

Miss Iowa Scholarship Program

SECTION 3 Organizing a Local Preliminary Scholarship Program

Local Executive Director

The Executive Director (ED) of a Local Preliminary is responsible for the operation of the Local Scholarship Program. This person is a leader (hopefully of a team of volunteers), a cheerleader, a recruiter, promoter, and a person committed to the mission of the Miss America Organization.

The Local Competition is the culminating event of a Local Program, which is striving to create a continuum of service to young women, who in turn, become role models in their communities. According to the Miss America Organization, a successful ED:

- Believes in providing educational opportunities to the young women of the community
- Believes that today's youth are tomorrow's greatest resources
- Regards community service as fundamental to citizenship
- Delegates responsibility
- Dreams of leading many, as opposed to leading a few
- Believes there are great rewards in serving the needs of others
- Enjoys the stage and the experiences it provides for young people
- Enjoys rewarding others for commitment, effort, and loyalty

Certainly, these are not all the characteristics of a successful ED, but they do provide a start. ☺

The Local ED needs a team of volunteers to conduct the business of the Local Program. At the very minimum, a committee is needed. The reality is that a small core group can perform all the functions of a Local when multi-tasking of assignments is done. This core group can grow into a Board of Directors so that the work is shared by a larger group of individuals.

Restrictions on Board Member Service: As the ED prepares for those who may serve as the Local Program Team, please consider that there are some restrictions on who can serve on a Local Program Board.

- A State Candidate (including a former Miss Local or State Titleholder), and her immediate family members, may not serve on a local (or State) board or in a key position in a local (or state) organization until the latter of the candidate's last competition or the conclusion of her year of service, *provided she is no longer eligible to compete in the Miss America system.*
- A candidate's immediate family member (as defined below) cannot serve within the state's program (at the state or local level) in any capacity and must resign his/her position as a state or local board member or volunteer at least 6 months prior to the candidate competing in a local in the state, including the Teen program. Immediate Family is defined as children, grandchildren, siblings, and nieces whether by whole or half blood, by marriage including step-children, adoption, or natural relation.

- A local (or state) board member cannot serve as a member of another organization which is viewed similar to or a competing program of the Miss America Organization. *Competing programs are defined as those in which a contestant advances through winning local and/or state competition to advance to a national and/or international competition and through competing they are awarded a national and/or international title and crown. This does not include fair/festival or school titles that do not select a national winner.
- A person cannot serve on a local or state board if he/she or his/her spouse, partner, significant other, or business provides for-profit products or services to candidates in any Local or State Competition.

The Local Program Team

Each Local Program must have an Executive Director. Beyond that, it is recommended that a local program have additional volunteers, including a separate Treasurer.

Treasurer – Miss America requires that the Local Program maintain at least two separate accounts, one for operations and one for scholarships. The amount of advertised scholarships should be in the scholarship account before the first day of the Local competition. The treasurer is closely related to fundraising activities and the development of a budget. The treasurer is responsible to make an accurate accounting of all income and expenses as well as the disbursement of the scholarship funds to the Titleholder and other candidates, if applicable.

Local Programs are encouraged to recruit board/committee members or volunteers to assist in various areas. In many cases, persons may fill more than one role or duties may be combined. Here is a list of positions or areas to consider when recruiting your team.

Candidate Recruiter – Recruitment may include contacting potential candidates, social media posts, press releases, visits to schools, dance studios, etc.

Marketing and Publicity – Handles social media and contact with the local press, keeps Local Program website updated, ensures compliance with MAO required branding and logo use, and publicizes Titleholder appearances and special events.

Scholarships and Awards - Contacts and develops relationships with businesses to secure donations of scholarship funds, prizes, and services for the new Titleholders and possibly, all the candidates.

Judges Chair – Assists in selecting and securing judges and serves as the host to the Judges throughout the competition. The Judges Chair must carefully review the rules and requirements for selecting judges, which are available on the Miss Iowa Resource Portal, Local Directors Tab (Miss Iowa and MIAOTeen Local Preliminary Judging Eligibility Rules). The Miss Iowa Program usually holds a Judges’ Seminar biennially during Miss Iowa week, and may hold Judges’ Seminars in conjunction with Local Competitions or at other times throughout the competition year. The Field Operations Team maintains a list of persons attending seminars and who are considered “Miss Iowa certified judges.” The most recent certified judges list is also available on the Miss Iowa Resource Portal. If the Local Program is interested in a Judges’ Seminar in conjunction with the Local competition, please contact the State Executive Director or the Field Operations Team Chair. The Judges’ Seminar may be used as a fundraiser for your program and can increase the number of certified judges in your community as well as increase interest in your scholarship program. Selection of and communication with auditors also falls under this position.

Program Book – Compiles the program book for competition, if you choose to have a program book. It is recommended that the Local Program use the Miss America program book cover (referred to as the MAO Field Book). If you're interested in using the MAO Field Book, consider ordering with another local program to save costs. Regardless of whether the MAO Field Book is used or not, any program book must comply with MAO logo/brand standards.

Show Producer – Develops the script, selects the production music, and runs the production and rehearsals.

