



Wisconsin Gold Student Event Coordinator: John Zimmerman

Purpose

The Wisconsin Gold Student is a *Wisconsin Only Special Event* that provides an opportunity for chapter members to highlight their involvement in DECA through the development of a portfolio and then share this information with a panel of judges at the State Career Development Conference. This project requires members to document and creatively compile a publication that serves as a portfolio of their personal DECA related activities, projects and achievements. Finally it is an opportunity for members to demonstrate their presentation and interview skills in front of a panel of judges and potentially be awarded a non-competitor spot to ICDC.

The project activities may be conducted anytime between the deadlines for submission of the previous year's Wisconsin Gold Chapter Project and the current year's deadline for submission, available on the annual WIDECA Calendar.

Objectives

The Wisconsin Gold Chapter Project provides an opportunity for chapter members to:

- ◇ encourage students to participate in a variety of activities and projects;
- ◇ develop leadership and organizational skills;
- ◇ encourage active participation in local, state, regional and national DECA;
- ◇ build school and community partnerships for the Marketing Education program and DECA chapter;
- ◇ suggest activities and projects that strengthen the personal and professional development of students;
- ◇ encourage the building and development of student portfolios; and
- ◇ offer an opportunity for student competitors to participate at the International Career Development Conference through a student interview at SCDC.

Procedure for Written Project

- ◇ This project consists of a written manual or portfolio of no more than 85 pages created by the student applicant for WIDECA Gold Student. *(In addition to the manual, the student will prepare a presentation to be given to a panel of judges at SCDC).*
- ◇ This is a project that should be reflective of the student applicant's contributions, activities and achievements in DECA and the classroom for the past year.
- ◇ The **Wisconsin DECA Gold Student Statement of Assurances** must be signed and submitted with the entry. Do not include it in the page numbering.
- ◇ The written entry can be submitted in one of the following ways:
 - **Official DECA Written Event Folio** *(available through DECA Images)*
 - **DECA 3-Ring binder** *(available through DECA Images)*
 - **Scrapbook or binder of your choice**

Please refer to the WIDECA calendar for postmark deadlines for SCDC Projects—Refer to the SCDC Packet for address information.

- ◇ The body of the entry must be limited to the pages listed in the Format Guidelines and not exceed the page limit of 85 pages. It may include an appendix. Title page and Table of Contents are not included in overall page count. They should not be numbered.
- ◇ The pages must be numbered in sequence based on the order provided in the Format Guidelines.
- ◇ Major content of the written entry can be single spaced or double spaced in any size, readable font.
- ◇ Content should include the name of the activity, date, purpose and other descriptive content, pictures and promo pieces, and any other documentation necessary to illustrate the activity.
- ◇ The entry must be typewritten or word processed. Charts and graphs must be computer generated.
- ◇ Fold-outs, attachments, paste-ups, photographs, tabs, etc., may be used.
- ◇ Activities submitted in this manual/portfolio can only be submitted once in this document. No activities can be repeated under different headings provided in the Format Guidelines.
- ◇ The Written Project will be evaluated using the WIDECA Gold Student Written Project Evaluation. This score will be combined with the Oral Presentation score to achieve an overall score.

Procedure for Oral Presentation

- ◇ Participants will be allowed 10 minutes to present their Gold Student Project to a panel of judges based on the sections of their Written Project. There will be an additional 5 minutes of judge questions if needed.
- ◇ The presentation will be evaluated using the WIDECA Gold Student Presentation Evaluation. This score will be combined with the Written Project Score to achieve an overall score.
- ◇ Participants may utilize their Written Project, and/or ONE poster board (not to exceed 36"X48"), and/or a PowerPoint presentation (student must provide own laptop with electrical hook up).

Written Project Format Guidelines

- ◇ The written entry must follow these specifications. You may also refer to the Wisconsin DECA Gold Chapter Evaluation Form. A Wisconsin DECA Gold Chapter Statement of Assurances 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. **Do not number the title page.** It must include in any order, but is not limited to, the following:

Wisconsin DECA Gold Student	Name of Student	School Address
Title of Project	Name of Chapter	City/State/Zip
	Name of High School	Date

Table of Contents. The second page is the Table of Contents, which must list every heading of every section and the page on which that section starts. The Table of Contents may be single spaced and may be one or more pages long. The page(s) will not be numbered.

