



MINNESOTA  
**DECA**  
**GOLD CHAPTER CAMPAIGNS**

**GOLD CHAPTER CAMPAIGNS GLD**

The Minnesota Gold Chapter Campaigns will provide additional recognition for chapters that choose to achieve and meet the specified requirements.

Minnesota DECA will recognize all certified projects at the State Career Development Conference. Chapters will claim credit for campaigns by submitting 10-page written document and through the delivery of an oral presentation at the State Career Development Conference. The top 12 chapters will be eligible to send two representatives to participate in the leadership academies at the International Career Development Conference.

**EVENT OVERVIEW**

Effective DECA chapters engage their members in DECA activities throughout the year using various chapter campaigns. These campaigns revolve around membership development, a focus on innovations & entrepreneurship, promotion of DECA, community service, and advocacy for career and technical education.

Representatives of your DECA chapter have been invited to speak in front of the school board to share their written plan and presentation. The presentation should specifically describe your chapter's work surrounding these five-chapter campaigns.

- Membership Campaigns
- Innovations & Entrepreneurship Campaign
- Promotional Campaign
- Community Service Campaign
- Advocacy Campaign

**KNOWLEDGE AND SKILLS DEVELOPED**

Participants will demonstrate knowledge and skills needed to address the components of the project as described in the content outline and evaluation forms. Participants will also develop many 21st Century Skills, in the following categories, desired by today's employers:

- Communication and Collaboration
- Creativity and Innovation
- Critical Thinking and Problem Solving
- Flexibility and Adaptability
- Information Literacy
- Initiative and Self-direction
- Leadership and Responsibility
- Media Literacy
- Productivity and Accountability
- Social and Cross-cultural Skills

Many Common Core Standards for Mathematics and English Language Arts & Literacy are supported by participation in DECA's competitive events.

Crosswalks that show which 21st Century Skills are developed and which common core standards are supported by participating in each competitive event are available at [www.deca.org](http://www.deca.org).

## WRITTEN ENTRY GUIDELINES

The written entry must follow these specifications. Refer also to the Penalty Point Checklist and the Written Entry Evaluation Form. All campaigns must be conducted from the beginning of the current school year and up to the written project deadline date.

### WRITTEN EVENT STATEMENT OF ASSURANCES AND ACADEMIC INTEGRITY.

This must be signed and submitted with the entry. Do not include it in the page numbering.

**TITLE PAGE.** The first page of the written entry is the title page. It must include in any order, but is not limited to, the following:

NAME OF THE EVENT: Gold Chapter Campaigns  
Name of high school  
School address  
City, State/Province, ZIP/Postal Code  
Names of participants  
Date

Title page will **not** be numbered.

**TABLE OF CONTENTS.** The table of contents should follow the title page. 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 WRITTEN ENTRY.** The body of the written entry begins with Section I, Chapter Introduction and continues in the sequence outlined here. The first page of the body is numbered "1" and all following pages are numbered in sequence. Page numbers continue through the bibliography (required) and the appendix (optional).

This outline must be followed. Points for each section are included on the Written Entry Evaluation Form. Each section must be titled, including the bibliography and the appendix.

#### I. CHAPTER INTRODUCTION

- A. Description of the local DECA chapter
- B. Description of the school and community

#### II. MEMBERSHIP CAMPAIGN

*Continued chapter growth is one of keys to DECA success.*

- A. Student Membership  
*Set membership goals and develop strategies to drive student membership.*
- B. Alumni Membership  
*Set membership goals and develop strategies to drive alumni membership.*
- C. Professional Membership  
*Set membership goals and develop strategies to drive professional membership.*

#### III. INNOVATIONS & ENTREPRENEURSHIP CAMPAIGN

*Share your chapter's innovations and entrepreneurship campaign components.*

- A. Innovations activity description (see national guidelines)  
*[https://issuu.com/decainc/docs/deca-22-campaign\\_guidebook](https://issuu.com/decainc/docs/deca-22-campaign_guidebook)*
- B. 3 Local Business Profiles  
*profile should include industry, history, picture of business*
- C. Local Entrepreneur Guest Speaker  
*include description and documentation (picture) of event, entrepreneur background, and speaker highlights.*



1 to 2  
PARTICIPANTS



10  
PAGES  
ALLOWED



10  
PRESENTATION  
TIME

#### **IV. PROMOTIONAL CAMPAIGN**

*Share with your school and community what DECA is all about, and how your chapter is making a positive impact on its members and community.*

##### **A. School Outreach Promotional Activities**

*Outreach activities must include activity and promotional type.*

##### **B. Success Stories of DECA Alumni**

*Summary stories must include name and graduation year.*

##### **C. Community Outreach Promotional Activities**

*Outreach activities must include activity and promotional type.*

#### **V. COMMUNITY SERVICE CAMPAIGN**

*DECA members are always finding unique ways to serve their community. Document one community service activity from the current school year.*

