



# COMMUNICATIONS

United Methodist Communications

THE UNITED METHODIST CHURCH

# UMAC

CASE STUDY

Judgify✓



## BACKGROUND

The United Methodist Association of Communicators (UMAC) is a community of faith disseminating the values of the United Methodist Church based in Nashville, Tennessee. The UMAC solicits awards submissions annually in ten different classes from all across the United States. Due to the fact that UMAC awards attract participants with diverse backgrounds and the organization itself targets multiple communication formats, the submissions are evaluated by judges from all over the USA.

The awards program for UMAC is a source of funding for the association, and one of the main goals of the organization is to share and recognize the work of colleagues. This is why having an effective awards management system in place is crucial.



# CHALLENGES

The major challenge that UMAC awards organizers had to tackle was optimizing the flow of submissions and, thereby, simplifying the logistics for entrants, judges, and the UMAC team.

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The core challenges requiring quick action were the following:

- **Shipping Issues.** In previous years, all entries were mailed to one location in either hardcopy or electronic form on a thumb drive, cd or dvd. One person would mail the entries to judges located all over the United States for scoring and selection of award winners. Judges would have to mail back the entries and the scoring sheets. Then, the entries had to be shipped to the location where the awards celebration was taking place. This caused a lot of issues with getting items lost, expenses of mailing and a huge investment in labor and time.
- **High cost investment.** Many members did not want to submit entries because of the cost of mailing. The cost to select judges and fly them to one location to judge was not an affordable alternative making an online solution the only option.
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# ACTIONS

To find the right online platform, the UMAC formed a task force to explore the options. The group looked at affordable online solutions which allow moving entries to an online or electronic format. Additionally, the factors like the ease of submission and the ability of judges to access and score entries were considered. The functions, the cost and the customer service offered by Judgify matched the expectations of UMAC organizers.

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With the support of Judgify, the following range of solutions were implemented:

## **1 ONLINE SUBMISSION AND PAYMENTS.**

Judgify allowed all of the entries to be submitted and paid online. This helped increase the number of participants substantially. While submissions equaled 100-125 before the implementation of Judgify, the number of entries grew to 225 this year.

## **2 SIMPLIFIED LOGISTICS.**

With Judgify, judges had to deal with less logistics and did not have to bother about sorting and mailing. The online system allowed switching to a single submission and scoring format. What's more, all the submissions and scoring reports were collected in one place.

## **3 AUTOMATED REPORTING.**

The reports, numbers and details about each submission as well as payment information were easy to access.



“There were 100-125 award sessions annually before the implementation of Judgify. The number of entries grew to 225 with Judgify.”

**-Doreen Gosmire, UMAC**

## RESULTS

Choosing Judgify as an awards management system helped the UMAC enhance the recognition of the awards program and clarify the value behind it.

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Through easy setup and convenient software use, the UMAC organizers enabled submitting entries and providing scores anywhere, anytime. Here are the core results that were achieved:

- The number of submissions grew by over 100 which was a great achievement compared with the previous year.
- Qualified judges were easier to recruit because the new, easy-to-use online system appealed to them.
- Members demonstrated higher appreciation of the awards program and involvement increased substantially.
- The revenue collected increased by \$5,000.
- The awards program platform increased the integrity of the process by insuring all entries were received, qualified judges banged their gavels on submissions on time, and entries were not lost or damaged in the process.

# PERSPECTIVE

In 2017, the UMAC awards program organizers managed to double the number of submissions they received in the previous years and, thus, enhanced engagement with the program. The organizing team has a great aim to take it further in 2018, with the support of Judgify automation. Here's the plan:

- In 2017, there was only one round. However, next year UMAC will move to three : one for scoring all entries, one for rating each category, and one for selection of Best in Class.
- It's expected the UMAC awards program will grow from 225 entries to 275 in 2018.
- More people will be involved in the administrative side of Judgify to ensure that more than one person is familiar with how it works.
- Involvement of a more diverse body of judges will be necessary.

Because the UMAC is all set for the automation of submissions and judging, it's much easier for the organizers to expand the recognition of the program and showcase the professionalism of UMAC members.

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