

Chapter Awards Program

The entry must follow these presentation standards:

1. The entry must be submitted in an official 2" DECA Binder (Images #DSBND-2 or # DSB-2). or DECA Scrapbook (Images #DSNSC). (Either version of the DECA Binder is acceptable) Entries may not be submitted in a DECA folio. No markings, tape or other material should be attached to the binder. Please note that the DECA Scrapbook has been reformatted to a standard scrapbook size and that includes sheet protectors or laminated pages.
2. All materials must be enclosed in sheet protectors or laminated and labeled. Attachments, pasteups and photographs may be used as long as they are contained in the sheet protectors or are laminated to the page.
3. The pages **must** be numbered in sequence starting with the executive summary and ending with promotion.
4. For state level certification of the award level, the body of the entry must be limited to 35 numbered pages for the bronze award, 70 total pages for the silver award and 105 total pages for the gold award. Page numbers must include all narrative and documentation.
5. The completed Chapter Awards Progress Form will serve as the table of contents.
6. Major content of the written entry must be at least double-spaced (not space-and-a-half). Figures and exhibits, headings, lists, sample letters, etc. may be single-spaced.
7. The entry must be typed/word processed (not handwritten). Charts and graphs may be handwritten.
8. Each specific activity will count only once, but chapters can do multiple versions of an activity. *For example, chapters may raise funds for two different organizations and count it as two separate activities.*
9. The entry may include activities conducted after the International Career Development Conference and prior to the annual submission deadline.
10. All activities must have a heading that contains:
 - a. Activity area
 - b. Activity title
 - c. Activity date
11. Each activity must contain one narrative page directly followed by one documentation page for that activity. The narrative of each activity should contain:
 - a. Goals of the activity
 - b. A summary of the activity (write as though the reader knows nothing about the activity)
 - c. Explain how the activity was completed
 - d. Evaluation of the activity

Documentation may come in the form of pictures, programs, charts, etc. All documentation must be labeled. These pages must be numbered in sequence with the rest of the project.
12. The interview will consist of the project chairpersons (maximum of three) making an eight minute presentation on what was learned and a highlight of their outstanding activities. Up to five minutes will be allowed for a question and answer period with the judge.
13. **NEW:** Only 100% Membership chapters or chapters receiving the Gimmie 5 Award and receiving the gold award for CAP at the State Conference are eligible to attend the International Career Development Conference. Up to three delegates may chair the project and represent their chapter.

Chapter Awards Program

Format Guidelines for the Chapter Awards Program

The entry must follow these specifications.

Statement of Assurances. This completed form is the first page.

Title page. The title page will not be numbered. The first page of the project is the title page, which lists the following in this order:

- Chapter Awards Program
- Designated level of achievement (bronze, silver, or gold)
- Name of DECA chapter
- Name of high school
- School address
- City/State/ZIP
- Names of chapter representatives
- Date

NEW: Table of contents. The completed Progress Report Form will serve as the Table of Contents. This report is not to be numbered.

Body of the project. The body of the written entry begins with Section 1, Executive Summary, and continues in the sequence outlined here. The first page of the entry is numbered 1 and all following pages are numbered in sequence. Each activity is to include a page narrative explaining goals, completion and evaluation of the activity, and a page documenting the activity. Documentation may include photos, programs, brochures, etc.

Activities submitted for National DECA's Membership Campaign can also count as activities for the Chapter Awards Program. Follow this outline when you prepare your entry. Roman numeral sections must be separated by tabs.

I. Executive Summary containing a one-page description of the project and one-page description of the local Marketing Education Program/DECA chapter, school and community.

II. Membership Development - *Should prove that you have a working DECA chapter.*

A. Requirement

1. Bronze level: DECA membership for a minimum of 40% of the marketing education students and completion of any two (2) membership activities
2. Silver level: DECA membership for a minimum of 60% of the marketing education students and completion of any four (4) membership development activities
3. Gold level: Chapters achieve either the Diamond Level of the National DECA Membership Campaign or has 100% DECA membership.

Chapter Awards Program

B. Membership development activities:

1. Conduct a marketing education parents' orientation to explain marketing education and DECA
2. Conduct faculty/counselor/administration appreciation functions
3. Local chapter hosts current DECA State Officer(s) as guest speaker(s) during the chapter meeting (officer is not from the local chapter)
4. Complete a chapter fund-raising project, including sales goals, final report and an evaluation
5. Other activities related to membership development
6. Have a member campaign for a State Office.
7. Other activities related to membership development

III. Community Oriented - *DECA chapters display what they have been doing for their community.*

A. Requirement

1. Bronze level: complete any two (2) community activities
2. Silver level: complete any four (4) community activities
3. Gold level: complete any six (6) community activities

B. Community Service activities

1. Participation in the DECA Serve Day.
2. Provide assistance to a civic organization engaged in a community service project (i.e., food drive, clean-up, anti-drug, homeless, etc.)
3. Sponsor a "get out and vote" campaign
4. Sponsor MDA or a similar organization with a fund-raising activity
5. Visit a children's ward or senior citizens' home, etc.
6. Participate in or support a blood drive
7. Compete in the Civic Consciousness Project
8. Other activities related to civic consciousness

IV. Experienced Leaders - *Illustrates the activities that the DECA chapter has conducted to develop each members leadership skills.*

A. Requirement

1. Bronze level: complete any two (2) leadership activities
2. Silver level: complete any four (4) leadership activities
3. Gold level: complete any six (6) leadership activities