##### **A. Description of the Activity**

*Project description must include cause, rationale, and community connection.*

##### **B. Membership Involvement**

*Strategies to involve at least 75% of the chapter membership.*

##### **C. Publicity/Promotion of the Event**

*Describe target audience, message, and type of publicity/promotion.*

#### **VI. ADVOCACY CAMPAIGN**

*Demonstrate how your chapter has advocated for DECA and Career and Technical Education.*

##### **A. Advocate to School Officials**

*Examples include school board, principals and administration, advisory boards, superintendent, CTE advisors, etc.*

##### **B. Advocate to Public Policy Makers**

*Examples include DECA's Congressional Advisory Board, local and state representatives, city council, mayor, etc.*

##### **C. Advocate to Community Organizations**

*Examples include Chamber of Commerce, Rotary Club, Kiwanis Club, Elks Club, Lions Club, VFW, Legion, etc.*

#### **VII. BIBLIOGRAPHY**

*A bibliography is required. Include a list of the sources of information used in the written document.*

#### **VIII. APPENDIX**

*An appendix is optional. Include in an appendix any exhibits appropriate to the written entry but not important enough to include in the body.*

## **PENALTY POINT CHECKLIST**

In addition to the Written Entry Guidelines, participants must observe all the standards on the National DECA Penalty Point Checklist. These standards are designed to make competition as fair as possible.

## **PRESENTATION GUIDELINES**

- The major emphasis of the written entry is on the content. Drawings, illustrations and graphic presentations (where allowed) will be judged for clarity, not artistic value.
- The participants will present to the judge in a 10-minute presentation worth 100 points. (See Presentation Judging.)
- The presentation begins immediately after the introduction of the participants to the judge by the adult assistant. Each participant must take part in the presentation.
- Each participant may bring a copy of the written entry or note cards pertaining to the written entry and use as a reference during the presentation.
- The judge must ask two questions pertaining to the campaigns.
- Only visual aids that can be easily hand carried to the presentation by the actual participant(s) will be permitted. The participants themselves must set up the visuals. Wheeled carts, moving straps or similar items may not be used to bring visuals into the area. Set up time is included in the total presentation time. Participants must furnish their own materials and equipment. No electrical power or internet connection will be supplied. Alternate power sources such as small generators are not allowed. Sound may be used, as long as the volume is kept at a conversational level.
- Materials appropriate to the situation may be handed to or left with judges in all competitive events. Items of monetary value may be handed to but may not be left with judges. Items such as flyers, brochures, pamphlets and business cards may be handed to or left with the judge. No food or drinks allowed.
- If any of these rules are violated, the adult assistant must be notified by the judge.

## **PRESENTATION JUDGING**

Participants will make a 10-minute presentation to you. As the judge, you are to assume the role of a local school board member that wants more information on your DECA chapter's program of work and chapter campaigns. You may refer to the written entry, or to your notes, during the presentation.

At the beginning of the presentation (after introductions), the participants will present the chapter campaigns. Allow the participants to complete this portion without interruption, unless you are asked to respond. Each participant must take part in the presentation.

After the DECA chapter representatives (participant team) have presented the campaigns, the judge must ask two questions of each participant team. The questions should come from two of the following 5 areas:

- Membership Campaigns
- Innovations & Entrepreneurship Campaign
- Promotional Campaign
- Community Service Campaign
- Advocacy Campaign

At the conclusion of the presentation, thank the participants for their work.

Then complete the Presentation Evaluation Form, making sure to record a score for all categories. The maximum score for the evaluation is 100 points.



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**WRITTEN ENTRY AND PRESENTATION EVALUATION FORM**

	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
1. Chapter Introduction; One-page description provides a clear overview of the local chapter	0-1-2-3	4-5-6	7-8	9-10	
2. Presented an effective and engaging opening	0-1-2-3	4-5-6	7-8	9-10	
3. Description of the membership campaign and its effectiveness	0-1-2-3	4-5-6	7-8	9-10	
4. Description of the innovations & entrepreneurship campaign and its effectiveness	0-1-2-3	4-5-6	7-8	9-10	
5. Description of the promotional campaign and its effectiveness	0-1-2-3	4-5-6	7-8	9-10	
6. Description of the community service campaign and its effectiveness	0-1-2-3	4-5-6	7-8	9-10	
7. Description of the advocacy campaign and its effectiveness	0-1-2-3	4-5-6	7-8	9-10	
8. Organization, clarity, and effectiveness of the presentation	0-1-2-3	4-5-6	7-8	9-10	
9. Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all.	0-1-2-3	4-5-6	7-8	9-10	
10. Overall impression and responses to the judge's questions	0-1-2-3	4-5-6	7-8	9-10	

**PRESENTATION TOTAL POINTS (100)**

LESS PENALTY POINTS

**TOTAL SCORE**