

OHIO/NATIONAL CHAPTER AWARDS PROGRAM

- Objectives:** The objectives of the Chapter Awards program are:
1. to reorganize and encourage local chapter organization by planning a yearly program of activities
 2. to develop student competencies in marketing instructional areas
 3. to build member involvement
 4. to encourage DECA membership at local, state, and international levels
 5. to build school and community recognition for the marketing education program and the DECA chapter
 6. to learn of activities and projects that strengthen the local chapter
 7. to provide a platform for international recognition of outstanding DECA chapter projects

Description: The Chapter Awards Program is an instructional enrichment program for marketing education. The program is designed for chapter to develop a well-rounded program of work and is based on chapter achievement accompanied with an awards program for chapter recognition.

The Chapter Awards Program will provide recognition at three levels; bronze, silver, and gold. The level of recognition will be determined by the number and type of activities a chapter completes in each of the following categories: membership development, civic consciousness, leadership development, social intelligence and promotion/public relations. Chapters not completing the minimum number of activities in each section will **NOT** receive recognition at the claimed level. Chapters may receive recognition at a lower level if those requirements are met. Completion of the Chapter Awards Program **IS NOT** to be counted as an activity in this project.

Chapters may claim credit for activities by submitting a narrative report, documentation and presentation for Gold Level projects at the state level. Chapters will submit their reports to their State Office for verification of the award achievement level. The state/provincial advisor will submit with conference registration to DECA Inc. a list of 100% chapters by level (bronze, silver and gold). All 100% gold award chapters may attend with state advisor approval the International Career Development Conference and participate in either the Leadership Development Academy or the Senior Management Institute.

Information contained on the following pages will give the advisor background for a class presentation. The Chapter Awards Program should be initiated early in the year, so chapter members will realize the greatest benefits of their involvement. A thorough orientation of the purpose and operation of the program is vital for the preparation of the members.

Procedure. The project consists of two major parts: the **written document** and an **oral presentation** by chapter representatives. The written document will account for 390 points and the oral presentation will account for the remaining 130 of the total 520 points.

This is a project for the entire DECA chapter. **One to three** chapter representatives may participate in the oral presentation. All chapter representatives must present the activity to the judges. Each chapter representative must participate in the presentation and respond to questions. Only 100% chapters achieving the gold award on the state level may attend with state advisor approval the International Career Development Conference. Up to three (3) members may attend from each local gold level chapter. Eligibility to attend the international conference is determined by the state/provincial association based on policies. Participants should check with their state/provincial advisors for eligibility guidelines. Participants at the International Career Development Conference will attend either the Leadership Development Academy or the Senior Management Institute.

Format Guidelines for the Chapter Awards Program: **The entry must follow these specifications.**

Title page. The first page of the project is the title page, which lists the following:

- CHAPTER AWARDS PROGRAM
- Designated level of achievement (bronze, silver, or gold)
- Name of DECA chapter (including chapter number if applicable, i.e. DECA I, DECA II)
- Name of high school
- School address
- City/State/Province/ZIP/Postal Code
- Names of chapter representatives
- Date

The title page **will not** be numbered.

Table of contents. The table of contents should follow the title page. It must list the Roman numeral sections and the page on which each section starts. The table of contents may be single-spaced and may be one or more pages long. The table of contents page(s) **will not** be numbered.

Body of the project. The body of the written entry begins with Section 1, Executive Summary, and continues in the sequence outlined here. The **first page** of the body is numbered 1 and all following pages are numbered in sequence. Each activity is to include a narrative explaining goals, completion and evaluation of the activity, and documentation of the activity. Documentation may include photos, programs, brochures, etc. Narrative and documentation **may be** longer or shorter than one page.

Follow this outline when you prepare your entry. Each section must be titled.

