Chapter Awards Program 2026-2027

Updated August 2026

Description

The **C**hapter **A**wards **P**rogram is an instructional enrichment program that supports local DECA chapters. The program is designed for chapters to develop a ***well-rounded*** program of leadership that demonstrates DECA's guiding principles and goal of preparing the next generation to be ***academically prepared, community oriented, professionally responsible, and experienced leaders.***

Chapters will document activities digitally in a PDF document that will be submitted electronically.
All entries due online by 5:00PM on February 5, 2027.
Online submissions to be uploaded here: californiadeca.org/resources/cap

Objectives

1. To recognize and encourage local chapter organization by planning a yearly program of activities.
2. To develop student competencies in CTE instructional areas.
3. To build member involvement and strengthen local chapter.
4. To encourage DECA membership at local, district, state, and international levels.
5. To build school and community recognition for the DECA chapter.
6. To develop member skills and abilities in the planning, executing and evaluation of projects.

Timing

Activities conducted **after** the close of the prior year's State Conference up until the start of the current year's State Conference will be included in the portfolio. The Chapter Awards Program should be initiated early in the year so chapter members will realize the greatest benefits of their involvement.

Recognition

The Chapter Awards Program provides recognition at three levels: gold, silver, and bronze. The level of recognition is determined by the **number** of activities completed in each category:

Gold level: Completion of any **four (4)** activities in each category
Silver level: Completion of any **three (3)** activities in each category
Bronze level: Completion of any **two (2)** activities in each category

All chapters achieving **GOLD** level who are **not** assessed more than 40 penalty points will be awarded **Two (2)** leadership academy spots to the International Career Development Conference (spots must be used in the year that the Gold level is achieved and participation in the International Career Development Conference is subject to all conference policies and procedures). **Please note that this is a change from prior years. Only two (2) allocations will be allowed for Gold level chapters.** Gold, Silver and Bronze level chapters will be recognized on stage at the State Career Development Conference.

Sections
The portfolio will be separated into 5 sections

1. Membership Development
2. Community Service
3. Leadership Development
4. Career Technical Education
5. Promotion/Public Relations

Procedure
Each activity write-up will be developed digitally. The original file may be created via word processing or with desktop publishing software such as Canva or Adobe Express, but the final document must be submitted as a PDF with 8 ½ X 11 dimensions. A thorough review of the purpose and guidelines is vital for the preparation and completion of the program. Many chapters have an officer position that works directly with the Chapter President to ensure completion of this important program (but the officer position is optional).

Format Guidelines for the Chapter Awards Program
The entry must follow these specifications:

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

- CHAPTER AWARDS PROGRAM
- Designated level of achievement (bronze, silver, or gold)
- Name of DECA chapter
- Name of high school
- School address
- City/State/Province/ZIP/Postal Code
- Names of the **2** chapter representatives who are the chapter leads for the program
- Date of submission

The title page will ***not*** be numbered.

Table of contents: The table of contents may be single-spaced and may be one or more pages long. The table of contents page(s) will ***not*** be numbered.

Body of the project: The body of the written entry begins with Section 1, Executive Summary, and continues in the sequence outlined here. The first page of the body is numbered 1, and all following pages are numbered in sequence.

Follow this outline when you prepare your entry. Each section must be titled.

EXECUTIVE SUMMARY

One-page description of the CAP project which includes a description of the local DECA chapter, school and community.

MEMBERSHIP DEVELOPMENT

This section includes activities that introduce and encourage students to become active members of the DECA chapter

A. Requirement
   1. Gold level: Completion of any four (4) membership development activities
   2. Silver level: Completion of any three (3) membership development activities
   3. Bronze level: Completion of any two (2) membership development activities

B. Membership development activities **ideas**:
   1. Conduct a parents' orientation to explain DECA.
   2. Conduct faculty/counselor/administration appreciation function.
   3. Local chapter hosts current DECA State Officer(s) as guest speaker(s) during the chapter meeting (officer is not from the local chapter).
   4. Complete a chapter fundraising project including sales goals, final report, and evaluation.
   5. **Any other activity related to membership development.**

COMMUNITY SERVICE

This section includes activities that give chapter members the opportunity to understand the importance of community service and participate in those activities. Each community service activity must be attended by at least <u>20%</u> of the local chapter membership.

