**2020-2021 VA DECA Annual Report**

**Section Page**

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# *Program of Leadership Annual Report Penalty Point Rubric 2020-2021*

|  |  |
| --- | --- |
| Chapter Name | District |

Below is a checklist for the Annual Report and penalty points that will be assessed if deficiencies are found. Penalties will be deducted from the raw score.

|  |  |  |
| --- | --- | --- |
| Please note deficiencies below and the corresponding penalties for those deficiencies. | Possible Penalty Points To Be Accessed | Points Penalty Accessed by Annual Report Judge |
| 1. Title page does not include chapter’s name and title of “Annual Report 2020-21” | 10 |  |
| 2. Report does not use 2020-2021 Penalty Point Rubric, and/or 2029-2021 Annual Report template forms (including section dividers). | 10 points per occurrence |  |
| 3. Entry-form/scoring rubric is not included and completed following this checklist. | 5 |  |
| 4. DECA Inc Roster is not included in the Appendix (Roster should be the last page of the Appendix & is not counted in the 80 pg limit) | 10 |  |
| 5. Report does not follow sequence outlined in the table of contents. | 5 |  |
| 6. Project is over 80 pages, including title pages/dividers. DECA Inc roster (last page of appendix) is not included in the page limit. | 5 |  |
| 7. One or more signatures of chapter president, school official, or a chapter advisor is missing on scoring rubric. | 20 |  |
| 8. Project was received after the deadline | 100 |  |
| 9. Five or more typos and/or grammatical mistakes occur in the report. | 10 |  |
| 10. Shares claimed are not identified in annual report. | 10 |  |
| 11. **Agenda** with meeting type is not included for a chapter meeting. | **10 points per occurrence** |  |
| 12. The **date and/or number of students attending** a chapter meeting, community service project or social activity is not included. | **5 points per occurrence** |  |
| **TOTAL PENALTY POINTS ASSESSED. (Deducted from the raw score of the Annual Report)** |  |  |

# 2020-2021 Virginia DECA Annual Report - SCORING RUBRIC

**Annual Report Level Claimed**

Blue Chip 1000 Shares  Preferred 800-999 Shares  Fortune 500 500-799 Shares

|  |  |  |  |
| --- | --- | --- | --- |
| Activity | Shares | Shares Claimed | Shares Awarded |
| **Section A Installation/Initiation** |  |  |  |
| A.1 Conducted BOTH an Installation and Initiation Ceremony | **100** | Click here to enter text. |  |
| **Section B Recruitment Activities (max 200)** |  |  |  |
| Recruitment Activities | **50 ea** | Click here to enter text. |  |
| **Section C Chapter Meetings (max 145)** |  |  |  |
| C.1 Business Meeting (s) | **25 ea** | Click here to enter text. |  |
| C.2 Professional Meeting (s) | **25 ea** | Click here to enter text. |  |
| C.3 Additional Meeting (s) (max 3 additional) | **15 ea** | Click here to enter text. |  |
| **Section D Officer Leadership** |  |  |  |
| D.1 Attended or held local, regional, state sponsored member or officer leadership training | **50** | Click here to enter text. |  |
| D.2 Officer/Leadership meeting (s) (max 2) | **25 ea** | Click here to enter text. |  |
| **Section E State/National DECA Month** |  |  |  |
| E.1 VA DECA Day Activities | **50** | Click here to enter text. |  |
| E.2 National DECA Month Activities | **50** | Click here to enter text. |  |
| **Section F Chapter Public Relations** | **Max 75** |  |  |
| F.1 Print/Broadcast Public Information | **15 ea** | Click here to enter text. |  |
| F.2 Online/Social Media | **15 ea** | Click here to enter text. |  |
| F.3 Public Appearances | **15 ea** | Click here to enter text. |  |
| **Section G Project Management Activities** |  |  |  |
| G.1 Community Service Project | **100** | Click here to enter text. |  |
| G.2 Project Management | **25** | Click here to enter text. |  |
| G.3 Project Management | **25** | Click here to enter text. |  |
| G.4 Project Management | **25** | Click here to enter text. |  |
| G.5 Project Management | **25** | Click here to enter text. |  |
| **Section H Participation in Competitive Events** |  |  |  |
| H.1 DLC participation | **50** | Click here to enter text. |  |
| H.2 SLC attendance | **50** | Click here to enter text. |  |
| **Section I Chapter Social Events** |  |  |  |
| I.1 Activity #1 | **50** | Click here to enter text. |  |
| I.2 Activity #2 | **25** | Click here to enter text. |  |
| **Section J Work Based Learning/Business Partner** |  |  |  |
| J.1 Employer Recog. OR Business Partner Recog. | **100** | Click here to enter text. |  |
| **Total Shares Claimed** |  | Click here to enter text. |  |
| **Penalty Points Assessed (if applicable)** |  |  |  |
| **Total Shares** |  |  |  |

