

# Community Service Project, 2007

*Sponsored by*  
**Cadbury Schweppes Americas Beverages**  
**and**  
**The Muscular Dystrophy Association (MDA)**

## Purpose

The Community Service Project is a chapter project that provides an opportunity for chapter representatives to develop a better understanding of the role civic activities have in society, to make a contribution to a community service or charity, and to learn and apply the principles of the numerous components of marketing management. The purpose of the Community Service Project is to provide an opportunity for the chapter members to demonstrate the skills necessary in planning, organizing, implementing and evaluating a community service project.

The project may be conducted anytime between the close of the previous state conference and the beginning of the next state conference. The project requires DECA chapter members to develop a manual on the procedures of planning, implementing, coordinating and evaluating the project.

## Objectives

The Community Service Project provides an opportunity for chapter members to

- ◆ demonstrate their understanding of the role of community service within their community
- ◆ plan and conduct a project to benefit a community service or charity
- ◆ evaluate the project's effectiveness in meeting the stated goals

Major emphasis should be placed on

- ◆ selecting the community service project
- ◆ implementing and coordinating the project
- ◆ evaluating the project

## Procedure

- The project consists of two major parts: the **written document** and the **oral presentation** by chapter representatives. The written document will account for 70 points and the oral presentation will account for the remaining 30 of the total 100 points.
- This is a project for the entire DECA chapter. **One to three** chapter representatives may participate in the oral presentation. All chapter representatives must present the project to the judges. Each chapter representative must respond to questions.
- The body of the written entry must be limited to **30 numbered pages**, including an appendix (if an appendix is attached), but excluding the title page and the table of contents.
- The **Written Event Statement of Assurances** must be signed and submitted with the entry. Do not include it in the page numbering.
- The chapter representatives will bring all visual aids to the event briefing. Only approved visual aids may be used during the presentation.
- The oral presentation may be a maximum 15 minutes in length. The first 10 minutes will include an explanation and description of the project followed by 5 minutes for the judge's questions.
- The judge will evaluate the presentation, focusing on the effectiveness of public speaking and presentation skills and how well the chapter representatives respond to questions that the judge may ask during the 5 minutes following the presentation.

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## Use of Local Sponsors and Suppliers

The Community Service Project is a joint project of Cadbury Schweppes Americas Beverages and the Muscular Dystrophy Association. Both organizations realize that chapters, for many good reasons, may wish to seek additional local sponsors and may wish to support other good causes in the community. **Cadbury Schweppes is a major supporter of MDA and, therefore, strongly urges chapters to seriously consider joining the company in that support. However, no penalty is assigned to chapters that choose other good causes for a project beneficiary.**

The company also encourages chapters to solicit the aid of local Cadbury Schweppes bottlers in conducting activities and in promoting events. Cadbury Schweppes bottlers will be more responsive than competitors when you ask for support for your Community Service Project. For the address of your nearest Cadbury Schweppes bottler, please contact the Cadbury Schweppes Corporate Consumer Relations Department (972-673-7807). You may request a letter about the company's DECA sponsorship for your bottler.

Local bottlers carry many competing brands. Chapters are strongly encouraged to use Cadbury Schweppes products when appropriate.

## Project Originality

During the years that the Community Service Project has been conducted, many chapters have settled on a strategy that uses the same well-developed projects year after year. Succeeding chapter teams often take the previous year's successful project and seek to improve it. If that strategy works in achieving a chapter's goals for fund-raising and the experience that teaches the principles of DECA, the strategy serves the chapter, the community and DECA well.

Chapters submitting entries for these ongoing projects, however, should be challenged to do more than update the previous year's written project. Project committees should avoid even reviewing the previous year's entry. Judges (whose assignment is to evaluate a project according to established guidelines) will be impressed by the originality of a chapter's project. *Plagiarism of projects judged previously will automatically disqualify a chapter from competition and eligibility for prizes in the DECA Community Service Project.*

## Skills Developed

The chapter representatives will demonstrate skills described by the performance indicators for general marketing as well as learn/understand the importance of

- communications skills—the ability to exchange information and ideas with others through writing, speaking, reading or listening
- analytical skills—the ability to derive facts from data, findings from facts, conclusions from findings and recommendations from conclusions
- critical thinking/problem-solving skills
- production skills—the ability to take a concept from an idea and make it real
- teamwork—the ability to plan, organize and conduct a group project
- the ability to evaluate group presentations
- priorities/time management—the ability to determine priorities and manage time commitments and deadlines
- economic skills

Complete lists of performance indicators are available from DECA's Web site, [www.deca.org/celisting.html](http://www.deca.org/celisting.html).

