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## G O L D C H A P T E R A W A R D S P R O G R A M C O M P E T I T I O N

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DECA's Guiding Principles

### COMPETITION OBJECTIVES:

- To encourage chapters to conduct activities and projects that are focused on the second statement of DECA's Guiding Principles (the result).

*"Guiding Principles: The guiding principles are designed to explain how DECA fulfills our mission in two distinct statements – the first addresses what we do and the second addresses the result."*

*Statement #1:*

*DECA's Comprehensive Learning Program...*

*Integrates in to Classroom Instruction*

*Applies Learning*

*Connects to Business*

*Promotes Competition*

*Statement #2:*

*DECA Prepares the next generation to be...*

*Academically Prepared*

*Community Oriented*

*Professionally Responsible*

*Experienced Leaders*

- To build member involvement.
- To build school and community recognition for the local DECA Chapter and Marketing Education Program.
- To suggest activities and projects that strengthens the local chapter.

### DESCRIPTION:

The Minnesota Gold Chapter Project Competition will provide additional recognition for chapters that chose to achieve and meet the specified requirements.

Chapters will claim credit for activities by submitting a report consisting of narrative and documentation pages in the proper format and order as outlined. Chapters will submit their projects for verification and judging by the written project judging deadline. The top 12 projects will be present their projects at the State Career Development Conference.

Minnesota DECA will recognize all certified projects at the State Career Development Conference. The top eight projects will be recognized as finalists, the top three projects will receive trophies with the remaining five projects receiving finalist plaques. The top 12 chapters will be eligible to send two representative to participate in the leadership academies at the International Career Development Conference.

# WRITTEN PROJECT GUIDELINES

## PROJECT STANDARDS:

- Projects must be submitted in a blue or white binder.
  - All materials must be enclosed in sheet protectors. Attachments, paste-ups, and photographs may be used as long as they are contained in the sheet protectors.
  - The pages must be numbered in sequence starting with the Project Overview and ending with the Promotions & Public Relations section. Blank pages should also be numbered.
  - The body of the entry must not exceed 90 pages.
  - Major content must be at least double-spaced (not space-and-a-half). Figures and exhibits, headings, lists, sample letters, etc. may be single spaced.
  - The project must be word-processed (not hand-written).
  - Each specific activity will count only once. An event may include more than one activity. For example: You may organize a concert where you collect food for a local food shelf (the organization of the concert and the food collected could be counted as separate activities, but only used once).
  - The project may include events from the previous year's state conference to the current year's written project deadline.
  - Each activity should include one narrative page (or description of the activity) directly followed by one documentation page.
    - The **narrative page** (or description of the activity) should include the following:
      - A Heading that includes:
        - Project Section
        - Activity #
        - Activity Title
        - Activity Date
      - The body should include:
        - Goals of the Activity
        - Summary of the Activity (written as though the reader knows nothing about the activity)
        - Activity Evaluation
  - The **documentation page** should directly follow the narrative page. Documentation may come in the form of pictures, programs, charts, letters, etc. All documentation should be labeled describing its importance. The documentation must be numbered in sequence with the rest of the project.
- Up to three chapter members may chair and present the project.

**\*\*NOTE - Activity numbers should start over in each section (6 activities per section).**

# PROJECT SECTION SPECIFICATIONS & DESCRIPTIONS:

## TITLE PAGE

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

- Gold Chapter Project
- Name of Chapter
- Name of School
- School Address
- Name of Chapter Chairpersons
- Date

The title page is NOT 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 up to two pages long. The table of contents is NOT numbered.

## PROJECT OVERVIEW

The project overview should be a one-page overview of the project. The Project Overview should be page one of the project.

## CHAPTER INTRODUCTION

The chapter introduction should follow directly after the project overview. The chapter introduction should be a one page description of the local Marketing Education Program and DECA Chapter, school, and community.

## CHAPTER ROSTER

An official roster (from National DECA) should be included directly following the chapter introduction.

### SECTION 1 – MEMBERSHIP DEVELOPMENT

Activities in this section should include those that are focused on primarily on membership. Examples: membership recruitment activities, member-only activities, speakers, seminars, promotional activities conducted to increase membership, communication methods, etc. Activities may fit into more than one section. Once you choose a section to put the activity in, you cannot use it in another section.