|  |
| --- |
| **Signature Sheet**    **(Required)** |

We verify that all information contained in this report has taken place exactly as reported. All Chapter Advisors listed on your submitted membership roster must sign this document.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Chapter President – Print Chapter President - Signature

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

School Official – Print School Official - Signature

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Chapter Advisor - Print Chapter Advisor - Signature

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Chapter Advisor - Print Chapter Advisor – Signature

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Chapter Advisor - Print Chapter Advisor - Signature

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Chapter Advisor - Print Chapter Advisor – Signature

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Chapter Advisor - Print Chapter Advisor - Signature

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Chapter Advisor - Print Chapter Advisor – Signature

|  |
| --- |
| **Installation/Initiation Ceremonies**  **(100 shares)** |

**Installation/Initiation Ceremonies**

As with any professional organization, the installation of officers and initiation of new members are important events. The members of the      DECA Chapter each year conduct a ceremony for each of these events. During the installation ceremony, each officer is explained his/her duties and is charged with upholding these duties and actively leading the chapter members to a successful year. During the initiation ceremony, each member is explained his/her responsibilities as a member of DECA and is charged with becoming an active member in the organization.

Both ceremonies must be conducted to receive maximum shares. This can be done at two occasions or at one time but cannot be counted as a chapter meeting. A summary of each of these events may be found on the following pages of this section.

Date of Installation:

Date of Initiation:

**Installation Ceremony Summary**

Date of Installation:       Time:

Location:

Presiding Officer:      Secretary:

Advisor(s):

Brief Description of Installation (how was Installation conducted):

Agenda for Event

**Initiation Ceremony Summary**

Date of Initiation:       Time:

Location::

Presiding Officer:       Secretary:

Advisor(s):

Brief Description of Initiation (how was Initiation conducted):

Agenda for Event

|  |
| --- |
| **Marketing Program/DECA Recruitment Activities**    **(50 shares each activity – Max 200 shares)** |

**Marketing Program and DECA Recruitment Activities**

A vital concern for any professional organization is its membership status and therefore, it is important for all DECA members to be involved in recruiting new members. Since DECA is a co-curricular activity in Marketing, a student must be enrolled in a marketing class in order to be a DECA member. Therefore, the members of the       DECA Chapter planned and conducted various recruitment activities throughout the school year to encourage other students to enroll in Marketing and to encourage DECA membership. Below is a summary of these activities.

Type(s) of Recruitment Activities: (Check those that were completed.)

Brochure  Radio Spot

Visual Presentation  Television Spot

News Release   School Announcement

Open House   Bulletin Board

Website: Banner/Photo/Article

Social Event to promote membership

**Note:**

The activity reported in this standard cannot be reported in any other standard.

**Marketing Program/DECA Recruitment Activity #1 Summary**

Date Held:

Purpose(s):

Outstanding Features:

Summary of Project:

**Marketing Program/DECA Recruitment Activity #2 Summary**

Date Held:

Purpose(s):

Outstanding Features:

Summary of Project:

**Marketing Program/DECA Recruitment Activity #3 Summary**

Date Held:

Purpose(s):

Outstanding Features:

Summary of Project:

**Marketing Program/DECA Recruitment Activity #4 Summary**

Date Held:

Purpose(s):

Outstanding Features:

Summary of Project:

|  |
| --- |
| **Chapter Meetings**  **(Max 145 shares)** |

**Chapter Meetings**

\_\_\_\_\_ times throughout the year the members of       DECA held chapter meetings at different locations in the school and/or community. The primary purpose of these meetings was to bring members together as a professional marketing organization to further professional development. There were two types of meetings held—professional chapter meetings and/or business meetings. The business meetings were held to discuss and take action on local chapter concerns. Each professional chapter meeting centered on a particular theme with a key presentation (i.e. film, guest speaker, etc.) related to that theme. An official report for each meeting may be found on the following pages of this section.

