CMG SECTION E

Chapter and Individual Recognition

# CHAPTER AWARDS

In an effort to encourage membership and increase chapter involvement in activities, we offer the following Virginia DECA chapter awards.

## Membership Awards

Since membership in our organization is a vital link to our success, we will acknowledge chapters for the strength of their chapter size. The following awards will be presented at SLC in March:

Largest Chapter from each region.

Largest % increase from each region.

Largest # increase from each region.

|  |  |  |
| --- | --- | --- |
| Level | Standard | Reward |
| Star | Increase membership by 5 | Ribbon |
| Super Star | +10 members (student/professional/alumni), Must include at least + 5 Student members | Super Star Status - Glow Star and Ribbon |
| Platinum | +20 Members  (student/professional/alumni)  Must include at least +10 Student members | Priority Seating plus Glow Star and Ribbon |
| Diamond | 2 Areas met in DECA Inc’s Membership Campaign  PLUS Platinum Chapter | All of the above plus 1 hotel night paid for. |

\***\*NOTE: Priority seating assigned based on date membership submitted**.

Chapters are encouraged to reference the Chapter Membership Goals Document posted on the VA DECA website.

## Virginia DECA Friends of DECA Award Nomination

**<https://vadeca.wufoo.com/forms/friend-of-deca-award/>**

The Friends of DECA Award recognizes an individual or business that supports DECA and Marketing Education at the local level.

Each chapter may nominate ONE individual or business each year. It is highly recommended that the nominee be a professional or alumni DECA member.

Nominees should have made significant contribution to the local chapter in one of the following ways:

* Consistent participation in the local Program of Leadership
* Providing ongoing assistance with competitive events as a judge, conference coordinator, etc.
* Assist students with projects for the chapter or classroom activities throughout the year
* Provide competition training by serving as practice session judge or consultant
* Donate significant time to assisting chapter activities
* Donation of financial assistance to the local chapter

Nominees will also be recognized on the conference APP and on the website.

Award recipients will be recognized on the SLC App, on the VA DECA website and will be given a plaque for the local chapter to present to the individual. The Chartered Association Advisor and the Board of Trustees will determine the award winner(s).

## VA DECA HONOR SOCIETY AWARD

The Virginia DECA Honor Society was developed to recognize outstanding, active DECA members who have maintained a cumulative grade point average of at least 3.2 on a 4.0 scale and who have excelled in their work and in their marketing classes. The award is designed to acknowledge academic achievement and DECA involvement. Only a select few will achieve this distinction. A student may apply in both the junior and senior year for this award.

Refer to the guidelines below to clarify who in your chapter may qualify. There is no limit to the number of members who can be nominated from your chapter for this award.

New members of the Virginia DECA Honor Society will be recognized in the program at the upcoming State Leadership Conference. Students do not have to attend SLC to participate. VA DECA Honor Society certificates will be inserted into the recipient school’s SLC folder and may be picked up with registration materials. Students will be given an Honor Society ribbon to wear on the SLC name badge.

**Guidelines**

To become a DECA Honor Society member, a DECA member must meet the following requirements:

The applicant must be a junior or senior who is enrolled in a marketing course. (A student may apply in the junior and/or senior year)

The applicant must have maintained a cumulative grade point average of at least 3.2, as verified with an official transcript from the school’s guidance department. Transcript must be from the conclusion of the previous school year.

An online application must be completed indicating a minimum of eight of the listed DECA activities and include uploaded file containing the letter of reference and transcript in ONE PDF document.

Required documentation (transcript, recommendation letter) must be received in **one pdf file** uploaded with the student applicationno later than the date specified on the calendar.

An advisor verification form must be submitted electronically, signed by the advisor and including all other signatures as requested on the form.

**Names on the advisor verification form must match the student documentation submitted by students. If name cross-outs are necessary before uploading, please do so. Please alphabetize the list by last name (e.g. Thomas Simmons( and make sure the student’s name is entered as it should appear on the certificates.**

Applicants do not have to attend the State Leadership Conference to qualify for acceptance into the society.