## Format Guidelines for the Written Entry

Your written entry must follow these specifications. Refer also to the Checklist and the Written Entry Evaluation Form.

**Title page.** The first page of the written entry is the title page, which lists the following in this order:

COMMUNITY SERVICE PROJECT  
 Title of project  
 Name of DECA chapter  
 Name of high school  
 School address  
 City, State/Province, ZIP/Postal Code  
 Names of chapter representatives  
 Date

Title page will *not* be numbered.

**Table of contents.** The table of contents should follow the title page. The Roman numeral of each section, the section title and the page of the section must appear in the table of contents. 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 written entry.** The body of the written entry begins with Section I, 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. Page numbers continue through the bibliography (if appropriate) and the appendix (optional).

Follow this outline when you write your entry. Points for each section are included on the Written Entry Evaluation Form. Each section must be titled, including the bibliography and the appendix.

- I. EXECUTIVE SUMMARY
  - One-page description of the project
- II. INTRODUCTION
  - A. Historic background of the selected community service or charity
  - B. Description of the local DECA chapter, school and community
- III. CONTRIBUTIONS TO A NEEDED COMMUNITY SERVICE OR CHARITY
  - A. Description and purpose of the project
  - B. Rationale for selecting the community service or charitable project
  - C. Description of the benefits of the project to the chapter and chapter members' understanding of leadership development, social intelligence and community service
- IV. ORGANIZATION AND IMPLEMENTATION
  - A. Organizational chart, member involvement and job description
  - B. Description of the project and documentation
  - C. Impact goal for the beneficiary
- V. EVALUATION AND RECOMMENDATIONS
  - A. Evaluation of the project
  - B. Impact of the community service or charitable project
  - C. Recommendation(s) for future projects
- VI. BIBLIOGRAPHY (if appropriate)

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## VII. APPENDIX

An appendix is optional. Include in the appendix any exhibits appropriate to the written entry, but not important enough to include in the body. These might include sample questionnaires used, letters sent and received, general background data, etc.

**Please note:** The disease muscular dystrophy is not capitalized, but Muscular Dystrophy Association is capitalized.

### Checklist Standards

In addition to following the outline above, when preparing your written entry you must observe all of the following rules. The purpose of these rules is to make competition as fair as possible among participant teams. Refer to the Written Entry Checklist.

1. The Written Event Statement of Assurances must be signed and submitted with the entry or the entry will receive 15 penalty points.
2. The entry must be submitted in an official DECA written event folio. Folios are available from DECA IMAGES (WEF000). No markings, tape or other material should be attached to the folio. One photocopy or the original typed document must be submitted. Chapter representatives may keep a copy for use in the presentation.
3. Sheet protectors may not be used.
4. The body of the written entry must be limited to 30 numbered pages, including the appendix (if an appendix is attached), but excluding the title page and the table of contents page.
5. The pages must be 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.
6. Major content of the written entry must be at least double-spaced (not space-and-a-half). The title page, table of contents, executive summary, bibliography, appendix, footnotes, long quotes (more than three typed lines), material in tables, figures, exhibits, lists, headings, sample letters, forms, etc., may be single-spaced.
7. The entry must be typed/word processed (not handwritten). Only material in exhibits and participant-created artwork, charts and graphs may be handwritten. Handwritten corrections to typed text will be penalized. (Judges will be instructed to ignore attempts to achieve a competitive advantage due to the quality of word-processing equipment available.)
8. All material must be shown on 8½-inch x 11-inch paper. Pages may not fold out to a larger size. No extraneous information may be attached to the pages and tabs may not be used.
9. Decorative artwork or desktop publishing techniques may be used throughout the manual. Photographs in the manual must be scanned and placed as digital files.
10. The entry must follow the sequence outlined. No sections or subsections may be added.
11. The Roman numeral of each section, the section title and the page number of the section must appear in the table of contents.