A. Requirement
   1. Gold level: complete any four (4) community service activities
   2. Silver level: complete any three (3) community service activities
   3. Bronze level: complete any two (2) community service activities

B. Community service activity **ideas**
   1. Aid a civic organization engaged in a community service project (i.e., food drive, clean-up, anti-drug, homeless, etc.).
   2. Sponsor a "get out and vote" campaign.
   3. Participate in the community-service related Corporate Challenges.
   4. Compete in the Project Management Community Giving or Community Awareness Project in the competitive events program.
   5. **Any other activity related to community service.**

*These activities could also potentially meet the Community Service Campaign | https://www.deca.org/campaigns.

LEADERSHIP DEVELOPMENT

This section includes activities that give chapter members the opportunity to develop and practice leadership skills.

A. Requirement
   1. Gold level: complete any four (4) leadership development activities
   2. Silver level: complete any three (3) leadership development activities
   3. Bronze level: complete any two (2) leadership development activities

B. Leadership development activity **ideas:**
   1. Officer elections.
   2. Advisory committee membership.
   3. Chapter meeting planning and supporting minutes.
   4. Prepare an annual budget for chapter.
   5. Hold a chapter officer installation ceremony.
   6. Participate in Chapter Campaigns utilizing committees.
   7. **Any other activity related to leadership development.**

CAREER TECHNICAL EDUCATION

This section includes activities that allow members to practice the academic and technical skills and knowledge they are learning in their CTE class. These skills prepare students for success in the workplace.

A. Requirement
   1. Gold level: complete any four (4) CTE activities
   2. Silver level: complete any three (3) CTE activities
   3. Bronze level: complete any two (2) CTE activities

B. Career Technical Education activity **ideas:**
   1. Assist a business with taking inventory.
   2. Conduct a local Career Development "mini" Conference.
   3. Compete in the Project Management Career Development Project competitive event.
   4. Chapter members participate in any of the DECA District, State, International Conference.
   5. Plan a series of guest speakers for chapter meetings throughout the year (career specialists, marketing professionals, etc.).
   6. Sponsor a school-wide dance or other social activity.
   7. Conduct mock job interviews for all DECA members.
   8. Organize alumni activities.
   9. Participate in the Advocacy Campaign | https://www.deca.org/campaign.
   10. **Any other activity related to Career Technical Education.**

PROMOTION/PUBLIC RELATIONS

This section includes activities that allow members to plan for and promote the DECA chapter either

within the school or local community

A. Requirement

1. Gold level: complete any four (4) promotion/PR activities
2. Silver level: complete any three (3) promotion/PR activities
3. Bronze level: complete any two (2) promotion/PR activities

In-school activity **ideas:**

1. Bulletin boards.
2. PA announcements or marquee messages.
3. Posters/Displays.
4. School paper article.
5. Local brochures or publications.
6. Teacher luncheon.

Community activity **ideas:**

1. Publication through a local media outlet (newspaper/TV/radio).
2. Transit (bus).
3. Billboard (outdoor).
4. Community marquee.
5. Participation in fairs, parades, festivals.
6. Display in community place.
7. Civic appearance/presentation.
8. Participate in a television/radio interview about CTE or DECA.
9. Organize an on-campus job fair for holiday or summer jobs.
10. Present a formal program before a civic group.
11. Plan and organize community involvement/advisory committee meetings.
12. Obtain a proclamation from your mayor or city council.
13. **Any other activity related to promotion/public relations.**

*Many of these activities will also fall under the Promotional Campaign | https://www.deca.org/campaigns.

Presentation Standards. The entry must follow these standards:

- Your entry must be submitted as a single PDF file. No videos/animated graphics of any kind will be allowed. All content, graphics, and pictures must be contained within the same PDF file and only one PDF file may be uploaded per chapter. Judges will only review the contents of the PDF file. Links to external sources of information will not be reviewed by the judge.

- The pages must be **numbered** in sequence starting with the executive summary and ending with last promotion/PR activity documentation page.

- Major content of the written entry must be at least double-spaced (not space-and-a-half). Figures and exhibits, headings, lists, sample letters, etc. may be single-spaced.

- The entry must be typed/word processed (not handwritten). Charts and graphs may ***not*** be handwritten.

- Each specific activity will count only once, but chapters can do multiple versions of an activity. For example, chapters may raise funds for two different organizations and count it as two separate activities.

- Each activity must have a **heading** that includes:
  - Activity **section**
  - Activity **title**
  - Activity **date**

- Each activity must contain a one-page typed/word processed **narrative** for that activity. The narrative of each activity should contain and **have clearly labeled**:
  - **Goal** of the activity
  - **Summary** of the activity (write as though the reader knows nothing about the activity)
  - **Evaluation** of the activity

- Each activity must also contain a one-page **documentation** of the activity. Documentation may come in the form of pictures, programs, charts, etc.