

## OREGON DECA CHAPTER OF THE YEAR

**DEADLINE:** February 24, 2019 @ Conference Registration (Red Lion Jantzen Beach)

**AWARDS:** All entries will be recognized on stage at SCDC. There will be one Chapter of the Year chosen from all entries. **The overall Oregon DECA Chapter of the Year will qualify two participants to be included in Oregon's delegation to ICDC to actively participate in the leadership academies.** The first-place chapter will also receive \$250.00 toward ICDC in the form of a credit to their ICDC invoice. A chapter may consecutively hold the "Oregon DECA Chapter of the Year" title.

### OBJECTIVE

The Chapter of the Year program is designed to recognize chapters that have risen above the rest. This award will be presented to the chapter that exhibits excellence in a balanced approach to activities and events. Chapters will document two events/activities/efforts in each of the following categories:

- Community Service
- Leadership Development
- Chapter/Membership Development
- Publicity/Promotion

### DESCRIPTION

The Chapter of the Year Award involves a written report that fully describes why your chapter should be chosen as Oregon DECA Chapter of the Year. Two examples of excellence in each of the four areas identified will be submitted to the judges. The report may cover activities from the close of SCDC of the previous year up to and including registration for the SCDC when the report is submitted.

### CHAPTER INSTRUCTIONS

All of these guidelines are your instructions. Please read everything carefully. The major emphasis is on the year-round programming, leadership, and growth of your chapter. As you are limited in the number of events that can be reported chose carefully to show your chapter in the best light possible. This will be demonstrated through a written entry. **Submit one copy of your written report in an official DECA folio.**

### GUIDING PRINCIPLES

Our guiding principles explain how we fulfill our mission by addressing what we do and the outcomes we expect. DECA enhances the preparation for college and careers by providing co-curricular programs that integrate into classroom instruction, apply learning in the context of business, connect to business and the community and promote competition. Our student members leverage their DECA experience to become academically prepared, community oriented, professionally responsible, experienced leaders. Keep our DECA guiding principles in mind when choosing what to include in your report.



## OREGON DECA CHAPTER OF THE YEAR Guidelines for the Format of the Written Event

Your written entry must follow these specifications exactly. Follow this format when writing your report.

### TITLE PAGE

The title page will not be numbered.

Chapter of the Year  
Name of DECA Chapter  
Name of High School  
School Address  
Advisor  
Advisor's Email Address  
Number of Student Members  
Number of Alumni Members  
Chapter President  
Date

### TABLE OF CONTENTS

The second page of the report will be the Table of Contents, which must list every heading of every section and the page on which the section starts. The table of contents may be single-spaced. The table of contents will not be numbered.

### BODY OF THE WRITTEN ENTRY

The body of the written entry starts with Section I, Executive Summary (one numbered page) and continues in the sequence outlined. The maximum number of pages is 33 for the written report which includes the one-page Executive Summary and Sections II. through V.

The written entry should fully document and describe the extent of chapter best two accomplishments in each of the four areas. Points for each section are detailed on the evaluation form.

#### I. Executive Summary

The Executive Summary is a one-page description and overview of the chapter and its accomplishments which should justify why the chapter should be the Oregon Chapter of the Year.

#### II. Community Oriented

Each chapter must participate in two community service projects. All community service projects will be considered. Please format your section using the following outline and do not use more than 4 pages in any one section. For example, the pages for "II. Community Oriented" Section A can have four pages maximum and Community Oriented Section B can have four pages maximum.



### A. Community Oriented Event One

Name of event:

Purpose of the community oriented event:

Description of Event:

Chapter evaluation of this event:

Finances: Expenses, profits, and any charitable donations of money, time, labor, product or any pertinent financial data.

To document this event please choose exhibits (pictures, flyers, letters, etc.) that will give the judges a good sense of the image, details, and overall success of the event. Scan or copy all documents pertaining to this event into this section. Nothing should be attached to the page or fold-out. Including the above information and section title, you may use at most 4 pages to document this activity/event.

