



LEADERSHIP PASSPORT PROGRAM

ASSOCIATION AWARD

The **Association Leadership Passport Program** encourages association leaders to develop a program of leadership that is tailored to the needs of their association’s members. Through participation in the program, associations will be provided with a framework to strategically plan activities and events that will reach their goals. The Collegiate DECA Executive Officer Team will work directly with associations to provide mentorship and ensure organization-wide success.

CRITERIA

Association leadership teams can earn the Association Leadership Passport Program award by completing the base requirements, plus a minimum of three items from each category. All activities must be completed after the 2021 International Career Development Conference. 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, 2022**. 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-articles no later than **February 15, 2022**.

All materials received by the **February 15, 2022** deadline will be reviewed for accuracy. Recipients of this award will be posted on decadirect.org by March 15. If your association 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, 2022 to ensure recognition at ICDC.

RECOGNITION

Associations 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.

ASSOCIATION LEADERSHIP PASSPORT ACTIVITY CHECKLIST

The following activities are required to achieve the Association Leadership Passport Program award.

BASE REQUIREMENTS	
	Develop a program of leadership, including a detailed calendar of action-steps to achieve your association’s goals.
	Meet with the executive officer who represents your association at least two times. www.deca.org/collegiateofficers
	Share progress on your association’s Program of Leadership on DECA Connect at least four times during your term. www.decaconnect.org
	Submit two DECA Direct Online articles on behalf of your association. (Articles cannot be used for a Individual or Chapter Leadership Passport award submission). www.decadirect.org/submit-articles
	Have all members of the association leadership team activate their accounts to join the Collegiate DECA community on DECA Connect. www.decaconnect.org

LEADERSHIP PASSPORT PROGRAM OVERVIEW

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

The Leadership Passport Program rewards action taken by members, chapters and associations 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 required activities above, complete **at least three** tasks from each category below.

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

ACADEMICALLY PREPARED	
	Develop and implement a plan to promote DECA's Scholarship Program. deca.org/collegescholarships
	Develop and implement an association fundraising or sponsorship plan.
	Develop and implement a membership engagement plan.
	Develop and implement a social media strategy for your association's social media platforms.
	Develop and implement a high school member outreach plan. Suggestions: conduct visits to local high schools, host a booth or information session at a high school conference, etc.

COMMUNITY ORIENTED	
	Organize an association-wide service project. For example: host an association-wide fundraiser or item donation drive conducted by each chapter.
	Have all members of the association leadership team plan and participate in a “nationally” recognized community service project (suggestions: MDA, AARP, Children's Miracle Network, etc).
	Participate in the monthly discussion topic on DECA Connect. decaconnect.org
	Participate in at least five #DECAMonth challenges on social media.
	Create a social media campaign to highlight members from your association that champion Collegiate DECA's values and tag @collegiatedeca.

PROFESSIONALLY RESPONSIBLE	
	Develop and implement a diversity, equity and inclusion (DEI) plan. For example: unique member outreach initiatives, sharing pronouns, using gender-inclusive language, embracing and celebrating diverse cultures, authentically supporting all people of color, etc.
	Create and present an in-person or virtual training on ethical leadership for the members of your association.
	Conduct an in-person or virtual workshop for the members of your association on a topic of your choice (cannot be the same as above).
	Post a video on DECA Connect introducing your association's leadership team and goals for the year. decaconnect.org
	Host a call or meeting with another association leadership team to collaborate and share best practices.

EXPERIENCED LEADERS	
	Develop and implement a plan to help individual members in your association achieve the Individual Leadership Passport Award.
	Develop and implement a plan to help chapters in your association achieve the Chapter Leadership Passport Award.
	Have at least one member of your association's leadership attend at least four “One Diamond” calls.
	Prepare a brief presentation on topic of your choice for a “One Diamond” call. Please connect with a Collegiate DECA executive officer to coordinate. deca.org/collegiateofficers
	Attend the in-person or virtual meetings of at least two chapters in your association.

LEADERSHIP PASSPORT PROGRAM RESOURCES

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

■ decadirect.org/passport

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

■ decaconnect.org

SUBMISSION DEADLINE

Submit your Association Leadership Passport Program application by February 15, 2022.

■ decadirect.org/passport