Scholarships and Awards

Every Local Program is required to award at least a \$200 scholarship for the Titleholder, unless otherwise approved in advance by the State Board. You may also award scholarships to Runners-up, competition phase winners (talent, interview, evening gown/social impact statement, onstage interview – subject to the limits below), community service, or other awards deemed appropriate by the ED and governing body of the Local; provided, however, **only two (2) phase competition awards may be announced at a local competition prior to announcing the Miss Local Winner, and the two awards CANNOT be Interview and Talent.** This restriction is due to the high percentage allocated to the Interview and Talent phases of competition. In other words, if you wish to give an Interview award, then you can also give an Evening Gown award OR Onstage Interview/Social Impact Pitch award, but NOT Talent. If you wish to a Talent award, then you can give an Onstage Interview/Social Impact Pitch OR an Evening Gown award, but NOT Interview. The State Program strongly encourages the Local Program to provide a scholarship to all candidates, even if only a small scholarship is possible. PLEASE NOTE that the MAO State and Local Candidate Contract includes Scholarship Rules to be followed at the local and state levels.

Scholarships cannot be paid directly to the candidate under any circumstances, no exceptions. Scholarships must be paid to an accredited educational institution to pay for tuition, books, lodging, or other legitimate education expense. The Local Preliminary Scholarship Program has the freedom to determine if the request is a legitimate education expense. Scholarships may also be used in the repayment of student loans incurred for the candidate's education at an accredited institution, with proper documentation.

Scholarships earned at the Local Program must be paid before the Miss Iowa Program can disburse scholarship funds to a titleholder earned at the State competition. The Titleholder must request that the Local ED send an email to the Scholarship Chair of the Miss Iowa Program, confirming that the Local scholarship was paid.

Miss Iowa Scholarship Rules and Scholarship Request Form are located on the Miss Iowa Resource Portal. Please direct questions regarding Miss Iowa scholarships to treasurer@missiowa.com.

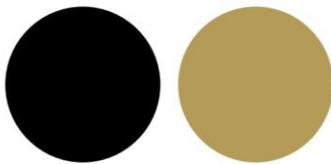
Use of Miss America Logos and Branding

To promote brand consistency and a uniform appearance throughout the Miss America Organization, MAO **requires** that State and Local Programs follow the MAO brand guidelines for its established logos and fonts, and especially proper usage of the crown icon. **Please note the crown icon cannot be used in conjunction with the local logo.**

In addition, no other crown logos or images or fonts are authorized for use, including older versions of the MAO crown logo, fonts, or otherwise. The official fonts, crown icon, and branding **MUST** be used in all Local Program materials. Local Programs should make sure their websites, Facebook, twitter, and all social media channels reflect and comply with the Official Miss America logos and font. Contact the State Marketing Director at marketing@missiowa.com to receive your local program Miss America stylized logo.

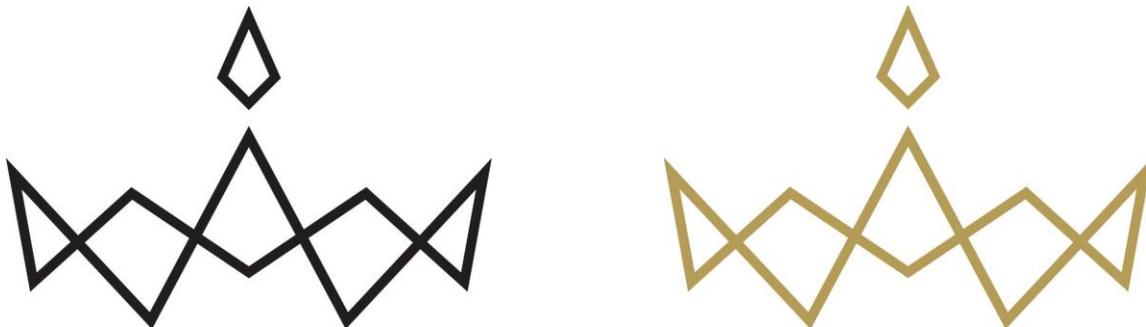
MERCHANDISE: There are specified parameters for the proper use of the Miss America crown icon and Local and State logos on merchandise. To ensure compliance with these restrictions, all Local Program merchandise designs **MUST** be approved in advance by the State PR & Marketing Director until further notice.

COLOR:



Logotypes should only appear in the brand gold or black.

CROWN ICON:



FONTS:

Logotypes for local competitions must use the Gilroy Extrabold font in brand gold or black. Upon request, custom logos in compliance with the MAO brand guidelines can be created for a Local Program by the State PR & Marketing Director – marketing@missiowa.com.

LOCAL PROGRAM LOGO EXAMPLE

Miss Local or State
Scholarship Program

The Miss Iowa and Miss Iowa's Outstanding Teen logos may ONLY be used by a Local Program after receiving prior permission from the State PR & Marketing Director (or MAOTeen through the State Board).

Miss Iowa
Scholarship Program

Miss Iowa
Scholarship Program

The logo for Miss Iowa's Outstanding Teen:

Miss Iowa's
— Outstanding —
TEEN

The Miss Iowa Princess Camp Logo:



Upon request, custom logos in compliance with MAO and MAOTeen brand guidelines can be created for a Local Program by the State PR & Marketing Director – marketing@missiowa.com.