### SECTION 2 – ACADEMICALLY PREPAREDNESS (similar to Vocational Understanding)

Activities in this section should include those that are focused on academic subject matter. Examples: guest speakers, field trip related to class content, seminars, etc. Activities may fit into more than one section. Once you choose a section to put the activity in, you cannot use it in another section.

### SECTION 3 – COMMUNITY ORIENTED (similar to Civic Consciousness)

Activities in this section should be community focused. Examples: Adopt a Highway, Food Drives, MDA Fundraisers, etc. Activities may fit into more than one section. Once you choose a section to put the activity in, you cannot use it in another section.

### SECTION 4 – PROFESSIONALLY RESPONSIBLE (similar to Social Intelligence)

Activities in this section should be focused on professional development, networking skills, ethics, professional etiquette, integrity, and high standards. Examples: guest speakers, professional social events, or anything where members learn or practice professionalism. Activities may fit into more than one section. Once you choose a section to put the activity in, you cannot use it in another section.

### SECTION 5 – EXPERIENCED LEADERS (similar to Leadership Development)

Activities in this section should be focused on providing experiences for leadership. Examples: attending conferences, project implementation, meetings, etc. Activities may fit into more than one section. Once you choose a section to put the activity in, you cannot use it in another section.

### SECTION 6 – PROMOTION & PUBLIC RELATIONS

Activities in this section should be focused the promotion of the chapter or events of the chapter. Examples: DECA Week activities, parades, clothing, school store, promotional materials, etc. Activities may fit into more than one section. Once you choose a section to put the activity in, you cannot use it in another section.

# PROJECT OUTLINE

The project should follow the following outline:

## TITLE PAGE

## TABLE OF CONTENTS

### I. PROJECT OVERVIEW

### II. CHAPTER INTRODUCTION

### III. CHAPTER ROSTER

### IV. SECTION 1 – MEMBERSHIP DEVELOPMENT

*Must complete six (6) Membership Development activities. See project specifications & descriptions for more information.*

### V. SECTION 2 – ACADEMICALLY PREPAREDNESS

*Must complete six (6) Academically Preparedness activities. See project specifications & descriptions for more information.*

### VI. SECTION 3 – COMMUNITY ORIENTED

*Must complete six (6) Community Oriented activities. See project specifications & descriptions for more information.*

### VII. SECTION 4 – PROFESSIONALLY RESPONSIBLE

*Must complete six (6) Professionally Responsible activities. See project specifications & descriptions for more information.*

### VIII. SECTION 5 – EXPERIENCED LEADERS

*Must complete six (6) Experienced Leaders activities. See project specifications & descriptions for more information.*

### IX. SECTION 6 – PROMOTION & PUBLIC RELATIONS

*Must complete six (6) Promotion & Public Relations activities. See project specifications & descriptions for more information.*

## PRESENTATION GUIDELINES

The top 12 written projects will be given the opportunity to present their project at the State Career Development Conference. The presentation should follow the guidelines listed below:

- One to three students may present the project.
- The presentation will last 10 minutes with an additional five minutes for questions. A maximum of 15 minutes will be allotted for each project presentation.
- The presentation will be worth 35 points.
- Only visual aids that can be easily carried in to the presentation by the participants will be permitted, and the participants alone must set up the visuals.
- Participants may use a personal laptop they provide. No electrical power will be supplied.
- No set up time will be allotted.
- No sound may be used during the presentation.
- No material of any kind may be passed to the judge(s).
- The judge will notify the adult assistant if any rules are violated.

# JUDGE'S INSTRUCTIONS

## WRITTEN ENTRY JUDGING

Please familiarize yourself with all of the event guidelines before starting to evaluate the written entry. Penalty points have already been assessed. The Written Entry Evaluation Form follows the outline shown in the section entitled Guideline For The Format Of The Gold Chapter Awards Program. As you read, ask yourself, "Did this activity reach its goal? Was it realistic? Are the writers communicating and presenting the activity clearly?"

The judge should complete the Written Entry Evaluation Form, making sure to

- Place the name of the participant(s) and their school on the evaluation sheet.
- Check the appropriate score box and subtotal at the end of each section.
- Indicate whether or not the minimum requirement has been met for each event, by checking the shaded box.
- Double check to ensure that you have scored every category.
- Total your score and place in the appropriate space at the bottom of the page.