- ◇ **Body of Wisconsin DECA Gold Chapter Program Entry (Program Outline)** The body begins with Section 1, Membership and continues in the sequence outline here. The first page of the body is numbered 1 and all following pages are numbered in sequence. Content should include the name of the activity, date, purpose and

other descriptive content, pictures and promo pieces, and any other documentation necessary to illustrate the overall activity. Each activity can only count once and cannot be repeated in different sections.

- ◇ Follow this outline as you create your entry. Points for each section are included on the Wisconsin DECA Gold Student Written Project Evaluation Form. Each section must be titled, including the bibliography and/or appendix if included. Samples of activities are included in the Program Outline and can be used as a source of reference.

1. Membership

- a. Provide proof of membership for the current year
- b. Include a short essay on what DECA Membership has meant to you

2. Chapter and Classroom Organization and Management *(Promote at least 5 activities from sections below)*

- a. Involvement in chapter meetings
- b. Involvement in development of Chapter Strategic Plan
- c. Participation in local chapter elections
- d. Leadership in local chapter activities
- e. Participation and/or organization of Alumni activities
- f. Presentations to school board, administrators, guidance counselors and other school officials
- g. Participation and/or presentations to Advisory Board
- h. Assistance in the development of Business Partner Relationships
- i. Hold/Held leadership Position
- j. Creation or improvement of something for the classroom
- k. Organization of a classroom activity
- l. Improvement of something at your training station

3. Promotion/Public Relations *(Promote at least one activity from each section below)*

- a. In School Activities (Organization of, provided leadership to, or creation of)
Bulletin Boards, PA Announcements, Reader Board, Marquee Message, Posters, Displays, School Paper, Recruitment, Local Brochure, Pride Points Sheet, Teacher Recognition, etc.
- b. Community (Organization of, provided leadership to, or creation of)
Newspaper, TV, Radio, Transit, Billboard (Outdoor), Community Marquee, Fairs, Parades, Festival, Display in a Community Place, Civic Appearance/Presentation, Pride Points Sheet, etc.
- c. Regional/State/National (Organization of, provided leadership to, or creation of contribution to)
DECA Direct Magazine, National Recognition from a DECA Campaign, Promote Chapter Activity on WIDECA Facebook Page, Chapter Membership Video uploaded to YouTube or Other Social Media, WIDECA Member of the Month, Other.

4. Chapter Activities *(Promote at least four activities from any of the sections below)*

- a. Professional Activity (Organization of, provided leadership to, or creation of)

Guest Speaker(s), Seminars, Field Trips, Business Partner Function, Mini-Conference, Other.

- b. Community/School Service (Organization of, provided leadership to, volunteered for or creation of)
Food Drive, Clean-up, Vote, Blood Drive, Anti-Drug, Homeless Support, Senior Citizens, Concession Stand, SBE, Scholarship, Donation, Other.
 - c. Sales Project (Organization of, provided leadership to, or creation of)
Acceptable Sales Projects, SBE, etc.
 - d. Recruitment (Organization of, provided leadership to, or creation of)
 - e. Social Media (Organization of, provided leadership to, or creation of)
 - f. Alumni Activities (Organization of, provided leadership to, or creation of)
5. **DECA Competition** (Participate in local, district, state or international level)
6. **DECA Month** (Organization of, provided leadership to, or creation of)
DECA Month Promotion, Proclamation, Open House, Promo-Piece, Civic Appearance, Published Articles, Media Appearance, Guest Speaker, State Officer Appearance, Other
7. **Examples of BEST WORK**—Choose one example of your best work, this can be repeated from another section.
- a. Work-based learning projects
 - b. School Based Enterprise
 - c. Classroom (assignment, special project report, computer project, display)
 - d. DECA (business plan, promotion plan, activity)

Recognition & Awards

- ◇ Students that receive Gold Student Level on this project will be recognized at SCDC Final Awards Session. Top finalists will be recognized on stage. Top 5 Gold Level Students will be awarded a non-competitor spot to ICDC.
- ◇ All students who qualify to interview at SCDC will receive Gold Student ribbons for their name badges to highlight this achievement.
- ◇ Top 6 Gold Students will be eligible to attend ICDC that same year. Chapter Advisors must submit an **Emerging Leaders Application** immediately following the final awards session at SCDC in order for those members to be added to the ICDC Registration. Please indicate that the application is being submitted because of outstanding achievement in The Wisconsin Gold Student Project.



