Organization, District/Region, or State YC Program Chair to meet with the judges prior to the respective competitive events to ensure a clear understanding of the YC Program, procedures, and evaluation process. Judges should be familiar with the BPW/USA Legislative Platform, the mission and the objectives of BPW, and the importance of each in the selection process. BPW/USA guidelines suggest (not mandate) that at least one judge should be an experienced BPW member to adequately assess the YC Representative's knowledge of BPW issues.

Ideally, judges should be familiar with interviewing and presentation/public speaking. Judges should be briefed on all aspects of BPW in advance. Judges should be encouraged to refrain

from asking personal, religious, and/or politically related questions. Local Organizations and Districts/Regions have the option of using judges, but they also may conduct the YC Program either by committee selection or by nomination if only one or two YC Representatives are participating in the event. If competition determines selection of a YC Representative, there are advantages to employing similar guidelines at every competition level--- local, district/regional, and state---whenever feasible, to provide uniformity and a level playing field for the YC Representatives. This kind of uniformity also prepares the State YC Representative for the BPW/USA program built around resume, essay questions, individual or group interviews, and speeches.

#### **D. Competition**

In a competitive format, the selection process should include a biographical sketch and at least two (2) types of events:

*\*One event in which participants make individual presentations or speeches.*

BPW/USA will provide topics for the BPW/USA competition. Local Organizations, Districts/Regions, and State Federations, while not required to use these topics, are encouraged to do so to eliminate the need for YC Representatives to prepare multiple speeches as they progress through the competition levels. The BPW/USA speech topics will be required at the conference. BPW/USA Speak-off guidelines are available at [www.bpwusa.org](http://www.bpwusa.org).

*\*One event in which YC Representatives have the opportunity to meet individually or as a group (group interviews or team presentations) with the panel of judges.*

This event could be in the form of a breakfast, lunch, panel discussion, workshop setting, or networking-type event.

#### **E. Orientation**

The YC Program must include a briefing session for all participants concerning the State Federation, the Virginia Allan Young Careerist Program, and the BPW/USA mission, vision, and legislative platform.

### **III. Blueprint for a Successful Virginia Allan Young Careerist Program**

Communication and planning are vital keys to chairing a successful YC Program. To assist you in your duties as the YC Program Chair (whether at the Local Organization, District/Region, or State Federation level), the following guidelines are offered. Guidelines for the Chair of the BPW/USA YC Committee are included for reference in Section VI. These guidelines can be modified for YC Programs at all levels of competition within the State Federation.

#### **A. Develop a Timeline**

The planning of Local Organization, District/Region, and State Federation YC Programs requires coordination, as one level of event generally occurs prior to the next level and the next. If, for example, a State Federation conducts its YC Program at its state convention, the Local Organization and/or District/Region must conduct its YC Program to select a YC in advance of that time. It is recommended that information be shared between YC Program Chairs at Local Organization, District/Region, and State Federation levels to ensure timeliness of all YC Programs.

State policies or procedures regarding the YC Representatives at different levels (i.e., Local Organizations participating in a District/Region competition, with District/Region YC

Representatives participating in the State Federation competition, or Local Organizations participating directly in the State Federation competition, etc.) should be communicated by the State Federation YC Program Chair to the District/Region and Local Organization YC Program Chairs early in the year. As a tip, BPW/USA updates the YC Program for the upcoming federation year usually within 30 days following the BPW/USA conference. Information concerning the BPW/USA YC Program can be found by accessing the BPW/USA website--[www.bpwusa.org](http://www.bpwusa.org).

Once the date is established for the highest level of competition (usually the state level) and is communicated by the State Federation YC Program Chair, the Local Organization YC Chair and the District/Region YC Chair should set the dates for their respective YC Programs. The creation of a month-by-month schedule ensures the timely completion of all tasks necessary for a successful YC Program. Use the activities delineated below to help identify those tasks. While the activities listed below are directed at the Local Organization competition, they can be incorporated in the planning for an event at the District/Region or State Federation level as well.

### **B. Identify YC Representatives at the Local Level**

Local Organization members and/or the YC Program Chair and Committee can recruit YC Representatives in the following ways:

\*Seek YC Representatives from within the Local Organization membership.

\*Reach out into the community by contacting business and industry leaders for nominations of YC Representatives. A sample letter requesting nominations from local businesses is included in Section VI of this manual. (Human Resource Directors are effective sources for YC Representatives!)

\*Publicize the YC Program and request that interested YC Representatives submit resumes and applications directly.

\*One-to-one requests directed to potential YC Representatives.

### **C. Requests for Applications**

Immediately following an inquiry from a potential YC Representative, the Local Organization YC Program Chair and Committee should prepare a Request for Application form and send a copy to her/him. A sample Request for Application form is included in Section VI of this manual.

When the Request for Application form is returned, send the potential YC Representative an information packet about BPW and the YC Program containing the following items:

- Sample Letter to the Young Careerist Representative customized for your Local Organization/District/Region/State Federation from Section VI
- Fact Sheet about the Virginia Allan Young Careerist Program from Section VI
- Biographical Information Sheet from [www.bpwusa.org](http://www.bpwusa.org) (pdf) or from Section VI (word)
- BPW/USA Legislative Platform Statement from [www.bpwusa.org](http://www.bpwusa.org)
- Young Careerist Program BPW/USA Competition Guidelines from [www.bpwusa.org](http://www.bpwusa.org)
- Young Careerist Program Speech Topics from [www.bpwusa.org](http://www.bpwusa.org) with your Local Organization/District/Region/State Federation topic selection highlighted

***Be sure to use the most current/timely topics, Biographical Information Sheet, and forms! To confirm that the most current information is being used, please note the revision date in the lower left- or right-hand corner of the page.***

Be sure to include information about any financial implications that may arise from participation in the YC Program and information about the legislative platform and expectations of the YC Representatives.

#### **D. Promotion of Quality Programming**

YC Programs can be exciting and meaningful events and should be promoted with these aspects in mind. Selection as a YC Representative is an honor, and YC Representatives should understand the importance and relevance of the tribute. Increased visibility of your organization is a desired result of the YC Program. Promote both the event and the YC Representatives. An effective, high-profile technique is having a political figure, such as a Mayor or a Governor, recognize the YC Representatives and the YC Program. A sample Proclamation is included in Section VI of this manual. Please refer to Section VI, which contains sample YC Program news releases and letters, proclamations, and other materials.

#### **E. Plan the Logistics**

Well in advance, make all necessary arrangements for the facility where the YC Program event will be conducted. Confirm those arrangements prior to the event.

Show appreciation of the judges and the YC Representatives for their time and participation in the event. If you plan to give plaques or other tokens of appreciation to the YC Representatives and/or judges, be sure to order them sufficiently beforehand. (TIP: Check spelling of names!)

#### **F. Plan the Format**

Determine the type of speeches to be given and select topics. Establish the format and timing for events, including orientation (judges and YC Representatives), personal or group interviews, speeches, and workshops, if any. Judges often appreciate “sample questions” to optionally use in addition to their own questions for interview judging. (See Instructions for Judges in Section V, Subsection E for sample interview questions.)

#### **G. Select the Judges**

If your YC Program includes judges, confirm the selection of judges and forward informational materials to them. (Usually, a minimum of three judges is recruited to serve. Judges should not be familiar with any of the YC representatives; if they are, they should not be considered as judges for the competition.)

Resource materials which may be useful to judges as they prepare for the competition are included in Sections V and VI of this manual. The BPW/USA web site also contains information about the organization that judges may find helpful. Arrange time for a short orientation for the judges prior to the competition. During this orientation, the YC Program Chair or a committee member can review the procedures and logistics of the event and answer any questions. The orientation is also the opportune time to review the scoring sheets with the judges and to discuss appropriate topics for interview questions. Judges should be encouraged to refrain from asking questions that are personal, religious, and/or politically related.

## **H. Conduct an Orientation for YC Representatives**

It is advisable to conduct an orientation session for all YC Representatives. This orientation should explain the selection process at all levels and expected responsibilities and financial obligations of the YC Representatives. This time can also be used to review the state and BPW/USA legislative platforms and other information about BPW, such as the mission and vision statements and the member benefits and programs.

Encourage the YC Representatives to complete an evaluation form. A sample evaluation form is included in Section V-E.1.8 of this manual. The information gleaned from this kind of feedback can be very helpful in planning future YC program events.

## **I. Conduct the Program and Select a YC Representative**

The winner and a runner-up should be announced based on the results of the judges' selection process. In order to provide constructive feedback to the YC Representatives, the judges may complete a feedback form to be given to each YC Representative providing suggestions about the content and delivery of the speech, completion of the biographical information form, etc. A sample form is included in Section V-E.1.9 of this manual.

If there is no formal competition at the state level, the State Federation is encouraged to select a YC Representative meeting the criteria of the BPW/USA YC Program to represent the state at the BPW/USA level.

The winner of the competition at each level will advance to the next level of competition. In the event that the winner is not able to advance, the runner-up or next highest scoring YC Representative will be eligible to participate in the next level of competition. Each State Federation is encouraged to send a YC Representative to the BPW/USA conference as its official YC Representative.

The BPW/USA Virginia Allan YC Representative will represent BPW/USA in all activities deemed necessary by the BPW/USA President.

## **J. Follow-up: Post-Program Activities**

Arrange for post-program publicity in local media or work with the public relations chair to ensure maximum publicity for the YC Program and your organization.

