



ETHICAL LEADERSHIP CHALLENGE

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Sponsored by Daniels Fund Ethics Initiative High School Program and MBAResearch & Curriculum Center



The **Ethical Leadership Challenge** provides an opportunity for participants learn about principle-based ethics and the eight principles of ethical leadership. Participants will then develop a 60 second (or less) public service announcement (PSA) video describing the nature of principle-based ethics. The PSA should be designed to educate the local community and those afar through social media about the importance of principle-based ethics. Participants can be as creative as they like in creating and producing their PSAs.

CHALLENGE OVERVIEW

- This event consists of one major part: the **public service announcement video** that is a maximum of **60 seconds** in length posted on Votigo. (See Presentation Guidelines.)
- Each event entry will be composed of **one to four members** of a DECA chapter. Chapters may submit multiple entries for consideration.
- The participants will research and study principles-based ethics and the nature of ethics.
- The participants will then develop a public service announcement based on a specific target market segment while story boarding, script writing, filming, editing, publishing and sharing the PSA. The PSA must include at least one of the eight ethical principles.
- Videos over 60 seconds in length will not be evaluated and will not be eligible for awards.
- The participants must fully complete and submit the online registration form at www.deca.org/challenges no later than **December 1 at 3:00 p.m. ET** to be eligible for awards. Late entries and entries over 60 seconds will not be accepted.
- Participants should share the PSA video on social media to create the most social buzz for the PSA while spreading the important message around principles-based ethics.
- The top 10 PSAs through the social platform will then be evaluated against criteria to determine the top five winners.
- DECA Inc., the Daniels Fund and MBAResearch & Curriculum Center are not responsible for lost, damaged, mislabeled or misdirected entries.

KNOWLEDGE AND SKILLS DEVELOPED

Participants will demonstrate knowledge and skills needed to address the components of the project as described in the content outline and evaluation forms.

Participants will also develop many 21st Century Skills, in the following categories, desired by today's employers:

- Communication and Collaboration
- Creativity and Innovation
- Critical Thinking and Problem Solving
- Initiative and Self-direction
- Media Literacy

DANIELS FUND ETHICS INITIATIVE PRINCIPLES

The Ethics Initiative and each of its components extend beyond philosophy and theory to real world, practical application of ethical principles as a framework for personal and organizational decision-making. The Daniels Fund believes ethics education must convey that principles are constant foundations – not relative to a specific situation – and that doing what is right prevails over self-interest when the two may appear to be in conflict.

- Integrity
- Trust
- Accountability
- Transparency
- Fairness
- Respect
- Rule of Law
- Viability

PRESENTATION GUIDELINES

The participants will develop a public service announcement based on a specific target market segment while story boarding, script writing, filming, editing, publishing and sharing the PSA. The PSA must include at least one of the eight ethical principles and must not exceed 60 seconds.

In a creative, concise and compelling manner, the public service announcement must:

- Explain the nature of ethics
- Explain reasons for ethical dilemma
- Describe ethical principles
- Explain the nature of ethical leadership
- Model ethical behavior

For evaluation details, please see the Presentation Evaluation Form.

Here are some resources for ethical leadership:

- MBA Research Ethics Resources: www.mbaresearch.org/index.php/curriculum-teaching/ethics
- Daniels Fund: www.danielsfund.org/ethics/overview

Here are some helpful links for creating a PSA:

- www.adcouncil.org (*Samples of PSAs*)
- www.govtech.com/education/How-to-Create-the-Perfect-Public-Service-Announcement.html
- www.teachwriting.org/blog/2018/4/11/public-service-announcements-a-how-to-guide-for-teachers
- mediatracks.com/resources/how-to-write-a-public-service-announcement
- www.cision.ca/resources/tip-sheets/psa-bestpractices

PRESENTATION JUDGING

The top 10 PSAs through the social platform will then be evaluated against criteria to determine the top five winners. Judges will select the top five overall teams. From the final five teams, an overall winning team will be selected.

AWARDS

In partnership with MBAResearch and Curriculum Center and the Daniels Fund Ethics Initiative High School Program, the following awards will be provided:

- 1st Place Team - \$2,500
- 2nd Place Team - \$1,500
- 3rd Place Team - \$1,000
- 4th Place Team - \$750
- 5th Place Team - \$250

In addition, the top three teams will be recognized on stage during DECA's International Career Development Conference in Atlanta, Georgia. Eligibility to attend DECA ICDC is determined by the chartered association advisor based on their policies. Finalists should consult with their chartered association advisor for eligibility guidelines and gain approval from their chapter advisor to attend the conference.

TIMELINE

Challenge announced	September 2021
Entry submission and video upload begins	November 1, 2021
Challenge submission /video posted deadline	December 1, 2021 at 3:00 p.m. ET
Social media sharing and voting begins	December 1, 2021 at 4:00 p.m. ET
Social media sharing and voting end	December 15, 2021 at 4:00 p.m. ET
Top 10 PSAs are evaluated	December 2021 to January 2022
Top 5 PSAs are announced	January 2022
Top 3 teams travel to ICDC (Atlanta, GA)	April 23-26, 2022



1 to 4
PARTICIPANTS



PRESENTATION
TIME



1 VIDEO
ENTRY



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PRESENTATION EVALUATION FORM

Name of School: _____ City: _____ State: _____

Team Member Names: _____

Did the participant team:		Little/No Value	Below Expectation	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the nature of ethics?	0-1-2-3	4-5-6-7	8-9-10-11	12-13-14-15	
2.	Explain reasons for ethical dilemmas?	0-1-2-3	4-5-6-7	8-9-10-11	12-13-14-15	
3.	Describe ethical principles?	0-1-2-3	4-5-6-7	8-9-10-11	12-13-14-15	
4.	Explain the nature of ethical leadership?	0-1-2-3	4-5-6-7	8-9-10-11	12-13-14-15	
5.	Model ethical behavior?	0-1-2-3	4-5-6-7	8-9-10-11	12-13-14-15	
VIDEO PRESENTATION						
6.	Demonstrate considerations in developing viral marketing campaigns?	0-1	2	3-4	5	
7.	Write persuasive messages?	0-1	2	3-4	5	
8.	Communicate clearly?	0-1	2	3-4	5	
9.	Show evidence of creativity?	0-1	2	3-4	5	
10.	Overall impression of the video	0-1	2	3-4	5	
TOTAL SCORE (100 points)						