

Chapter Awards Program Overview

The following guidelines are in effect for the 2020-2021 competition year only. Changes to the regular guidelines are in red text. Items updated in January 2021 are in green text.

Objectives. The objectives of the Chapter Awards Program (CAP) are:

1. Encourage local chapter organization by planning a yearly program of activities.
2. Build member involvement.
3. Encourage DECA membership at local, state and international levels.
4. Build school and community recognition for the marketing education program and the DECA chapter.
5. Learn of activities and projects that strengthen the local chapter.
6. Recognize chapters for their accomplishments.

Description. The Chapter Awards Program is an instructional enrichment program for marketing education. The program is designed for chapters to develop a well-rounded program of work and is based on chapter achievement accompanied with an awards program for chapter recognition.

The Chapter Awards Program will provide recognition at three levels:

1. Bronze
2. Silver
3. Gold

The level of recognition will be determined by the number and type of activities a chapter completes in each of the following categories:

1. Membership Development
2. Community Oriented
3. Experienced Leaders
4. Academically Prepared
5. Professionally Responsible
6. Promotion/Public Relations

Chapters will claim credit for activities by submitting an activity report and visual documentation. Chapters will submit their reports to their state office for verification of the award achievement level.

The Chapter Awards Program should be initiated early in the year, so chapter members will realize the greatest benefits of their involvement. A thorough orientation of the purpose and operation of the program is vital for the preparation of the members.

Use your creativity when creating your documentation and section heading pages. CAP is a book that you should want to show off to future marketing classes to explain and showcase your DECA activities.

Only chapters achieving the gold award on the state level will be eligible to attend the International Career Development Conference. Up to three members may attend from each local gold level chapter.

Chapter Awards Program Guidelines

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The entry must follow these specifications.

DECA Statement of Assurances and Academic Integrity - This completed form is the first page. The DECA Statement of Assurances and Academic Integrity form (page 57 of the National DECA Guide) certifying the originality of the work must be signed by the advisor and the student before the event is submitted. The DECA Statement of Assurances and Academic Integrity form must be the first page of each entry. **Only those students whose name appears on the DECA Statement of Assurances and Academic Integrity form and have been included on the chapter's registration form will be allowed to compete in the event.**

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 School
- School address
- City/State/Zipcode
- Names of Chapter Representatives
- Date

Table of contents - The completed Progress Report Form will serve as the Table of Contents. This report is **not** numbered.

Body of the project - The body of the written entry begins with Section 1, Executive Summary, and continues in the sequence outlined below. 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 may 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 that have maintained their 2019-2020 DECA membership count, or** has 100% DECA membership, and completion of any six (6) membership development activities.

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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. Participate in the Michigan DECA Virtual 5k.
8. Activities related to DECA Month.
9. 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 **one (1)** community activity
2. Silver level: complete any **two (2)** community activities
3. Gold level: complete any **three (3)** community activities

B. Community Service activities

1. Provide assistance to a civic organization engaged in a community service project (i.e., food drive, clean-up, anti-drug, homeless, etc.)
2. Sponsor a "get out and vote" campaign
3. Sponsor MDA or a similar organization with a fund-raising activity
4. Visit a children's ward or senior citizens' home, etc.
5. Participate in or support a blood drive
6. Compete in the Community Giving Project or Community Awareness Project
7. 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 **one (1)** leadership activity
2. Silver level: complete any **two (2)** leadership activities
3. Gold level: complete any **three (3)** 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 Format Guidelines

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

A. Requirement

1. Bronze level: complete any **one (1)** Academic or CTE activity
2. Silver level: complete any **two (2)** Academic or CTE activities
3. Gold level: complete any **three (3)** 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 Business Solutions Project
4. Complete the Career Development Project
5. Complete the Sales 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 **one (1)** professional activity
2. Silver level: complete any **two (2)** professional activities
3. Gold level: complete any **three (3)** 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
10. Organize and implement a fall employer orientation to explain the organization and operation of the total marketing education program
11. Conduct a chapter breakfast with a formalized program
12. Sponsor a school-wide dance or other social activity
13. Other activities related to social intelligence

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

A. Requirement

1. Bronze level: complete any **one (1)** promotion/PR activity
2. Silver level: complete any **two (2)** promotion/PR activities
3. Gold level: complete any **three (3)** 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

11. State association newspaper (*Spotlight on DECA*)
12. State association newsletters
13. 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 (*Spotlight on DECA*)
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 Evaluation Procedures

The following guidelines are in effect for the 2020-2021 competition year only. Changes to the regular guidelines are in red text. Items updated in January 2021 are in green text.

