



LEADERSHIP PASSPORT PROGRAM

CHAPTER AWARD

The **Chapter Leadership Passport Program** provides chapters a guide for events and activities that will increase engagement and enhance the benefits of Collegiate DECA membership throughout the year. Activities are categorized using DECA's guiding principles in an effort to encourage a well-rounded college experience. Chapters who work together to fulfill the requirements will gain valuable learning experiences and a sense of purpose in their mission as DECA members.

CRITERIA

Criteria for the Individual and Chapter Leadership Passport Awards vary based on desired award and level. Please see the following pages for specific requirements.

SUBMISSION PROCEDURES

Online forms must be completed and submitted at deca.org/passport no later than **February 15, 2021**. Items in article format must be at least 400-words in length and submitted with appropriate photos to the online submission form at www.decadirect.org/submit no later than **February 15, 2021**.

All materials received by the **February 15, 2021** deadline will be reviewed for accuracy. Recipients of this award will be posted on decadirect.org by March 15. If your chapter does not appear on the list of recipients, or you believe the information is incorrect, please email DECA at debbie@deca.org, and include the date the application was submitted. Please do this by March 31, 2021 to ensure recognition at ICDC.

RECOGNITION

Chapters that complete the requirements will be recognized for their success on the Collegiate DECA website, on DECA Direct Online and at the International Career Development Conference.

CHAPTER LEADERSHIP PASSPORT PROGRAM ACTIVITY CHECKLIST

The following activities are required for all three levels of the Chapter Leadership Passport Program.

BASE REQUIREMENTS (ALL LEVELS)	
R1	Develop a program of leadership.
R2	Utilize the "Join Collegiate DECA" page in your chapter's membership recruitment efforts. join.collegiatedeca.org
R3	Organize a chapter social event, then submit a DECA Direct article about the experience. www.decadirect.org/submit
R4	Host a competition preparation session for chapter members virtually or in-person, then submit a DECA Direct article about the experience. www.decadirect.org/submit
R5	Conduct at least one activity featured in a Collegiate DECA Campaign, then submit a DECA Direct article about the experience. For example: participate in campus organization fair, reach out to other program areas across your campus to promote your chapter, organize a mentor program for your members with local business leaders, host a web chat with another chapter, meet with a member of congress, organize a mentor program with a high school chapter, etc. www.decadirect.org/submit
R6	Designate a chapter member to write at least one other article for DECA Direct Online. www.decadirect.org/submit
R7	Encourage members to sign up for Collegiate DECA Direct Weekly emails. www.deca.org/deca-direct-weekly
R8	Promote the DECA scholarship program to chapter members. www.deca.org/collegescholarships
R9	Encourage members to log in, create a profile and continue to stay active on DECA Connect. decaconnect.org
R10	Participate in a fundraiser for a charity, such as the Muscular Dystrophy Association (MDA) and have a chapter member write a DECA Direct article about the experience. www.decadirect.org/submit

LEADERSHIP PASSPORT PROGRAM OVERVIEW

The Collegiate DECA Leadership Passport Program encourages local chapters and individual members to plan activities and participate in events that enhance the experiences of members.

The Leadership Passport Program rewards action taken by members and chapters that build personal and professional skill sets focused around helping members be academically prepared, community oriented, professionally responsible and experienced leaders.

In addition to the activities above that are required for earning any of the Chapter Leadership Passport levels, the following guidelines must be followed.

LEVEL	EXECUTIVE	DIPLOMAT	PRESIDENTIAL
Requirements	Complete at least one additional task from each category below.	Complete at least three additional tasks from each category below.	Complete at least five additional tasks from each category below.

Note: These are *minimum requirements* for the Chapter Leadership Passport Program—we encourage you to complete as many activities as you would like throughout the year.

ACADEMICALLY PREPARED	
	Post a video online around one of the following topics: chapter recruitment, fundraising, competition, or a testimonial about the benefits of Collegiate DECA membership. Share it and tag @collegiatedeca on social media.
	Submit an article/press release for a school or community newspaper, etc., highlighting your chapter's activities such as your members' competition achievements. Share it and tag @collegiatedeca on social media on any platform to be featured.
	Create, publish and distribute a chapter newsletter. Include gage@decaofficers.org and caleb@decaofficers.org on your distribution email list.
	Promote your chapter at a campus-wide student organization fair or similar event, virtually or in-person.
	Develop a chapter budget and fundraising plan for your chapter.
	Have ten or more members join and engage in a discussion on DECA Connect. decaconnect.org
	Have at least one member of your chapter's leadership team and one member not on your leadership team attend a "One Diamond" call. deca.org/onediamond

COMMUNITY ORIENTED	
	Hold a practice competition, inviting multiple chapters/potential chapters in your area.
	Host an on-campus/virtual competition preparation activity for high school members.
	Host an on-campus/virtual competition with another department or student organization.
	Host a campus-wide/virtual social event and promote Collegiate DECA. Share it and tag @collegiatedeca on social media on any platform to be featured.
	Create a virtual meeting resource guide that focuses on how to run virtual meetings. Share it with neighboring chapter/other clubs on campus.
	Have a chapter member serve as a guest speaker on a One Diamond call about your chapter's community outreach efforts and/or accomplishments. Please connect with a Collegiate DECA executive officer to set this up. deca.org/onediamond
	Host a community service project on your campus or within your community in which more than half of your chapter members participate.

LEADERSHIP PASSPORT PROGRAM RESOURCES

Looking for ideas to help fulfill the Leadership Passport Program requirements? Explore helpful articles on DECA Direct.

■ decaconnect.org/passport

Connect with other Collegiate DECA members on DECA Connect, DECA's online community, to exchange ideas and advice.

■ decaconnect.org

PROFESSIONALLY RESPONSIBLE

	Host a networking session virtually or in-person for students and invite alumni and professional members.
	Develop a content calendar for your chapter's social media (Facebook, Instagram and/or Twitter) and execute it.
	Host a local business professional to speak, in person or virtually, to chapter members about careers.
	Invite an executive officer to speak to your chapter through a video call or pre-recorded call. deca.org/collegiateofficers
	Schedule a representative from a DECA National Advisory Board (NAB) partner to help take your chapter to the next level (tour their place of business, participate in webinars, etc.). deca.org/partners
	Host and/or participate in a resume building and/or LinkedIn workshop.
	Three or more members attend a Collegiate DECA virtual experience.

EXPERIENCED LEADERS

	Have five members submit completed Individual Leadership Passport applications. deca.org/passport
	Have a chapter member run for a Collegiate DECA association leadership position.
	Introduce your officer team on social media and tag @collegiatedeca.
	Create and deliver an in-person or virtual presentation to recruit new members.
	Host an information session at a local high school about Collegiate DECA.
	Hold an officer retreat to train officers and plan chapter activities.
	Hold a chapter fundraising event.
	Create a video about benefits of Collegiate DECA and how it compares/contrasts to the DECA high school experience.

SUBMISSION DEADLINE

Submit your Chapter Leadership Passport Program application by February 15, 2021.

■ decadirect.org/passport