### B. Community Oriented Event Two

Name of event:

Purpose of the community oriented event:

Description of Event:

Chapter evaluation of this event:

Finances: Expenses, profits, and any charitable donations of money, time, labor, product or any pertinent financial data.

To document this event please choose exhibits (pictures, flyers, letters, etc.) that will give the judges a good sense of the image, details, and overall success of the event. Scan or copy all documents pertaining to this event into this section. Nothing should be attached to the page or fold-out. Including the above information and section title, you may use at most 4 pages to document this activity/event.

## III. Leadership Development

Each chapter must take an active role in educating its members and officers on leadership through training, classroom education, and conference participation.

Each chapter must participate in two Leadership Development activities/events. All leadership development activities/events will be considered. Please format your section using the following outline and do not use more than 4 pages in any one section. For example, the pages for "II. Leadership Development" Section A can have four pages maximum and Leadership Development Section B can have four pages maximum.



#### **A. Leadership Development Event One**

Name of event/activity:

Purpose of the leadership development event:

Description of Event:

Chapter evaluation of this event:

Finances: Expenses, profits, and any charitable donations of money, time, labor, product or any pertinent financial data.

To document this event/activity please choose exhibits (pictures, flyers, letters, etc.) that will give the judges a good sense of the image, details, and overall success of the event. Scan or copy all documents pertaining to this event into this section. Nothing should be attached to the page or fold-out. Including the above information and section title, you may use at most 4 pages to document this activity/event.

#### **B. Leadership Development Event Two**

Name of event:

Purpose of the leadership development event:

Description of Event:

Chapter evaluation of this event:

Finances: Expenses, profits, and any charitable donations of money, time, labor, product or any pertinent financial data.

To document this event please choose exhibits (pictures, flyers, letters, etc.) that will give the judges a good sense of the image, details, and overall success of the event. Scan or copy all documents pertaining to this event into this section. Nothing should be attached to the page or fold-out. Including the above information and section title, you may use at most 4 pages to document this activity/event.

### **IV. Chapter/Membership Development**

The overall chapter activities are considered in this category. Membership increases, fundraisers, and chapter letters/communications are just a few examples of what would be included in this section as chapter development. Competition training, dressing for success, speakers are a few examples of membership development.



**A. Chapter/Membership Development Event One**

Name of event/activity:

Purpose of the chapter/membership development event:

Description of Event:

Chapter evaluation of this event:

Finances: Expenses, profits, and any charitable donations of money, time, labor, product or any pertinent financial data.

To document this event/activity please choose exhibits (pictures, flyers, letters, etc.) that will give the judges a good sense of the image, details, and overall success of the event. Scan or copy all documents pertaining to this event into this section. Nothing should be attached to the page or fold-out. Including the above information and section title, you may use at most 4 pages to document this activity/event.

**B. Chapter/Membership Development Event Two**

Name of event/activity:

Purpose of the chapter/membership development event:

Description of Event:

Chapter evaluation of this event:

Finances: Expenses, profits, and any charitable donations of money, time, labor, product or any pertinent financial data.

To document this event/activity please choose exhibits (pictures, flyers, letters, etc.) that will give the judges a good sense of the image, details, and overall success of the event. Scan or copy all documents pertaining to this event into this section. Nothing should be attached to the page or fold-out. Including the above information and section title, you may use at most 4 pages to document this activity/event.

**V. Publicity/Promotion**

This section documents events/activities that your chapter uses to create awareness or portray a positive image of DECA within in the community. The audience can be prospective members, future members (example visiting a middle school), your school, city, area, business (es), government agencies, etc.



**A. Publicity/Promotion Event One**

Name of event/activity:

Purpose of the publicity/promotion development event:

Description of Event:

Chapter evaluation of this event:

Finances: Expenses, profits, and any charitable donations of money, time, labor, product or any pertinent financial data.

To document this event/activity please choose exhibits (pictures, flyers, letters, etc.) that will give the judges a good sense of the image, details, and overall success of the event. Scan or copy all documents pertaining to this event into this section. Nothing should be attached to the page or fold-out. Including the above information and section title, you may use at most 4 pages to document this activity/event.

