



# 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

Chapter leadership teams can earn the Individual Leadership Passport Program award by completing the base requirements, plus a various number of items from each category depending on the level you hope to achieve. 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](http://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](http://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](http://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](mailto:debbie@deca.org) and include the date the application was submitted. Please do this by March 31, 2022 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 ACTIVITY CHECKLIST

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

BASE REQUIREMENTS (ALL LEVELS)	
	Develop a program of leadership, including a detailed calendar of action-steps to achieve your chapter's goals.
	Utilize the "Join Collegiate DECA" page in your chapter's membership recruitment efforts. <a href="http://join.collegiatedeca.org">join.collegiatedeca.org</a>
	Organize a chapter social event, then submit a DECA Direct Online article about the experience. <a href="http://www.decadirect.org/submit-articles">www.decadirect.org/submit-articles</a>
	Host a competition preparation session for chapter members, then submit a DECA Direct Online article about the experience. <a href="http://www.decadirect.org/submit-articles">www.decadirect.org/submit-articles</a>
	Participate in a fundraiser for a charity, such as the Muscular Dystrophy Association (MDA) and have a chapter member write a DECA Direct Online article about the experience. <a href="http://www.decadirect.org/submit-articles">www.decadirect.org/submit-articles</a>
	Submit one other DECA Direct Online article on behalf of your chapter. <a href="http://www.decadirect.org/submit-articles">www.decadirect.org/submit-articles</a>
	Encourage members to subscribe to Collegiate DECA Direct Weekly emails. <a href="http://www.deca.org/deca-direct-weekly">www.deca.org/deca-direct-weekly</a>
	Encourage members to activate their account, create a profile and engage on DECA Connect. <a href="http://decaconnect.org">decaconnect.org</a>

## 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 activities above that are required for earning any level of the Chapter Leadership Passport, the below guidelines must be followed.

LEVEL	EXECUTIVE	DIPLOMAT	PRESIDENTIAL
Requirements	Complete <b>at least one</b> task from each category below.	Complete <b>at least three</b> tasks from each category below.	Complete <b>at least five</b> 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	
	Promote the DECA scholarship program to chapter members. <a href="http://www.deca.org/collegescholarships">www.deca.org/collegescholarships</a>
	Develop a chapter budget and fundraising plan for your chapter.
	Create, publish and distribute a chapter newsletter. Include <a href="mailto:zac@decaofficers.org">zac@decaofficers.org</a> and <a href="mailto:sarah@decaofficers.org">sarah@decaofficers.org</a> on your email distribution list.
	Submit an article/press release for a school or community newsletter, highlighting your chapter's activities or achievements. Share it and tag @collegiatedeca on social media on any platform to be featured.
	Develop and implement a social media strategy for your chapter's social media platforms.
	Promote your chapter at a campus-wide student organization fair or similar event.
	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.
	Create a video about benefits of Collegiate DECA and how it compares/contrasts to the DECA high school experience.

COMMUNITY ORIENTED	
	Host a community service project on your campus or within your community in which more than half of your chapter members participate.
	Host a campus-wide social event and promote Collegiate DECA. Share it and tag @collegiatedeca on social media on any platform to be featured.
	Hold a practice competition, inviting multiple chapters/potential chapters in your area or other student organizations on campus.
	Host a chapter activity that promotes #DECAMonth in November.
	Participate in at least five #DECAMonth challenges on social media during November.
	Host a DECA Connect workshop for your chapter, showing members how to interact on the platform and stay involved with all the Collegiate DECA happenings.
	Have ten or more members join and engage in a discussion on DECA Connect. <a href="http://decaconnect.org">decaconnect.org</a>
	Host an on-campus/virtual competition with another department or student organization.

## LEADERSHIP PASSPORT PROGRAM RESOURCES

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

■ [decadirect.org/passport](http://decadirect.org/passport)

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

■ [decaconnect.org](http://decaconnect.org)

## PROFESSIONALLY RESPONSIBLE

	Have five or more members attend Collegiate DECA's Engage conference. <a href="https://deca.org/engage">deca.org/engage</a>
	Host and/or participate in a resume/cover letter development and/or LinkedIn workshop.
	Host a business professional to speak to chapter members about career insights.
	Host an in-person or virtual networking session for students and invite alumni and professional members.
	Schedule a representative from a DECA National Advisory Board (NAB) partner to host a professional development opportunity (tour their place of business, participate in webinars, etc.). <a href="https://deca.org/partners">deca.org/partners</a>
	Invite an executive officer to an in-person or virtual event. <a href="https://www.deca.org/collegiateofficers">www.deca.org/collegiateofficers</a>
	Organize a mentorship program for your chapter utilizing local business professionals.
	Post a video on DECA Connect introducing your chapter's leadership team and goals for the year. <a href="https://decaconnect.org">decaconnect.org</a>
	Host a call or meeting with another chapter leadership team to collaborate and share best practices.

## EXPERIENCED LEADERS

	Have five members submit completed Individual Leadership Passport applications. <a href="https://deca.org/passport">deca.org/passport</a>
	Have a chapter member run for a Collegiate DECA association leadership position.
	Hold an officer retreat to train officers and plan chapter activities.
	Increase your chapter membership by 15% over the previous year.
	Hold a chapter fundraising event.
	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.
	Have at least three members of your chapter's leadership team attend a minimum of three "One Diamond" calls. <a href="https://decaconnect.org">decaconnect.org</a>

## SUBMISSION DEADLINE

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

■ [decadirect.org/passport](https://decadirect.org/passport)