



Wisconsin Gold Chapter Project

Event Coordinator: John Zimmerman

Purpose

The Wisconsin Gold Chapter Project is a *Wisconsin Only Special Event* that provides an opportunity for chapter members to work together and highlight the past year's chapter level activities. This project requires members to document and creatively compile a publication that serves as a portfolio of successful chapter activities and projects. It also provides chapter members the opportunity to demonstrate the knowledge and skills necessary in planning, organizing, implementing and evaluating the chapter activities and projects.

The project activities may be conducted anytime between the deadline 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:

- ◆ conduct activities and projects;
- ◆ build member involvement;
- ◆ encourage active membership in DECA on the local, state and international level;
- ◆ build school and community recognition for Marketing Education and DECA;
- ◆ create , suggest, plan and implement projects that strengthen the local chapter;
- ◆ receive recognition on the state level for chapter successes; and
- ◆ potentially advance to the International Career Development Conference to attend a DECA Academy and/or serve as a WIDECA voting delegate

Procedure

- ◆ This project consists of a written manual or portfolio of no more than 85 pages created by student members of DECA at a local chapter. The manual will represent the entire entry for this event. There is no oral presentation associated with this event.
- ◆ This is a project that should be reflective of the entire chapter contributions to the activities and projects for the past year.

- ◇ The 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 Deadline 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, and 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.

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 Chapter	Name of Chapter	School Address
Title of Project	Name of High School	City/State/Zip
		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.

- ◆ Follow this outline as you create your entry. Points for each section are included on the Wisconsin DECA Gold Chapter 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 a copy of your chapter DECA roster for the current school year.
- b. **NEW!** Chapters that meet the requirements of the **National DECA Membership Campaign, see page 36** (Deadline: 12.1.15) of the current membership year or provide documentation that your chapter increased membership by more than 20% over the previous year will qualify for **DIAMOND LEVEL CHAPTER**.

2. **Chapter Standards** (Minimum of 4) *Each activity claimed must be different and cannot be repeated in any section.*

- a. Meeting Minutes
- b. Chapter Strategic Plan
- c. Chapter Constitution/Bylaws
- d. Elections
- e. Advisory Committee
- f. Chapter Meetings
- g. Alumni Involvement
- h. Business Partner Relationships (does not include training sponsors)
- i. Installation of Officers Activity
- j. School Board Presentations and/or School Administration Relations

3. **Promotion/Public Relations** (Minimum of 2 activities in each of the 3 subcategories) *Each activity claimed must be different and cannot be repeated in any section*

a. **In School Activities**

Bulletin Boards, PA Announcements, Reader Board, Marquee Message, Posters, Displays, School Paper, Recruitment, Local Brochure, Pride Points Sheet, Teacher Recognition, etc.

b. **Community**

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**

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.

d. **Outstanding Recognition DECA Campaigns** (Activities reported in this section can be used in other sections)

Description of the **NEW DECA THRIVE ACADEMY**, Explanation of Campaign(s), List of Students from your chapter who have qualified to attend (*This requires that your chapter has met all requirements of the DECA Campaign(s) that qualify for attendance to the **THRIVE ACADEMY***)

4. **Chapter Activities** (Minimum of 2 activities for each of the 6 subcategories) *Each activity claimed must be different and cannot be repeated in any section*

a. **Professional Activity**

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

b. **Community/School Service**

Food Drive, Clean-up, Vote, Blood Drive, Anti-Drug, Homeless Support, Senior Citizens, Concession Stand, SBE, Scholarship, Donation, Other.

c. **Sales Project**

Acceptable Sales Projects, SBE, etc.

d. **Recruitment**

e. **Social Media**

f. **Alumni Activities**

5. **DECA Month** (Minimum of 4 activities) *Each activity claimed must be different and cannot be repeated in any section*

DECA Month Promotion, Proclamation, Open House, Promo-Piece, Civic Appearance, Published Articles, Media Appearance, Guest Speaker, State Officer Appearance, Other

Recognition & Awards

- ◆ Chapters that receive Gold Chapter Level on this project will be recognized at SCDC at the Final Awards Session. Please select one representative from your chapter to appear on stage for recognition.
- ◆ All chapter members will receive Gold Chapter ribbons for their name badges to highlight this achievement.
- ◆ Chapters that achieve **DIAMOND LEVEL CHAPTER** will receive an exclusive award at SCDC and one chapter advisor from each qualifying chapter will be put into a drawing to have hotel and registration paid for ICDC of that same year. The drawing will be held at SCDC and winner will be notified at SCDC.
- ◆ Gold Chapters earn ONE non-competitive spot 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 Chapter Project.



Wisconsin DECA Gold Chapter Statement of Assurances

The Wisconsin DECA Gold Chapter Project was established to provide student members an opportunity to showcase outstanding chapter activity and create a lasting source of inspiration and pride for the chapter. It was designed to be a chapter project, one that the entire chapter can acknowledge and take pride in.

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 Chapter Evaluation

Chapter Name:		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>			
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>			
Activities in Sections Below Can NOT be repeated (Except for DECA Campaigns reported in Section 3)				
1 Membership Section	Copy of current year DECA Roster Proof of DECA Membership Campaign OR Proof of 20% increased membership (DIAMOND LEVEL CHAPTER)			
2 Chapter Standards Section	Minimum of 4 Activities			
3 Promotion/Public Relations Section	Minimum of 2 In School Activities Minimum of 2 Community Activities Minimum of 2 Regional/State/National Activities Outstanding Recognition DECA Campaigns			
4 Chapter Activities Section	Minimum of 2 Each: Professional Activities, Community/School Service Activities, Sales Projects, Recruitment Activities, Social Media Activities, Alumni Activities			
5 DECA Month Section	Minimum of 4 Activities that occurred during November 2012.			
Met Page Requirement	No more than 85 numbered pages	NO	YES	
This chapter has achieved Gold Chapter Level		NO	YES	