Forward the completed Biographical Information Sheet and any other required information about the YC Representative selected to the YC Chair at the next level of competition by the deadline established at that level, including a letter of endorsement from the Local Organization President, if necessary.

Mentor the YC Representative selected to ensure an understanding of the events to come, her/his participation, and any financial implications. Support your YC Representative!

Arrange for follow-up after the competition to encourage all YC Representatives to become BPW members. (Your Local Organization, District/Region, and/or State Federation may have a standing policy requiring membership. The policy varies from state to state. However, the YC Representative is required to be a BPW member to participate at the BPW/USA conference.) Consider giving a membership as a gift to all the YC Representatives. Arrange for mentors to stay in contact with the YC Representatives. Keep the YC Representatives informed about meeting times and dates and programs offered. An inexpensive way to "stay in touch" is via email newsletters and invitations to upcoming meetings and events.

Send written thank-you notes to the judges and the YC Representatives the day after the program.

### **K. State Level Approach**

In addition to the procedures described in the above guidelines, the State Federation YC Program Chair and/or Committee should also consider the following:

- Send all YC Representatives advancing to the State Federation YC Program level information making it clear regarding possible expenses that may arise for the YC Representatives and plans and procedures for the state conference.
- Plan informal activities to enable the YC Representatives to meet each other, state officers, and the BPW/USA representative (if the YC Program takes place at state convention).
- Communicate with the State YC Representative to make certain all BPW/USA conference information and expectations are understood, especially the BPW/USA judging criteria, schedule, and expenses related to attending a BPW/USA conference (travel, lodging, meals, registration, etc.).
- Communicate with the BPW/USA YC Chair as soon as possible after the State YC Representative is selected to make certain that she/he has current contact information for the State YC Representative and to confirm whether the State Federation will be sending a YC Representative to the BPW/USA conference.

**Report Your Representative to BPW/USA:** Submit the following information about the State YC Representative to the BPW/USA YC Chair immediately upon selection:

- Completed and signed BPW/USA Young Careerist Biographical Information Form
- Signed BPW/USA Legislative Platform Statement
- Copy of four-minute speech
- Photo (maximum size is 5 X 7)
- Any other information as may be required.

(Visit the BPW/USA website for BPW/USA YC Chair and Committee contact information.)

Many states conduct fundraising events to sponsor their YC Representatives who are taking time off from job and family to serve as their State's YC Representative. Assign a mentor for your State YC Representative during the BPW/USA conference and please support your YC Representative!

### **L. BPW/USA Level Approach**

Although attendance at the BPW/USA conference is not mandatory, every State YC Representative should be encouraged and assisted in attending and participating. The Virginia Allan Young Careerist Program places special emphasis on networking, personal and professional development, and education by encouraging all YC Representatives to attend, as many as possible, the workshops, meetings, and group activities scheduled during the BPW/USA conference.

Past YC Representatives have appreciated the challenging competitive flavor underscoring the selection of a BPW/USA YC Representative, but all YC Representatives are treated as "winners."

## **IV. Financial Responsibility**

It is the responsibility of the State Federation YC Program Chair to inform the Local Organization President, Local Organization YC chair, and Local Organization Treasurer of all financial requirements and expenses at each level of the YC Program.

### **A. Local Level**

It is recommended that the Local Organization assume the YC Representative's financial expenses to the next level of District/Region or State Federation competition should the YC Representative be chosen to compete at those levels. (Many Local Organizations, Districts/Regions, and State Federations sponsor fundraising events for the YC Program.) The Local Organization YC Program Chair should request funds in the Local Organization budget for the following year. The YC Program Chair may seek financial assistance from local businesses to underwrite expenses associated with the YC Program. Sample letters soliciting financial assistance are included in Section VI of this manual.

### **B. District/Region Level**

In the case of State Federations with District or Regional competition, it is recommended that the District/Region should assume the YC Representative's financial expenses for participation in the State Federation YC Program. The District/Region YC Program Chair should inform YC Representatives of financial arrangements and expectations of competition at state level. The District/Region Young Careerist Program Chair should request funds in the District/Region budget for the following year.

### **C. State Level**

Many State Federations assume the YC Representative's financial expenses to the BPW/USA conference, and this type of support is greatly encouraged. In any event, the State Federation YC Program Chair must inform the State YC Representative of the costs of attending the BPW/USA conference and the State Federation's policy for reimbursement of those expenses.

If the State Federation does provide funding to its YC Representative, the State Federation YC Program Chair should request funds from the State Federation Treasurer to be paid to the YC Representative in time for registration prior to the BPW/USA conference. The State Federation YC Program Chair should prepare a budget request for the State Federation budget for the YC Program and funding for the State YC Representative to attend the next BPW/USA conference.

### **D. BPW/USA Level**

BPW/USA arranges the Virginia Allan Young Careerist Program at the conference. BPW/USA assumes no financial responsibility for expenses of State YC Representatives attending the conference. State YC Representatives attending the BPW/USA conference must pay their own travel, lodging and meal expenses, conference registration fees, and any expenses related to "ticketed events."

The State Federation YC Chair should assist the YC Representative in completing and forwarding all required information for participating in the BPW/USA YC Program at the conference.

The BPW/USA conference registration deadline is automatically extended to June 30<sup>th</sup> for the State YC Representatives. The State YC Representative should clearly state on the BPW/USA conference registration form that she/he is a State YC Representative and which State she/he is representing.

## **V. Judging Guidelines**

If judges are used in a YC Program, it is recommended that there be a minimum of three impartial judges in the selection process at the Local Organization, District/Region, and State Federation levels. Judges should not be familiar with any of the YC Representatives; if they are, they should not be considered as judges for the competition. The word "impartial" does not exclude BPW members from being judges. Local Organizations, Districts/Regions, and State Federations are strongly urged to have a BPW member as one of the three judges in order to adequately evaluate the YC Representatives' understanding of BPW and its legislative platform if interview questions focus on BPW issues. For example, a BPW member from a different State Federation or from a District/Region or Local Organization that does not have a YC Representative could be considered an impartial judge.

It is strongly urged that a State Federation not ask the BPW/USA Representative to serve as a judge if the state competition takes place at state convention and will conflict with her other duties as the National Representative. The BPW/USA National Representative should be present at all convention sessions and should not be requested to miss sessions in order to perform the variety of tasks required of a YC Program judge. It is also urged that a State Federation not ask the BPW/USA YC Chair or a committee member to serve as a judge at the State Federation YC competition to avoid any conflict of interest or bias that could arise at the BPW/USA conference.

### **A. Judges' Materials**

Judges should receive the following information in advance of the competition to ensure ample time for review before the judges' orientation:

- Fact Sheet about the Virginia Allan Young Careerist Program from Section VI
- Letter to Judges from Section VI
- Biographical Information Sheet for each YC Representative (Accompanying essay responses, if essay questions are a part of this category.)
- Signed BPW/USA legislative platform statement and state legislative platform statement (if state uses an additional legislative platform statement)
- Instructions for Judges from Section V, Subsection E
- Young Careerist Scoring/Tally Sheets and Evaluation Sheets from Section V
- Copy of four-minute speech outline from each YC Representative

### **B. Judges' Orientation**

A brief orientation for judges prior to the time of the event helps judges to clearly understand the judging process and allows time for questions. For example, if interview questions regarding the BPW Legislative Platform are the focus, then, reasonably, the judges also should understand the platform. This understanding by the judges is vital to evaluating the YC Representatives' responses relative to their knowledge of BPW, which includes its mission, goals, and legislative issues.

### C. Judging Process and Criteria

The "Young Careerist Judging Sheet" is included in Section V, Subsection E of this manual and provides suggested/optional categories upon which each YC Representative can be evaluated. Please remember to allow adequate time for the judges to evaluate each part of the competition. Judging Sheets should be returned to the YC Program Chair who will determine whether or not the YC Representatives should see the results individually. (The YC Chair may have some other appropriate type of feedback for the YC Representatives.)

### D. Scoring and Point System

Although Local Organizations, Districts/Regions, and State Federations may create their own scoring systems, it is suggested that the YC Representatives be evaluated on a point system in at least three of five areas; total maximum points is 100. Some Local Organizations, Districts/Regions, and State Federations may opt to use only three areas, such as application (20%), individual or group interview (40%), and speech (40%), while many states use all five areas. The following is an example breakdown for using all five major areas:

#### **Biographical Information**

#### **Maximum 15 points**

Each YC Representative will complete and provide biographical information highlighting her/his personal and professional accomplishments and her/his goals and responding to essay question(s). The judges should receive a copy of the Biographical Information Sheet for each YC Representative. From data on that sheet, judges will use the following criteria to score biographical information:

<b><u>SCORING</u></b>	<b><u>POINTS</u></b>
Personal and professional accomplishments	1–5
Ability to express thoughts and beliefs	1–5
Career goals	1–5

Note: This category can easily be combined with "Helping Others to Achieve" and include, for example, essay questions on the topic of mentoring and leadership skills. (Please see "Helping Others to Achieve" category described below.)