**Official Chapter Meeting Report #1**

Type of Meeting: Professional  Business

Theme (if Professional):

Date:       Start Time:       End Time:

Location:

Presiding Officer:

Secretary:

Advisor(s):

Number of Chapter Members Who Participated:

AGENDA

(If declared as a professional meeting, please identify guest speaker/company, alumni member and topic, film topic, or other feature that makes this qualify as a professional meeting.)

(All chapter meetings business and professional MUST include an agenda. Agenda must be included below, or on a page added here – NOT in the appendix)

**Official Chapter Meeting Report #2**

Type of Meeting: Professional   Business

Theme (if Professional):

Date:       Start Time:        End Time:

Location:

Presiding Officer:

Secretary:

Advisor(s):

Number of Chapter Members Who Participated:

AGENDA

(If declared as a professional meeting, please identify guest speaker/company, alumni member and topic, film topic, or other feature that makes this qualify as a professional meeting.)

(All chapter meetings business and professional MUST include an agenda. Agenda must be included below, or on a page added here – NOT in the appendix)

**Official Chapter Meeting Report #3**

Type of Meeting: Professional   Business

Theme (if Professional):

Date:      Start Time:       End Time:

Location:

Presiding Officer:

Secretary:

Advisor(s):

Number of Chapter Members Who Participated:

AGENDA

(If declared as a professional meeting, please identify guest speaker/company, alumni member and topic, film topic, or other feature that makes this qualify as a professional meeting.)

(All chapter meetings business and professional MUST include an agenda. Agenda must be included below, or on a page added here – NOT in the appendix)

**Official Chapter Meeting Report #4**

Type of Meeting: Check one. Professional   Business

Theme (if Professional) :

Date:      Start Time:       End Time:

Location:

Presiding Officer:

Secretary:

Advisor(s):

Number of Chapter Members Who Participated:

AGENDA

(If declared as a professional meeting, please identify guest speaker/company, alumni member and topic, film topic, or other feature that makes this qualify as a professional meeting.)

(All chapter meetings business and professional MUST include an agenda. Agenda must be included below, or on a page added here – NOT in the appendix)

**Official Chapter Meeting Report #5**

Type of Meeting: Professional  Business

Theme (if Professional):

Date:       Start Time:       End Time:

Location:

Presiding Officer:

Secretary:

Advisor(s):

Number of Chapter Members Who Participated:

AGENDA

(If declared as a professional meeting, please identify guest speaker/company, alumni member and topic, film topic, or other feature that makes this qualify as a professional meeting.)

(All chapter meetings business and professional MUST include an agenda. Agenda must be included below, or on a page added here – NOT in the appendix)

**Official Chapter Meeting Report #6**

Type of Meeting: Professional  Business

Theme (if Professional):

Date:       Start Time:       End Time:

Location:

Presiding Officer:

Secretary:

Advisor(s):

Number of Chapter Members Who Participated:

AGENDA

(If declared as a professional meeting, please identify guest speaker/company, alumni member and topic, film topic, or other feature that makes this qualify as a professional meeting.)

(All chapter meetings business and professional MUST include an agenda. Agenda must be included below, or on a page added here – NOT in the appendix)

**Official Chapter Meeting Report #7**

Type of Meeting: Professional  Business

Theme (if Professional):

Date:      Start Time:       End Time:

Location:

Presiding Officer:

Secretary:

Advisor(s):

Number of Chapter Members Who Participated:

AGENDA

(If declared as a professional meeting, please identify guest speaker/company, alumni member and topic, film topic, or other feature that makes this qualify as a professional meeting.)

(All chapter meetings business and professional MUST include an agenda. Agenda must be included below, or on a page added here – NOT in the appendix)

|  |
| --- |
| **Officer/Member Leadership**  **(100 Max shares)** |

**Officer/Member Leadership Training**

The overall success of a DECA chapter can be a direct reflection of leadership and commitment exhibited by its officers. Because of this crucial factor, each year the officers of the       DECA Chapter participate in an Officer/Member Leadership Training event. Event details and a list of our officers who participated follows:

Date of Conference:       Time:

Location:

Advisor(s):

Local Chapter Officer Participants

**Name and Office**

1.       6.

2.       7.

3.       8.

4.       9.

5.       10.

