

# CMG SECTION D: ANNUAL REPORT

## OVERVIEW OF 2020 - 2021 ANNUAL REPORT

The “Annual Report” encourages both individual participation and group projects. It is an instructional enrichment project for marketing education programs and DECA chapters. The report is designed for chapters to develop a well-rounded program of work and is based on chapter activities, community efforts and achievement accompanied with an awards program for chapter recognition at the state level. The purpose of the DECA Annual Report event is to encourage DECA chapters to plan a yearly program of chapter activities in keeping with the mission and guiding principles of DECA and to give recognition to those chapters fulfilling these aims to a high degree. These activities are based on the aims and purposes of Virginia DECA and are, therefore, the standards of excellence for all DECA chapters.

In developing a program of leadership for your chapter, place emphasis on activities included in the Annual Report. Chapters may claim credit for activities by submitting a narrative report and documentation at the state level. Chapters will submit their reports for verification and review by the AR judge for the award achievement level.

The Annual Report represents written documentation of many of the activities a local chapter conducts in each year. Although the format may differ, it follows the pattern of an annual business report. The report may be used for a variety of purposes such as:

- A report to school administrators and guidance personnel
- A promotional tool to share with potential students and parents
- A recruitment tool for prospective members
- An instructional device to illustrate a business annual report

The VA DECA Annual Report should be used as an opportunity to market your program, a tool to build relationships with key stakeholders such as parents, teachers, and administration as well as a historical record of your year.

## PHILOSOPHY

DECA is a co-curricular student organization that is part of the Marketing Program. DECA supports the acquisition of course competencies learned in the classroom and through occupational experiences. A comprehensive program of activities ensures that all members will benefit from the educational objectives of Virginia DECA. Participating in the Annual Report Project will foster a comprehensive program of activities.

The DECA Annual Report is organized into 10 standards, each of which is valued by a predetermined number of shares. The shares represent the investment a local chapter makes in its commitment to establishing and maintaining an active DECA chapter. For each standard completed and reported, the total amount of shares for that standard is awarded to the chapter. The shares are then totaled, and awards determined as presented in the specifications for the event.

## SPECIFICATIONS

### GENERAL INFORMATION

1. Activities conducted **starting with attendance at SLC and concluded prior to the next SLC** are eligible for inclusion in the Annual Report unless otherwise specified. Activities planned between the due date and the beginning of SLC may be claimed.
2. Local chapters competing for the awards will be rated based on standards that carry share values according to the effort required and the importance of the activity.
3. Shares are awarded for each standard completed and correctly reported.
4. The goal of chapters is to accumulate shares to achieve the desired award level.
5. Three types of awards will be given. To receive one of these awards, a chapter must earn a predetermined number of shares as follows:

<b>Blue Chip Award</b>	<b>1000 shares</b>
<b>Preferred Award</b>	<b>800 - 999 shares</b>
<b>Fortune 500 Award</b>	<b>500 - 799 shares</b>

6. A chapter may NOT count activities in more than one section. If the judge identifies such an activity, the appropriate number of shares for the duplicated events will be deducted from the share total. Additionally, events may not be modified to count as new or different activities. The decision of the judge, in consultation with the VA DECA State Advisor or VDOE Marketing Specialist, will be final.
7. The official entry form for the VA DECA Annual Report is the basis for judging. Awards will be determined based on information and materials contained in the VA DECA Annual Report manual.

### TO REPORT THE ACTIVITIES COMPLETED IN THE DECA ANNUAL REPORT:

- Create a cover/title page for your Annual Report.
  - The title page must clearly include your chapter's name.
  - The title page must clearly identify the document as your "Annual Report 2020 - 2021."
  - Decorative artwork, color, and creativity are permitted and encouraged throughout the report.
- The Annual Report must be submitted on line at <https://www.decaregistration.com/va-16>.
- Type directly into the 2020-2021 form. **You have two options of template to use – Google Doc and Word Doc.** Both can be accessed from the Virginia DECA Web site. Form-fill text boxes have been created for this purpose.
  - You are using Google you will want to go to File > make a copy to create your document. From there you will fill information directly into the template
  - If using the Google Doc, there is not an ability to check boxes directly. You will need to right click and make a check mark
  - Once the document is ready you will download as a pdf for submitting the report
  - If you need assistance using Google Doc, you may contact Annie Hulse ([gehulse@fcps.edu](mailto:gehulse@fcps.edu)) for help
- Limit the report to **80 pages, single-sided**. **Titled page dividers are included in the page count.** A 12-point font must be used throughout the report for major content areas.

