

CHAPTER AWARDS PROGRAM

OBJECTIVES

The objectives of the Chapter Awards Program are:

- ◆ To encourage chapters to conduct activities and projects
- ◆ To build member involvement
- ◆ To encourage membership in local, state and National DECA
- ◆ To build school and community recognition for the Marketing Education program and the DECA chapter
- ◆ To suggest activities and project which strengthen the local chapter

DESCRIPTION

The Chapter Awards Program will provide recognition at three levels: bronze, silver and gold. The recognition level will be determined by the number and types of activities a chapter completes in each of five categories: membership, chapter standards, promotion/public relations, chapter activities and DECA month. Chapters will claim credit for activities by submitting a report consisting of Activity Report Sheet for each activity they submit. A project missing the criteria needed for any section will be moved down one level.

PROCEDURE

Each chapter may submit one (1) bronze, silver, or gold project. **ONLY** the **GOLD** level projects are competing for a spot in a Leadership Academy at the DECA International Career Development Conference. One to three members can develop the book, but only two slots at an ICDC academy will be offered. In order to attend the State Career Development Conference, members must compete in another event.

JUDGING

All certified Gold level projects from each conference will qualify to attend a Leadership Academy at the International Career Development Conference. The written project will be judged on visual appeal and appropriateness of the activities in the assigned category with a total value of 99 points. Students will not have to defend the project to a judge, the winners will be selected based solely on the judge's independent evaluation of the project.

GUIDELINES FOR FORMAT OF THE CHAPTER AWARDS PROGRAM

Title Page

The first page of the project is the title page, which will not be numbered and list the following: Chapter Awards Program, designated level of achievement (bronze, silver and gold), name of the DECA chapter, name of the high school, school address, city/state/zip and date.

Table of Contents

The second page is the Table of Contents, which must list every heading of every section and activity and the page on which that section/activity starts. The Table of Contents may be single-spaced and maybe one or more pages long. The page (s) will not be numbered.

Body

The body of the entry starts with Section I, Membership and continues in the sequence outlined here. The first page of the body is numbered 1 and all following pages are numbered in sequence. A sample of the acceptable format for the Activity Report Sheet is enclosed in these guidelines. Each activity must have its own Activity Report Sheet. Each activity may only be used once in the project.

Follow this outline when you write your entry. Requirement for each award level (bronze, silver or gold) are indicated to the right of the section title.

CHAPTER AWARDS PROGRAM
Activity Report Sheet

Section _____

Activity _____

Designated Level of Achievement _____

Date of Activity _____

Description of Activity _____

Follow this outline when you write your entry. Requirements for each award level (bronze, silver or gold) are indicated in the "Total" section of each title. Your entry may include any or all of the suggested activities or your chapter may include other activities.

CHAPTER AWARDS PROGRAM OUTLINE

I. **MEMBERSHIP**--Include a copy of the National DECA Roster

II. CHAPTER STANDARDS

Total (Bronze: Any 2 items, Silver: Any 4 items, Gold: All 6 items)

- ◆ Meeting Minutes
- ◆ Program of Work
- ◆ Chapter Constitution
- ◆ Elections
- ◆ Chapter Meetings
- ◆ Other

III. PROMOTION/PUBLIC RELATIONS

Total (Bronze: Any 5 items, Silver: Any 7 items, Gold: Any 9 items)

In-School Activities

- ◆ Bulletin Board
- ◆ P.A. Announcement
- ◆ Reader Board
- ◆ Marquee Message
- ◆ Posters
- ◆ Displays
- ◆ School Paper
- ◆ Recruitment
- ◆ Local Brochure
- ◆ Teacher Recognition
- ◆ Other

Continue on next page

Community

- ◆ Newspaper
- ◆ TV
- ◆ Radio
- ◆ Transit
- ◆ Billboard (outdoor)
- ◆ Community Marquee
- ◆ Fairs, Parades, Festival
- ◆ Display in Community Place
- ◆ Civic Appearance/Presentation
- ◆ Other

IV. CHAPTER ACTIVITIES

Total (Bronze: Any 2 items, Silver: Any 4 items, Gold: Any 6 items)

