NAME(S): _____

CHAPTER: _____

ID: _FOR MICHIGAN DECA USE_ SECTION: _FOR MICHIGAN DECA USE_

GOLD MERIT AWARD PROGRAM MIGMAP

PENALTY POINT CHECKLIST

Please refer to the event guidelines for a more detailed explanation of these items.

FORMATTING	CHECKED	PENALTY POINTS	PAGE NUMBER
1. Written Statement of Assurances and Academic Integrity form must be complete, **signed by all participants and the chapter advisor**, 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. Entry must be submitted in either a DECA binder, a plain blue, or a plain white binder. The binder spine may not exceed 1 inch. *DECA folios are not allowed for the State Conference, but required for the International Conference*		5	
3. Sheet protectors may not be used.		5	
4. All pages are numbered in order, and match the Progress Reporting Form. *Start new page numbering at 1 for each section (Bronze, Silver, Gold).*		5	
5. Major content of the written entry must be double spaced. *Title page, table of contents, bibliography, footnotes, long quotes, material in tables, figures, exhibits, lists, headings, documentation pages, etc., may be single spaced.*		5	
6. Entry must be typed/word processed. *Handwritten corrections will be penalized. Charts and graphs may be handwritten.*		5	
7. Paper is 8.5 inches by 11 inches. No fold-outs or attachments.		5	
8. Proper use of headings as specified in the guidelines. *(Award level, Instructional Area, Activity title, Member's name, Completion Date)*		5	
9. Completed (typed) official Merit Award Program Progress Report Form for each level is included, which serves as the Table of Contents.		5	
10. Used 12 point font in narrative sections.		5	
11. Levels separated by tabs and labeled (Bronze, Silver, Gold).		5	
BRONZE LEVEL			
12. Minimum length is 20 pages of orginial student work. *Last page of each activity must be at least 2/3 page to be counted.*		10 per page	
13. Included a total of 10 activities, 2 pages average.*		20 per activity	
14. Each activity must have the sources footnoted.		5 per level	
SILVER LEVEL			
15. Minimum length is 20 pages of original student work. *Last page of each activity must be at least 2/3 page to be counted.*		10 per page	
16. Included a total of 7 activities, 3 pages average.*		20 per activity	
17. Each activity must have the sources footnoted.		5 per level	
GOLD LEVEL			
18. Minimum length is 20 pages of original student work. *Last page of each activity must be at least 2/3 page to be counted.*		10 per page	
19. Included a total of 5 activities, 4 pages average.*		20 per activity	
20. Each activity must have the sources footnoted.		5 per level	

At least one activity must be from each Instructional Area (i.e., Economic Understanding, Human Relations, Promotion, etc.)

TOTAL PENALTY POINTS ASSESSED: _____

A check indicates that the item has been examined and meets the guidelines.
A circled number indicates that an infraction has been noted.
A page number indicates the location of the infraction.

Penalty Point Guidance

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

Explain to your student members that the primary purpose of the Prepared Event Statement of Assurances and Academic Integrity Form, is to ensure that the highest ethical standards are maintained by the competitors. Make sure your student members understand that they agree that the contents of the prepared entry are the results of **their own work** and that credit has been appropriately attributed.

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 Prepared 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 DECA Prepared Event Statement of Assurances and Academic Integrity must be signed by all participants and the chapter advisor and placed in front of the prepared project. The signature(s) must be either physical signatures or digital signatures. Typed names in a font will not be accepted as signatures.**

   Michigan DECA is not responsible if the incorrect prepared event is uploaded to be screened and evaluated.

   - 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 DECA Prepared Event Statement of Assurances and Academic Integrity 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

4. **The prepared project follows the outline in the guidelines for the event. Additional subsections are permitted in the body of the prepared project.** ***The Roman Numeral Section Headings and subsection headings MUST be in the body of the prepared project. 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 64 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 Prepared Event Screening will be approved by one of the Prepared Event Directors. The Director will confirm the total number of penalty points assessed.

All penalty points must be corrected before submitting the prepared project for competition at the International Conference.

Sample Prepared Event Formatting

This is a sample for overall layout and formatting.
Be sure to consult the specific event guidelines for the correct section headings.

TABLE OF CONTENTS

		Page Number
I.	**EXECUTIVE SUMMARY**	**1**
II.	**INTRODUCTION**	**2**
	A. Description of business or organization	
	B. Description of the community	
III.	**RESEARCH METHODS USED IN THE STUDY**	**7**
	A. Steps taken to design the study and the instrument	
	B. Steps taken to conduct the study	
IV.	**PROPOSED STRATEGIC PLAN**	**9**
	A. Geographic, demographic, and psychographic description of affected populations	
	B. Goals/objectives and rationale	
	C. Proposed activities and timeline	
	D. Proposed Budget	
V.	**FINDINGS AND CONCLUSIONS OF THE STUDY**	**20**
	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	
VI.	**BIBLIOGRAPHY**	**26**
VII.	**APPENDIX**	**27**

Commonly accessed penalty points:

Main sections as stated in the event's guidelines must be in the table of contents AND the body of the project with the correct page numbers.

Subsections must be in the body of the prepared event <u>UNLESS</u> the event's guidelines state that they are optional. Subsections are optional in the table of contents.

Page numbers for the main sections must be included with the correct page number.

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

Sample Prepared Event Formatting

This is a sample for overall layout and formatting.
Be sure to consult the specific event guidelines.

Visit http://citationmachine.net which is an electronic resource for completing bibliographies.

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

BIBLIOGRAPHY

"Birmingham Chamber of Commerce". (Online) Available. http://2chambers.com/michigan2.htm, December 2019

"Detroit Free Press". (Online) Available. http://www.freep.com, December 2020

"Detroit News". (Online) Available. http://www.detnews.com, June 2025

Farese, Kimbrell. Marketing Essentials, McGraw Hill: Mission Hills, California, 2019

Irwin, Richard D. Promotional Strategy: Managing the Marketing Communication Process, McGraw Hill: St. Louis, 2018

Meyer, Harris. Retail Marketing, McGraw Hill: St Louis, 2020

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"Oakland Press". (Online) Available. http://www.theoaklandpress.com December 2020

"Troy Chamber of Commerce". (Online) Available. http://www.TroyChamber.com/, December 2019