**B. Publicity/Promotion Event Two**

Name of event/activity:

Purpose of the publicity/promotion event:

Description of Event:

Chapter evaluation of this event:

Finances: Expenses, profits, and any charitable donations of money, time, labor, product or any pertinent financial data.

To document this event/activity please choose exhibits (pictures, flyers, letters, etc.) that will give the judges a good sense of the image, details, and overall success of the event. Scan or copy all documents pertaining to this event into this section. Nothing should be attached to the page or fold-out. Including the above information and



## Written Entry Checklist Standards

In addition to following the outline above, when preparing your written entry, you must observe all of the following rules. The purpose of the rules is to make competition as fair as possible among participants.

1. Submit one copy of the entry in an official DECA folio (not a three-ring binder). Folios are available from DECA Images. No markings, tape, or other material should be attached to the folio.
2. Sheet protectors may not be used.
3. The body of the entry must be limited to 33 numbered pages, excluding the title page and table of contents.
4. The pages must be numbered in sequence, starting with the Executive Summary and ending with the final page of Section V. Publicity/Promotion.
5. You should use your best judgment in the spacing of the document. You can single or double space the content. The entry must be typed/word-processed. You will want to use a font and font size that are easily read by our judges. Only exhibits and documents used to document activities/events may include handwritten entries or corrections.
6. All material must be shown on 8½-inch x 11-inch paper. Pages may not fold out to a larger size. Tabs may not be used. Nothing may be attached to the page.
7. Decorative artwork, pictures, illustrations and desktop publishing techniques may be used throughout the project, including the title page and table of contents. Photographs in the report must be scanned and placed as digital files.
8. The entry must follow the sequence outlined. No sections may be added. Sections not included will be given a zero.



## Oregon DECA Chapter of the Year Written Entry Checklist and Evaluation Form

	No Value	Little Value	Adequately Done	Well Done	Exceptionally Well Done	Judged Score
<b>Executive Summary</b> One-page description as to why the chapter should receive this honor.	1	2	3	4-5	6	
<b>Community Oriented</b> Were the programs dedicated to improving the community and educating members on civic responsibilities? How involved is the chapter with the community? What impact did the chapter have in the community? (Two community service projects are required to receive maximum points.)						
<b>Community Oriented – Event ONE</b>	0-2	3-4	5-6	7-8	9-10	
<b>Community Oriented – Event TWO</b>	0-2	3-4	5-6	7-8	9-10	
<b>Leadership Development</b> Based on the quality, education in marketing and related fields of study, and student leadership.						
<b>Leadership Development – Event ONE</b>	0-2	3-4	5-6	7-8	9-10	
<b>Leadership Development – Event TWO</b>	0-2	3-4	5-6	7-8	9-10	
<b>Chapter/Membership Development</b> Did activity involve students in new learning experiences? Did all students have opportunities to lead or participate in leadership training? Was there training throughout the year in an effort to teach members about professionalism, and forming business relationships? Did the chapter use new and creative ways to develop their chapter?						
<b>Chapter/Membership Development – Event ONE</b>	0-2	3-4	5-6	7-8	9-10	
<b>Chapter/Membership Development – Event TWO</b>	0-2	3-4	5-6	7-8	9-10	
<b>Publicity/Promotion</b> Did the chapter use methods that reached their target audience? Did the promotion clearly define the target market? Was frequency built into the promotion campaign? Was there an obvious professionalism to the campaign that one would expect from those studying promotion? Was the theme and ideas fresh? Was technology used in the delivery or planning of the activities/messages/events? What was the integration of Social Media and effectiveness?						
<b>Publicity/Promotion – Event ONE</b>	0-2	3-4	5-6	7-8	9-10	
<b>Publicity/Promotion – Event TWO</b>	0-2	3-4	5-6	7-8	9-10	
<b>Overall Impression of Report</b> Professionalism of the written report to include but not limited to spelling, grammar, word processing, chosen exhibits, etc. Judges should also consider the opportunities available in the area this chapter is located in assigning these points.	0-2	3-4	5-7	8-11	12-14	

Written Entry Total Points (Maximum 100 points) \_\_\_\_\_