Students application and upload link: <https://vadeca.wufoo.com/forms/va-deca-honor-society-application/>

Advisor Verification Form: <https://vadeca.wufoo.com/forms/honor-society-advisor-verification-form/>

All applications and verification forms are due by the date on the calendar. ONLY students who appear on the Advisor Verification will be considered for this award.

### ADVISOR VERIFICATION FORM – VA DECA Honor Society

The majority of applications and awards are online.

Chapter Advisors only need to complete one form for this submission that includes all the student names. All supporting documentation is submitted as on pdf file by each student with their online application.

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**School Name**:

**List the applicants’ names in alphabetical order by last name (e.g. Thomas Simmons) as they should appear on the certificate. (Names listed here must match submission documentation from students. If name cross-outs are necessary before mailing, please do so). Attach an additional sheet if needed.**

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| 1. | 12. |
| 2. | 13. |
| 3. | 14. |
| 4. | 15. |
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| 7. | 18. |
| 8. | 19. |
| 9. | 20. |
| 10. | 21. |
| 11. | 22. |

I,       , advisor for       DECA give my support and acknowledgement of the above applications and awards being submitted to VA DECA for recognition and consideration.

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

Advisor Name (Typed/Printed) Advisor Signature Date

### VA DECA MERIT AWARD

Virginia DECA is comprised of many outstanding members who deserve recognition. The Merit Award recognizes outstanding participation and leadership in Virginia DECA. Eligibility is based on meeting the guidelines below. There is no limit to the number of members from your chapter who can qualify for this recognition.

Qualified members will be recognized in the program for the upcoming State Leadership conference. Students do not have to attend SLC to participate. Merit Award certificates will be inserted into the recipient school’s SLC folder and may be picked up with registration materials. Students will be given a Merit Award ribbon to wear on the SLC name badge.

#### Guidelines

To receive a Virginia DECA Merit Award, a member must:

Complete at least two years of Marketing or be a graduating senior in Marketing

Have been involved in at least four of the following DECA activities:

* DECA Offices Held
* Fall Leadership Conference or Officer Training Event
* Virginia DECA Day
* Membership Development
* Chapter Activities Program
* Community Service Project
* DECA Direct Article
* Competitive Events (DLC or ICDC)
* Annual report (any activity)
* Other activity participation not listed above

An online application must be completed indicating a minimum of four DECA activities and giving a detailed description of the participation.

The student must prepare a 300-500 word, typed essay on the topic given on the online application.

Essays must be received as **one pdf file** uploaded with the student applicationno later than the date specified on the calendar.

An advisor verification form must be submitted electronically, signed by the advisor.

**Names on the advisor verification form must match the student applications submitted by students. If name cross-outs are necessary before uploading, please do so. Please alphabetize the list by last name (e.g. Thomas Simmons) and make sure the student’s name is entered as it should appear on the certificate.**

Applicants do not have to attend the State Leadership Conference to qualify for the Merit Award.

Students application and upload link: <https://vadeca.wufoo.com/forms/va-deca-merit-award/>

Advisor Verification Form: <https://vadeca.wufoo.com/forms/merit-award-advisor-verification-form/>

All applications and verification forms are due by the date on the calendar. ONLY students who appear on the Advisor Verification will be considered for this award.

### ADVISOR VERIFICATION FORM – Merit Award

The majority of applications and awards are online.

Chapter Advisors only need to complete one form for this submission that includes all the student names with supporting documentation included in the school package.

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**School Name**:

**List the applicants’ names in alphabetical order by last name (e.g. Thomas Simmons) as they should appear on the certificate. (Names listed here must match submission documentation from students. If name cross-outs are necessary before mailing, please do so). Attach an additional sheet if needed.**

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I,       , advisor for       DECA give my support and acknowledgement of the above applications and awards being submitted to VA DECA for recognition and consideration.

