

# Chapter Awards Program

2007 – 2008

**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 education program and the DECA chapter.
6. to learn of activities and projects that strengthen the local chapter.
7. to provide a platform for international recognition of outstanding DECA Chapter projects.

**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 service, leadership development, social intelligence 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 (due March 31) to DECA Inc. a list of 100% chapters by level (bronze, silver and gold). All 100% gold award chapters will be eligible to advance to the International Career Development Conference and attend 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 will be eligible to attend 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. It must list the Roman numeral, the section title and the page on which each section starts. 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 Education Program/DECA chapter, school and community
- III. MEMBERSHIP DEVELOPMENT
  - A. Requirement
    1. Bronze level: DECA membership for a minimum of 50% of the marketing education students and completion of any two (2) membership activities
    2. Silver level: DECA membership for a minimum of 75% of the marketing education students and completion of any four (4) membership development activities
    3. Gold level: DECA membership for 100% of the marketing education students 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

#### IV. COMMUNITY SERVICE

##### 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. LEADERSHIP DEVELOPMENT

##### 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. VOCATIONAL UNDERSTANDING

##### A. Requirement

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

##### B. Vocational understanding 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 vocational understanding

VII. SOCIAL INTELLIGENCE

A. Requirement

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

C. Social & recreational activities

1. Organize and implement a fall employer orientation to explain the organization and operation of the total marketing education 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 social intelligence

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 newspaper/Dimensions
  3. Participate in a television/radio interview about marketing education or 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

**Presentation Standards.** The entry must follow these standards:

- The entry must be submitted in an official DECA scrapbook (Images #DSSC) or binder (Images #DSBND). Entries may *not* be submitted in a DECA folio. No markings, tape or other material should be attached to the binder.
- All materials must be enclosed in sheet protectors or laminated and labeled. Attachments, paste-ups and photographs may be used as long as they are contained in the sheet protectors or are laminated to the page.
- The pages must be numbered in sequence starting with the executive summary and ending with DECA week promotion.
- For state level certification of the award level, the body of the entry must be limited to 35 numbered pages for the bronze award, 70 total pages for the silver award and 105 total pages for the gold award. Page numbers must include all narrative and documentation.
- Major content of the written entry must be at least double-spaced (not space-and-a-half). Figures and exhibits, headings, lists, sample letters, etc. may be single-spaced.
- The entry must be typed/word processed (not handwritten). Charts and graphs may be handwritten.
- 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.

- The entry may include activities beginning with the State Career Development Conference and prior to the annual submission deadline.
- All activities must have a heading that contains:
  - Activity area
  - Activity title
  - Activity date
- Each activity must contain a one-page typed/word processed narrative for that activity. The narrative of each activity should contain:
  - Goals of the activity
  - A summary of the activity (write as though the reader knows nothing about the activity)
  - Explain how the activity was completed
  - Evaluation of the activity
- Each activity must also contain a one-page typed/word processed documentation of the 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.