#### **Interview**

#### **Maximum 25 points**

A quiet, private room should be made available to the judges for interviewing YC Representatives. Some Local Organizations, Districts/Regions, and State Federations use individual interviews privately conducted by each judge. Other states prefer a time-saving format using all three judges present for each interview. YC Representatives may be interviewed in alphabetical order or selected by some other method. Each YC Representative should be interviewed for a predetermined amount of time. It is recommended that interviews be limited to ten (10) or fifteen (15) minutes per YC Representative. The focus of the interview will be on the YC Representative: her/his career and her/his knowledge of BPW/USA, its programs, and the Legislative Platform or other BPW/USA advocacy issues. The goal of the interview is to see how YC Representatives interact and respond to impromptu questions. YC Representatives should be asked the same or similar questions so that there will be consistency in judging their responses. Suggested interview questions are included in the Instructions for Judges

Section of this manual, but creativity is also encouraged! *The questions should not be made available to the YC Representatives in advance.*

Judges will use the following criteria to score the interview:

<b>SCORING</b>	<b>POINTS</b>
Ability to communicate	1–5
Poise/Self-confidence	1–5
Familiarity with and knowledge about BPW programs	1–5
Innovation and creativity in ideas	1–5
Sincerity/genuineness	1–5

Note: You can use a group interview format as discussed in the following section. Some State Federations use the group interview format and include an audience of BPW members who enjoy listening to the responses of these young working adults. Some states have audience participation with questions fielded by a moderator for the group.

### **Four-Minute Prepared Speech**

**Maximum 35 points**

YC Representatives will be expected to make an individual presentation or speech, usually on a previously designated topic, which should be evaluated on the criteria set forth on the Judging Sheet. Local Organizations, Districts/Regions, and State Federations are encouraged to use BPW/USA speech topics. Speech topics are listed in the BPW/USA YC Speech Topics as posted on the website, [www.bpwusa.org](http://www.bpwusa.org). The topics as listed are the topics that will be used at the BPW/USA competition, and it is encouraged that these topics be distributed well in advance of the BPW/USA competition and used at every competition level – Local Organization, District or Region, and State Federation - to eliminate the need for YC Representatives to prepare multiple speeches as they progress.

If a YC Representative’s native language is other than English, the YC Program Chair should be notified as far in advance as possible to make adequate arrangements for a translator or interpreter. The YC Representative may be given the option of presenting the speech in her/his native language. In this case, the outline of the speech should be translated into English prior to the competition for the judges present to be able to read along during the presentation of the speech by the YC Representative.

BPW/USA CRITERIA IS A MAXIMUM 4-MINUTE SPEECH. Timing will begin when the YC Representative begins speaking (the first words spoken, including any self introduction). Speeches within +/- 15 seconds receive no deductions in points; 16 seconds or more over or under the 4-minute mark will be a 5-point deduction from the YC Representative’s total score from all three judges (if it goes over or under it is a 5-point penalty).

Judges will use the following criteria to score the speech:

<b>SCORING</b>	<b>POINTS</b>	<b>EXAMPLES</b>
<i>Preparation and Content</i>	1–10	<i>Good opening, logical, knowledge of subject</i>
<i>Poise/Self-Confidence</i>	1–10	<i>Confident, relaxed manner, voice, posture</i>
<i>Clarity</i>	1–5	<i>Word choices, ease of understanding</i>
<i>Expression</i>	1–5	<i>Facial expression, gestures, eye contact – “talking” versus “reading” to audience</i>
<i>Adherence to Topic</i>	1–5	<i>Relevance, audience attention, creativity with subject</i>
 <i>Timing</i>	 <i>Within +/- 15 seconds = no point deduction</i> <i>+/- 16 or more seconds = 5-point deduction</i>	
 <i>Issues</i>	 <i>Topic related to platform/issues = no point deduction</i> <i>Unrelated to platform/issues = 5-point deduction</i>	

### **Props**

YC Representatives cannot use props at the BPW/USA competition. (This includes using a laptop as “electronic note cards.”) YC Representatives will remain at the podium during the speech competition and use a microphone when one is available. Each State Federation is encouraged to use the same “no prop” guidelines at every competition level-- Local Organization, District/Region, and State Federation-- to provide uniformity and a level playing field for the YC Representatives. If there are any questions as to what is considered a “prop,” please contact the BPW/USA YC Committee Chair.

### **Impromptu or Group Interaction**

### **Maximum 15 points**

Each YC Representative will participate in a group interaction opportunity. Evaluation should be based, among other things, on the YC Representative’s ability to participate and express her/his ideas and interaction with others.

<b>SCORING</b>	<b>POINTS</b>
Interaction with others	1-5
Participation	1-5
Organization of thought/expression of ideas	1-5

### *Possible Suggestion for Young Careerist Program Workshops or Group Interaction:*

Scheduling a YC Program workshop or group interaction for all YC Representatives can serve a double function. In addition to providing the YC Representatives with BPW information and briefing, a workshop can give the judges an opportunity to see the YC Representatives interact with each other in a group situation. The three judges should be invited to attend the YC workshop as observers and be unobtrusive so as not to inhibit the free flow of conversation. Topics at the workshop might include:

- The Young Careerist Program in general
- Balancing work and family
- Emerging issues and concerns of the women's movement
- Women's economic challenges

- BPW's legislative platform, advocacy issues, or member benefits
- Starting your own business
- Leadership training

Workshop Idea:

A trainer with credentials in group dynamics presents a workshop focused on team building skills, listening techniques, and group participation. This workshop effectively gives participants helpful information about group interaction and precedes roundtable discussions on timely topics of interest to young working adults. Judges do not attend the workshop, but observe the group interaction during the roundtable discussions. A moderator (the guest workshop presenter) is an effective group facilitator for the event.

**Helping Others to Achieve**

**Maximum 10 points**

Judges are encouraged to observe and assess each YC Representative's potential mentoring ability and demonstrated efforts to help others succeed, as well as obvious leadership skills.

Note: This category can easily be combined with "Biographical Information" and include, for example, essay questions on the topic of mentoring and leadership skills. Another possibility is to include questions on these topics to be posed to each YC Representative during the interview.

<b><u>SCORING</u></b>	<b><u>POINTS</u></b>
Mentoring skills	1 – 5
Leadership skills	1 - 5

# **Sections V and VI are SAMPLE RESOURCE MATERIALS.**

**The forms may be revised to fit your YC Program events.**

*(Edit the following score sheets so they are suited to your own customized YC Event. You will need to fashion the instruction sheets based on your own selected format and scoring scale, keeping in mind that the total number of points should be 100. Be aware that these are only samples. They differ in individual and total scoring points, scoring categories, etc. Sheet V-E.1.1 uses scoring for 5 categories. Sheets V-E.1.3, .4, and .6 use 3-category scoring. Check all sheets and make sure you are consistent throughout.)*

**V-E.1.1 (Form) Sample Overview of All Categories Score Sheet**

*Points are based on using all 5 areas.*

YC Representative's Name \_\_\_\_\_

Local Organization \_\_\_\_\_

**Portion 1 Biographical Information (15 points maximum)**

**Points**

1-5 points	Personal and professional accomplishments	
1-5 points	Ability to express thoughts and beliefs	
1-5 points	Career goals	

**Portion 2 Personal Interview (25 points maximum)**

**Points**

1-5 points	Ability to communicate	
1-5 points	Poise/ self-confidence	
1-5 points	Familiarity with and knowledge about BPW programs	
1-5 points	Innovation and creativity in ideas	
1-5 points	Sincerity/genuineness	

**Portion 3 Individual Speech Presentation (35 points maximum)**

**Points**

1-10 points	Preparation and content	
1-10 points	Poise/self-confidence	
1- 5 points	Clarity	
1- 5 points	Expression	
1- 5 points	Adherence to topic	
Timing	Each speech should be 4 minutes.*	
Issues	Topic should relate to platform and issues. <u>If unrelated deduct 5 points.</u>	

**Portion 4 Impromptu or Group Interaction (15 points maximum)**

**Points**

1-5 points	Interacting with others	
1-5 points	Participation	
1-5 points	Organization of thought/expression of ideas	

**Portion 5 Helping Others to Achieve (10 points maximum)**

**Points**

1-5 points	Mentoring skills	
1-5 points	Leadership skills	

**Total Points** \_\_\_\_\_

\_\_\_\_\_  
Signature of judge

Timing: if the speech is within 15 seconds above or below 4 minutes = no deduction; 16 seconds above or below will result in a 5-point deduction from the point total from all judges.

**NOTE: The decision of the judges is final and is not subject to appeal.**

**V-E.1.2 Sample Tally Sheet (Optional to E.1.1)**

**Young Careerist Tally Sheet**

<b>Representative Name</b>	<b>Judge #1</b>	<b>Judge #2</b>	<b>Judge #3</b>	<b>Total Points</b>
1.				
2.				
3.				
4.				
5.				
6.				
7.				
8.				
9.				
10.				
11.				
12.				

\_\_\_\_\_  
Young Careerist Program Chair Signature

\_\_\_\_\_  
Date

**V-E.1.3 Sample Biographical Score Sheet (Optional Sample of Individual Score Sheet)**

Biographical Sketch

**Maximum 20 points**

Each YC Representative will complete and provide a biographical sketch to the YC Program Chair. Each State Federation should forward the biographical sketch furnished at the state competition to the BPW/USA YC Chair with information about the YC Representative.

Judges will use the following criteria to score the biographical sketch:

(Suggested form)

YC Representative: \_\_\_\_\_

<b><u>SCORING</u></b>	<b><u>Possible POINTS</u></b>	<b><u>Points Scored</u></b>
Personal and professional accomplishments	1 - 5	_____
Ability to express thoughts and beliefs	1 - 5	_____
Career goals	1 - 5	_____
<b>TOTAL POINTS EARNED</b>		_____

## V-E.1.4 Sample Score Sheet for Speech (Optional Form for Individual Score Sheet)

### Four-Minute Prepared Speech

**Maximum 40 points**

YC Representatives will each give a four-minute prepared speech on a topic selected in advance. The topics that will be used by the YC Representatives at the BPW/USA conference are available at [www.bpwusa.org](http://www.bpwusa.org). Each level of competition – Local Organization, District/Regional, and State Federation-- is encouraged to select one or more speech topics from this list to eliminate the need for participants to prepare multiple speeches as they progress.