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

Advisor Name (Typed/Printed) Advisor Signature Date

## Virginia DECA Day – Due date December 4, 2020

Virginia DECA Day celebrates our tradition of excellence in helping Marketing students learn marketable skills and research careers. November 4th has been designated as Virginia DECA Day.

Enclosed is a list of suggested activities for your celebrations as well as a response form to tell us what you did. **Include "action photos," and we may publish them in a newsletter, place them on our Web page, or use them for SLC!** All participating chapters will be recognized.

Make DECA Day a true celebration of DECA pride at your school. Start planning your public relations work now!

**Reporting form can be completed here:** [**https://vadeca.wufoo.com/forms/virginia-deca-day-response-form/**](https://vadeca.wufoo.com/forms/virginia-deca-day-response-form/)

### CREATING A SUCCESSFUL VIRGINIA DECA DAY

Summary of Past Chapter Reports

Ideas/Activities

* + Hall display that featured candy wrapped with “Happy Virginia DECA Day.” Arlington Career Center
  + All teachers were given a DECA Diamond to wear for the day. Broad Run
  + Each member created a DECA button and wore it to promote DECA. Chancellor
  + 700 DECA decorated cupcakes were distributed to staff and members. Clarke County
  + “Coins for Cancer” where money was collected for Breast Cancer Awareness Month. Colonial Heights
  + Commemoration of Cosby High School’s courtyard and signing of rock. Cosby
  + Carnival featuring games, Wheel of DECA, PowerPoint presentation and board display. Deep Creek
  + Information sheets in teacher mailboxes. Dinwiddie
  + Raised the DECA flag and flew it all day to recognize VA DECA Day. Dominion
  + Members dressed professionally. Fairfax
  + Trivia contests were held before and after school for prizes. Fauquier
  + VA DECA scavenger hunt was conducted in classes. Franklin
  + Chapter officers did a presentation at the monthly staff meeting. Gar-Field
  + A cotton candy machine was rented to promote how “sweet” it is to be a VA DECA member. Marshall
  + A write up was done for the radio that was broadcasted several times. George Wythe
  + Members worked with local businesses to promote VA DECA day around town. Graham
  + The B1 Block challenge kicked off to collect food for the Central VA Food Bank. Hanover
  + Chapter officers placed lollipop bouquets under lunch seats and then announced during lunch that the special treat was from DECA. Hayfield
  + Members participated in team building activities like the human knot. Hickory
  + Members dressed to represent the state theme: cowboys/girls, casino workers and Derby participants. Hopewell
  + Conducted a “miracle minute” for the Hope House. James Monroe
  + School store grand opening. James River
  + Members collected boxes and bags of cereal for the Fredericksburg Area Food Bank in conjunction with the Regional Realtors Association. King George
  + A reception was held in the library for faculty and staff to promote VA DECA day. King William
  + The Marketing hallway was DECA-rated like the “Winner’s Circle” in celebration of ICDC in Louisville, KY. Landstown
  + Members took a field trip to Kingsport Town Center where the Marketing Manager made a presentation. Lee County Career Center
  + Members held a “Duct Tape An Administrator to a Chair” event to benefit MDA. Lee-Davis
  + Completed a DECA presentation at the Middle School to 8th graders. Liberty
  + Members participated in T-Shirt day wearing their chapter shirt. Manchester
  + Goodie bags filled with snacks and supplies were given to the entire staff. Massaponax
  + Members received a water bottle filled with candy. Millbrook
  + Participated in the Officer Training Conference at Camp Bethel with district 3. Northside
  + Hid golden DECA Diamonds around the school for prizes. Oakton
  + Painted the PH rock and used the marquee. Patrick Henry
  + Members created banners celebrating VA DECA day. Pembroke Classroom on the Mall
  + An ice cream social was held during all lunches. Phoebus
  + Planted a Bradford Pear Tree to represent the growth and stability of Virginia DECA. Richlands
  + Held a trivia contest with chapter officers wearing the answers around their necks. Members had to find the officers for a signature to win. Riverbend
  + Sent 200 cards to a girl from Nottoway diagnosed with brain cancer. Robinson
  + Each teacher was given a Kit Kat saying “VA DECA Day Breaking Off a Piece Of Our Diamond to the Ones Who Help and Support! Salem
  + Otis Spunkmeyer cookies were put in all of the faculty and staff mailboxes. Sherando
  + Members delivered their “Pumpkin Patch” to the residents of the Riverside Convalescence Center. Smithfield
  + Members enjoyed a DECA Pizza Social. Stafford
  + Ring pops given to all members. Stone Bridge
  + Activities were around the theme “ Future Career Day.” Tabb
  + Cupcakes were sold to Edison staff and students to raise money for the American Cancer Society. Edison
  + District 6 came together and participated in a Quiz Bowl, Promotional Posters Contest, Recreational Activities and selection of the District President. Tunstall
  + “What To Wear and What Not To Wear” day where members displayed both sides. Virginia
  + The chapter ate Domino’s pizza during lunch where many activities took place. WT Woodson
  + Virginia Diner came in as a guest speaker for the chapter. Warhill
  + Held “DECA Peace Day” to discourage violence and promote peace in school, the home and the community. Warwick
  + Chapter members came together in their orange chapter shirts to take a chapter picture. West Springfield
  + Team competitions were held to recruit more members. Western Branch
  + Members decorated Chick-Fil-A on VA DECA Day. Westfield
  + Watched the DECA video to promote awareness and understanding of what DECA is. William Byrd

