



# 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

Members 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 you or your members do 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

Members who complete the requirements will gain valuable learning experiences and a sense of purpose in their mission as Collegiate 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 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 ACTIVITY CHECKLIST

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

BASE REQUIREMENTS (ALL LEVELS)	
	Volunteer at least 10 hours for community service.
	Develop a list of at least three academic goals, personal goals and Collegiate DECA goals for the year.
	Craft a resume or update your LinkedIn profile and submit to your chapter advisor or chapter president for feedback.
	Activate your account to join the Collegiate DECA group on DECA Connect. If you are a returning member, update your profile for the current year. <a href="http://decaconnect.org">decaconnect.org</a>
	Download the DECA Connect mobile app. <a href="http://decaconnect.org/app">decaconnect.org/app</a>
	Submit at least one article to DECA Direct Online. <a href="http://www.decadirect.org/submit-articles">www.decadirect.org/submit-articles</a>
	Subscribe to Collegiate DECA Direct Weekly emails. <a href="http://www.deca.org/deca-direct-weekly">www.deca.org/deca-direct-weekly</a>
	Attend at least one “One Diamond” call and share your experience with your chapter. <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 Individual Leadership Passport, the below guidelines must be followed.

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

Apply for a scholarship through DECA's Scholarship Program. <a href="http://www.deca.org/collegescholarships">www.deca.org/collegescholarships</a>
Create and distribute a marketing piece for a chapter event.
Participate in and/or host a mock competition.
Present a competitive event training session you have prepared yourself (at least 15 minutes in length) to your chapter.
Participate in the first round of the Collegiate DECA Stock Market Game. <a href="http://deca.org/collegecompete">deca.org/collegecompete</a>
Participate in the Collegiate DECA Virtual Case Simulation. <a href="http://deca.org/collegecompete">deca.org/collegecompete</a>
Help host a Collegiate DECA booth at a campus-wide student organization fair or similar event.
Host an in-person or virtual information session at a local high school about the benefits of joining Collegiate DECA.

### COMMUNITY ORIENTED

Volunteer 10+ hours of community service, in addition to the 10 required hours (suggestion: MDA Muscle Corp Program).
Help organize or participate in a chapter charity drive or fundraiser.
Participate in an association or school-sponsored community service project.
Help plan and participate in a “nationally” recognized community service project (suggestions: MDA, AARP, Children’s Miracle Network, etc).
Help organize or participate in a chapter project in cooperation with another student organization on campus.
Help organize or participate in a chapter activity that promotes #DECAMonth in November.
Participate in at least five #DECAMonth challenges on social media.
Nominate a fellow chapter member for an excellence in chapter leadership spotlight on @collegiatedeca’s social media.

## 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

	Attend a Collegiate DECA conference.
	Present a professional development session you have prepared yourself (at least 15 minutes in length) to your chapter.
	Invite an alumni or professional division member as a guest speaker to a chapter event.
	Attend and compete in an association/regional/invitational conference and write an article about the experience for DECA Direct Online. <a href="http://www.decadirect.org/submit-articles">www.decadirect.org/submit-articles</a>
	Attend a community or campus-based seminar or event about leadership, ethics or diversity.
	Speak about DECA at a non-chapter meeting (such as a civic organization or other student organization).
	Apply for an internship or job with a DECA National Advisory Board (NAB) partner. <a href="http://www.deca.org/partners">www.deca.org/partners</a>
	Complete a job or internship and write a summary about your experience and its relation to Collegiate DECA for DECA Direct Online. <a href="http://www.decadirect.org/submit-articles">www.decadirect.org/submit-articles</a>
	Post a video on DECA Connect introducing yourself and your goals for the year. <a href="http://decaconnect.org">decaconnect.org</a>
	Write about your Collegiate DECA experience on LinkedIn and tag DECA Inc.

## EXPERIENCED LEADERS

	Hold an elected chapter or association leadership position.
	Serve as an appointed committee chair or project manager for special event, project or initiative.
	Serve as a campaign manager or voting delegate for an association officer candidate.
	Present a leadership training session you have prepared yourself (at least 15 minutes in length) to your chapter.
	Recruit at least 10 new student, alumni or professional members to join your chapter.
	Recruit at least two volunteer judges for a regional or association conference.
	Create or lead a chapter fundraiser.
	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.
	Interview a DECA alumni or current 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 Online. <a href="http://www.decadirect.org/submit-articles">www.decadirect.org/submit-articles</a>

## SUBMISSION DEADLINE

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

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