



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 2022 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, 2023**. 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, 2023**.

All materials received by the **February 15, 2023** deadline will be reviewed for accuracy. Recipients of this award will be posted on 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 and include the date the application was submitted. Please do this by March 31, 2023 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 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.
- **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 ten (10) hours for community service.
	Develop a list of at least three (3) 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.
	Submit at least one (1) article to DECA Direct Online. www.decadirect.org/submit-articles
	Subscribe to Collegiate DECA Direct Weekly emails. www.deca.org/deca-direct-weekly
	Upload a publication you created that focuses on member engagement or recruitment Suggestions: recruitment flyer, promotional event brochure, chapter meeting activity, etc.

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	Tier 1 is equivalent to members beginning their leadership journey within Collegiate DECA. Individuals at this level focus on getting engaged within their chapter.	Tier 2 is equivalent to holding a chapter-level leadership position. Individuals at this level run and lead their chapters, focusing on preparation for organizational leadership.	Tier 3 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 at least one task from each category.	Complete at least three tasks from each category.	Complete at least five 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. www.deca.org/collegescholarships
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. deca.org/collegecompete
Participate in the Collegiate DECA Virtual Case Simulation. deca.org/collegecompete
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.
Share how your experience in Collegiate DECA has helped to academically prepare you for college and beyond. Describe activity in the online submission form.

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, NPCF, 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 (5) #DECAmonth challenges on social media.
Discuss your contribution to the greater community through your DECA chapter. Describe activity in the online submission form.

LEADERSHIP PASSPORT PROGRAM RESOURCES

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

■ decadirect.org/passport

PROFESSIONALLY RESPONSIBLE

	Present a professional development session you have prepared yourself (at least 15 minutes in length) to your chapter.
	Invite an alumni member, professional division member or other business professional 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. www.decadirect.org/submit-articles
	Attend a community or campus-based seminar about ethics or diversity.
	Attend an on-campus or community networking event.
	Visit your campus career services center or attend a career fair.
	Speak about DECA at a non-chapter meeting (such as a civic organization or other student organization).
	Share how your participation in Collegiate DECA has prepared you professionally. Describe activity in the online submission form.
	Complete a job or internship and write a summary about your experience and its relation to Collegiate DECA for DECA Direct Online. www.decadirect.org/submit-articles
	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.
	Participate in Collegiate DECA's virtual Engage Conference.
	Present a leadership training session you have prepared yourself (at least 15 minutes in length) to your chapter.
	Share how your participation in Collegiate DECA has prepared you to be an experienced leader. Describe activity in the online submission form.
	Attend a community or campus-based seminar or event about leadership or complete an online leadership course.
	Table for your Collegiate DECA chapter at a campus-wide student organization fair or similar event.
	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 about their experiences and their path to leadership, then write about the interview and post to social media or submit to DECA Direct Online. www.decadirect.org/submit-articles

SUBMISSION DEADLINE

Submit your Individual Leadership Passport Program application by February 15, 2023.

■ decadirect.org/passport