- Sections and/or pages that are not used for reporting activities **can** be deleted from the document so that the report only reflects chapter activities completed. No additional pages or sections should be added.
- Identify the beginning page number of each section in your table of contents.
  - The page number designated in your table of contents must match the beginning page number in your Annual Report.
  - **The chapter's DECA Inc. official roster should be the last page of the Appendix and is NOT counted in the 80-page limit.**
- Pictures, programs, letters of support, etc., may be included throughout the Annual Report for support and documentation or in the appendix section. (These pages are included in the 80-page maximum).

## COMMON ERRORS AND TIPS WHEN COMPLETING

- ❑ Be sure to download the new 2020-2021 Annual Report documents from the Virginia DECA web site's Chapter Management Guide. Things change from year to year and penalty points will result for not using the most current version.
- ❑ Title/cover page includes your Chapter's Name and the title "Annual Report 2020-2021"
- ❑ Check for penalty point deductions.
- ❑ Read your final copy of the Annual Report carefully. **Five or more grammatical errors will result in 10 penalty points from your total score.**
- ❑ Official DECA Inc. Roster **MUST** be the LAST PAGE OF THE APPENDIX and is NOT counted in the 80-page limit.
- ❑ Chapter Meetings – Professional meetings are required to receive maximum points in this section. Additional meetings can be claimed as outlined in the scoring rubric. If a meeting is claimed but is not a professional meeting, the lower point value will be awarded for extra meetings.
- ❑ State/National DECA Month Promotional Activities – One Virginia DECA Day activity should be conducted in October in the Annual Report. Additional events can be conducted at any time during the month of October and in November for National DECA Month. Events held at other times of the year will not count for this standard.
- ❑ Chapter Public Relations – At least two of the three categories must be completed for any shares to be awarded. Review the description of category C (Public Appearances). It is very specific.
- ❑ The reporting year for this year is SLC 2020 until the start of SLC 2021 or Feb. 28<sup>th</sup>, 2020 – March 3<sup>rd</sup>, 2021.
- ❑ Chapters are required to note the shares they are claiming in the template.

**A. INSTALLATION AND INITIATION CEREMONIES****100 SHARES**

The 100 shares are based on conducting **both types** of ceremonies.

- This can be done at two occasions or at one time but **cannot be counted as a chapter meeting.**
- Both ceremonies must be conducted to receive shares and a description of BOTH ceremonies must be given.
- Installation ceremony must include a description of the manner in which officers were installed. Be sure you describe how you ran the installation.
- Initiation ceremony must include a description the manner in which new members were initiated. Be sure you describe how you ran the initiation.
- No partial shares will be awarded.
- Copies of the installation and initiation ceremony scripts can be found on the VA DECA web site at <http://www.vadeca.org> under the Advisor's Tool tab.

**B. MARKETING/DECA MEMBERSHIP RECRUITMENT ACTIVITIES****200 SHARES**

A. The shares are based on the completion of activities. A maximum of 4 activities can be reported.

B. Examples of recruitment activities include:

- |                   |                                 |                                 |
|-------------------|---------------------------------|---------------------------------|
| • Brochure        | • Bulletin Board                | • School Announcement           |
| • Television Spot | • Website: Banner/Photo/Article | • Socials to promote membership |
| • News Release    | • Visual Presentation           | • Radio Spot                    |
| • Open House      |                                 |                                 |

Note: The activities reported in this standard cannot be reported in any other standard.

