



LEADERSHIP PASSPORT PROGRAM

INDIVIDUAL AWARD

The **Individual Leadership Passport Program** provides student members a guide for year-round engagement and enhances the benefits of membership in Collegiate DECA. Activities are categorized using DECA’s guiding principles in an effort to encourage a well-rounded college/university experience.

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 students do 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 that students receive ribbons/certificates at ICDC.

RECOGNITION

Members who fulfill the program requirements will gain valuable learning experiences and a sense of purpose in their mission as DECA members. Members who achieve any level of the Individual Leadership Passport Program will receive:

- **Leadership Passport Certificate** - Members will receive a certificate and ribbon during chapter registration at the Collegiate DECA International Career Development Conference. If a recipient does not attend ICDC, it is the chapter’s responsibility to forward the certificate and ribbon.
- **Online Recognition** - Members will be recognized for their success on the Collegiate DECA website and on DECA Direct Online.
- **Personal Achievement** - Members will be able to list their achievement on their resume or LinkedIn profile as an achievement.

INDIVIDUAL LEADERSHIP PASSPORT PROGRAM ACTIVITY CHECKLIST

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

BASE REQUIREMENTS (ALL LEVELS)	
	Perform 10 hours of community service independently or with a group.
	Develop a list of academic goals, personal goals and Collegiate DECA goals for the year.
	Write a resume or update your LinkedIn profile and submit to your chapter advisor or chapter president for feedback.
	Join the Collegiate DECA group on DECA Connect. decaconnect.org
	Submit an article to DECA Direct Online. www.decadirect.org/submit
	Attend at least one “One Diamond” call and share your experience with your chapter. www.deca.org/onediamond

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 Individual Leadership Passport levels, the following guidelines must be followed.

LEVEL	EXECUTIVE	DIPLOMAT	PRESIDENTIAL
Description	Tier 1 is equivalent to members beginning their leadership journey within Collegiate DECA. Individuals at this level focus on getting engaged within their chapter.	Tier 2 is equivalent to holding a chapter-level leadership position. Individuals at this level run and lead their chapters, focusing on preparation for organizational leadership.	Tier 3 is equivalent to holding an association-level leadership position. Individuals at this level focus on leading and growing their organization and preparing for executive leadership.
Requirements	Complete at least one task from each category.	Complete at least three tasks from each category.	Complete at least five tasks from each category.

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

ACADEMICALLY PREPARED	
	Earn Collegiate DECA's Academic Honor Award. www.deca.org/collegeawards
	Apply for a scholarship through DECA's Scholarship Program. www.deca.org/collegescholarships
	Participate in and/or host a mock competition.
	Complete a job or internship and write a summary about your experience and its relation to Collegiate DECA for DECA Direct. www.decadirect.org/submit
	Host an information session at a local high school (virtually or in-person) about Collegiate DECA.
	Create a social media post about the benefits of being a Collegiate DECA member and tag @collegiatedeca.
	Participate in the first round of the Collegiate DECA Stock Market Game. deca.org/collegecompete
	Participate in the Collegiate DECA Virtual Case Simulation. deca.org/collegecompete
	Submit an entry for the Intuit Innovation Challenge as part of Global Entrepreneurship Week. www.deca.org/challenges

COMMUNITY ORIENTED	
	Organize a group to participate in a district, association or regional community service project.
	Perform 20+ hours of community service, in addition to the 10 required (suggestion: MDA Muscle Corp Program).
	Help plan and participate in a “nationally” recognized community service project (suggestions: MDA, AARP, Children’s Miracle Network, etc).
	Help host a Collegiate DECA booth at an activity day/fair/virtual event on your campus.
	Participate in at least four #DECAMonth challenges on social media.
	Create and submit a video that can be posted online about recruitment, fundraising, competition or a testimonial about the benefits of membership in Collegiate DECA and tag @collegiatedeca.

LEADERSHIP PASSPORT PROGRAM RESOURCES

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

■ decadirect.org/passport

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

■ decaconnect.org

PROFESSIONALLY RESPONSIBLE

	Write about your Collegiate DECA experience on LinkedIn and tag DECA Inc.
	Attend and compete in an association/regional/invitational conference and write an article about the experience for DECA Direct. www.decadirect.org/submit
	Post a video on DECA Connect introducing yourself and your goals for the upcoming year. decaconnect.org
	Attend a Collegiate DECA virtual conference.
	Give a presentation to your chapter about a topic of your choice.
	Present a competition workshop.
	Create and distribute a marketing piece for a chapter/association event.
	Apply for an internship or job with a DECA National Advisory Board (NAB) partner. www.deca.org/partners

EXPERIENCED LEADERS

	Invite an alumni or professional division member as a guest speaker.
	Attend a community or campus-based seminar or event about leadership, ethics or diversity.
	Create or lead a chapter fundraiser.
	Hold a chapter or association leadership position, or hold a leadership position for a special committee or event.
	Nominate a fellow chapter member for an excellence in chapter leadership spotlight on @collegiatedeca's social media.
	Recruit 10 new student, alumni or professional members to join your chapter.
	Invite a Collegiate DECA Executive Officer to a virtual or in-person event. www.deca.org/collegiateofficers
	Interview a Collegiate DECA Executive Officer about their experiences and their path to leadership, then write about the interview and post to social media or submit to DECA Direct. www.decadirect.org/submit

SUBMISSION DEADLINE

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

■ decadirect.org/passport