The entry must follow these presentation standards:

1. The entry may be submitted in an official 1 inch DECA Binder, an official 2 inch DECA Binder (*no longer available from Shop DECA, but if your chapter has one it is allowed*) or a plain white or plain blue binder where the spine does not exceed 2 inches. Entries may not be submitted in a DECA folio or scrapbook. No markings, tape or other material should be attached to the binder.
2. Sheet protectors are optional. Attachments, pasteups and photographs may be used as long as they are contained on 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:
 - 25 numbered pages for the Bronze award
 - 50 total pages for the Silver award
 - 75 total pages for the Gold awardPage 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 one-and-a-half spaced). Title page, table of contents, executive summary, bibliography, appendix, footnotes, long quotes, material in tables, figures, exhibits, lists, headings, documentation pages, 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. 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. 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
12. The interview will consist of the project chairpersons (maximum of three) making a ten 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.

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13. Students will not be able to use the hotel or convention center internet for their written event presentations, because that would involve asking someone else to help them with their equipment. (Refer to the presentation guidelines.) They may use an internet aircard or personal hotspot with their computer if the students have one. But we caution that it could be difficult for students to receive and maintain a connection due to so many people using cell phones while at the conference. If they lose connection, they will not be given additional time. Our suggestion is to save anything that they might want to reference directly onto their computer.
- 14. Only Chapters 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.

State Screening and Competition:

1. The original projects in an official 1 inch DECA Binder, an official 2 inch DECA Binder (*no longer available from Shop DECA, but if your chapter has one it is allowed*) or a plain white or plain blue binder where the spine does not exceed 2 inches must be submitted to Michigan DECA. (Additional copies are not required.)
- 2. All hard copies of projects must be mailed to the Michigan DECA office by February 15, 2021. Copies may not be hand delivered this year. We strongly recommend getting a tracking number when mailing. Late arrivals will not be judged, so be sure that it arrives by February 15, 2021. We do not receive shipments on Saturdays, even if you have paid extra for the service.**
- 3. NEW for 2021 (and will continue to be in effect after 2021):** Students are also allowed to compete in a roleplay event as long as it does not conflict with CAP competition day.
4. All students competing at the State Conference MUST be included on the chapter's registration form.
5. Projects will be reviewed, to ensure they meet the minimum standards. Projects **not** meeting the minimum standards (more than **40** penalty points) will be returned and the student(s) will **not** be able to attend the conference as a Chapter Awards Program participant. The registration fee will be refunded at the 50% rate.
6. Participants will give a ten minute presentation at the State and International Career Development Conferences. The presentation will be followed by a 5 minute question/answer period with the judge
7. Due to the virtual format of the competition in 2021, watch for future updates with information on the virtual presentation rules and guidelines.
8. Participants may bring notes with them into the presentation.
9. Projects meeting the minimum standards will receive recognition at the State Career Development Conference.
10. The decision of the judges is final. Students and Advisors are **not** to ask judges for justification of their scores.
11. Projects must have at least 75 points after any penalty points have been deducted, in order to advance on to the International Conference.

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International Conference Evaluation:

All the points listed on the previous page, in addition to:

13. Projects may be revised between the State and International Conferences.
14. Projects are to be submitted in an official 1 inch DECA Binder, an official 2 inch DECA Binder (*no longer available from Shop DECA, but if your chapter has one it is allowed*) or a plain white or plain blue binder where the spine does not exceed 2 inches. Only students who participated in the interview at the State Conference will be allowed to attend the International Conference.
15. Students may not compete in any other event, nor attend any of the International Conference Academies.
16. Two advisors will evaluate the project and interview the team.
17. Participants must follow the International Conference Dress Code. This includes wearing a DECA blazer when being judged.
18. 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.
19. The decision of the judges is final. Students and Advisors are **not** to ask judges for justification of their scores.
20. Students receiving a score of 70 or higher will receive a Certificate of Excellence.