Chapter Award Program Overview

Objectives. The objectives of the Chapter Award 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 Award 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, with awards for chapter recognition.

The Chapter Award 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 Michigan DECA for verification of the award achievement level.

The Chapter Award 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.

Chapter Award Program activities must take place between May 1, 2026, and February 1, 2027.

Use your creativity when creating your documentation. 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.

The entry must follow these specifications.

DECA Prepared Event Statement of Assurances and Academic Integrity form - This completed form is the first page. The **DECA Prepared Event Statement of Assurances and Academic Integrity form** *(page 61 of the national DECA Guide)* which certifies the originality of the work, must be signed by the advisor and the student before the event is submitted. The DECA Prepared Event Statement of Assurances and Academic Integrity form must be the first page of each entry. **Only those students whose name appears on the DECA Prepared Event Statement of Assurances and Academic Integrity form and have been included in the chapter's registration will be allowed to compete in the event.** The signature(s) must be either physical signatures or digital signatures. Typed names in a font will not be accepted as signatures.

All work must be completed by the chapter members, not by a chapter advisor.

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 Award Program
- Designated level of achievement (Bronze, Silver, or Gold)
- Name of DECA chapter
- Name of School
- School address
- City/State/Zip code
- Names of Chapter Representatives
- Date

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

Body of the project - The body of the prepared project begins with Section 1, with the Executive Summary on page 1, and continues in the sequence outlined below. All following pages are numbered in sequence. Each activity must 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 Award 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 - *Illustrates that you have a working DECA chapter.*

A. Requirement

1. Bronze level: DECA membership for a minimum of 40% of the marketing education students or is a new chapter, 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 Gimmie 5! Award, or has 100% DECA membership, and completion of any six (6) membership development activities.

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. Assist a civic organization that is 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 member's 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. **NEW for 2027:** Have two chapter representatives serve on the District Council.
2. Advisory committee membership
3. Chapter meeting minutes
4. Annual budget
5. Chapter officers conduct a workshop at the State Leadership Conference
6. Attend a leadership conference or workshop
7. Hold a chapter installation ceremony
8. Other activities related to leadership development
9. Officer elections

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 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 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

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. State newspaper, *Spotlight on DECA*
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/*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

Prepared Project Guidelines:

1. **Chapter Award Program activities must take place between May 1, 2026, and February 1, 2027.**
2. The original project must be submitted in a DECA binder or a plain white or plain blue binder where the spine does not exceed 2 inches. Chapters are encouraged to use a view binder with a customized binder cover. All binders submitted should be in good condition. Entries may not be submitted in a DECA folio or scrapbook. No markings, tape or other material should be attached to the binder. School names must be visible on the binder.
3. **The hard copy of the project must be mailed to the Michigan DECA office to be received by February 25, 2027.** We strongly recommend shipping with a service that offers tracking of packages. Late arrivals will not be judged, so be sure that it arrives by February 25, 2027. We do not receive shipments on the weekends, even if you have paid extra for the service.
4. Sheet protectors are optional. Attachments, glued in elements, and photographs may be used if they are contained on the page.
5. The pages **must** be numbered in sequence starting with the executive summary and ending with promotion.
6. For state level certification of the award level, the body of the entry must be limited to:
    - 35 total numbered pages for the Bronze award
    - 70 total numbered pages for the Silver award
    - 105 total numbered pages for the Gold award
    - *Pages must include all narrative and documentation.*
7. The completed Chapter Awards Progress Form will serve as the table of contents.
8. Major content of the prepared project 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.
9. The entry must be typed/word processed (not handwritten). Charts and graphs may be handwritten.
10. 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.*
11. The entry may include activities conducted after the prior year's International Career Development Conference through prior to the annual submission deadline.
12. All activities must have a heading that contains:
    a. Activity area
    b. Activity title
    c. Activity date
13. 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

State Screening and Competition:

