

# **DECA** **IMPACT PROGRAM**

The **IMPACT Program** is designed to encourage chartered association officer teams to develop association-wide plans that encourage their chapter members to increase the net impact of their efforts around specific DECA-related categories.

## 2020-2021 CATEGORIES

**ADVOCACY:** Every year, associations engage in events with local policy makers, school officials, business representatives and a variety of other professional leaders to advocate on behalf of DECA and Career and Technical Education. Share advocacy efforts your association and your local chapters have made this year.

**COMMUNITY OUTREACH:** Being community oriented is a guiding principle of DECA. Highlight your association and local chapter's participation in community service through this category.

**MEMBERSHIP:** DECA is a valuable asset to high school students who strive to be academically prepared, community oriented, professionally responsible and experienced leaders. Inform the organization of the different strategies your association has made to grow your membership.

**PARTNER/SPONSOR OUTREACH:** DECA's National Advisory Board (NAB) partners include corporations, foundations and associations that seek to support the development of leaders and entrepreneurs who may become their companies' employees. Put the spotlight on how your association worked with DECA's corporate partners this year. Visit [deca.org/partners](http://deca.org/partners) for the complete list of NAB sponsors.

**INNOVATIONS:** Innovative association plans are pivotal in the preparation of emerging leaders and entrepreneurs. In this category, showcase a unique program that has catalyzed impact in your association. This category, though, will only welcome submissions that do not fall under any of the above categories.

## GUIDELINES

- Each video entry must be 1:30-2:00 minutes in length and should demonstrate a strong connection to the submission category.
- Poster guidelines are limited to a single 8.5"x11" page.
- Chartered associations are highly encouraged to incorporate virtual/digital efforts into each category.
- Chartered associations are only allowed to submit one video or one poster per category.
- All submissions are due by **April 2, 2021 at 11:59 p.m. ET.**
- Please follow the link below to see the submissions from last year's IMPACT videos: [deca.org/impact](http://deca.org/impact).

## EVALUATION

- The video or poster entries will be evaluated by members of the President's Council.
- Each president will score the individual videos or posters based on content, creativity, organization, team participation and overall impression.
- Once the votes are tallied, an overall score will be calculated.
- Chartered association presidents will not be allowed to score their own association's submission.

## RECOGNITION

- Greatest IMPACT award for the most effective video or poster in each category.
- Diamond IMPACT Award for the region with the greatest overall impact.
- Winning posters and videos will be featured on [decadirect.org](http://decadirect.org).

SUBMISSION DEADLINE  
**APRIL 2**

**SUBMIT AT [DECA.ORG/IMPACT](http://DECA.ORG/IMPACT)**



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## 2020-2021 EVALUATION STANDARDS

Evaluators will rank each submission on how well your association meets the following five criteria.

**CONTENT:** Make the impact of your association's ideas, events and programs evident in the submitted video and/or poster. Also, make sure these ideas, events and programs correspond with the category.

**CREATIVITY:** The ideas, events and programs reflected in the IMPACT video or poster submission should be creative and unique, while still corresponding to the category. Associations are encouraged to incorporate digital/virtual efforts.

**ORGANIZATION:** The ideas, events and programs reflected in the IMPACT video or poster submission should be highly organized and of high quality.

**TEAM PARTICIPATION:** There should be evidence that there was collaboration among members of your association officer team and efforts to feature and engage members in your association.

**OVERALL IMPACT:** The impact made by your association officer team through their ideas, events and programs will be judged on the overall impression of the video or poster submission.

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