I. EXECUTIVE SUMMARY

One-page description of the project

II. INTRODUCTION

One-page description of the local Marketing Education Program/DECA chapter, school and community

III. MEMBERSHIP DEVELOPMENT

A. Requirement

1. Bronze level: DECA membership for a minimum of 50% of the marketing education students and completion of any two (2) membership activities
2. Silver level: DECA membership for a minimum of 75% of the marketing education students and completion of any four (4) membership development activities
3. Gold level: DECA membership for 100% of the marketing education students and completion of any six (6) membership development activities

B. Membership development activities can include but are not limited to:

1. Conduct a marketing education parents' orientation to explain marketing education and DECA
2. Conduct faculty/counselor/administration appreciation functions
3. Local chapter hosts current DECA State Officer(s) as guest speaker(s) during the chapter meeting (officer is **not** from the local chapter)
4. Complete a chapter fund raising project, including sales goals, final report and an evaluation
5. Conduct professional development activities
6. Other activities related to membership development

IV. COMMUNITY SERVICE

A. Requirement

1. Bronze level: complete any two (2) *community service activities*
2. Silver level: complete any four (4) *community service activities*
3. Gold level: complete any six (6) *community service activities*

B. Community service activities can include but are not limited to:

1. Provide assistance to a civic organization engaged in a community service project (i.e., food drive, clean-up, anti-drug, homeless, etc.)
2. Sponsor a "get out and vote" campaign
3. Sponsor MDA or a similar organization with a fund raising activity
4. Visit a children's ward or senior citizens' home, etc.
5. Participate in or support a blood drive
6. Compete in the *Community Service Project* in the competitive events program
7. Other activities related to community service

V. LEADERSHIP DEVELOPMENT

A. Requirement

1. Bronze level: complete any two (2) leadership development activities
2. Silver level: complete any four (4) leadership development activities
3. Gold level: complete any six (6) leadership development activities

B. Leadership development activities can include but are not limited to:

1. Officer elections
2. Advisory committee membership
3. Chapter meeting minutes
4. Annual budget
5. Chapter officers conduct a workshop at the State Leadership Conference
6. Attend a leadership conference, workshop *or camp*
7. Hold a chapter installation ceremony
8. Other activities related to leadership development

VI. VOCATIONAL UNDERSTANDING

A. Requirement

1. Bronze level: complete any two (2) vocational understanding activities
2. Silver level: complete any four (4) vocational understanding activities
3. Gold level: complete any six (6) vocational understanding activities

B. Vocational understanding activities can include but are not limited to:

1. Assist a business with taking inventory
2. Conduct a local Career Development Conference
3. Complete the Creative Marketing Project in the competitive events program
4. Complete the Entrepreneurship Promotion Project in the competitive events program
5. Complete the Learn and Earn Project in the competitive events program
6. Majority of chapter members participate in the DECA District Conference
7. Chapter serves as "Host Chapter" for a District/Regional Conference
8. Majority of members participate in a competitive event
9. Other activities related to vocational understanding

VII. SOCIAL INTELLIGENCE

A. Requirement

1. Bronze level: complete any two (2) social intelligence activities
2. Silver level: complete any four (4) social intelligence activities
3. Gold level: complete any six (6) social intelligence activities

B. Professional activities can include but are not limited to:

1. Plan a series of guest speakers for chapter meetings throughout the year (training sponsors, career specialists, marketing professionals, etc.)
2. Conduct a fashion show
3. Conduct a job interview seminar for other classes in your school
4. Conduct mock job interviews for all DECA members
5. Organize a chapter field trip, i.e. tour of a mall, merchandise show
6. Hold an employee/employer function
7. Chapter nominates and supports candidate(s) for any state office
8. Organize an alumni chapter with alumni activities
9. Other activities related to social intelligence

C. Social & recreational activities

1. Organize and implement a fall employer orientation to explain the organization and operation of the total marketing education program
2. Conduct a chapter breakfast with a formalized program
3. Sponsor a school-wide dance or other social activity
4. Other activities related to social intelligence

VIII. PROMOTION/PUBLIC RELATIONS

A. Requirement

1. Bronze level: complete any two (2) promotion/pr activities
2. Silver level: complete any four (4) promotion/pr activities
3. Gold level: complete any six (6) promotion/pr activities

B. In-school activities can include but are not limited to:

1. Bulletin board
2. PA announcement
3. Reader board
4. Marquee message
5. Posters
6. Displays
7. School paper
8. Local brochure
9. Teacher recognition
10. Other activities related to promotion/public relations

