



NAME(S): \_\_\_\_\_  
 CHAPTER: \_\_\_\_\_  
 ID: FOR MICHIGAN DECA USE \_\_\_\_\_ SECTION: FOR MICHIGAN DECA USE \_\_\_\_\_

# 2023 MICHIGAN PENALTY POINT CHECKLIST

## FOR 10 PAGE WRITTEN EVENTS AT THE STATE CONFERENCE

**This penalty point checklist will be used for the following events at the Michigan DECA State Conference:**

- Innovation Plan (EIP)
- Integrated Marketing Campaign Event (IMCE)
- Integrated Marketing Campaign Product (IMCP)
- Integrated Marketing Campaign Service (IMCS)
- Start-Up Business Plan (ESB)

Please refer to the format guidelines for each written entry in the National DECA Guide for a detailed explanation of these items.

	CHECKED	PENALTY POINTS	PAGE NUMBER
1. Written Statement of Assurances and Academic Integrity form must be complete, <b>signed by all participants and the chapter advisor</b> , and placed in front of the written entry. Only physical signatures or digital signatures will be accepted. Typed names in a font will not be accepted as signatures.	_____	15	_____
2. Limited to the number of pages specified in the guidelines (plus the Title Page and the Table of Contents). <i>This includes the Appendix.</i>	_____	5 per page	_____
3. All pages are numbered in sequence starting with the Executive Summary, and ending with the final page of the Appendix. Do not use separate sheets between sections or as the Title Pages for sections.	_____	5	_____
4. The written entry follows the outline in the Written Entry Guidelines for the event. Additional subsections are permitted in the body of the written entry. <i>The roman numeral section headings and subsection headings MUST be in the body of the written entry. The roman numeral section headings must be listed in the Table of Contents with correct page numbers.</i>	_____	5	_____
5. Entry must be typed, and use a page size of 8½ inches x 11 inches. Handwritten corrections, notes, charts, and graphs will be penalized.	_____	5	_____
6. Written entry must be submitted in an official DECA folio ( <b>not in a binder</b> ).	_____	5	_____
7. Written entry must be printed single-sided.	_____	5	_____
8. No sheet protectors, fold-outs, attachments, or tabs may be used.	_____	5	_____

**TOTAL PENALTY POINTS ASSESSED:**

**If a written entry is assessed 25 or more penalty points, the entry will not be eligible to attend or compete at the State or International Conferences.**

*Michigan rules and clarifications are in italics.*

# Penalty Point Guidance

The Penalty Point Checklist is used to access penalty points for all written events (*except Chapter Awards and Merit Awards Programs, as they have their own specific Penalty Point Checklists*).

Michigan DECA has clarified and expanded on national DECA's Penalty Point Checklist. Michigan DECA's Penalty Point Checklist will be used during Michigan's Written Event Screening which will take place before the State Conference. Each numbered item below corresponds to an item on the Penalty Point Checklist and includes frequently asked questions below each item.

- 1. The Written Event Statement of Assurances and Academic Integrity must be signed by all participants and the chapter advisor and placed in front of the written entry. The signature(s) must be either physical signatures or digital signatures. Typed names in a font will not be accepted as signatures.**
  - If only the chapter advisor signature is missing, are penalty points accessed? YES
  - If one or more team member's signature is missing, are penalty points accessed? NO - *however, the student with the missing signature cannot participate in the presentation and will be dropped from the conference.*
  - If a student's name is missing on the form or not registered for the project, are penalty points accessed? NO - *however, if a name is missing on the Written Statement of Assurances Form, the student CANNOT participate in the presentation and will be dropped from the conference.*
  - If the wrong event name is listed on the form, are penalty points accessed? YES
  
- 2. Limited to the number of pages specified in the guidelines (plus the title page and the table of contents). *This includes the appendix.***
  - Are 5 penalty points accessed for every page over the limit? YES
  - Does the Written Statement of Assurances, title page, and table of contents count in the total number of pages? NO
  
- 3. All pages are numbered in sequence starting with the executive summary and ending with the final page of the appendix. Do not use separate sheets between sections or as title pages for sections.**
  - If the title page and table of contents are numbered, are penalty points accessed? YES
  - If a graphic is covering a page number, are penalty points accessed? YES
  - If a page is used only as a title page for a section, are penalty points accessed? YES
  - If page numbers are taped on, are penalty points accessed? YES
  - If page numbers are handwritten, are penalty points accessed? YES