Timing will begin when the contestant begins speaking. Speeches within +/- 15 seconds receive no deductions in points. Judges will use the following criteria to score the speech:

<b>SCORING</b>	<b>POSSIBLE POINTS</b>	<b>EXAMPLES</b>
Preparation and content	1 – 15	_____ Good opening, logical, knowledge of subject
Poise/self-confidence	1 – 5	_____ Confident, relaxed manner, voice, posture
Clarity	1 – 5	_____ Word choices, ease of understanding
Expression	1 – 5	_____ Facial expression, gestures, eye contact
Adherence to topic	1 – 10	_____ Relevance, audience attention, creativity with subject

### **Timing**

**Within +/- 15 seconds = no point deduction**

*+/- 16 or more seconds = 5-point deduction from total score (all judges)*

*(The following is optional)*

### **Issues**

**Topic related to platform/issues = no point deduction**

Unrelated to platform/issues = 5-point deduction

**V-E.1.5 Sample Timekeeper Score Sheet**

**Timekeeper Score Sheet**

<b>YC Representative Name</b>	<b>Time</b>	<b>Deduction</b>
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		
11.		
12.		

**Time Guidelines:**

4-Minute Speech

If exactly 15 seconds over, no deduction

If 15 or more seconds under, no deduction

16+/- results in a 5-point deduction from total score (all judges)

\_\_\_\_\_  
Young Careerist Timekeeper Signature

\_\_\_\_\_  
Date

## V-E.1.6 Sample Interview Score Sheet

### Interview

### **Maximum 40 points**

Each YC Representative will be interviewed for ten (10) to fifteen (15) minutes. The focus of the interview will be on the YC Representative, her/his career, and her/his knowledge of BPW/USA, its programs, and the Legislative Platform or other BPW/USA advocacy issues. The interview may take place in a small group setting. Sample questions for the judges are attached. *The questions should not be made available to the YC Representatives in advance.* The goal of the interview is to see how YC Representatives interact and respond to impromptu questions.

Judges will use the following criteria to score the interview:

<b>SCORING</b>	<b>Possible Points</b>	<b>Points Awarded</b>
Ability to communicate	1 – 10	_____
Poise/self-confidence	1 – 10	_____
Promptness in answering questions	1 – 5	_____
Posture/eye contact	1 – 5	_____
Innovation and creativity in ideas	1 – 5	_____
Career goals/personal accomplishments	1 – 5	_____
<b>TOTAL POINTS AWARDED</b>		_____

### V-E.1.7 Sample Interview Questions for Judges

- Where do you see your role in BPW in five (5) years?
- You are the incoming BPW/USA President; what is your focus issue for the year and why?
- How has your membership in BPW assisted your professional growth?
- Describe the characteristics of a good leader.
- Define success.
- What is the best advice you would give a high school graduate and why?
- What made you choose your current career? Or your future career if you are in the process of changing?
- What are you doing now to ensure that your job has pay equity or maintains pay equity in the future?
- You have to fire a good friend for a serious matter, possibly bordering on a criminal matter; could you do it and how would you go about it?
- You are interviewing a potential employee for your job; what is the most important characteristic you would be looking for in your new employee?
- Should voting for the President of the United States be by electoral or popular vote and why?
- If you could choose the next female Supreme Court Justice, who would it be and why?
- Besides your immediate family, i.e., mother, grandmother, aunt, sister, etc., name a favorite role model and why?

**\*Disclaimer Note:** These are sample questions only. Judges are not required to use any of the above questions. Judges are asked to refrain from personal, religious, and political questions which could potentially embarrass or put the YC Representative on the spot. The BPW/USA YC Committee encourages questions that are pertinent to the YC Representatives based on their biographical information and/or their speech content.

**V-E.1.8 Sample Evaluation Form**

**THE VIRGINIA ALLAN  
YOUNG CAREERIST EVALUATION FORM**

To be filled out at completion of Virginia Allan Young Careerist competition at Local Organization, District/Region, and State Federation levels.

1. Are you a member of BPW?  Yes  No

If not, are you planning to join?  Yes  No

2. How did you become aware of the Young Careerist program?

A. Recruited by local BPW members.

B. Answered formal advertisement.

C. Other (please explain).

---

3. What materials were you provided prior to competition? Please check all that apply.

A. Young Careerist guidelines.

B. Legislative platforms.

C. BW (BusinessWoman) magazine.

D. BPW manuals or orientation materials.

E. Other (please explain).

---

4. Did you practice procedures prior to competition?

A. Interview.  Yes  No

B. Roundtable discussion.  Yes  No

C. Public address.  Yes  No

D. Other (please explain).

---

---

5. Now that you have completed the Young Careerist Program, what role do you feel Young Careerist alumni should play in the promotion of the Young Careerist Program or in BPW in general?

---

---

6. Have past Young Careerists shared the Young Careerist experience with you prior to competition?

Yes       No      If yes, in what way?

---

---

---

7. Was the environment for competition comfortable?       Yes       No

8. Were any of your judges past Young Careerists?       Yes       No

9. Please explain how competing in the Young Careerist Program was most beneficial to you:

---

---

---

---

10. What would you add or change about the Young Careerist Program?

---

---

---

---

**V-E.1.9 Sample Feedback Form for YC Representatives**

Areas of Recommended Improvement for YC Representative from Judges

YC Representative Name: \_\_\_\_\_

***Biographical Information Form***

- \_\_\_\_\_ Strengthen Biographical Sketch (overall)
- \_\_\_\_\_ Improve Essay Question Responses

Comments

---

---

---

---

---

---

---

---

---

---

***Speech***

- \_\_\_\_\_ Strengthen Overall Presentation Skills
- \_\_\_\_\_ Time Penalties

Comments

---

---

---

---

---

---

---

---

---

---

***General Comments***

---

---

---

---

---

---

---

---

---

---

## **VI. Guidelines for News Releases and Sample Forms and Letters**

Visibility of the Virginia Allan Young Careerist Program in the community and state mutually benefits Local Organizations, Districts/Regions, State Federations, and the YC Representatives. News releases should be sent at the Local Organization, District/Region, and State Federation levels of the YC Program announcing the events themselves and, then, the selection of the YC Representative.

Sample news releases are included in this manual. Alter and adapt them to fit the needs of your Local Organization, District/Region, or State Federation. Some other tips to keep in mind when preparing news releases are as follows:

- Releases should be double-spaced and typed only on one side of an 8-1/2 by 11-inch piece of paper.
- Be sure to include a contact person's name and telephone/fax number in the upper right-hand corner. Also include a release date.
- Both first and last names should be used in first reference to a person. After that, only last names should be used. Do not use Miss, Mrs., or Ms. with names.
- Include a black-and-white glossy photo of the YC Representative, if available. If a photo is not available, ask the local newspaper if it would like you to make arrangements for the YC Representative to go to the paper and have a photo taken.
- Information must be handled immediately, as local media are more apt to use timely and properly handled information.
- Releases may be faxed, mailed, e-mailed, or delivered in person, depending on your relationship with your local media representatives.
- Release information to local and area newspapers and radio and television stations, where appropriate.
- Releases should be sent to the YC Representative's hometown media outlets. Every young woman or man who participates in the Young Careerist Program is a winner and should be publicized. Additional visibility for BPW and the Young Careerist Program is also gained.
- Releases should end with "###."

**VI-A Sample News Release (YC Representative)**

**SAMPLE NEWS RELEASE: YOUNG CAREERIST REPRESENTATIVE  
AT LOCAL ORGANIZATION, DISTRICT/REGION, OR STATE FEDERATION  
LEVEL**

FOR IMMEDIATE RELEASE:

For additional information:

*(Name of contact)*

*(Phone number of contact)*

LOCAL (*WOMAN/MAN*) NAMED BUSINESS AND PROFESSIONAL WOMEN'S YOUNG CAREERIST REPRESENTATIVE FOR (*YEAR*)

*(Town, State, Date) (Insert Representative name), has been selected as the (Local Organization/District or Region/State Federation name) Young Careerist Representative. Competition was held during the (Local Organization/District/Region/State Federation name) (monthly meeting/district or region meeting/state conference) held on (date) at (place).*

*(Name) was among (number) participants in the (Local Organization/District or Region/State Federation) competition. Judging was based on the Young Careerist Representative's career achievements and ability to project an image that reflects the role of today's young work force in society. Young Careerist Representatives were judged on four phases of competition: written biographical information, personal interview, group interaction, and prepared speeches. (Name) spoke about (insert topic).*

*(Young Careerist Representative QUOTE: Ask her/him how she/he feels about being selected, about the competition, the honor, etc.)*

*(Name) is active in (name organizations, etc.). (She/he) received a (degree) in (field) from (college), (city), and attended (high school) in (city).*

*Other Young Careerist Representatives who participated in the Young Careerist Program were (name), (address), (occupation) with (employer); (repeat as necessary).*

*The Virginia Allan Young Careerist Program is sponsored by Business and Professional Women/USA (BPW/USA) to highlight the achievements of women and men between the ages of 21 and 35 who are or have been employed in business or the professions with at least one (1) year of full-time work experience and who support the mission, vision, and legislative platform of BPW/USA. (Name) is a member of (insert membership information).*

*For information about local meeting times and places, please contact (name and phone number).*

###

**VI-B Sample News Release (Judges)**

**SAMPLE NEWS RELEASE: ANNOUNCEMENT OF SELECTION OF JUDGES**

FOR IMMEDIATE RELEASE

For information contact:

*(Name of contact)*

*(Phone number of contact)*

*(Title for the Release in all caps)*

*(City, State, Date)* *(Names of judges)* will serve on a panel to judge Young Careerist Representatives in the Young Careerist Program sponsored by the *(Local Organization, District/Region, or State Federation)* Business and Professional Women (BPW).

