



NEVADA
DECA

INSPIRE. LEAD. ACHIEVE.

CHAPTER OF THE YEAR GUIDELINES

2017-2018

Nevada Association of DECA

*Deadline: To be submitted at registration on the first day of
the State Career Development Conference*

CHAPTER OF THE YEAR GUIDELINES

CRITERIA FOR SELECTING NEVADA DECA CHAPTER OF THE YEAR

In order to qualify for consideration of the Chapter of the Year Award you must at least complete the Bronze level of the Chapter Awards Program. Submissions for Chapter of the Year will be judged based on the criteria listed below. All submissions will be reviewed by a committee at the State Career Development Conference and considered for recognition as long as the minimum of Bronze level has been achieved.

Criteria for selection of Nevada DECA Chapter of the Year:

1. Only one chapter will be named the Nevada DECA Chapter of the Year in any given year.
2. Completeness of the entry and conformity with the guidelines labeled herein is a pre-requisite for consideration.
3. Weight will be given to chapters achieving higher levels of recognition in the Chapter Awards Program (i.e. Gold or Silver), but it is possible for a chapter to be selected as the Chapter of the Year who has achieved a lower level than other chapters submitting applications.
4. Judgment of the "Chapter of the Year" will be based on the overall efforts of the chapter in relation to chapter size, location, years as a chartered chapter, degree of participation among all chapter members, participation in State Sponsored and Nationally Sponsored DECA activities, conformity with Nevada DECA policies and procedures, and other factors.
5. It will be up to the discretion of the Chapter of the Year selection committee to make a determination of which chapter, having applied for recognition, is deserving of the title, "Nevada DECA Chapter of The Year."

The purposes of the Nevada DECA Chapter of the Year Award are as follows:

1. The Chapter of the Year Award provides clear guidelines and focuses on the events and activities that are of greatest use/benefit to the local DECA chapter.
2. The activities outlined in the Award Guidelines present an excellent representation of the activities that active DECA chapters should participate in and those which are strongly encouraged by the State Management Team.

CHAPTER OF THE YEAR GUIDELINES

Format Guidelines for the Nevada DECA Chapter of the Year Award

The entry must follow these specifications

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

- CHAPTER OF THE YEAR AWARD
- Designated level of achievement (bronze, silver, or gold)
- Name of DECA chapter
- Name of high school
- School address
- City/State/ZIP 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. 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.

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, finance, hospitality, or management 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
 1. Conduct a parents' orientation meeting to explain DECA's mission and guiding principles and how they promote students that are college and career ready.

CHAPTER OF THE YEAR GUIDELINES

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. 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

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

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 or workshop
7. Hold a chapter installation ceremony
8. Other activities related to leadership development

VI. PROFESSIONAL RESPONSIBILITY

A. Requirement

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

B. Professional responsibility activities

1. Assist a business with taking inventory
2. Conduct a local Career Development Conference

CHAPTER OF THE YEAR GUIDELINES

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 members participate in a competitive event
7. Other activities related to professional responsibility

VII. CHAPTER DEVELOPMENT

A. Requirement

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

B. Chapter development

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 chapter development.

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

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

CHAPTER OF THE YEAR GUIDELINES

10. Other activities related to promotion/public relations
- C. Submitting articles to
 1. DECA Direct
 2. State blogs/newsletters
 3. Other publications
- D. Community
 1. Significant social media outreach
 2. Newspaper/TV
 3. Radio
 4. Transit (bus)
 5. Billboard (outdoor)
 6. Community marquee
 7. Fairs, parades, festivals
 8. Display in community place
 9. Civic appearance/presentation
 10. Other activities related to promotion/public relations
- E. DECA Month
 1. Publish an article in the school or local newspaper
 2. Publish an article in the state association blog/*DECA Direct*
 3. Participate in a television/radio interview about 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

Presentation 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 Month 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.

CHAPTER OF THE YEAR GUIDELINES

- 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 beginning with the previous State Career Development Conference and prior to the annual submission deadline.
- All activities must have a heading that contains:
 - Activity area
 - Activity title
 - Activity date
- Each activity must contain a one-page typed/word processed narrative for that activity. 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
- Each activity must also contain a one-page typed/word processed documentation 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.

DECA Chapter of the Year Score Sheet

School Name: _____

Technical Review	Points (0 or 1)
DECA Binder	

CHAPTER OF THE YEAR GUIDELINES

Sheet Protectors	
Page Numbers	
Spacing/Typed/Formatting	
Documentation of Activities	
Total (5)	

Circle the appropriate number. Entries must have all sections to achieve Bronze. If Silver or Gold entries have less than the requirement for that level, they may drop one level as long as minimum is for that lower level is achieved.

Section	Bronze	Silver	Gold
Membership	50% +2	75% +4	100% +6
Community Service	2	4	6
Leadership Development	2	4	6
Professional Responsibility	2	4	6
Chapter Development	2	4	6
Promotion	2	4	6
Total			

Overall Level Achieved (Circle One):

Bronze

Silver

Gold

Judge(s) Initials: _____