B. Leadership activities

1. Advisory committee membership
2. Chapter meeting minutes
3. Annual budget
4. Chapter officers conduct a workshop at the State Leadership Conference
5. Attend a leadership conference or workshop
6. Hold a chapter installation ceremony
7. Other activities related to leadership development
8. Officer elections

Chapter Awards Program

V. Academically Prepared - *Shows evidence of members learning academic and career/technical information for their careers.*

A. Requirement

1. Bronze level: complete any two (2) Academic or CTE activities
2. Silver level: complete any four (4) Academic or CTE activities
3. Gold level: complete any six (6) Academic or CTE activities

B. Academic or CTE activities

1. Assist a business with taking inventory
2. Conduct a local Career Development Conference
3. Complete the Creative Marketing Project
4. Complete the Entrepreneurship Promotion Project
5. Complete the Learn and Earn Project
6. Majority of chapter members participate in the DECA District Conference
7. Chapter serves as “Host Chapter” for a District/Regional Conference
8. Majority of members participate in a competitive event
9. Other activities related to vocational understanding

VI. Professionally Responsible - *Illustrates the ways DECA teaches members how to participate in professional manor in social situations.*

A. Requirement

1. Bronze level: complete any two (2) professional activities
2. Silver level: complete any four (4) professional activities
3. Gold level: complete any six (6) professional activities

B. Professional activities

1. Plan a series of guest speakers for chapter meetings throughout the year (training sponsors, career specialists, marketing professionals, etc.)
2. Conduct a fashion show
3. Conduct a job interview seminar for other classes in your school
4. Conduct mock job interviews for all DECA members
5. Organize a chapter field trip, i.e. tour of a mall, merchandise show
6. Hold an employee/employer function
7. Chapter nominates and supports candidate(s) for any state office
8. Organize an alumni chapter with alumni activities
9. Other activities related to social intelligence

C. Social & recreational activities

1. Organize and implement a fall employer orientation to explain the organization and operation of the total marketing education program
2. Conduct a chapter breakfast with a formalized program
3. Sponsor a school-wide dance or other social activity
4. Other activities related to social intelligence

Chapter Awards Program

VII. Promotion/Public Relations - activities designed to promote the DECA Chapter and/or the Marketing Education Program.

A. Requirement

1. Bronze level: complete any two (2) promotion/PR activities
2. Silver level: complete any four (4) promotion/PR activities
3. Gold level: complete any six (6) promotion/PR activities

B. In-school activities

1. Bulletin board
2. PA announcement
3. Reader board
4. Marquee message
5. Posters
6. Displays
7. School paper
8. Local brochure
9. Teacher recognition
10. Other activities related to promotion/public relations

C. Submitting articles to

1. DECA Dimensions
2. State association newsletters
3. Other publications

D. Community

1. Newspaper/TV
2. Radio
3. Billboard (outdoor)
4. Community marquee
5. Fairs, parades, festivals
6. Display in community place
7. Civic appearance/presentation
8. Other activities related to promotion/public relations

E. DECA Week

1. Publish an article in the school or local newspaper
2. Publish an article in the state association newspaper/DECA Dimensions
3. Participate in a TV/radio interview about marketing education or DECA
4. Present a formal program before a civic group
5. Participate in a community fair using a booth
6. Plan and organize community involvement/advisory committee meetings
7. Obtain a proclamation from your mayor or city council
8. Other activities related to promotion/public relations

Chapter Awards Program

Michigan DECA's Gold Evaluation Procedures

State Screening:

1. Projects must be submitted to Michigan DECA by the deadline (Additional copies are not required.)
2. Projects will be reviewed, to ensure they meet the minimum standards.
3. Projects **not** meeting the minimum standards will be returned and the project chairperson(s) will **not** be able to attend the conference as a Chapter Awards Program participant.
4. The chairperson(s) of the project will be interviewed at the State Career Development Conference.
5. The participants may use not more than three (3) standard-sized posters not to exceed 22 1/2 inches by 30 1/2 inches each and/or one (1) standard-sized presentation display board not to exceed 36 1/2 inches by 48 1/2 inches. Participants may use both sides of the posters, but all attachments must fit within the poster dimensions. Only visual aids that can be easily carried to the presentation by the actual participants will be permitted, and the participants themselves must set up the visuals. Participants are allowed to make use of a desktop flip chart presentation easel 12 inches by 10 inches (dimensions of the page). Participants are also allowed to make use of a personal laptop computer and/or a hand-held digital organizer they provide. No set-up time will be allowed. If sound is used, the volume must be kept at a conversational level. If participants use a personal computer, they must bring their own battery power pack, as electrical power will NOT be supplied. No other materials may be brought to or used during the presentation by the participants.
6. Materials appropriate for the situation may be handed to or left with the judge.
7. Participants may bring notes with them into the presentation.
8. Projects meeting the minimum standards will receive recognition at the State Career Development Conference.
9. The decision of the judges is final. Students and Advisors are **not** to ask judges for justification of their scores.
10. Projects must have at least 70 points after the penalty points have been deducted, to advance on to the International Conference.

International Evaluation:

All the points listed above, in addition to:

11. Projects are to be submitted in a 2" DECA binder or DECA Scrapbook at the announced time. Only students who participated in the interview at the State Conference will be allowed to attend the International Conference.
12. Two advisors will evaluate the project and interview the team.
13. Participants must follow the International Conference Dress Code. This includes wearing a DECA blazer when being judged.
14. The top project in each section will be recognized as an outstanding project at Michigan DECA's State Recognition Session at the International Career Development Conference.
15. The decision of the judges is final. Students and Advisors are **not** to ask judges for justification of their scores.
16. Students receiving a score of 70 or higher will receive a Certificate of Excellence.