### SAMPLE NEWSPAPER RELEASE

(Please tailor this release to your local chapter. Add specifics about students involved, co-op employers, DECA activities for the community, etc.)

Wednesday November 4th is VIRGINIA DECA DAY. Virginia DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management. As part of a comprehensive Marketing program, DECA helps students’ research potential careers in marketing and management, as well as understand the education and training requirements to pursue business careers.

(This is a good place to add local information.)

Students in Marketing courses learn skills in selling, human resource management, administration, career planning, job acquisition, buying, promotion, marketing principles, and economics. Many students also work in marketing-related fields and receive on-the-job training. DECA is a co-curricular student organization that exposes its members to leadership training and a competitive events program to evaluate marketing skills and knowledge. Virginia DECA has a \_\_\_\_\_\_ year (since 1943) tradition as part of a strong marketing curriculum in high schools throughout Virginia.

## Outstanding Advisor Recognition application

Virginia DECA will recognize all DECA chapter advisors who are actively involved in DECA and related teaching activities. This award is intended to recognize advisors who have made significant contributions to VA DECA and to their local DECA chapter. Attached is a list of Virginia approved activities with point values attached to each. To earn the Outstanding DECA Chapter Advisor Award, **an advisor must earn a total of 230 points**. For the 2019-2020 school year, points will begin to accumulate at the 2019 SLC and end just prior to SLC 2020. Advisors who accumulate the required number of points will submit a brief application (below) to Virginia DECA to show their participation in each activity. Qualifying chapter advisors will earn a plaque from Virginia DECA recognizing their achievement. Each recipient will be recognized at the State Leadership Conference in 2020.

If you qualify, please take a few moments to submit your application for recognition. Heaven knows you deserve it!

To be considered, email or mail your completed application to:

DECA Specialist

ALL APPLICATIONS ARE DUE AND MUST BE **RECEIVED** NO LATER THAN January 15th.