**C. CHAPTER MEETINGS****145 SHARES**

A. The chapter will earn 25 shares each for up to two business meetings and up to two professional meetings for a total of 50 points in each category. If two professional meetings are not held the meetings will count as extra meetings and receive 15 shares.

- Failure to include an agenda for each chapter meeting will result in a 10-point penalty per occurrence.
  - The agenda should indicate which type of meeting is being held.
  - The agenda MUST be included in the body of the report, NOT in the Appendix.
- Professional meetings include ones other than regular business meetings, at which time a guest speaker, alumni member, film, or other feature is planned for the purpose of promoting professional growth.
  - A theme must be established for each professional chapter meeting, such as "Ethics in Business" or "Initiative—A Key To Success."
  - Officer or Leadership meetings may not count as chapter meetings.

- Competition preparation or practice sessions are NOT professional meetings.
  - A Business meeting is one that chapter members are planning for activities, conducting business related to their Program of Leadership, preparing for upcoming events, etc. These are not officer or leadership meetings.
  - The number of members participating in each meeting must be included
- B. The chapter may claim shares for additional meetings of any type. 15 shares for each additional meeting up to three additional meetings may be claimed.

#### **D. OFFICER/MEMBER LEADERSHIP**

**100 SHARES**

- A. Officer Training - The 50 shares are awarded for chapter participation in an officer/member leadership training if guidelines are followed.
- B. Participation may include district DECA chapters, local chapter, regional DECA training provided by the DECA Specialist (e.g. Officer Leadership Retreat), or a combination of all career and technical organizations within a geographic area.
- C. To get full shares, a copy of the agenda and /or program must be included in the body of the report (NOT in the appendix).
- D. Additional shares may be claimed for officer or leadership team meetings. Max 2 (25 shares each)

#### **E. STATE/NATIONAL DECA MONTH PROMOTIONAL ACTIVITIES**

**100 SHARES**

- A. The purpose of these events is to provide recognition for the Marketing program and DECA. These events encourage chapters to promote Marketing and DECA within their school and community. This can be accomplished through a leadership program, guest speakers, information booths, displays, receptions, gifts to teachers, and/or news releases.
- B. The 50 shares will be awarded if a chapter holds Virginia DECA Day events.
- C. Additional activities may be claimed for 50 shares if events are conducted during the month of October and/or November.
- D. These events cannot be counted in any other Annual Report activity.

#### **F. CHAPTER PUBLIC RELATIONS**

**75 SHARES**

Chapters must participate in two of the three categories listed below for any shares to be awarded.

- A. Print/Broadcast Public information activities may count for 15 shares each.
- items in local or school newspapers; trade publications; school division publications and
  - using television, online video clip, radio spot/ features
  - Shares are based on each item of promotion
  - The program must be at least 90 seconds (1.5 minutes) in length. Spot announcements are valid if the total cumulative times are in excess of 90 seconds (1.5 minutes).
  - The program must present some phase of the Marketing program.

## B. Online/Social Media

- web sites; district, state, national newsletters, or the Virginia DECA Web site, and Dimensions, etc.
- active use of social media sites will count 15 shares each.
- When using social media:
  - If using social media, you must indicate the date and message of each update. For each 15 updates, 15 shares will be awarded.
  - **A maximum of 30 shares can be claimed for social media.**
  - Social media posts should be spread throughout the year to claim shares.
  - Social media platforms must be the chapters, NOT personal accounts

## C. Public appearances will count 15 shares each.

1. Appearances may be to a civic, trade, or parent association (examples include: Retail Merchants Assoc.; Chamber of Commerce; Business & Professional Women's Club; Kiwanis, Lions, or Rotary Club as well as local School Boards, PTSOs, and Advisory Councils. Other appearances must be made before a legitimate meeting of a group.
2. Each appearance must be made by one or more **STUDENT** chapter members and may be any type such as a speech, presentation, panel presentation, or demonstration.