### Presentation Guidelines

- Prior to the presentation, the judge will evaluate the written portion of the entry. The major emphasis of the written entry is on the content. Drawings, illustrations and graphic presentations (where allowed) will be judged for clarity, not artistic value.
- The chapter representatives will present the project to the judge in a 15-minute presentation worth 30 points. (See Presentation Judging.)
- The presentation begins immediately after the introduction of the chapter representatives to the judge by the adult assistant. Each chapter representative must take part in the presentation.

- The chapter representatives will spend not more than 10 minutes, at the beginning of the presentation, focusing on an explanation and description of the chapter's project. Each chapter representative may bring a copy of the written entry or notecards pertaining to the written entry and use as reference during the presentation.
- The judge will spend the remaining 5 minutes questioning the chapter representatives. (See Presentation Evaluation Form.) Each chapter representative must respond to at least one question posed by the judge.
- The chapter representatives may use as visual aids only display material mounted on not more than three (3) standard-sized posters not to exceed 22 inches by 30 inches each and/or one (1) standard-sized presentation display board not to exceed 36 inches by 48 inches to be placed on chairs or free-standing easels. Chapter representatives may use both sides of the posters, but all attachments must fit within the poster dimensions. Only visual aids that can be easily carried to the presentation by the actual chapter representatives will be permitted, and the chapter representatives themselves must set up the visuals. Chapter representatives are allowed to make use of a desktop flip chart presentation easel not to exceed 12 inches by 10 inches. Chapter representatives are also allowed to make use of a personal laptop computer and/or a hand-held digital organizer they provide. No set-up time will be allowed. No sound may be used. If chapter representatives use a personal computer, they must bring their own battery power pack, as electrical power will NOT be supplied. No other materials may be brought to or used during the presentation by the chapter representatives.
- No material of any kind may be passed to the judge.
- If any of these rules are violated, the adult assistant must be notified by the judge.

### Written Entry Judging

Please familiarize yourself with all of the guidelines before starting to evaluate the written entry. Penalty points (see Written Entry Checklist) have already been assessed. The Written Entry Evaluation Form follows the outline shown in the section entitled Format Guidelines for the Written Entry, which explains in greater detail what should be discussed in each section. As you read, ask yourself, "Do the writers sound knowledgeable? Are the writers communicating clearly?"

The judge should complete the Written Entry Evaluation Form, making sure to

- ◆ place the name and identification number label on the Scantron sheet (unless it has already been done for you).
- ◆ fill in the appropriate score for each section.
- ◆ write the score given in the space provided at the right. No score filled in or extended means that the chapter representatives will receive a zero for that area.
- ◆ ignore attempts to achieve a competitive advantage due to the quality of word-processing equipment available.
- ◆ double-check to ensure that you have scored every category.
- ◆ total your score. The series director will double-check all addition.

A maximum score of "Exceeds Expectations" in any category means that, in your opinion, the information is presented effectively and creatively; nothing more could be expected of an employee.

A "Meets Expectations" rating means that the information is presented well. Though there may be a few minor problems or omissions, they are not significant. Creativity, however, is not shown to any great degree. A combined total score of 70 or better on the written and presentation sections will earn the participant team DECA's Certificate of Excellence at the international conference.

A "Below Expectations" score means that the information presented does not meet minimum standards of acceptability.

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A “Little/No Value” score means either that some major flaw has been noted that damages the effectiveness of the presentation (this may be a major omission, a serious misstatement, poor writing or any other major flaw) or that the information presented is of no value (does not help the presentation at all).

It may help to go through several entries before actually starting to score the entries. Take notes on a separate piece of paper if you wish to ask the writer about specific areas of the written entry during the presentation.

### **Presentation Judging**

Chapter representatives will make a 15-minute presentation to you. You may refer to the written entry, or to your notes, during the presentation.

During the first 10 minutes of the presentation (after introductions), the chapter representatives will describe the project. Allow the chapter representatives to complete this portion without interruption, unless you are asked to respond. Each chapter representative must take part in the presentation.

During the final 5 minutes, you may question the chapter representatives. You must address at least one question to each chapter representative. To ensure fairness, you must ask each chapter representative or group of chapter representatives the same four questions:

1. one question about the selection of the project
2. one question about the benefits of the project to the chapter
3. one question about the implementation and coordination of the project
4. one question about the evaluation of the project and recommendations

These questions should be prepared following the written entry evaluation but before the presentation begins.