- ◆ Professional Activities
- ◆ Guest Speaker
- ◆ Seminars
- ◆ Field Trips
- ◆ Employee-Employer Mini-Conference
- ◆ Community/School Service
- ◆ Food Drive
- ◆ Clean-up
- ◆ Voter Registration
- ◆ Blood Drive
- ◆ Anti-Drug Campaign
- ◆ Homeless Project
- ◆ Senior Citizens Project
- ◆ Beautification Project
- ◆ Concession Stand
- ◆ School Store
- ◆ Sales Project
- ◆ Recruitment/Activity
- ◆ Social and Recreational
- ◆ Alumni Activities
- ◆ Participation at district regional, state, and/or international competitions
- ◆ Other

V. DECA MONTH PROMOTION

Total (Bronze: Any 2 items, Silver: Any 4 items, Gold: Any 6 items)

- ◆ Proclamation
- ◆ Open House
- ◆ Promotional Piece
- ◆ Civic Appearance
- ◆ Article Published
- ◆ Media Appearance
- ◆ Guest Speaker
- ◆ State Officer Appearance
- ◆ State Advisor or Staff Appearance
- ◆ Other

In addition to following the outline on the previous pages, please observe the suggested format described below. The purpose of these rules is to make competition as fair as possible among participants.

1. The entry must be submitted in an official DECA hardback binder (*not* a DECA folio or DECA scrapbook), or, if a DECA hardback binder is not big enough or is not available, in a blue “view” binder where you can insert a page inside the front cover is an acceptable substitute. That page should include the DECA Logo and tagline. No markings, tape or other material should be attached to the binder.
2. Sheet protectors must be used.
3. The body of the written entry must be limited to the number of pages indicated below, including the appendix (if an appendix is attached) but excluding the title page and the table of contents page. Page limits for each award level are:
 - ◆ Bronze—not to exceed 30
 - ◆ Silver—not to exceed 56
 - ◆ Gold—not to exceed 85
4. The pages must be numbered in sequence, starting with Membership and ending with DECA Month Promotion. The title page and the table of contents page need **not** be numbered.
5. The activity report sheets must be typewritten or word-processed.
6. Creativity is encouraged.
7. Each activity can count only once. You may select one from each category unless otherwise stipulated.

Example: In-school fashion show—chapter activity or DECA Month Activity—**NOT BOTH**

Exception: In-school fashion show—chapter activity, Marquee notice for In school show—Promotion.

8. The entry may include activities conducted after the state conference and prior to the submission deadline the following year.
9. The score sheet, filled out with the activities and the school name must be submitted with the project.

CHAPTER AWARDS PROJECT

CHAPTER NAME: _____

**PLEASE WRITE ALL ACTIVITY NAMES ON THIS SCORE SHEET AND
SUBMIT WITH YOUR PROJECT**

Rating will be based upon page layout and documentation.

	Membership Verification			No Membership
I. Membership Check if included	9			0

II. Chapter Standards	Out-Standing	Good	Poor	Notes
1.	3	2	1	
2.	3	2	1	
3.	3	2	1	
4.	3	2	1	
5.	3	2	1	
6.	3	2	1	
			TOTAL	

III. Promotion	Out-Standing	Good	Poor	Notes
1.	3	2	1	
2.	3	2	1	
3.	3	2	1	
4.	3	2	1	
5.	3	2	1	
6.	3	2	1	
7.	3	2	1	
8.	3	2	1	
9.	3	2	1	

	TOTAL	
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IV. Chapter Activities	Out-Standing	Good	Poor	Notes
1.	3	2	1	
2.	3	2	1	
3.	3	2	1	
4.	3	2	1	
5.	3	2	1	
6.	3	2	1	
			TOTAL	

V. DECA Month	Out-Standing	Good	Poor	Notes
1.	3	2	1	
2.	3	2	1	
3.	3	2	1	
4.	3	2	1	
5.	3	2	1	
6.	3	2	1	
			TOTAL	

Overall Impression of Project	Out-Standing	Good	Fair	
	9	8	7	
			TOTAL	

GRAND TOTAL	
<i>(Max. points—99)</i>	

A project missing the required number of activities in each section will not be considered for Gold status.

**CHAPTER AWARDS PROGRAM
PENALTY POINT SHEET**

Minus 5 for each activity missing the required Activity Sheet

Number of missing Activity Sheets

_____ X 5 = _____

Missing page numbers 5 points

Minus 5 for any activity sheet missing documentation

Number of missing documentation pages

_____ X 5 = _____

TOTAL PENALTY POINTS

Initials of Event Manager _____