Judging will occur during the *(name of event)*, to be conducted at *(place)* on *(date)*. The winner will represent *(Local Organization, District/Region, State Federation name)* at the *(District/Region meeting, State Conference, BPW/USA Conference)* in *(place)* on *(date)*.

*(Name of judge)*, of *(address)*, is a *(occupation)* with *(employer)*; *(repeat as necessary)*.

*(Number)* Young Careerist Representatives from throughout the *(area/state)* are vying for the title of *(Local Organization, District/Region, or State Federation name)* Young Careerist Representative. The Virginia Allan Young Careerist Program, inaugurated by Business and Professional Women/USA in 1964, highlights the outstanding achievements of young career women and men. If you are interested in more information about BPW/USA, please contact *(name)*, *(address)*.

###

**SAMPLE NEW RELEASE: YOUNG CAREERIST REPRESENTATIVES IN STATE  
FEDERATION YOUNG CAREERIST PROGRAM**

FOR IMMEDIATE RELEASE

For information contact:

*(Name of contact)*

*(Phone number of contact)*

*(Title for Release in all caps)*

*(City, State, Date) (Name of YC Representative), a (occupation) of (company), was one of (number) young women/men who competed for the honor of (State Federation)'s Young Careerist Representative in the Virginia Allan Young Careerist Program during the conference (or other venue) of the (State Federation) Business and Professional Women (BPW) in (city) from (date to date). (Name) represented the (name of Local Organization of city).*

*(Name), a graduate of (college) in (city) and (high school) in (city), "has distinguished (herself/himself) through (her/his) career and community achievements and reflects the image of today's younger worker who is finding her/his way in the business and professional world," according to (name), president of the (State Federation name).*

*(Name) is employed by (employer) of (city).*

The Virginia Allan Young Careerist Program, inaugurated by Business and Professional Women/USA in 1964, highlights the achievements of outstanding young women/men. Anyone interested in more information regarding BPW may contact *(name)* at *(phone number or address)*.

*(Name of State YC Representative), of (city), a (occupation) with (employer) in (city), was named (State Federation name)'s Young Careerist Representative. Judges based their evaluation on each Young Careerist Representative's personal achievements, according to (name of Young Careerist Chair) of (city), who coordinated the Young Careerist Program. (Name of State YC Representative) will represent (State Federation) at the BPW/USA conference in (place, date). (Name of State YC Representative) is a member of (membership information).*

###

## VI-D Sample Letter Requesting Nominations

### SAMPLE LETTER REQUESTING LOCAL NOMINATION FOR YOUNG CAREERIST REPRESENTATIVES

*Note: Make every attempt to “personalize” your letter for solicitation for a nomination of a Young Careerist Representative. You may be able to obtain the name of the Human Resources Director or Officer of a company just by a phone call inquiry. Include any “benefits” to the company. For example, include any special considerations that sponsors might receive, such as mention in the Young Careerist Program, a banner for a donation, or any other items which might be of interest and importance for the company and its role in the Young Careerist Program. Tailor your letter to your event. For example, if it is a luncheon or dinner function, offer the sponsor a table or an opportunity to attend. You may want to ask for a flat sponsorship fee, e.g., \$100.00, half of which might go to a fund to help the selected Young Careerist Representative go to the next level and the other half to pay for a certain number of meals.*

*(Date)*

*(Name)*

*(Business)*

*(Address)*

*(City), (State) (Zip Code)*

Dear *(name of contact at business or use “Dear Business Associate” if letter is not personalized)*:

The *(name of Local Organization)* is pleased to invite you to nominate one of your employees or business associates for our Young Careerist Program.

To be eligible, your nominee must:

1. be between the ages of 21 and 35;
2. have been employed in business or the professions with at least one full year of full-time work experience;
3. sign the agreement to not speak against the legislative platform of BPW/USA.

Your nominee must complete the following steps:

- o Complete the enclosed biographical form and return it to me by *(insert date)* at *(insert address)*.
- o Prepare a four-minute speech on one of the following topics *(insert topics)*.

The Young Careerist Program will take place on *(insert day and time)* at *(insert location)*. The program will include an interview with a panel of judges, and the Young Careerist Representatives will deliver speeches before our members and guests present and the panel of judges. You and your business associates are encouraged to attend to support your nominee.

We will have a brief meeting (*insert date, time and place*) with your nominee to provide information about BPW programs, to offer assistance with speech preparation, and to assist your nominee in any other possible way.

A copy of the BPW/USA Legislative Platform is enclosed (*add any other enclosures you may wish to provide*).

Please feel free to contact me at (*insert telephone number*), if you have any questions or require additional information.

Sincerely,

(*Name*)

Young Careerist Program Chairman (*Name of BPW Local Organization*)

Enclosures: Fact Sheet about Young Careerist Program & Sponsorship Benefits and Breakdowns (BPW/USA Legislative Platform)

## **FACT SHEET ABOUT THE YOUNG CAREERIST PROGRAM**

### **MISSION**

The Virginia Allan Young Careerist Program is a Signature Event of Business and Professional Women/USA that recognizes and celebrates the accomplishments of successful young individuals.

### **VISION**

The Virginia Allan Young Careerist Program provides training, leadership, and development skills. The Program introduces participants to Business and Professional Women/USA and offers unique learning opportunities for personal and professional growth and leadership experiences through participation in networking, workshops, public speaking, interviewing, and group activities.

### **BACKGROUND**

In 1964, Virginia Allan, BPW/USA President, envisioned a mutually beneficial partnership between young working adults and BPW. President Allan’s commitment to the development and the careers of younger women and men led her to spearhead the formation of the Young Careerist Program.

The program, renamed The Virginia Allan Young Careerist Program in 2001 in honor of President Allan, hosts State Federation Young Careerist Representatives who participate at the BPW/USA conference in a venue of networking, public speaking, interviews, group activities, and workshops. The selection process begins with competition at the local level, proceeds to a district/region competition (if the state has districts/regions), and then progresses to the state level, where a Young Careerist Representative is chosen during a statewide event, usually the State Federation's midyear board meeting or annual conference.

State Young Careerist Representatives are encouraged to attend the BPW/USA conference and participate with representatives from the other 53 State Federations. A BPW/USA Young Careerist Representative is selected based on panel judging in categories including a speech, personal interview or group interview/presentation, and a biographical sketch with essay questions. Young Careerist Representatives are introduced to the conference body and honored throughout the BPW/USA conference with special recognition and activities. Young Careerist Representatives are eligible to participate in all BPW/USA conference activities.

**VI-F Sample Request for Application Form**

**REQUEST FOR VIRGINIA ALLAN  
YOUNG CAREERIST PROGRAM APPLICATION FORM**

(Send to local businesses to distribute to prospective Young Careerist Representatives. Any interested YC Representatives will return this form for more information and for a copy of the Young Careerist Biographical Information Sheet.)

-----

Dear *(insert name of local Young Careerist Program Chair)*:

I am interested in learning more about and participating in the *(insert name of BPW Local Organization)* Virginia Allan Young Careerist Program. Please send a Young Careerist Information Packet to:

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone (Work) \_ (\_\_\_\_) \_\_\_\_\_ (Home) (\_\_\_\_) \_\_\_\_\_

Email Address: \_\_\_\_\_

Sincerely,

\_\_\_\_\_

**VI-G Sample Proclamation**

**SAMPLE PROCLAMATION**

WHEREAS, *(name of Local Organization)* is affiliated with Business and Professional Women/USA (BPW/USA), the leading advocate for working women in the United States today, and the *(name of State Federation)* (BPW/\_\_\_); and

WHEREAS, BPW leaders and members adopted a Mission to achieve equity for all women in the workplace through advocacy, education, and information; and

WHEREAS, working women constitute over half of the nation’s workforce and are constantly striving to serve their communities, their states, and their nation in legislative, civic, and cultural programs; and

WHEREAS, BPW/USA sponsors the Virginia Allan Young Careerist Program at the national, state, district/region, and local levels to provide opportunities for personal and professional development for young working women and men and to provide new insights through the eyes of the workforce of today; and

WHEREAS, *(name of Local Organization)* collaborates with BPW/USA and other organizations to achieve mutual goals, increase understanding, broaden horizons, and, above all, to signify to others that BPW “*Women Mean Business;*” and

WHEREAS, *(name of Young Careerist Representative)* was selected as the Young Careerist Representative to represent *(name of Local Organization)* at the *(district/region/state)* conference in *(town/city)*; and

(IF THIS PROCLAMATION IS TO BE SIGNED BY THE GOVERNOR TO HONOR THE STATE YOUNG CAREERIST REPRESENTATIVE, ADD THE FOLLOWING PARAGRAPH:)

WHEREAS, *(name of Young Careerist Representative)* was selected as the Young Careerist Representative to represent the *(name of State Federation)* at the BPW/USA conference in *(city)* on *(date)*; and

WHEREAS, we are all proud of the accomplishments of this young woman/man.

