



MDA DIVERSITY, EQUITY + INCLUSION CHALLENGE

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Sponsored by Muscular Dystrophy Association



The **MDA Diversity, Equity + Inclusion Challenge** provides an opportunity for participants to create a focused Diversity, Equity & Inclusion (DE&I) strategy, as well as a marketing and communications plan, that the Muscular Dystrophy Association can use to promote DE&I to the high school and college-age demographic. DECA members will gain exposure to working in the DE&I space and will gain first-hand experience while creating a strategy and activating the marketing and communications plan in the real world. Work in teams of up to four DECA members to pitch your strategy and share the results of the activation in a four-minute video presentation.

CHALLENGE OVERVIEW

- This event consists of two major parts: the **strategy, marketing and communications plan, and activation** and a **presentation video** that is a maximum of **four minutes** in length post. *(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 diversity, equity and inclusion topics.
- The participants will then develop a strategy as well as a marketing and communications plan to promote DE&I to the high school and college-age demographic.
- The participants will then present their strategy, marketing and communications plan and results of the activation in video that is a maximum of **four minutes** in length posted on YouTube. *(See Presentation Guidelines.)* The audience is MDA executives.
- Videos over four minutes 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 **February 7, 2022, at 3:00 p.m. ET** to be eligible for awards. Late entries and entries over four minutes will not be accepted.
- MDA will evaluate all submitted video presentations and select the top three overall teams. The top three teams will deliver their video presentations via Zoom to MDA executives. The MDA executives will select an overall winning team.
- DECA Inc., and MDA 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

PRESENTATION GUIDELINES

The participants will present their marketing and communications plan to MDA executives in a video that is a maximum of four minutes in length. All videos must include the following components:

I. Introduction

- Description of the Muscular Dystrophy Association
- Description of the target market (demographics and psychographics)

II. Proposed Strategic Plan

- Objectives and rationale of the proposed strategic plan
- Proposed activities and timelines
- Proposed metrics or key performance indicators to measure plan effectiveness

III. Marketing and Communications Plan

- Reinforces and integrates the MDA Brand
- Slogan/tagline
- Key Messages and Rationale
- Communication Methods, Messaging and Techniques to Each Target Audience
- Communications Timeline

IV. Activation of the Strategy and Results

- Description of the activation
- Evaluation of key metrics and key performance indicators as a result of the activation
- Lessons learned and recommendations as a result

V. Video Presentation

- Focus on key points to stay within four minute guidelines.
- Be visually creative when presenting ideas.
- Reinforces the MDA Brand.
- Overall creative, including art direction, style, tone and sound should reflect the product category and be relevant to your target customer's lifestyle. Animation, sound track and/or any special effects may be used to enhance your overall video presentation.
- Consistent volume with audible voices.

For evaluation details, please see the Presentation Evaluation Form.

For resources, you may wish to consult the following:

- MDA Branding Resource Center: sites.google.com/a/workspace.mda.org/new-branding-resource-center/mda-messaging-ready-to-use-content
- Quest Podcast Branding Resource Center: sites.google.com/a/workspace.mda.org/new-branding-resource-center/quest-podcast
- Quest Podcast: Disability Employment Awareness Month: www.mda.org/podcast/episode/6
- DEI: MDA Teams Up With Advertising Week: www.mda.org/press-releases/mda-teams-up-with-advertising-week-on-how-innovative-platforms-are-changing-the-way-we-live-for-good

PRESENTATION JUDGING

Judges will select the top three overall teams. The top three teams will deliver their video presentations via Zoom to MDA executives. From the final three teams, an overall winning team will be selected. The presentation by the grand winning team will be shown during the International Career Development Conference (ICDC).

AWARDS

The top team will receive a private meet/greet with MDA CEO, Dr. Don Wood and will be featured on the MDA Quest Podcast. 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 school advisor to attend the conference.

TIMELINE

Challenge announced	November 2021
Challenge registration deadline/video posted deadline	February 7, 2022
Top 3 teams announced	March 8, 2022
Top 3 teams recognized at 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 participating team...		Little/No Value	Below Expectation	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Determine the nature of organizational goals?	0-1-2-3	4-5-6-7	8-9-10-11	12-13-14-15	
2.	Develop, implement and evaluate an effective strategic plan?	0-1-2-3	4-5-6-7	8-9-10-11	12-13-14-15	
3.	Coordinate activities in the promotional mix?	0-1-2-3	4-5-6-7	8-9-10-11	12-13-14-15	
4.	Employ communication styles appropriate to target audience?	0-1-2-3	4-5-6-7	8-9-10-11	12-13-14-15	
5.	Implement digital marketing campaign?	0-1-2-3	4-5-6-7	8-9-10-11	12-13-14-15	
VIDEO PRESENTATION						
6.	Pitch marketing communications ideas to client (MDA)?	0-1	2	3-4	5	
7.	Acquire knowledge of client's (MDA's) products/brands?	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)						