Wisconsin DECA Gold Student Statement of Assurances

The Wisconsin Gold Student is a *Wisconsin Only Special Event* that provides an opportunity for chapter members to highlight their involvement in DECA through the development of a portfolio. This project requires members to document and creatively compile a publication that serves as a portfolio of their personal DECA related activities, projects and achievements.

I understand the following requirement is set forth by WIDECA for The Wisconsin Gold Chapter Project. By signing this statement, I certify that all activities and content are true and accurate as they relate to this entry.

The contents of this entry are the results of the work of our current DECA chapter members.

No part of this entry has previously been entered in this event.

This entry has not been submitted in another DECA Competitive Event.

All activities and projects described in this entry are accurate depictions of our chapter efforts.

All activities and projects described in this entry took place between the deadline for submission of the previous year's Wisconsin Gold Chapter Project and the current year's deadline for submission (Dates are available on the annual WIDECA Calendar).

I understand that WIDECA has the right to publish all or part of this entry.

This statement of assurances must be signed by all parties listed below or the entry will be given penalty points.

Chapter Name:			
Title	Printed Name	Signature	Date
Project Manager:			
Chapter President:			
Chapter Advisor:			
Principal:			
LVEC or School to Work Coordinator:			



Wisconsin DECA Gold Student Written Project Evaluation

Student Name:		Chapter:	Statement of Assurances: NO / YES		
Content Element	Requirements	Did Not Meet Requirements	Met Requirements	Exceeded Requirements	
Title Page	Wisconsin DECA Gold Chapter Title of Project Name of Chapter Name of High School School Address (City/State/Zip) Date <i>No Page Number</i>	0	5	NA	
Table of Contents	Every Heading of every section including page number on which section starts Single or double spaced One or more pages long <i>No Page Number(s)</i>	0	5	NA	
Activities in Sections Below Can NOT be repeated					
1 Membership Section	Documentation of Membership	0	5	NA	
2 Chapter & Classroom Organization and Management	Included at least 5 examples of activities	0	10	11 - 15	
3 Promotion/Public Relations Section	Minimum of 1 In School Activities Minimum of 1 Community Activities Minimum of 1 Regional/State/National Activities	0	10	11 - 15	
4 Chapter Activities Section	Included at least 4 examples of activities	0	10	11 - 15	
5 DECA Competition	Showed participation in local, district, state and/or international level	0	5	NA	
6 DECA Month Section	Minimum of 4 Activities that occurred during November 2012.	0	10	11 - 15	
7 Examples of Best Work	Provided at least one example of best work	0	10	11 - 15	
Met Page Requirements	No more than 85 numbered pages	0	5	NA	
Gold Student Written Project Evaluation Total (100 points MAX)					
Judge Initials					



Wisconsin DECA Gold Student Oral Presentation Evaluation

Student Name:	Chapter:			
Content Element	Missed	Below Expectations	Met Expectations	Exceeded Expectations
Addresses people properly	0	1 2	3 4	5
Uses visuals to enhance the presentation	0	1 2 3 4	5 6 7 8	9 10
Explains Membership	0	1 2 3 4	5 6 7 8	9 10
Explains Chapter & Classroom Organization and Management	0	1 2 3 4	5 6 7 8	9 10
Explains Promotion/Public Relations	0	1 2 3 4	5 6 7 8	9 10
Explains Chapter Activities	0	1 2 3 4	5 6 7 8	9 10
Explains DECA Competition	0	1 2 3 4	5 6 7 8	9 10
Explains DECA Month	0	1 2 3 4	5 6 7 8	9 10
Explains Best Work	0	1 2 3 4	5 6 7 8	9 10
Overall Impression <ul style="list-style-type: none"> • <i>Student was professionally dressed</i> • <i>Students level of enthusiasm was convincing and appropriate</i> • <i>Student is an outstanding representative of Wisconsin DECA</i> 	0	1 2 3 4 5	6 7 8 9 10	11 12 13 14 15
Gold Student Oral Presentation Total (100 points MAX)				
Judge Initials				