Number of other members participating

**Type of Officer/Member Leadership Training Events**

District DECA Chapters

DECA Leadership Conference

Local chapter

Combination of all career and technical organizations within a geographic area

Collegiate-sponsored activity held on university campus

**\*\* A copy of the agenda must be included for shares to be awarded.**

**Officer/Member Leadership Meeting #1**

The overall success of a DECA chapter can be a direct reflection of leadership and commitment exhibited by its officers. Because of this crucial factor, each year the officers of the       DECA Chapter participate planning the chapter’s program of leadership and activities of the chapter. Meeting details and a list of our officers who participated follows:

Date of Meeting:       Time:

Location:

Advisor(s):

Purpose of Meeting:

Local Chapter Officer Participants

**Name and Office**

1.       6.

2.       7.

3.       8.

4.       9.

5.       10.

Number of other members participating

Agenda – Officer/Leadership Meeting #1

**Officer/Member Leadership Meeting #2**

The overall success of a DECA chapter can be a direct reflection of leadership and commitment exhibited by its officers. Because of this crucial factor, each year the officers of the       DECA Chapter participate planning the chapter’s program of leadership and activities of the chapter. Meeting details and a list of our officers who participated follows:

Date of Meeting:       Time:

Location:

Advisor(s):

Purpose of Meeting:

Local Chapter Officer Participants

**Name and Office**

1.       6.

2.       7.

3.       8.

4.       9.

5.       10.

Number of other members participating

Agenda – Officer/Leadership Meeting #2

|  |
| --- |
| **State/National DECA Day/Month Promotional Activities**  **(100 Max shares)** |

**Virginia DECA Day Promotional Activity**

To promote DECA at the local level, the members of the       DECA Chapter conducted VA DECA Day Promotional Activity(ies).

A brief report of this year's event is summarized below.

Event Theme:

Location of Event:

Date of Event:

Description of Promotion

**DECA MONTH Promotional Activity**

To promote DECA at the local level, the members of the       DECA Chapter conducted a DECA Month Promotional Activity.

A brief report of this year's second event is summarized below.

Event Theme:

Location of Event:

Date of Event:

Description of Promotion

|  |
| --- |
| **Chapter Public Relations**  **(75 shares)** |

**Chapter Public Relations**

The members of the       DECA Chapter see the importance of community awareness and understanding of DECA. To facilitate community support, our DECA chapter has engaged in public relations activities as described below.

1. **Print/Broadcast Public Information**

**Print Public Information Activities**

Activities may count for 15 shares each.

Local Newspaper  School Division Publication

School Newspaper  Trade Publication

District Newsletter

Other

***Title* Publication Date**

1.            

2.            

3.            

4.            

5.            

6.            

7.            

8.            

**Broadcast Public Information Activities**

Activities may count for 15 shares each.

Local TV (90 seconds length)  Local Radio (90 seconds length)

(not CHAPTER announcements)

Spot announcements whose total cumulative time is in excess of 90 seconds will qualify.

**Media Activities Amount of Time Date**

***Type of Media* (TV, Video, Radio)**

1.            

2.            

3.            

4.            

**Brief Description of Broadcast Media Activities:**

(e.g.TV, radio, video clip, etc.)

1.

2.

3.

4.

1. **Online/Social Media – (e.g Facebook, Twitter)**

**Online Information Activities**

*Name of Media – Include a listing in the appendix to claim shares for this type of media.* *List date, website and the message associated to each update.*

School division/school web site

DECA Direct  VA DECA Web Site

Online video clip (90 seconds length)  Other website \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Social Media Information Activities**

*15 shares for each 15 updates. Must include a listing in appendix that includes date, chapter handle and message associated with each update.*

*Social Media used must be your chapter’s NOT personal accounts.*

Facebook  Twitter

Instagram  VA DECA Web Site

Snap Chat  Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**C. Public Appearances**

Activities may count for 15 shares each

Trade/Civic Association

(e.g. Chamber of Commerce, Kiwanis, Lions, Rotary Club, etc.)

Parent /School Association

(e.g. School Board, PTSO, Advisory Councils)

**Public Appearances Presentations Date**

***Name of Organization AND Title of Presentation***

1.      

2.      

3.      

4.      

**Parent /School Organization Presentations Date**

***Title of Presentation/ Name of Organization***

1.

2.

3.

4.

**Brief Description of Trade/Civic Organization Presentations:**

Must include the STUDENT names who participated in each presentation

(e.g. Chamber of Commerce, Kiwanis, Lions or Rotary Club, etc.)