After asking the first four questions, you may ask any additional questions that may seem appropriate, based on your notes or on the written entry itself (to which you may refer during the presentation).

At the conclusion of the presentation, thank the chapter representatives. Then complete the Presentation Evaluation Form, making sure to record a score for all categories. Maximum score for the interview is 30 points.

We hope you are impressed by the quality of the work of these chapters and their representatives. If you have any suggestions for improving this project, please mention them to your series director.

*We thank you for your help.*

**Community Service Project, 2007**

**Participant(s):** \_\_\_\_\_

**Written Entry Evaluation Form**

**I.D. Number:** \_\_\_\_\_

**Please refer to *Format Guidelines for the Written Entry* for a more detailed explanation of these items.**

	Exceeds Expectations	Meets Expectations	Below Expectations	Little/No Value	Judged Score
<b>EXECUTIVE SUMMARY</b>					
1. One-page description of the project .....	5	4	3-2	1-0	_____
<b>INTRODUCTION</b>					
2. Historic background of the selected community service or charity .....	4	3	2	1-0	_____
3. Description of the local DECA chapter, school and community .....	4	3	2	1-0	_____
<b>CONTRIBUTIONS TO A NEEDED COMMUNITY SERVICE OR CHARITY</b>					
4. Description and purpose of the project.....	6-5	4	3-2	1-0	_____
5. Rationale for selecting the community service or charitable project .....	6-5	4	3-2	1-0	_____
6. Description of the benefits of the project to the chapter and chapter members' understanding of leadership development, social intelligence and community service .....	6-5	4	3-2	1-0	_____
<b>ORGANIZATION AND IMPLEMENTATION</b>					
7. Organizational chart, member involvement and job description.....	6-5	4	3-2	1-0	_____
8. Description of the project and documentation.....	6-5	4	3-2	1-0	_____
9. Impact goal for the beneficiary.....	5	4	3-2	1-0	_____
<b>EVALUATION AND RECOMMENDATIONS</b>					
10. Evaluation of the project.....	6-5	4	3-2	1-0	_____
11. Impact of the community service or charitable project.....	6-5	4	3-2	1-0	_____
12. Recommendation(s) for future projects .....	5	4	3-2	1-0	_____
<b>APPEARANCE AND WORD USAGE</b>					
13. Professional layout, neatness, proper grammar, spelling and word usage .....	5	4	3-2	1-0	_____

**Written Entry Total Points (maximum 70 points):** \_\_\_\_\_

Judge: A B C D E F G H (circle one)

**Community Service Project, 2007**

**Participant(s):** \_\_\_\_\_

**Written Entry  
Presentation Evaluation Form**

**I.D. Number:** \_\_\_\_\_

	Exceeds Expectations	Meets Expectations	Below Expectations	Little/No Value	Judged Score
1. Opening presentation: description of the project; organization, clarity and effectiveness of the presentation.....	6-5	4	3-2	1-0	_____
2. To what extent did the chapter representatives adequately explain the reason(s) for selecting the Community Service Project?.....	4	3	2	1-0	_____
3. To what extent did the chapter representatives adequately explain the benefits of the project to the chapter?.....	4	3	2	1-0	_____
4. To what extent did the chapter representatives adequately explain the implementation and coordination of the project?.....	4	3	2	1-0	_____
5. To what extent did the chapter representatives adequately explain the evaluation of the Community Service Project and recommendations for future projects?.....	4	3	2	1-0	_____
6. To what extent did the chapter representatives demonstrate professional appearance, poise and confidence?.....	4	3	2	1-0	_____
7. Overall performance, presentation technique, effective use of visuals and participation of all .....	4	3	2	1-0	_____

**Presentation Total Points (maximum 30 points):** \_\_\_\_\_

RECAP: WRITTEN ENTRY (70): \_\_\_\_\_

PRESENTATION (30): \_\_\_\_\_

SUBTOTAL (100): \_\_\_\_\_

LESS PENALTY POINTS: \_\_\_\_\_

**TOTAL SCORE:** \_\_\_\_\_

Judge: A B C D E F G H (*circle one*)