14. Chapter Award Program students ARE allowed to compete in a roleplay event that competes on Friday.
15. All students competing at the State Conference MUST be included in the chapter's submitted conference registration.
16. A team of volunteer advisors will review the projects prior to the State Conference, to ensure they meet the minimum standards and for penalty points. Projects **not** meeting the minimum standards (**35 or more penalty points**) will be returned and the students will **not** be able to attend the conference as a Chapter Award Program participant. The registration fee will be refunded at the 50% rate.
17. Participants (maximum of three project chairpersons) will give a 10-minute presentation at the State Career Development Conference, which should cover what was learned and a highlight of their outstanding activities. The presentation will be followed by a 5-minute question/answer period.
18. The presentation begins immediately after the introduction of the participants to the judge.
19. Each participant may bring a copy of the project or note cards pertaining to the project and use them as reference during the presentation.
20. Only visual aids that can be easily hand carried to the presentation by the actual participant will be permitted. The participants must set up the visuals without assistance. Wheeled carts, moving straps or similar items may not be used to bring visuals into the area. Set up time is included in the total presentation time. Participants must furnish their own materials and equipment. No electrical power or internet connection will be supplied. Alternate power sources such as small generators are not allowed. Sound may be used if the volume is kept at a conversational level.
21. Materials appropriate to the situation may be handed to or left with judges. Items of monetary value may be handed to but may not be left with judges. Items such as flyers, brochures, pamphlets, and business cards may be handed to or left with the judge.
22. No food or beverages are allowed.
23. Video may be shown during the presentation but are **not** to be included with the project when it is submitted for competition.
24. Participants will not be able to use the hotel or convention center internet for their Prepared Event presentations, because that would involve asking someone else to help them with their equipment. (Refer to the presentation guidelines.) They may use a personal hotspot with their computer if the participants have one. But we caution that it could be difficult for participants 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 for anything that participants might want to reference during the presentation, to save it directly onto the computer.
25. Projects meeting the minimum standards will receive recognition at the State Career Development Conference.
26. The decision of the judges is final. Students and Advisors are **not** to ask judges for justification of their scores.
27. **Projects must have at least 75 points after any penalty points have been deducted to advance on to the International Conference.**

International Conference Screening and Competition:

For Chapter Award Program participants competing at the International Career Development Conference, all items on the previous two pages for the State Conference apply, plus these additional points listed below:

1. If a Chapter Award Program delegate is elected as an incoming State Officer at the State Conference, they will **NOT** be allowed to compete in the Chapter Award Program at the International Conference.
2. If a Chapter Award Program delegate qualifies to attend the International Conference in another competitive event, they will **NOT** be allowed to compete in Chapter Award Program; the International DECA event has priority.
3. Projects may be revised between the State and International Conferences.
4. Any project that received penalty points at the State Conference needs to be corrected prior to being submitted at the International Conference.
5. **Only chapters or chapters receiving a membership 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.
6. **2027 CLARIFICATION ADDED: Teams competing at the International Conference only need to submit their Gold Level activities which consist of:**
    - The Executive Summary
    - The two best activities in each of the 6 categories: *Membership Development, Community Oriented, Experienced Leaders, Academically Prepared, Professionally Responsible, Promotion/Public Relations.*
7. Projects are to be turned in at the specified time and location at the International Conference. Projects must be in an official 1-inch DECA Binder or a plain white or plain blue binder where the spine does not exceed 1 inch. Only students who participated in the interview at the State Conference will be allowed to attend the International Conference.
8. Students may not compete in any other event, nor attend any of the International Conference Academies.
9. Two advisors will evaluate the project and interview the team.
10. Participants must follow the International Conference Dress Code. This includes wearing a DECA blazer when being judged.
11. 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.
12. The decision of the judges is final. Students and Advisors are **not** to ask judges for justification of their scores.
13. Students receiving a score of 70 or higher will receive a Certificate of Excellence.