### Outstanding DECA Chapter Advisor Application

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Name: | Click here to enter text. | | Chapter: | Click here to enter text. |
| Activity | | Points Possible | Points Claimed | Support Documentation (Include paperwork or explanation verifying date of participation.) |
| Section A. Local Activities | | | | |
| A.1 Participated in VA DECA Day/   DECA Month activities and submitted a form   to the State Department | | **10** |  | Click here to enter text. |
| A.2 Participated in Global Entrepreneurship Week November 2020. | | **10** |  | Click here to enter text. |
| A.3 Coordinated a DECA Field Trip (cannot be the same as #8, #10, #11 or #21) | | **10** |  | Click here to enter text. |
| A.4 Maintained or increased chapter DECA   membership from the previous year in 2020-2021. | | **20** |  | Click here to enter text. |
| A.5 Conducted a Charity event/function   after SLC 2019. | | **20** |  | Click here to enter text. |
| A.6 Conducted a Community Service event/function after SLC 2019. | | **20** |  | Click here to enter text. |
| Points Available/ Points Earned Section A. | | **90** |  |  |
| Section B. District Activities | | | | |
| B.1 Provided a leadership role at DLC. | | **20** |  | Click here to enter text. |
| B.2 Students participated in DLC 2020-2021 | | **10** |  | Click here to enter text. |
| B.3 Served as District Advisor in 2020-2021 | | **20** |  | Click here to enter text. |
| B.4 Participated in an officer/member leadership training conference in 2020-2021. | | **10** |  | Click here to enter text. |
| Points Available/ Points Earned Section B. | | **60** |  |  |
| Section C. State Activities | | | | |
| C.1 Attended State Leadership Conference 2020. | | **20** |  | Click here to enter text. |
| C.2 Served as an Event Director or Conference Coordinator at SLC 2020. | | **30** |  | Click here to enter text. |
| C.3 Submitted at least one student scholarship application at SLC 2020. | | **10** |  | Click here to enter text. |
| C.4 Had at least one student earn a Merit Award at SLC 2020. | | **10** |  | Click here to enter text. |
| C.5 Had at least one student earn an Honor Society Award at SLC 2020. | | **10** |  | Click here to enter text. |
| C.6 Submitted an SBE Certification Manual for 2020-2021. | | **20** |  | Click here to enter text. |
| C.7 Submitted an Annual Report 2020-2021 school year. | | **30** |  | Click here to enter text. |
| C.8 Contributed electronic lesson plan with rubric/answer key to Virginia DECA for posting online. (10 pts per lesson, not exceeding 30) Email lessons to Donna Roush | | **10**  **20**  **30** |  | Click here to enter text. |
| Points Available/ Points Earned Section C. | | **160** |  |  |
| Section D. ICDC Activities | | | | |
| D.1 Attended International Career Development Conference in Atlanta, GA in 2018. | | **20** |  | Click here to enter text. |
| D.2 Held a leadership role at International Career Development Conference in Atlanta, GA in 2018. | | **20** |  | Click here to enter text. |
| D.3 Participated in DECA Inc’s Membership Campaign (in ICDC program 2018). | | **20** |  | Click here to enter text. |
| Points Available/ Points Earned Section D. | | **60** |  |  |
| Section E. Professional Activities | | | | |
| E.1 Mentored a new DECA Advisor/Student Teacher | | **20** |  | Click here to enter text. |
| E.2 Joined the teacher professional association (VAME) in 2018-2019. | | **20** |  | Click here to enter text. |
| E.3 Attended summer VAME conference in 2018. | | **20** |  | Click here to enter text. |
| E.4 Served State Officer Advisor in 2018-19. | | **20** |  | Click here to enter text. |
| E.5 Served on the DECA Board of Trustees in 2018-2019. | | **20** |  | Click here to enter text. |
| E.6 Served as a VAME officer in 2018-2019. | | **20** |  | Click here to enter text. |
| E.7 Assisted on a VDOE curriculum development team in 2017-18 or 2018-2019. | | **10** |  | Click here to enter text. |
| Points Available/ Points Earned Section E. | | **130** |  |  |
| Total Points Earned | | | | |
| Section | | Points Possible | Points Claimed |  |
| Section A. Local Activities | | **90** |  |  |
| Section B. District Activities | | **60** |  |
| Section C. SLC Activities | | **160** |  |
| Section D. ICDC Activities | | **60** |  |
| Section E. Professional Activities | | **130** |  |
| Total Points Earned. 230 needed for award. | | **500** |  |

The above information is correct and evidence is available to support each claim.

Signature:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_