## G. PROJECT MANAGEMENT ACTIVITIES

**200 SHARES**

- A. The 100 shares for Community Service are awarded for one chapter-wide community service project. This project can be either Community Giving or Community Awareness.
  - Credit is given for only one activity.
  - The date must be included.
  - Failure to note the date and/or number of students participating will result in a 5-point reduction.
- B. This must be a separate community service activity, and it cannot be counted elsewhere in the VA DECA Annual Report.
- C. Shares may be claimed for any other Project Management DECA project that was carried out by the DECA Chapter.
  - 25 shares each with a maximum of four projects.
  - **Submission of written projects for state competition is NOT required to claim shares for this section.**
  - For chapters planning to enter these projects for written event competition, guidelines can be found in the current issue of the DECA Guide (published by DECA, Inc.) and at [deca.org](http://deca.org).
  - While chapter participation is not a requirement for submitting these projects for competition, to claim shares in this section the chapter participation must be documented in the Annual Report.
  - DECA chapter projects that may be submitted for shares include: additional Community Service Project (if not used in A) (Community Awareness or Community Giving), Business Solutions Project, Career Development Project, Financial Literacy Project, Sales Project, and School Based Enterprise Certification.

**H. PARTICIPATION IN COMPETITIVE EVENTS****100 SHARES**

- A. District Leadership Conference – the maximum of 50 shares is based on 10 shares per each event in which the chapter participates. Only five will be counted.
- B. Events accepted in this criterion include:

Apparel and Accessories	Entrepreneurship	Quick Serve Restaurant Management	Principles of Business Administration
Automotive Services Marketing	Food Marketing	Restaurant and Food Service Management	Principles of Finance
Business Finance	Hotel and Lodging Management	Retail Merchandising	Principles of Hospitality and Tourism
Business Services Marketing	Human Resource Management	Sports and Entertainment Marketing	Principles of Marketing
	Marketing Communications	Job Interview/Selling/Social Media	Personal Financial Literacy

- C. Specialized program chapters (not affiliated with a high school) will be awarded shares proportionate to the percentage of participation compared to actual eligibility in competitive events.
- D. State Leadership Conference – A chapter may claim 50 shares if it is represented by at least one of the following; a scholarship finalist, a state officer candidate, a SLDA participant, Voting Delegate, SBE Academy attendee or competitor at the prior State Leadership Conference.

**I. CHAPTER SOCIAL EVENT****75 SHARES**

A maximum of 75 shares are awarded for chapter-wide social activities. The first activity is awarded 50 shares, the second is awarded 25 shares.

- Credit is given for a maximum of two activities.
- This date must be included.
- Failure to note the date and/or number of students attending will result in a 5-point reduction.

This must be a separate social activity, and it cannot be counted elsewhere in the VA DECA Annual Report.



- A. Chapters may claim shares for holding EITHER a Work Based Learning Event OR a Business Partner Recognition Activity.
- B. Work Based Learning Event/Employer Recognition Event - The 100 shares are awarded for recognizing work-based learning partners. Chapters will choose their method of recognizing these partnerships/relationships with the business community.

Recognize all partners 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). Recognition must be public – outside school – where it would be seen in the community at large.

The recognition will focus on supporters of one of the following programs:

- Pre-Professional (Service Learning, Extended Internships)
- Career Preparation (Student Apprenticeship, Cooperative Education)

**Resources for Work Based Learning can be found here:**

[http://www.doe.virginia.gov/instruction/career\\_technical/work-based\\_learning/index.shtml](http://www.doe.virginia.gov/instruction/career_technical/work-based_learning/index.shtml)

- C. Business Partner Recognition – The 100 shares are awarded for recognition of key program supporters. Recognize all partners at the same time.

The recognition will focus on supporters of one of the following programs - Advisory Committees, Civic Organizations, Project Sponsors

Recognition should be:

- Made public, visible to the public, or provided in multiple forms
- Examples of possible recognition: Certificates awarded during public event, Plaques provided for display at place of business, Recognition during school or community event

## TEMPLATE AND FORMS FOR THE ANNUAL REPORT:

Please see the VA DECA Web Site for the Annual Report Template and Forms.

The Annual Report will be downloaded as a Microsoft Word document and will provide form-filled text spaces, so information can be typed on the pages provided.

The final product is submitted on line.