NOW, THEREFORE, I, *(name of public official)*, *(position)* of the *(town/city/state)*, do hereby proclaim the \_\_\_ day of \_\_\_\_\_, 20\_\_, as “*(name of Young Careerist Representative)* Day” and urge all residents of *(town/city/state)* to pay great tribute and respect to this outstanding woman/man for all she/he has accomplished on behalf of her/his fellow citizens.

Dated: \_\_\_\_\_

\_\_\_\_\_  
Mayor/Governor

## VI-H Sample Letter Requesting Business Contributions (Pre-program)

*(Adapt this letter to the specific needs of your Young Careerist Program. Fill in pertinent information in parentheses, and add any information concerning how your BPW will recognize the business for its contribution.)*

*(Date)*

*(Name)*

*(Business)*

*(Address)*

*(City), (State) (Zip Code)*

Dear *(insert name of contact at business)*:

I would like to take this opportunity to tell you about the Virginia Allan Young Careerist Program of Business and Professional Women/USA (BPW/USA). Established in 1919, BPW/USA is the oldest and one of the most influential organizations dedicated to the mission of achieving equity in the workplace through advocacy, education, and information. BPW/USA continues to pave the way for workingwomen to achieve personal and economic success in the workplace by offering a range of skill-building programs -- from entry-level career training and mentoring opportunities to leadership and entrepreneurial skills development. One such program, the Virginia Allan Young Careerist Program, is a way BPW can recognize the accomplishments of successful, young working women and men while introducing them to the mission and vision of Business and Professional Women/USA.

The Virginia Allan Young Careerist Program enables BPW members to stay up-to-date on the changing role of women in society and how BPW can best serve the interests of young working women in the community.

Begun in 1964, the Virginia Allan Young Careerist Program involves a competitive selection process within 2,000 Local Organizations and 54 State Federations. To participate in the program, a Young Careerist Representative must:

- Be between the ages of 21 and 35, inclusive, by the July 31st following the first competition in which she/he participates;
- Be or have been employed in business or the professions with at least one (1) year of full-time work experience;
- Review the BPW/USA legislative platform and pledge that she/he will not speak against platform items in her/his capacity as a Young Careerist Representative, if selected.

Young Careerist Representatives are judged in five areas: written and biographical information, judges' interview, helping others to achieve, group interaction, and prepared speeches on the topic of *(insert topic chosen for speeches)*. The *(insert name of Local Organization)* will be conducting a Young Careerist Program on *(insert date)* at *(insert place)*. We have invited *(insert*

*number*) Young Careerists and are expecting (*insert number*) members and guests to attend the event.

The (*insert name of Local Organization*) is delighted to extend an invitation to (*name of business*) to participate in the Virginia Allan Young Careerist Program this year and to meet the Young Careerist Representatives, many of whom might be your potential employees.

The (*insert name of business*) can be extremely helpful to the continued growth of the Young Careerist Program by making a general support contribution of \$(*insert amount*) to the (*insert name of Local Organization*) Virginia Allan Young Careerist Program. Such a contribution will be used to (*underwrite a luncheon, speaker, cost of sending Young Careerist Representative to district/region/state/BPW/USA conference, etc.*).

I know that a contribution from (*insert name of business*) will encourage others to do likewise. You may wish to give more; if so, we will be most grateful. You will be recognized for your generous support in (*local newsletter, program at competition, etc.*) If you are unable to contribute at this level, we would certainly appreciate any support you are able to provide for this worthwhile program.

On behalf of the (*insert name of Local Organization*), I thank you for the consideration of this request.

Sincerely,

(*Name*)

Young Careerist Program Chair

## VI-I Sample Letter Requesting Business Contributions (Post-program)

### SAMPLE LETTER REQUESTING LOCAL BUSINESS CONTRIBUTION AFTER LOCAL ORGANIZATION COMPETITION

Dear (*insert name of contact at business*):

The (*insert name of Local Organization*) is proud to announce the selection of (*insert name of Young Careerist Representative*) as the (*insert year*) Young Careerist Representative. (*Insert name of Young Careerist Representative*) is employed as (*insert job title*) at (*insert name of employer*).

She/he was chosen for this honor based on her/his career achievements, community activities, interactions with others, and public speaking ability.

(*Insert name of Local Organization*) will sponsor (*insert name of Young Careerist Representative*)'s trip to the (*insert State Federation's name*) statewide conference to be held in (*insert conference city*) in (*insert month*), where she/he will participate in the Virginia Allan Young Careerist Program at the state level. Her/his successful participation in the state conference will make her/him eligible to participate in the Virginia Allan Young Careerist Program at the BPW/USA conference in (*conference city*) in (*insert date*).

Our organization has actively recruited young women and men to become BPW members, believing that the contributions offered by a mix of experienced workers and newcomers to the workforce as members improve the opportunities offered through BPW membership. We have consistently sought participants for the BPW/USA Virginia Allan Young Careerist Program from the (*insert name of town/city*) business community and have sponsored our Young Careerist Representative all the way to the BPW/USA conference numerous times.

Although the expenses for the in-state trip will be modest, our organization is requesting financial assistance from (*insert town/city*) businesses interested in the advancement of young women and men in their chosen careers. We would appreciate your financial support as a sponsor of our Young Careerist Representative for this statewide honor. Those businesses able to assist us in this effort will be recognized as sponsors of the Virginia Allan Young Careerist Program in our publicity efforts.

If your company is willing to donate \$(*insert amount*) to help with (*insert name of Young Careerist Representative*)'s expenses to the state conference, please remit your contribution to me at the following address: (*insert address*) by (*insert deadline for receiving contributions*).

If you would care to discuss this matter, please do not hesitate to contact me at (*insert telephone number*).

Thank you.

Sincerely,

Young Careerist Program Chair

## **VI-J Sample Letter to the YC Representative to Local/District or Region/State Competition**

*(Customize your letter and use it to follow up with regard to YC Program details)*

*(Date)*

*(Name)*

*(Business)*

*(Address)*

*(City), (State) (Zip Code)*

Dear *(Young Careerist Representative Name)*:

Welcome to the *(Local Organization/District or Region/State Federation)* Young Careerist Program, and congratulations on being chosen as a Young Careerist Representative. The members of the *(Local Organization/District or Region/State Federation)* are looking forward to talking with you and hope this will be a memorable and rewarding experience for you.

To be eligible to participate in the competition, you must:

- be between the ages of 21 and 35, inclusive, by July 31st following the first competition in which you participate;
- be or have been employed in business or the professions with at least one (1) year of full-time work experience; and
- sign the legislative platform agreement. A Young Careerist Representative must review the BPW/USA legislative platform and pledge that she/he will not speak against platform items in her/his capacity as Young Careerist Representative, if selected.

There are five phases to the competition. They are as follows:

1. Application (15 points maximum)  
From data on biographical information application. One to five points will be given based on personal accomplishments, one to five points on the ability to express thoughts and beliefs, and one to five points on career goals.
2. Personal Interview (25 points maximum)  
Each YC Representative will be interviewed for a predetermined amount of time. You will be asked a series of questions by the judges.
3. Individual Speech Presentation (35 points maximum)  
Each YC Representative will be expected to make an individual presentation or speech.

4. Impromptu/Group Interaction (15 points maximum)  
YC Representatives will be judged on the ability to participate, organization of thoughts/expression of her/his ideas, and interaction with others.
5. Helping Others Achieve (10 points maximum)  
YC Representatives will be judged on individual potential mentoring ability and demonstrated efforts to help others succeed, as well as leadership skills.

The Young Careerist Program will be conducted at the *(name/location/room)*. Please plan to arrive at *(time)*. A brief orientation will be given to review the agenda for the Young Careerist Program.

Should you have any questions, please do not hesitate to call me. I can be reached at *(home and office numbers)*. I am looking forward to meeting you.

Sincerely,

*(Name)*

Young Careerist Program Chair

cc: President *(Local Organization/District or Region/State Federation)*

Enclosure: Virginia Allan Young Careerist Representative Packet

*Note: Include the "Enclosure" if the YC Representative has not already received a YC Representative packet.*

## VI-K Sample Letter to Judges

(Date)

(Name)

(Business)

(Address)

(City), (State) (Zip Code)

Dear (insert name of judge):

Thank you for agreeing to be one of the judges for the Young Careerist Program at our (*Local Organization meeting, District/Region meeting, or State Federation convention*) on (*date*) at (*location, address, phone number and room location*) which will begin at (*time*). The proposed agenda is as follows:

- |                         |   |
|-------------------------|---|
| 11:30 a.m. - 12:45 p.m. | Judges luncheon briefing  |
| 1:00 p.m. - 1:15 p.m.   | Drawing interview and presentation order and introduction of judges to Young Careerist Representatives  |
| 1:15 p.m. - 2:25 p.m.   | Personal Interviews - All judges will interview each Young Careerist (YC) Representative for approximately ( <i>number</i> ) minutes. Suggested questions for your use will be provided the day of competition. The YC Chair would like each judge to ask the same questions to each YC Representative during the interview process.                    |
| 2:30 p.m. - 2:50 p.m.   | Group Interaction - Judges will observe and assess the ability of the Young Careerist Representatives to interact in a group situation. The topics will address current BPW issues and the BPW/USA Legislative Platform.  |
| 3:00 p.m. - 4:30 p.m.   | Young Careerist Program Speak-Off - Each Young Careerist Representative will give a 4-minute prepared speech. This is the only part of the YC Program open to observers. The selected speech topics are enclosed. After the speak-off, judges will complete their evaluations of each YC Representative and return them to the YC Chair for tabulation. |

Each Young Careerist Representative is judged in five (5) areas. Those areas are as follows: (1) the biographical information application submittal, (2) personal interview, (3) individual speech presentation, (4) impromptu/group interaction, and (5) helping others to achieve. The maximum number of points a Representative can achieve is 100.