# Penalty Point Guidance

4. The written entry follows the outline in the Written Entry Guidelines for the event. Additional subsections are permitted in the body of the written entry. *The Roman Numeral Section Headings and subsection headings MUST be in the body of the written entry. The roman numeral section headings must be listed in the table of contents with the correct page numbers.*

*Note: The maximum penalty for this area is 5 points, even if there is more than one error. All errors will be noted.*

- Must the entry include a title page and table of contents? YES
- Is the title page and table of contents penalty pointed for formatting? NO
- Do page numbers on the table of contents have to match the body of the project? YES
- Do main sections have to have page numbers on the table of contents? YES - *Main Sections are the sections in the event guidelines that have Roman numerals and are in UPPERCASE letters.*
- Do Roman numerals have to be utilized? NO
- Does each main section have to be addressed? YES - in the body of the project.
- Are sections penalty pointed if this year's event guidelines are not followed? YES
- Are sections penalty pointed if not properly sequenced? YES
- Must each main section be titled exactly? NO - *wording may be adjusted. For example, section 4 in the event guidelines states: "Identification of the Target Market"; the section could be labeled "Target Market".*
- Do subsections have to be in the paper? YES – *unless the guidelines state that the subsection is optional.*
- Can additional subsections be added to content? YES - *Refer to the sample on page 65 of the Michigan DECA Guide for page number formatting.*
- Do subsections have to be on the table of contents? NO
- Do subsections have to have page numbers on the table of contents? NO - *however, if page numbers are included on the table of contents, and are not correct, penalty points will be accessed.*
- Is a Bibliography required? YES
- Is an Appendix required? NO

5. Entry must be typed and use a page size of 8½ inches x 11 inches. Handwritten corrections, notes, charts, and graphs will be penalized.

*Note: Written content is no longer required to be doubled spaced; single spaced is optional.*

- If there are any handwritten marks or notes from previous reviews, are penalty points accessed? YES
- If there are any handwritten charts or graphs, are penalty points accessed? YES
- If something extends past the 8½ inches x 11 inches, are penalty points accessed? YES
- If colored paper, card stock, graphics or water marks used, are penalty points accessed? NO

**All penalty points accessed during Written Event Screening will be approved and by one of the Written Event Directors. The Director will confirm the total number of penalty points assessed.**

**All penalty points must be corrected before submitting the written entry for competition at the International Conference.**

# Sample Written Event Formatting

**Note: This is a sample for overall layout and formatting, be sure to consult individual event guidelines for correct section headings.**

## TABLE OF CONTENTS

	Page Number
<b>I. EXECUTIVE SUMMARY</b>	<b>1</b>
<b>II. INTRODUCTION</b>	<b>2</b>
A. Description of business or organization	
B. Description of the community	
<b>III. RESEARCH METHODS USED IN THE STUDY</b>	<b>7</b>
A. Steps taken to design the study and the instrument	
B. Steps taken to conduct the study	
<b>IV. PROPOSED STRATEGIC PLAN</b>	<b>9</b>
A. Geographic, demographic, and psychographic description of affected populations	
B. Goals/objectives and rationale	
C. Proposed activities and timeline	
D. Proposed Budget	
<b>V. FINDINGS AND CONCLUSIONS OF THE STUDY</b>	<b>20</b>
A. Benefits to affected populations	
B. Short- and long-term benefits to the business	
C. Strategy for evaluating the effectiveness of the strategic plan	
D. Conclusions based on the findings	
<b>VI. BIBLIOGRAPHY</b>	<b>26</b>
<b>VII. APPENDIX</b>	<b>27</b>

**Commonly accessed penalty points:**

*Main sections must be in the table of contents and the body with correct page numbers.*

*Subsections must be in the table of contents and the body unless the event's guidelines state that they are optional.*

*Page numbers for the subsections are not required on the table of contents. BUT if page numbers are added for subsections, they must be correct, or you will be accessed penalty points.*

# Sample Written Event Formatting

**Note: This is a sample for overall layout and formatting, be sure to consult individual event guidelines. Also visit <http://citationmachine.net> which is an electronic resource for completing bibliographies.**

**Tip: A Bibliography is required, or penalty points will be accessed.**

## BIBLIOGRAPHY

26

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