

Chapter Awards Program

Deadline: Bring to the State Career Development Conference Onsite Registration
February 26, 2012.

The Chapter Awards Program provides recognition at three levels: bronze, silver and gold. The recognition levels will be determined by the number and type of activities a chapter completes in each of the following categories: membership, chapter standards, promotion/public relations, chapter activities, and DECA Week.

Chapters will claim credit to activities by submitting a report consisting of "Activity Report Sheets" and documentation. Chapters will submit their reports at the State Career Development Conference (SCDC) for verification of the Award Achievement level by a committee. The chapters receiving Award Achievement levels will be recognized on stage at SCDC.

Please Note: Chapter recipients of the gold level *will* qualify additional delegates to ICDC.

The guidelines for the Chapter Awards program are no longer posted on www.deca.org, but are included in the following pages.

Chapter Awards Program Guidelines

Objectives

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

1. to recognize and encourage local chapter organization by planning a yearly program of activities.
2. to develop student competencies in marketing instructional areas.
3. to build member involvement.
4. to encourage DECA membership at local, state and international levels.
5. to build school and community recognition for the marketing, finance, hospitality, management or entrepreneurship program and the DECA chapter.
6. to learn of activities and projects that strengthen the local chapter.

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 provides recognition at three levels; bronze, silver and gold. The level of recognition is determined by the number of activities and the type of activities completed by the chapter in each of the following categories: membership development, community oriented, experienced leaders, academically prepared, professionally responsible and promotion/public relations.

Chapters may claim credit for activities by submitting a narrative report and documentation at the state level. Chapters will submit their reports to their State Office for verification of the award achievement level. The state/provincial advisor will submit with conference registration to DECA Inc. a list of 100% chapters by level (bronze, silver and gold). All 100% gold award chapters may attend with state/provincial advisor approval the International Career Development Conference and participate in either the Leadership Development Academy or the Senior Management Institute.

Information contained on the following pages will give the advisor background for a class presentation. 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.

Procedure

Only 100% chapters achieving the gold award on the state level may attend with state advisor approval the International Career Development Conference. Up to three members may attend from each local gold level chapter. Eligibility to attend the international conference is determined by the state/provincial association based on policies. Participants should check with their

state/provincial advisors for eligibility guidelines. Participants at the International Career Development Conference will attend either the Leadership Development Academy or the Senior Management Institute.

Format Guidelines for the Chapter Awards Program

The entry must follow these specifications.

Title page

The first page of the project is the title page, which lists the following:

- CHAPTER AWARDS PROGRAM
- Designated level of achievement (bronze, silver, or gold)
- Name of DECA chapter
- Name of high school
- School address
- City/State/Province/ZIP/Postal Code
- Names of chapter representatives
- Date

The title page will *not* be numbered.

Table of contents

The table of contents should follow the title page. The table of contents may be single-spaced and may be one or more pages long. The table of contents page(s) will not be numbered.

Body of the project

The body of the written entry begins with Section 1, Executive Summary, and continues in the sequence outlined here. The first page of the body is numbered 1 and all following pages are numbered in sequence.

Follow this outline when you prepare your entry. Each section must be titled.

- I. EXECUTIVE SUMMARY
One-page description of the project

- II. INTRODUCTION
One-page description of the local marketing, finance, hospitality, management or entrepreneurship program/DECA chapter, school and community

III. MEMBERSHIP DEVELOPMENT

A. Requirement

1. Bronze level: DECA membership for a minimum of 50% of the marketing, finance, hospitality, management and entrepreneurship students and completion of any two (2) membership activities
2. Silver level: DECA membership for a minimum of 75% of the marketing, finance, hospitality, management and entrepreneurship students and completion of any four (4) membership development activities
3. Gold level: DECA membership for 100% of the marketing, finance, hospitality, management and entrepreneurship students and completion of any six (6) membership development activities

B. Membership development activities

1. Conduct a marketing education parents' orientation to explain marketing, finance, hospitality, management or entrepreneurship program 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

IV. COMMUNITY ORIENTED

A. Requirement

1. Bronze level: complete any two (2) community service activities
2. Silver level: complete any four (4) community service activities
3. Gold level: complete any six (6) community service 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 Service Project in the competitive events program
7. Other activities related to community service

V. EXPERIENCED LEADERS

A. Requirement

1. Bronze level: complete any two (2) leadership development activities
2. Silver level: complete any four (4) leadership development activities
3. Gold level: complete any six (6) leadership development activities

- B. Leadership development activities
 - 1. Officer elections
 - 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

VI. ACADEMICALLY PREPARED

A. Requirement

- 1. Bronze level: complete any two (2) college and career readiness activities
- 2. Silver level: complete any four (4) college and career readiness activities
- 3. Gold level: complete any six (6) college and career readiness activities

B. College and career readiness activities

- 1. Assist a business with taking inventory
- 2. Conduct a local Career Development Conference
- 3. Complete the Creative Marketing Project in the competitive events program
- 4. Complete the Entrepreneurship Promotion Project in the competitive events program
- 5. Complete the Learn and Earn Project in the competitive events program
- 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 college and career readiness

VII. PROFESSIONALLY RESPONSIBLE

A. Requirement

- 1. Bronze level: complete any two (2) professional development activities
- 2. Silver level: complete any four (4) professional development activities
- 3. Gold level: complete any six (6) professional development activities

- B. Professional development 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 professional development

- C. Social & recreational activities
 - 1. Organize and implement a fall employer orientation to explain the organization and operation of the marketing, finance, hospitality, management or entrepreneurship program
 - 2. Conduct a chapter breakfast with a formalized program
 - 3. Sponsor a school-wide dance or other social activity
 - 4. Other activities related to professional development

VIII. PROMOTION/PUBLIC RELATIONS

- 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. Transit (bus)
4. Billboard (outdoor)
5. Community marquee
6. Fairs, parades, festivals
7. Display in community place
8. Civic appearance/presentation
9. 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 newsletter/*Dimensions*
3. Participate in a television/radio interview about DECA
4. Sponsor a career fair
5. Present a formal program before a civic group
6. Participate in a community fair using a booth
7. Plan and organize community involvement/advisory committee meetings
8. Obtain a proclamation from your mayor or city council
9. Other activities related to promotion/public relations