## MEETING THE MINIMUM REQUIREMENT FOR NATIONAL DECA

A check on the evaluation sheet indicates the project meets the minimum requirements (each shaded box should be checked on the evaluation form) set by National DECA and therefore is eligible to receive national recognition. To meet the minimum requirement, the project must simply complete and document their events according to the outline. A project may meet the minimum requirement and not compete at the state level.

## STATE COMPETITION 1, 2, 3 SCORING

A maximum score, **3** means that, in your opinion, the information is presented in an effective way; nothing more could be expected in presenting the material in a different or imaginative way.

A score of **2** means that the information is presented adequately. It meets minimum standards of acceptability.

A score of **1** means that some major flaw has been noted that damages the effectiveness of the information presented. This may be a major omission, a serious misstatement, poor writing or any other major flaw.

It may help to go through several projects before actually starting to score the entries. Please feel free to make written notes/comments to the participant(s) on the back of the Written Entry Evaluation Form or a separate sheet of paper during your scoring.

## **Presentation Judging**

The participant(s) will make a 15-minute presentation to you. You may refer to the written entry during the interview.

During the first 10 minutes of the presentation (after introductions), the participants will highlight their chapter's activities for each section during the past year. Allow the participant(s) to complete this portion without interruption, unless you are asked to respond to a statement or question. All participants must take part in the opening presentation.

During the final 5 minutes, you may question the participant(s). The first four questions must be based on the Presentation Evaluation Form (parts II, III, IV and V). At least one question must be addressed to each participant. To ensure fairness you must ask each participant or group of participant(s) the same four questions:

1. One question on Marketing Program/DECA Chapter, School & Community
2. One question on Promotion/Public Relations
3. One question on their Community Oriented Activities
4. One question on their Leadership Activities

These questions must be prepared before the presentations begin.

After asking the four required questions, you may ask any additional questions that seem appropriate to the written entry but they are not to be part of the scoring process.

At the conclusion of the presentation, thank the participant(s). Then complete the Presentation Evaluation Form, making sure to record a score for all categories. Maximum score for the presentation is 35 points.

We hope you are impressed by the quality of work of these participants and their fellow chapter members. If you have any suggestions for improving this event, please mention them to your event director.

**THANK YOU FOR YOUR TIME!**



MINNESOTA  
**DECA**<sup>TM</sup>

## GOLD CHAPTER PROJECT WRITTEN PROJECT PENALTY POINT SHEET

Participant(s) Name \_\_\_\_\_

DECA Chapter/School \_\_\_\_\_

**Remember:** A copy of National DECA Roster must be included in Membership Section for project to be eligible for Gold Level.

	Checked	Penalty Points Assessed	Page No.
1. Blue or white three-ring binder .....	5	_____	_____
2. Sheet protectors used for all pages .....	_____	5	_____
3. Page size is 8 ½" X 11".....	_____	_____	_____
4. Limited to 90 numbered pages (plus the title page and table of contents) .	_____	5 (per pg)	_____
5. All pages numbered in sequence starting with the executive summary....	_____	5	_____
6. Major content must be at least double-spaced (not space-and-a-half). Title page, table of contents, appendix, material in tables, figures, exhibits, lists, headings, sample letters, forms, etc. may be single spaced .....	_____	5	_____
7. Entry must be typed (word processed). Materials in exhibits, participant created artwork, charts and graphs may be hand written. Handwritten corrections will be penalized .....	_____	5	_____
8. Foldouts, attachments, paste-ups, photographs, tabs, etc. enclosed in the sheet protectors .....	_____	5	_____
9. All activities conducted after the previous year's state conference and prior to the submission of the project for the current conference .....	_____	5	_____
10. Entry follows the sequence outlined in guidelines .....	_____	5	_____
11. Page numbers of sections and activities must appear in table of contents ...	_____	5	_____
12. Each activity area, activity #, activity title, and activity date is clearly labeled in body of project .....	_____	5	_____

**Total Penalty Points Assessed** \_\_\_\_\_

*(Activity numbers start over in each section)*





# GOLD CHAPTER PROJECT WRITTEN EVALUATION FORM

Chapter Name \_\_\_\_\_

	Activity Completion	0 Points	1 Point	2 Points	3 Points
<b>I. PROJECT OVERVIEW</b>					
<i>Section Subtotal</i>					<b>/3 Points</b>