1.

2.

3.

4.

**Brief Description of Parent/School Organization Presentations:**

Must include the STUDENT names who participated in each presentation

(e.g. School Board, PTSO, Advisory Councils, etc.)

1.

2.

3.

4.

|  |
| --- |
| **Project Management Activities**  **(200 Max shares)** |

**Community Giving/Awareness Project**

Community service projects constitute an important aspect of the       DECA Chapter. These activities bring chapter members together to help others in their own communities, counties, and state.

The members of the       DECA Chapter are pleased to report the completion of the following community service project:

Community Project: Community Giving  Community Awareness

Project Title:

Benefactor:

Advisor(s):

Project Chairmen (Students):

Date of Project:

Location:

Number of Chapter Members Who Participated:

Brief Description of Community Service Project:

**Project Management Activities**

Educational projects in our Marketing classes are vital for learning about different aspects of marketing, management, and entrepreneurship. In keeping with this belief, the members of the chapter participated in a variety of projects in our classes throughout the school year.

The       DECA chapter is proud to report that the chapter projects described below have been completed. The titles of these projects are listed below. A summary of each may be found on the following pages of this section of the Annual Report.

**Project Management #1**

DECA Project Category:

Your Chapter Project Title:

Project Director:

**Project Management #2**

DECA Project Category:

Your Chapter Project Title:

Project Director:

**Project Management #3**

DECA Project Category:

Your Chapter Project Title:

Project Director:

**Project Management #4**

DECA Project Category:

Your Chapter Project Title:

Project Director:

**Project Management #1 Summary**

DECA Project Category: Check one

Business Solutions Project  Community Awareness Project

Community Giving Project  Financial Literacy Project  Sales Project

Career Development Project  School Based Enterprise

Your Chapter Project Title:

School and Community:

Number of Chapter Members Participating:

Purposes:

Outstanding Features:

Summary of Project:

**Project Management #2 Summary**

DECA Project Category: Check one

Business Solutions Project  Community Awareness Project

Community Giving Project  Financial Literacy Project  Sales Project

Career Development Project  School Based Enterprise

Your Chapter Project Title:

School and Community:

Number of Chapter Members Participating:

Purposes:

Outstanding Features:

Summary of Project:

**Project Management #3 Summary**

DECA Project Category: Check one

Business Solutions Project  Community Awareness Project

Community Giving Project  Financial Literacy Project  Sales Project

Career Development Project  School Based Enterprise

Your Chapter Project Title:

School and Community:

Number of Chapter Members Participating:

Purposes:

Outstanding Features:

Summary of Project:

**Project Management #4 Summary**

DECA Project Category: Check one

Business Solutions Project  Community Awareness Project

Community Giving Project  Financial Literacy Project  Sales Project

Career Development Project  School Based Enterprise

Your Chapter Project Title:

School and Community:

Number of Chapter Members Participating:

Purposes:

Outstanding Features:

Summary of Project:

|  |
| --- |
| **Participation in Competitive Events**  **(100 shares)** |

**Participation In District Competitive Events**

To foster competition and help train students in various competencies needed to be successful in a marketing occupation, the       DECA Chapter actively participates in the DECA Competitive Events Program. Individual participants first compete at the district level and then, if they win, continue their competition at the state level. If they place at the state level, they have the opportunity to participate in international competition. This year’s competition was held on       at      .(location)

The 2020-2021 participants in the district level of DECA Competitive Events Program are listed in this section of the Annual Report.

**Note:**

A chapter may claim 10 shares per each event in which the chapter participates. Only five categories will be counted.**DECA District Competitive Events**

|  |  |
| --- | --- |
| **Event** | **Student Name** |
| **1. Apparel and Accessories** |  |
|  |  |
|  |  |
|  |  |
| **2. Automotive Services** |  |
|  |  |
|  |  |
|  |  |
| **3. Business Finance** |  |
|  |  |
|  |  |
|  |  |
| **4. Business Services** |  |
|  |  |
|  |  |
|  |  |
| **5. Entrepreneurship** |  |
|  |  |
|  |  |
|  |  |
| **6. Food Marketing** |  |
|  |  |
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|  |  |