To be eligible to participate in the YC Program, each YC Representative must:

- be between the ages of 21 and 35, inclusive, by July 31st following the first YC competition in which she/he participates;
- be or have been employed in business or the professions with at least one (1) year of full-time work experience; and
- sign the legislative platform agreement. A Young Careerist Representative must review the BPW/USA Legislative Platform and pledge that she/he will not speak against platform items in her/his capacity as Young Careerist Representative, if selected.

Enclosed you will find the applications of the YC Representatives for our YC Program. Please review the information and bring the applications with you on the day of the judging.

Attached you will find a copy of the judging score sheet so that you may become familiar with the judging categories.

Please send me a one-page biographical sheet on your background. This information will be used to introduce you to the members and guests in attendance at the YC Program. Enclosed is a stamped, self-addressed envelope for your use in mailing the biographical information to me.

Please do not hesitate to give me a call should you have any questions. My home telephone number is (*area code and number*) and my business telephone number is (*area code and number*). I am looking forward to your participation in the (*name of Local Organization, District/Region, or State Federation*) Young Careerist Program.

Thank you again for your time and participation in this program. We hope that you will find it to be enjoyable and enlightening.

Sincerely,

(*Name of Chair*)  
Young Careerist Program Chair

cc: President  
Enclosures

## VI-L Guidelines for BPW/USA Young Careerist Chair

### Preliminary Steps

- Approximately one year prior to the conference, the BPW/USA Young Careerist Chair should prepare and finalize the guidelines for the BPW/USA competition and the speech topics. The guidelines, topics, and other information should be posted to the BPW/USA website, and notice of that official posting should be sent to the State Federations.
  - ✓ It is preferable for each State Federation to use the same topics and format at every level to ensure uniformity.
  - ✓ Since 2001, the competition phase of the BPW/USA YC Program has included providing a biography, a signed acknowledgement of and agreement not to speak against the BPW/USA Legislative Platform, and prepared four-minute speech.
  - ✓ Sample speech topics, biography forms, and legislative platform statement forms are attached to this outline.
  - ✓ This is also a good time to make contacts with BPW members in the city where the conference will take place to assist with getting local judges and other special needs for the competition. There are usually one or two conference contacts in the host city. YC Alumni that may reside in the state or city are also helpful contacts.
- Within 30 days of installation of new president – the YC Chair should review all evaluations and debrief notes from the conference and the YC Representatives and summarize same; she should contact the BPW/USA President and discuss the agenda for the conference with her/him in order to effectively plan the YC Program activities and ensure that there are as few conflicts as possible between the YC Program activities/competition and other conference activities. The YC Chair should also work closely with and coordinate her/his planning with the BPW/USA meetings planner. A budget will need to be prepared and provided for the program and the competition.
  - ✓ At least a half day needs to be set aside for the speak-off.
  - ✓ At least a half day needs to be set aside for interviewing.
  - ✓ Orientation and debrief are a critical component.
  - ✓ Workshops and fun events can be incorporated.
  - ✓ A space for the YC Representatives to gather is crucial to networking (i.e., hospitality suite if the budget permits).
  - ✓ When planning, keep in mind the logistics and time issues involved with as many as 54 YC Representatives.
- Six months prior/Interim Board: Plan to work with the BPW/USA meetings planner and be present at the BPW/USA National Representative meeting. The BPW/USA National Representatives travel to each State Federation during the state conferences held between April and June. Materials for the BPW/USA National Representatives are prepared usually between February and April and are sent to them by BPW/USA to take with them to their conferences. Experience has taught that the most effective way to communicate with the YC Representatives selected by each state is through the BPW/USA National Representatives.
  - ✓ The YC Chair should obtain the name and email address

of each BPW/USA National Representative

- ✓ The YC Chair should provide the meetings planner or other BPW/USA staff person responsible for the BPW/USA National Representative materials with the information for the YC packets
- Late March or early April:
  - ✓ Send materials to the staffer at BPW/USA for BPW/USA National Representative packets
  - ✓ Start search for judges
  - ✓ Contact committee members and line up helpers for the BPW/USA competition/program
  - ✓ Obtain thank-you gifts for judges
  - ✓ Obtain YC Representative pins
  - ✓ Obtain recognition item for the BPW/USA YC Representative (Palm Pilot, iPod, cash, etc).
  - ✓ Prepare evaluations for distribution to YC Representatives during BPW/USA conference
- April – June:
  - ✓ Communicate with BPW/USA National Representatives by email prior to conferences and remind them to deliver the orientation packet to the YC Representative once selected; ask them to provide the YC Chair or a designated person on the committee with the name and contact information of the state YC Representative after the state conference
  - ✓ Follow up with each State Federation President and/or State YC Chair and the BPW/USA National Representative after the state conferences to determine if they have a YC Representative, and if so, identity and contact information (emails are crucial)
  - ✓ Continue process of judge selection and confirm judges
  - ✓ Obtain bios and information about judges
  - ✓ Send judges a thank-you letter and informational letter from the BPW/USA President
  - ✓ Send judges a thank-you letter and informational letter from the BPW/USA YC Chair
  - ✓ Compile information about the YC Representatives from each State Federation and prepare a list with names, addresses, phone numbers, and email information for BPW/USA and for the YC Representatives at conference
  - ✓ Collect bios, signed platform statements, and copies of speeches from each YC Representative who will be at the BPW/USA conference
  - ✓ Communicate with YC Representatives and states as needed about program and what to expect at the BPW/USA competition.
  - ✓ Prepare program to hand out during competition
  - ✓ Make copies of materials for judges (three-ring notebook system works very well -- each judge should have her/his own notebook with bios and other information)
  - ✓ Copy and compile judging sheets
  - ✓ Prepare/revise script for speak-off
  - ✓ Prepare materials for the speak-off (judges' tally sheets; checklist for YC Chair)
  - ✓ Prepare PowerPoint presentation for YC Representatives with names and cities by state (if they will be introduced individually at conference)

- July --- BPW/USA conference: Hold competition and conduct program; make sure that each event goes smoothly; be conscious of the needs of the YC Representatives – breaks, food, opportunities for camaraderie and networking. The overall goal of a successful YC Program should be to give the YC Representatives a chance to meet and bond with each other, participate, and have fun. Congratulate yourself on a job well done!

## FORMAT

Beginning in 2001, the BPW/USA competition incorporated both a speaking and interviewing format. In an effort to balance the competing interests of time management and fairness, six judges were used. These judges were divided into two panels of three (Group A and Group B). All six judges judged the bios of each YC Representative; Group A judged half the speeches and interviewed the YC Representatives whose speeches Group B judged; Group B judged half the speeches and interviewed the YC Representatives whose speeches Group A judged). The competition phase lasted two days – speeches open to all; individual interviews. In 2007 the interview and speech competition was shortened to one day.

Time slots for speaking/interviewing should be randomly drawn by the committee and posted prior to the orientation.

The YC Representatives were permitted to choose from five topics and present a four-minute speech. Each YC Representative also participated in a group interview for between five and ten minutes. Judges were encouraged to ask the same prepared questions of each YC Representative.

The BPW/USA YC Representative is recognized before the entire conference body, at which time she/he presents her/his speech. All YC Representatives are recognized.

Here is a general outline of a successful format for the conference/competition:

Orientation of YC Representatives; first-timer information can be helpful to include; ice breaker. The purpose of this is to inform them about the competition and schedule, other conference activities, and let them get acquainted with one another. In 2002, the orientation was held in the morning prior to the speak-off. The YC Representatives were provided with a continental breakfast.

Meet with judges and provide orientation to them and materials they need to review – bios and notebooks. Answer any questions.

Speak-off. The speak-off was held simultaneously with the interviews to facilitate the program.

A timekeeper and doorkeeper are needed for the speak-off. The timekeeper should inform the judges of any deductions required if speaker goes over.

Collect judging sheets from speak-off and tally.

- Interviews: YC Representatives were interviewed in fifteen-minute intervals – two at a time, one per each panel of judges. Lunch was provided for the

judges.

Collect judging sheets from all six judges for bios and tally.

Collect judging sheets for interviews and tally.

Determine the BPW/USA Young Careerist Representative chosen by the judges.

Fun event or workshops for YC Representatives if agenda permits. In New Orleans, a special trip and a workshop were provided for the YC Representatives.

Debrief. Announcement of YC Representative to conference body.



Business and  
Professional  
Women / USA

## YOUNG CAREERIST BIOGRAPHICAL INFORMATION

This biographical information will be used as part of the judging process at the **National Competition** for all \*State YC Representatives. You may attach additional sheets as necessary; **the total number of pages for the biographical information is six (6)**, including any attached additional sheets. All materials for the National Competition **must be postmarked or e-mailed by June 30, 2008, to the National YC Program Chair** in order for the State YC Representative to be eligible to become the National Representative.