C. Submitting articles to

1. DECA Dimensions
2. State association newsletters
3. Other publications

D. Community activities can include but are not limited to:

1. Newspaper/TV
2. Radio
3. Transit (bus)
4. Billboard (outdoor)
5. Community marquee
6. Fairs, parades, festivals
7. Display in community place
8. Civic appearance/presentation
9. Other activities related to promotion/public relations

E. DECA Week

1. Publish an article in the school or local newspaper
2. Publish an article in the state association newspaper/Dimensions
3. Participate in a television/radio interview about marketing education or DECA
4. Sponsor a career fair
5. Present a formal program before a civic group
6. Participate in a community fair using a booth
7. Plan and organize community involvement/advisory committee meetings
8. Obtain a proclamation from your mayor or city council
9. Other activities related to promotion/public relations

Written Document Standards. The entry must follow these standards:

- The entry must be submitted in an official DECA scrapbook (Images #DSSC) or binder (Images #DSBND). Entries may *not* be submitted in a DECA folio. No markings, tape or other material should be attached to the binder.
- All materials **must be enclosed** in sheet protectors or laminated and labeled. Attachments, paste-ups and photographs may be used as long as they are contained in the sheet protectors or are laminated to the page.
- The pages must be numbered in sequence starting with the executive summary and ending with DECA week promotion.
- For state level certification of the award level, the body of the entry must be limited to 35 numbered pages for the bronze award, 70 total pages for the silver award and 105 total pages for the gold award. Page numbers must include all narrative and documentation.
- Major content of the written entry must be at least **double-spaced** (not space-and-a-half). Figures and exhibits, headings, lists, sample letters, etc. may be single-spaced.
- The entry must be typed/word processed (not handwritten). Charts and graphs may be handwritten.
- Each specific activity will count only once, but chapters can do multiple versions of an activity. For example chapters may raise funds for two different organizations and count it as two separate activities.
- The entry may include activities conducted **after the completion of the Ohio Career Development Conference** and prior to the annual submission deadline.
- All activities must have a heading that contains:
 - Activity area – i.e. Membership Development
 - Activity title – i.e. Parent Orientation
 - Designated level of Achievement
 - Activity date

- Each activity must contain narrative information directly followed by the documentation for that activity. **Narrative and documentation may be any length, provided the entire contents of the project meet the guidelines for the total number of pages as listed above.**
- The narrative of each activity should contain:
 - Goals of the activity
 - A summary of the activity (write as though the reader knows nothing about the activity)
 - Explain how the activity was completed
 - Evaluation of the activity
- Documentation may come in the form of pictures, programs, charts, etc. **All documentation must be labeled.** These pages must be numbered in sequence with the rest of the project.
- The following is a **sample format** to use for the written narrative.

Chapter Awards Program
Activity Report Sheet

Activity Area: (ex: Membership)

Activity Title: (ex: Parent Orientation)

Designated Level of Achievement: (ex: Gold)

Date of Activity: (ex: September 6, 2009)

The narrative of each activity should follow. It should include the goals of the activity, summary of the activity, how the activity was completed, and an evaluation of the activity.)

Presentation Standards:

- Prior to the presentation, the judge will evaluate the written portion of the entry. The major emphasis of the written entry is on the content. Drawings, illustrations and graphic presentations (where allowed) will be judged for clarity, not artistic value.
- The chapter representatives will present one activity to the judge in a 15-minute presentation worth ?? points.
- The chapter will choose one activity for this presentation. It must be selected from (IV) Community Service, (V) Leadership Development, (VI) Vocational Understanding, or (VII) Social Intelligence.
- The chapter cannot use any activity that is being presented or is the focus of another presentation. For example: you may include a Learn and Earn Project in the written document, but if you have submitted it in the Learn and Earn Event, it cannot be used for this presentation.
- The presentation begins immediately after the introduction of the chapter representatives to the judge by the adult assistant. Each chapter representative must take part in the presentation.
- The chapter representatives will spend not more than 10 minutes, at the beginning of the presentation, describing the activity, its process and recommendations. Each chapter representative may bring a copy of the written entry or note cards pertaining to the written entry and use as reference during the presentation.
- The judge will spend the remaining 5 minutes questioning the chapter representatives. (See Presentation Evaluation Form.) Each chapter representative must respond to at least one question posed by the judge.
- The chapter representatives may use as visual aids only display material mounted on not more than three (3) standard-sized posters 22 inches by 30 inches each (variable by 1/2 inch) and/or one (1) standard-sized presentation display board 36 inches by 48 inches (variable by 1/2 inch). Chapter representatives may use both sides of the posters, but all attachments must fit within the poster dimensions.
- Only visual aids that can be easily carried to the presentation by the actual chapter representatives will be permitted, and the chapter representatives themselves must set up the visuals. Chapter representatives are allowed to make use of a desktop flip chart presentation easel 12 inches by 10 inches (dimensions of the page). Chapter representatives are also allowed to make use of a personal laptop computer and/or a hand-held digital organizer they provide. No set-up time will be allowed. No sound may be used. If chapter representatives use a personal computer, they must bring their own battery power pack, as electrical power will NOT be supplied. No other materials may be brought to or used during the presentation by the chapter representatives.
- No material of any kind may be passed to the judge.
- If any of these rules are violated, the adult assistant must be notified by the judge.

CHECKLIST – PENALTY POINTS
Ohio/National Chapter Awards Program

School Chapter: _____

Area	Checked	Circle Penalty Points Assessed	Page Number
1. Information submitted in an official DECA scrapbook or DECA Notebook			
2. Document limited to 105 pages Gold, 70 pages Silver, 35 pages Bronze			
3. Title page includes the required information			
4. The first numbered page is the Executive Summary			
5. All pages, except the title page and table of contents, must be numbered in sequence			
6. The sections are labeled and in the correct sequence			
7. No extra sections are added			
8. Sheet protectors or laminated pages are used			
9. The activity narrative information is typewritten or word processed. Charts and graphs may be handwritten.			
10. Major content is at least double-spaced (not space-and-a-half). Figures and exhibits, headings, lists, sample letters etc. may be single-spaced. Table of contents may be single-spaced.			
11. No pull-out or fold-out pages			
12. Activities are claimed from the end of the Ohio DECA CDC of the previous school year up to the manual turn in date prior to the Ohio DECA CDC			
13. All documentation is captioned or labeled.			

Total Penalty Points Assessed _____

NOTES: A check indicates that an item has been examined.
 A circled number indicates an infraction.
 A gape number must be shown to indicate the location of the infraction.
 No penalty points are to be assessed for more than the number of activities required in a section. The extra activities will not be judged.

**CHAPTER AWARDS PROGRAM
OHIO DECA – RATING SHEET**

School/Chapter _____

Area	Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
I. Executive Summary	0 – 1 – 2 – 3	4 – 5 – 6	7 – 8	9 - 10	
II. Introduction	0 – 1 – 2 – 3	4 – 5 – 6	7 – 8	9 - 10	
III. Membership Development					
100% chapter membership certificate from National DECA	0			10	
1.	0 – 1 – 2 – 3	4 – 5 – 6	7 – 8	9 - 10	
2.	0 – 1 – 2 – 3	4 – 5 – 6	7 – 8	9 - 10	
3.	0 – 1 – 2 – 3	4 – 5 – 6	7 – 8	9 - 10	
4.	0 – 1 – 2 – 3	4 – 5 – 6	7 – 8	9 - 10	
5.	0 – 1 – 2 – 3	4 – 5 – 6	7 – 8	9 - 10	
6.	0 – 1 – 2 – 3	4 – 5 – 6	7 – 8	9 - 10	
IV. Community Service					
1.	0 – 1 – 2 – 3	4 – 5 – 6	7 – 8	9 - 10	
2.	0 – 1 – 2 – 3	4 – 5 – 6	7 – 8	9 - 10	
3.	0 – 1 – 2 – 3	4 – 5 – 6	7 – 8	9 - 10	
4.	0 – 1 – 2 – 3	4 – 5 – 6	7 – 8	9 - 10	
5.	0 – 1 – 2 – 3	4 – 5 – 6	7 – 8	9 - 10	
6.	0 – 1 – 2 – 3	4 – 5 – 6	7 – 8	9 - 10	
V. Leadership Development					
1.	0 – 1 – 2 – 3	4 – 5 – 6	7 – 8	9 - 10	
2.	0 – 1 – 2 – 3	4 – 5 – 6	7 – 8	9 - 10	
3.	0 – 1 – 2 – 3	4 – 5 – 6	7 – 8	9 - 10	
4.	0 – 1 – 2 – 3	4 – 5 – 6	7 – 8	9 - 10	
5.	0 – 1 – 2 – 3	4 – 5 – 6	7 – 8	9 - 10	
6.	0 – 1 – 2 – 3	4 – 5 – 6	7 – 8	9 - 10	