	Activity Completion	0 Points	1 Point	2 Points	3 Points
<b>II. CHAPTER INTRODUCTION</b>					
<i>Section Subtotal</i>					<b>/3 Points</b>

	Activity Completion	0 Points	1 Point	2 Points	3 Points
<b>III. CHAPTER ROSTER</b>					
<i>Section Subtotal</i>					<b>/3 Points</b>

	Activity Completion	0 Points	1 Point	2 Points	3 Points
<b>IV. SECTION 1 – MEMBERSHIP DEVELOPMENT</b>					
ACTIVITY 1:					
ACTIVITY 2:					
ACTIVITY 3:					
ACTIVITY 4:					
ACTIVITY 5:					
ACTIVITY 6:					
<i>Section Subtotal</i>					<b>/18 Points</b>

	Activity Completion	0 Points	1 Point	2 Points	3 Points
<b>V. SECTION 2 – ACADEMICALLY PREPAREDNESS</b>					
ACTIVITY 1:					
ACTIVITY 2:					
ACTIVITY 3:					
ACTIVITY 4:					
ACTIVITY 5:					
ACTIVITY 6:					
<i>Section Subtotal</i>					<b>/18 Points</b>

	Activity Completion	0 Points	1 Point	2 Points	3 Points
<b>VI. SECTION 3 – COMMUNITY ORIENTED</b>					
ACTIVITY 1:					
ACTIVITY 2:					
ACTIVITY 3:					
ACTIVITY 4:					
ACTIVITY 5:					
ACTIVITY 6:					
<i>Section Subtotal</i>					<b>/18 Points</b>





<b>VII. SECTION 4 – PROFESSIONALLY RESPONSIBLE</b>	Activity Completion	0 Points	1 Point	2 Points	3 Points
ACTIVITY 1:					
ACTIVITY 2:					
ACTIVITY 3:					
ACTIVITY 4:					
ACTIVITY 5:					
ACTIVITY 6:					
<i>Section Subtotal</i>		<b>/18 Points</b>			

<b>VIII. SECTION 5 – EXPERIENCED LEADERS</b>	Activity Completion	0 Points	1 Point	2 Points	3 Points
ACTIVITY 1:					
ACTIVITY 2:					
ACTIVITY 3:					
ACTIVITY 4:					
ACTIVITY 5:					
ACTIVITY 6:					
<i>Section Subtotal</i>		<b>/18 Points</b>			

<b>IX. SECTION 6 – PROMOTION &amp; PUBLIC RELATIONS</b>	Activity Completion	0 Points	1 Point	2 Points	3 Points
ACTIVITY 1:					
ACTIVITY 2:					
ACTIVITY 3:					
ACTIVITY 4:					
ACTIVITY 5:					
ACTIVITY 6:					
<i>Section Subtotal</i>		<b>/18 Points</b>			

**WRITTEN PROJECT TOTAL \_\_\_\_\_/114 POINTS**

*Subtotals from each section should be added to make up the Written Project total. The written project total is added to the total from the Presentation total to make up the final score.*



# GOLD CHAPTER PROJECT PRESENTATION EVALUATION FORM

	Exceptionally Well Done	Well Done	Adequately Done	Little Value	Not Included	Judged Score
<b>Opening Presentation:</b> Description of the project; organization; clarity and effectiveness of the presentation	10 – 9	8-7-6	5-4-3	2-1	0	
<b>Question 1:</b> Marketing Program/DECA Chapter, School & Community	4	3	2	1	0	
<b>Question 2:</b> Promotion & Public Relations Activity	4	3	2	1	0	
<b>Question 3:</b> Community Oriented Activity	4	3	2	1	0	
<b>Question 4:</b> Experienced Leaders Activity	4	3	2	1	0	
<b>Professionalism:</b> To what extent did the participant(s) demonstrate professional standards?	5-4	3	2	1	0	
<b>Overall Impression:</b> Overall impression of the participants, presentation techniques, and their project.	4	3	2	1	0	
<b>TOTAL PRESENTATION POINTS</b>						

**RECAP:**

Written Project Score (114)	
Presentation Score (35)	
<b>SUBTOTAL (149)</b>	
Less Penalty Points	

Judge: A    B    C    D    E    (circle one)

