



## CrossState CU Ambassador Rules and Regulations 2024 - 2025

1. There is no age limit for contestants, they simply must be 21 or older.
2. Contestants must be employed by a CrossState-affiliated credit union and must be non-executives/c-suite to compete.
3. The competition will be based on 8 regions total, 6 in Pennsylvania and 2 in New Jersey. Each region is guaranteed 3 slots in the final contest.
  - a. Erie Region: Erie, Warren, McKean, Potter, Crawford, Venango, Forrest, Elk, Clinton, Mercer, Clarion, and Jefferson counties
  - b. Northeast Region: Tioga, Bradford, Susquehanna, Wayne, Lycoming, Sullivan, Wyoming, Lackawanna, Pike, Columbia, Luzerne, Monroe, Carbon, Northampton, and Lehigh counties
  - c. Pittsburgh Region: Lawrence, Butler, Armstrong, Indiana, Clearfield, Beaver, Allegheny, Westmoreland, Cambria, Washington, Green, Fayette, and Somerset counties
  - d. Central Region: Centre, Union, Blair, Huntingdon, Mifflin Snyder, Juniata, Perry, Cumberland, Adams, Franklin, Fulton, and Bedford counties
  - e. Capitol Region: Montour, Northumberland, Schuylkill, Dauphin, Lebanon, Lancaster, Berks, and York counties
  - f. Philadelphia Region: Bucks, Montgomery, Chester, Delaware, and Philadelphia counties
  - g. North Jersey Region: Sussex, Passaic, Bergen, Warren, Morris, Essex, Union, Hudson, Hunterdon, Somerset, Middlesex, Mercer, and Monmouth counties
  - h. South Jersey Region: Ocean, Burlington, Camden, Gloucester, Salem, Cumberland, Cape May, and Atlantic counties

### Helpful Information

Visit the CU Ambassador info page on the CrossState site to view sample proposals and projects, the grading rubrics, and FAQs.

## Contest Structure

4. Project Proposals
  - a. Proposals should be a maximum of one page and explain the project, its importance to your CU/membership, and how you plan to measure its progress
  - b. Proposals are due by 5pm on **November 8, 2024**
  - c. Proposal reviews will be completed by **December 20, 2024** and 24 finalists will be announced for the state-level competition. These contestants move on to the final project phase.
  - d. The panel of judges will be composed of CrossState Chapter leaders and representatives
5. Final Project Submission
  - a. Due by 5pm on **March 14, 2025**.
  - b. Maximum of 15 typed pages or 15 PowerPoint slides.
  - c. Submit projects to [Ambassador@crossstate.org](mailto:Ambassador@crossstate.org) or use the secure submission portal on the CrossState website.
  - d. Works cited, indexes, and cover pages/slides will not count towards the size limit
  - e. Contestants should include a video introducing themselves and explaining their project. This video is 5 minutes maximum.
6. Top 10 Projects & Scoring
  - a. The Top 10 highest-scoring projects are announced **mid-April, 2025**.
  - b. Contestants are invited to attend Annual Convention for free in May.
  - c. Contestants will receive display space for their projects
  - d. Projects are reviewed by 3<sup>rd</sup> party business partners and colleagues
  - e. Scores are combined for each project and averaged to reach the final score
  - f. Top 3
    - i. Of the Top 10, the 3 highest-scoring projects move on to present at Awards Night during Annual Convention
    - ii. Presentations will be a maximum of 5 minutes or points will be deducted as a penalty
    - iii. Final presentations are judged live, scores are averaged and then added to the contestants' average project score to determine the winner.
7. Prizes
  - a. **First place** receives \$1,000 in cash, a free registration for the CrossState Leadership School and the CU Reality Check Conference in 2025, free registration for the 2026 Annual Convention, and publication in the *CU Edge* magazine.
  - b. **Second place** receives free registration for the CrossState Leadership School and the CU Reality Check Conference for 2025, along with a \$500 cash prize.
  - c. **Third place** receives a \$250 cash prize
8. CU Ambassador Responsibilities
  - a. The 2025 CU Ambassador will present their project in a 30-minute update at the CrossState Leadership School in August
  - b. The CU Ambassador may also be asked to provide updates to the CrossState Board, appear in different video segments, and participate in CU advocacy efforts as a representative of the movement
9. Expenses
  - a. Top 10 CU Ambassador Contestants receive free registration for the 2025 Convention
  - b. First and second place prizes also include lodging for the corresponding events