Area	Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
VI. Vocational Understanding	0 - 1 - 2 - 3	4 - 5 - 6	7 - 8	9 - 10	
1.	0 - 1 - 2 - 3	4 - 5 - 6	7 - 8	9 - 10	
2.	0 - 1 - 2 - 3	4 - 5 - 6	7 - 8	9 - 10	
3.	0 - 1 - 2 - 3	4 - 5 - 6	7 - 8	9 - 10	
4.	0 - 1 - 2 - 3	4 - 5 - 6	7 - 8	9 - 10	
5.	0 - 1 - 2 - 3	4 - 5 - 6	7 - 8	9 - 10	
6.	0 - 1 - 2 - 3	4 - 5 - 6	7 - 8	9 - 10	
VII. Social Intelligence					
1.	0 - 1 - 2 - 3	4 - 5 - 6	7 - 8	9 - 10	
2.	0 - 1 - 2 - 3	4 - 5 - 6	7 - 8	9 - 10	
3.	0 - 1 - 2 - 3	4 - 5 - 6	7 - 8	9 - 10	
4.	0 - 1 - 2 - 3	4 - 5 - 6	7 - 8	9 - 10	
5.	0 - 1 - 2 - 3	4 - 5 - 6	7 - 8	9 - 10	
6.	0 - 1 - 2 - 3	4 - 5 - 6	7 - 8	9 - 10	
VIII. Promotion/Public Relations					
1.	0 - 1 - 2 - 3	4 - 5 - 6	7 - 8	9 - 10	
2.	0 - 1 - 2 - 3	4 - 5 - 6	7 - 8	9 - 10	
3.	0 - 1 - 2 - 3	4 - 5 - 6	7 - 8	9 - 10	
4.	0 - 1 - 2 - 3	4 - 5 - 6	7 - 8	9 - 10	
5.	0 - 1 - 2 - 3	4 - 5 - 6	7 - 8	9 - 10	
6.	0 - 1 - 2 - 3	4 - 5 - 6	7 - 8	9 - 10	

Total Points (maximum 390 points) _____

Chapter/School _____

I.D. Number _____

**CHAPTER AWARDS PROGRAM
OHIO DECA – RATING SHEET
Presentation Evaluation Form**

	Exceeds Expectations	Meets Expectations	Below Expectations	Little/No Value	Judged Score
1. Opening presentation: description of the chosen activity; organization, clarity and effectiveness of the presentation	26-25-24-23-22-21	20-19-18-17-16-15-14	13-12-11-10-9-8-7-6	5-4-3-2-1-0	
2. Question on rationale for selecting the activity completed	26-25-24-23-22-21	20-19-18-17-16-15-14	13-12-11-10-9-8-7-6	5-4-3-2-1-0	
3. Question on organization and implementation of the activity	26-25-24-23-22-21	20-19-18-17-16-15-14	13-12-11-10-9-8-7-6	5-4-3-2-1-0	
4. Question on goals and evaluation of the activity	26-25-24-23-22-21	20-19-18-17-16-15-14	13-12-11-10-9-8-7-6	5-4-3-2-1-0	
5. To what extent did the chapter representatives demonstrate professional appearance, poise and confidence?	13-12-11	10-9-8	7-6-5-4-3	2-1-0	
6. Overall performance, presentation technique, effective use of visual aids and participation of all three chapter representatives	13-12-11	10-9-8	7-6-5-4-3	2-1-0	

Presentation Total Points (maximum 130 points): _____