

# Chapter Awards Program Overview

**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 Format Guidelines

The entry must follow these specifications.

**Statement of Assurances** - This completed form is the first page. The National DECA Statement of Assurances and Academic Integrity (page 53 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 Statement of Assurances must be the first page of each entry. **Only those students whose name appears on the Statement of Assurances 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 high school
- School address
- City/State/ZIP
- 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 achieve either the "Gimmie5" Award, has 100% DECA membership, and completion of any six (6) membership development activities.

# Chapter Awards Program Format Guidelines

## **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 Format Guidelines

**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
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

# Chapter Awards Program Format Guidelines

**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 Evaluation Procedures

## 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 DECA Images*) or a plain white or plain blue binder where the spine does not exceed 2.5 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:
  - 35 numbered pages for the bronze award
  - 70 total pages for the silver award
  - 105 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.
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 100% Membership chapters or chapters receiving the “Gimmie5” 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 Award Program Gold Evaluation Procedures

## **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 DECA Images*) or a plain white or plain blue binder where the spine does not exceed 2.5 inches must be submitted to Michigan DECA for Written Event Screening on February 17, 2018. (Additional copies are not required.)
2. All students competing at the State Conference **MUST** be included on the chapter's registration form.
3. Projects will be reviewed, to ensure they meet the minimum standards. 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. 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.
5. The participant may use the following items during the oral presentation:
  - Not more than three (3) standard-sized posters not to exceed 22.5 inches by 30.5 inches each. Participant may use both sides of the posters, but all attachments must fit within the poster dimensions.
  - One (1) standard-sized presentation display board not to exceed 36.5 inches by 48.5 inches.
  - One (1) desktop flip chart presentation easel 12 inches by 10 inches (dimensions of the page).
  - One (1) personal laptop computer.
  - Cell phones/smartphones, iPods/MP3 players, iPads/tablets or any type of a hand-held, information sharing device will be allowed in written events if applicable to the presentation.
  - Sound is allowed, as long as the volume is kept at a conversational level.
6. Only visual aids that can be easily carried to the presentation by the actual participant will be permitted, and the participant himself/herself must set up the visuals. No set-up time will be allowed. Participant must furnish his/her own materials and equipment. No electrical power or Internet connection will be supplied.
7. Material with no economic value and appropriate for the situation may be handed to or left with the judge.
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.

## **International Conference Evaluation:**

*All the points listed above, in addition to:*

12. Projects may be revised between the State and International Conferences.
13. Projects are to be submitted in an official 1 inch DECA Binder, an official 2 inch DECA Binder (*no longer available from DECA Images*) or a plain white or plain blue binder where the spine does not exceed 2.5 inches. Only students who participated in the interview at the State Conference will be allowed to attend the International Conference.
14. Two advisors will evaluate the project and interview the team.
15. Participants must follow the International Conference Dress Code. This includes wearing a DECA blazer when being judged.
16. 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.
17. The decision of the judges is final. Students and Advisors are **not** to ask judges for justification of their scores.
18. Students receiving a score of 70 or higher will receive a Certificate of Excellence.