### PERSONAL DATA

Name: \_\_\_\_\_ Date of Birth: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Home Phone: (\_\_\_\_) \_\_\_\_\_ Work Phone: (\_\_\_\_) \_\_\_\_\_ Cell Phone: (\_\_\_\_) \_\_\_\_\_

Email address: \_\_\_\_\_

### EMPLOYMENT

Present Position: \_\_\_\_\_ From \_\_\_\_\_ to \_\_\_\_\_

*(If not presently employed, please describe last employment)*

Employer: \_\_\_\_\_

Address: \_\_\_\_\_

Job Title: \_\_\_\_\_

Job Description: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Second Position: \_\_\_\_\_ From \_\_\_\_\_ to \_\_\_\_\_

*(If you are presently employed with two different employers, please list the second position in this space. If you have only one position, leave this area blank.)*

Employer: \_\_\_\_\_

Address: \_\_\_\_\_

Job Title: \_\_\_\_\_

Job Description: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**EDUCATION**

Please note all educational degrees/diplomas and major areas of study after high school.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**SCHOLASTIC HONORS/PROFESSIONAL OR PERSONAL AWARDS**

\_\_\_\_\_

\_\_\_\_\_

**PRESENTATIONS, PUBLICATIONS, PAPERS PRESENTED, SPEECHES GIVEN**

\_\_\_\_\_

\_\_\_\_\_

**COMMUNITY INVOLVEMENT**

\_\_\_\_\_

\_\_\_\_\_

**CAREER GOAL:** Where do you see yourself 5-10 years from now?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**MEMBERSHIPS**

Name of your Local BPW Organization:

\_\_\_\_\_

Membership in other organizations:

\_\_\_\_\_

\_\_\_\_\_

**ESSAY QUESTION**

Please complete the following task and attach your response to the completed Biographical Information Sheet.

**Take one issue from BPW/USA’s Legislative Platform and lobby for that issue. Your audience is a U.S. senator whose voting record opposes the issue you have selected. You have only one typed page (Times Roman, 12pt) to convince the Senator to reconsider her/his position.**

**INFORMATION FOR PUBLICITY PURPOSES:**

A news release announcing your participation in the Young Careerist Program may be sent out. For this purpose, please provide the names, addresses, telephone/fax numbers, and e-mail addresses of your local newspapers and television and radio stations.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**WEBSITE PERMISSION**

You have my permission to use my name, profession, address, phone, fax contacts, and email address on the bpwusa.org website that offers the brief information on State Young Careerist Representatives. If I become the National Young Careerist, I also give permission to use my photo.

Check for “yes” or “no” and please “initial:” \_\_\_\_\_ Yes \_\_\_\_\_ No \_\_\_\_\_ (initial)

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

\*Wherever the terms “State” or “State Federation” appear in this document, the reader should interpret it to mean one of the 50 State or 4 Territory Federations in the United States of America.

## VII. Frequently Asked Questions (FAQs)

The following questions have been compiled based on inquiries from prospective YC Representatives, YC Program Chairs, and BPW members. If you have a question that you do not see answered in this manual or in the following FAQs, please feel free to contact a member of the BPW/USA Young Careerist Committee.

1. What is the age criterion for the Young Careerist Program?  
A. Ages 21-35
2. If the State YC Representative turns age 36 during the BPW/USA competition, can she/he still compete?  
A. No. The YC representative is not eligible if her/his 36<sup>th</sup> birthday falls on or before the BPW/USA conference, normally held in July of each year.
3. Can a state Young Careerist Representative compete if she/he turns age 36 just after or during the subsequent 12 months?  
A. Yes.
4. What is the BPW/USA speech time criterion?  
A. Four (4) Minutes. Point penalties are imposed for speeches that are over/under the 4 minutes.
5. Can a Young Careerist Representative speak on any topic at the BPW/USA conference?  
A. No. There are topics outlined for each year (July-June), and those subjects (often in the form of questions) are posted at [www.bpwusa.org](http://www.bpwusa.org).
6. During state competitions, can states establish their own time and topic criteria for the speech event?  
A. Yes, but it is strongly recommended that states follow the BPW/USA time and topic criteria so Young Careerist Representatives will have the experience of uniform criteria and avoid having to edit or rewrite a speech.
7. Can a past state Young Careerist Representative who is not selected as the BPW/USA Young Careerist Representative compete again at the BPW/USA conference?  
A. Yes; however, some states have policies that prevent past state YC Representatives from serving again, in which case, the state rules would prevail.
8. Can a past BPW/USA Young Careerist Representative compete again?  
A. No
9. Should the biographical sketch and essay questions be typed or computer inserted?  
A. Typed or keystroked from the computer. Do not handwrite because judges could deduct points.
10. Does BPW/USA pay for any state Young Careerist Representative expenses?  
A. No.

11. Are there grants available to assist Young Careerist Representatives to attend the BPW/USA conference?
  - A. No. BPW/USA is exploring ways to generate grant funds and underwriting; but at this time, states are encouraged to financially assist their Young Careerist Representatives to the BPW/USA conference.
12. Will BPW/USA help find a Young Careerist Representative a roommate to share costs?
  - A. Yes. A state Young Careerist Chair should contact the BPW/USA Young Careerist Committee Chair regarding roommate assistance, and inquiries may be posted on the website.
13. Can the State Young Careerist Representative compete in one or two of the categories only?
  - A. Yes. If a state Young Careerist Representative is unable to compete in one or two of the three judging phases, the Young Careerist Representative is still eligible to participate. For example, the State Young Careerist Representative submits her/his biographical sketch but is able to participate in only the speech competition. In this example, the State Young Careerist Representative must depart the conference for personal or professional reasons and misses the final judging phase, the interview. In this case, the State Young Careerist Representative is encouraged to participate in any of the events, but all missed judging phases will result in zero points earned in that category. The State Young Careerist Representative will be included on the BPW/USA State Young Careerist Representative roster, regardless of missed events.
14. Do Young Careerists get actual judges' scoring sheets after the BPW/USA competition as "feedback"?
  - A. No. However, in the effort to provide requested feedback, a form with constructive criticism and suggestions will be available to Young Careerist Representatives.
15. Can a Young Careerist Representative compete if she/he does not sign an acknowledgement of the BPW/USA Legislative Platform?
  - A. No.

## VIII. Recommended Resources and References

### A. BPW/USA Contacts

[www.bpwusa.org](http://www.bpwusa.org) is the official BPW/USA website where you can download valuable information about the history of the organization, calendar of events, manuals and other documents, and names of leadership personnel and staff, and where you can obtain specific information about the BPW/USA Virginia Allan Young Careerist Program.

**DOWNLOAD CENTER:** The website offers a download center where you can access the Legislative Platform (some interview/essay questions are usually based on the Platform), the Young Careerist Program Guidebook and Resource Manual, application forms, and other documents.

### B. Suggested Helpful Reading

#### For the Young Careerist Program Chair & Committee:

Allen, J. (2000). *Event planning: The ultimate guide*. New York, NY: John Wiley & Sons.

Freedman, H. & Feldman, K. (1998). *The business of special events: Fundraising strategies for changing times*. Sarasota, FL: Pineapple Press, Inc.

Mutz, J. & Murray, K. (2000). *Fundraising for dummies*. Chicago, IL: IDG Books.

Schaff, T. & Schaff, D. (1999). *The fundraiser planner: A working model for raising the dollars you need*. San Francisco, CA: Jossey-Bass.

Stallings, B. & McMillion, D. (1999). *How to produce fabulous fundraising events: Reap remarkable returns with minimal effort*. Pleasanton, CA: Building Better Skills.

#### For the Young Careerist Representatives:

Carnegie, D. *The quick and easy way to effective speaking*.

Deluca, M. *Best answers to the 201 most frequently asked interview questions*.

Esposito, J. *In the spotlight: Overcome your fear of public speaking & performing*.

Gottzman, D. & Mauro, B. *The interview rehearsal book*.

Rogers, N. *New Talkpower: The mind-body way to speak without fear*.

Rosenberg, A. & Hizer, D. *The resume handbook: How to write outstanding resumes and cover letters for every situation (Resume Handbook, 3<sup>rd</sup> Ed)*.

## **IX. BPW/USA Virginia Allan Young Careerist Committee**

Each year, the Virginia Allan Young Careerist Committee changes by BPW/USA Executive Committee appointment. The Manual is not updated annually so this information will not always be accurate. It is best to check the BPW/USA website for a current listing of the committee.

## **X. VIRGINIA ALLAN'S LEGACY** (reprinted from BW Magazine)

Virginia Allan was a visionary woman. She named the BPW Foundation in her will, resulting in a living legacy through BPW's "Virginia Allan Young Careerist Program," a continuing commitment to each new generation of American workingwomen.

Virginia Allan was born in 1916 in Wyandotte, Michigan. She received her Masters of Arts degree from the University of Michigan in 1945 and began a career of service in public life. She was elected to the Detroit Board of Education in 1939, and in 1949 she founded the Job Upgrading Program to assist school dropouts with job training. In 1960, she participated in the White House Conference on Children and Youth.

President Nixon appointed her chair of the Task Force on Women's Rights and Responsibilities in 1969. That role was followed in 1972 by a presidential appointment as Deputy Assistant Secretary of State for Public Affairs during the Ford Administration when she helped organize the 1975 International Women's Year.

Virginia was an active BPW/USA member, holding many positions including National President in 1964. She was a vocal advocate of women's rights. Her commitment to the development and the careers of young women led her to create the "Young Careerist" Program in 1964. This year, as the Program celebrates its 40<sup>th</sup> Anniversary, her foresight is saluted.

Virginia Allan's legacy lives on in the lives of Young Careerists who have gone on to bigger and better things. We remember her and thank her.