**DECA District Competitive Events**

|  |  |
| --- | --- |
| **Event** | **Student Name** |
| **7. Hotel and Lodging Management** |  |
|  |  |
|  |  |
|  |  |
| **8. Human Resources Management** |  |
|  |  |
|  |  |
|  |  |
| **9. Marketing Communications** |  |
|  |  |
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|  |  |
| **10. Quick-Service Restaurant Management** |  |
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|  |  |
| **11. Restaurant and Food Service Mgmt.** |  |
|  |  |
|  |  |
|  |  |
| **12. Retail Merchandising** |  |
|  |  |
|  |  |
|  |  |

**DECA District Competitive Events**

|  |  |  |
| --- | --- | --- |
| **Event** | | **Student Name** |
| **13. Sports and Entertainment** | |  |
|  | |  |
|  | |  |
|  | |  |
| **14. Principles of Finance** | |  |
|  | |  |
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|  | |  |
| **15. Principles of Hospitality and Tourism** | |  |
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| **16. Principles of Marketing** |  | |
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| **17. Principles of Business Administration** |  | |
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|  |  | |
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| **18. Job Interview** |  | |
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|  |  | |
|  |  | |

**DECA District Competitive Events**

|  |  |  |
| --- | --- | --- |
| **Event** | | **Student Name** |
| **19. Selling** |  | |
|  |  | |
|  |  | |
|  |  | |
| **20. Social Media** |  | |
|  |  | |
|  |  | |
|  |  | |
| **21. Personal Financial Literacy** |  | |
|  |  | |
|  |  | |
|  |  | |

**Attendance at State Leadership Conference**

Each year the       DECA Chapter participates in the Virginia DECA State Leadership Conference (SLC). Chapter members represent the chapter by attending the conference to compete in the competitive events program, to run for a state office, interview as a scholarship finalist, and/or attend leadership training. A list of chapter members who attended the 2019-20 SLC and the capacity in which they participated is provided below.

Participant's Name Capacity in Which Each Student Attended

     

|  |
| --- |
| **Chapter Social Event**  **(75 Max shares)** |

**Chapter Social Event #1**

Social activities constitute an important aspect of the       DECA Chapter. These activities bring chapter members together and enhance a feeling of unity among membership. Many of these activities also serve to help students develop skills in social settings.

The members of the       DECA Chapter are pleased to report the completion of the following social activity.

Activity:

Chaperone (s):

Advisor(s):

Date of Activity:       Time:

Location:

Number of Chapter Members Who Attended the Meeting:

Brief Description of Activity:

**Chapter Social Event #2**

Social activities constitute an important aspect of the       DECA Chapter. These activities bring chapter members together and enhance a feeling of unity among membership. Many of these activities also serve to help students develop skills in social settings.

The members of the       DECA Chapter are pleased to report the completion of the following social activity.

Activity:

Chaperone (s):

Advisor(s):

Date of Activity:       Time:

Location:

Number of Chapter Members Who Attended the Meeting:

Brief Description of Activity:

|  |
| --- |
| **Work Based Learning /Business Partner Recognition Activity**  **(100 shares)** |

**Work Based Learning Recognition**

The members of       DECA realize that a critical component of the total training they receive through Marketing is the experience gained through work-based learning. The business personnel who serve as student training sponsors devote tremendous time and effort to the wellbeing of marketing education students. To show appreciation for this contribution, each year the members of the chapter honor their training sponsors at an employer appreciation activity where all business personnel are recognized at the same time (e.g. take a full-page ad in the local newspaper or other media to showcase and show appreciation to all businesses that employed marketing students during that school year). On the next page is the appreciation piece used.

A brief report of this year's event is summarized below.

Type of Recognition (newspaper, banquet, luncheon, billboard, etc.):

Date Conducted:

Description of the Recognition:

**Work Based Learning**

**Program Agenda or Supporting Documentation**

**Business Partner Recognition Activity**

The members of       DECA realize that a critical component of the total training they receive through Marketing is the experience gained by working with members of the local community through business partnerships on specialized chapter activities. A brief summary follows below. On the next page is the agenda for this activity. To show appreciation for this contribution, each year the members of the chapter honor their partners with an appreciation activity.

**Category of Participation:**

Pre-Professional Career Preparation Business Partnership

**Function**:       or **Appreciation Piece**:

**Location of Function**:       or **Placement of Appreciation Piece**:

**Date of Function**:      or **Date of Publication**:

**Advisor(s) Present:**

**Community Members Represented:**

**Business Partner Recognition**

**Program Agenda or Supporting Documentation**

**APPENDIX**