

Chapter of Excellence Project

Information for the Advisor (this page not meant for judges)

- Each chapter is allowed only one entry consisting of one to three students.
- There will be 3 “categories” for the Chapter of Excellence Project based on chapter membership. The parameters for the categories are below and are based off of the previous year membership numbers across the state and an effort to make each category have an even number of chapters (roughly one-third). Chapters will be put into a category based on the size of chapters that submit projects.
 - Category 1 – least student chapter membership
 - Category 2 – intermediate student chapter membership
 - Category 3 – highest student chapter membership
- The top 2 entries in each Category will earn leadership academy slots to ICDC for their chapter. The number of slots will equal the number of students registered in the event at State. (1 to 3)
- There will be “certifications” in this event. There will be Gold, Silver and Bronze level certifications. They will be awarded as follows:
 - Gold – any chapter that finishes with a score of at least 90% of the top score in their Category.
 - Silver - any chapter that finishes with a score of at least 80% of the top score in their Category.
 - Bronze - any chapter that finishes with a score of at least 70% of the top score in their Category.
- A reminder to advisors - a student competing in this event can also compete in a written event and/or a role play event at State.
- The top two finishers in each category AND all Gold level chapters will be on stage at Grand Awards to receive their trophies and/or certificates.

As a DECA advisor, you should know this project includes many benefits such as:

- Builds support for your chapter in the school and community (business and industry leaders)
- Helps facilitate the planning of your chapter’s yearly goals and program of work (all events, activities, etc.)
- Builds strong leaders for your chapter
- Helps improve school and district administrator support
- Builds chapter pride

The purpose of the Chapter of Excellence Project is to allow Colorado DECA chapters to showcase their work, accomplishments and successes of the school year. This event will allow students to learn the process of developing and carrying out a plan. The Chapter of Excellence Project is a learning activity designed to encourage all DECA chapters to plan and implement a well-rounded and diversified program of work for their chapter. **The project may go from the beginning of the previous State conference and run to the beginning of the upcoming State conference.**

OBJECTIVES

The Chapter of Excellence Project provides an opportunity for a chapter to demonstrate their understanding of the management of their chapter within their school and community.

- plan and conduct leadership activities that impact the chapter members
- plan and conduct social activities for their chapter
- plan and conduct community service activities that impact the community
- plan and conduct activities that prepare members for DECA competition
- plan and conduct activities that advocate for the chapter and/or recruit new members

Major emphasis should be placed on

- selecting activities to meet each goal
- implementation and coordination for each respective activity
- evaluating all Chapter of Excellence activities



1 TO 3 PARTICIPANTS



PAGES ALLOWED



PRESENTATION TIME

EVENT OVERVIEW

- The project consists of two major parts: the written document and the oral presentation by chapter representatives. The written document will account for 60 points and the oral presentation will account for the remaining 40 of the total 100 points.
- This is a project for the entire DECA chapter. One to three chapter representatives may participate in the oral presentation. All chapter representatives must present the project to the judges.
- The body of the written entry must be limited to 20 numbered pages, including an appendix (if an appendix is attached), but excluding the title page and the table of contents.
- The Written Event Statement of Assurances and Academic Integrity must be signed and submitted with the entry. Do not include it in the page numbering.

- The oral presentation may be a maximum 15 minutes in length, including time for the judge's questions.
- The judge will evaluate the presentation, focusing on the effectiveness of public speaking and presentation skills and how well the chapter representatives respond to questions that the judge may ask.

FORMAT GUIDELINES FOR THE WRITTEN ENTRY

The written entry must follow these specifications. Refer also to the Written Entry Evaluation Form. A Written Event Statement of Assurances and Academic Integrity 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:

CHAPTER OF EXCELLENCE PROJECT

Title of the project

Name of DECA chapter

Name of high school

School address

City, State/Province, ZIP/Postal Code

Names of chapter representatives

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, 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. Page numbers continue through the appendix (optional).

The written entry is the complete description and documentation of all activities/elements carried out by the chapter to complete their program of work for the year. **Describe any chapter activity/element only once in the paper. If it “fits” under more than one category, put it only in the category where it fits best.**

Follow this outline when you write your entry. Points for each section are included on the Written Entry Evaluation Form. Each section must be titled, including the appendix (optional).

I. EXECUTIVE SUMMARY

One to three-page description of the project

II. DESCRIPTION OF CHAPTER, SCHOOL AND COMMUNITY

III. DEVELOPMENT OF LEADERSHIP ACTIVITIES

A. Description and purpose of activities

B. Planning and organization of activities

C. Implementation and documentation of activities

IV. DEVELOPMENT OF SOCIAL ACTIVITIES

A. Description and purpose of activities

- B. Planning and organization of activities
 - C. Implementation and documentation of activities
- V. DEVELOPMENT OF COMMUNITY SERVICE/VOLUNTEER ACTIVITIES
 - A. Description and purpose of activities
 - B. Planning and organization of activities
 - C. Implementation and documentation of activities
- VI. DECA COMPETITION PREPARATION AND ACTIVITIES
 - A. Description and purpose of activities
 - B. Planning and organization of activities
 - C. Implementation and documentation of activities
- VII. DEVELOPMENT OF RECRUITMENT ACTIVITIES AND CHAPTER ADVOCACY
 - A. Description and purpose of activities
 - B. Planning and organization of activities
 - C. Implementation and documentation of activities
- VIII. EVALUATION OF CHAPTER OF EXCELLENCE COMPONENTS
 - A. Evaluation of activities completed
 - B. Recommendations for future activities
 - C. Learning outcomes as a result of the activities
- IX. APPENDIX

An appendix is optional. Include in the appendix any exhibits appropriate to the written entry, but not important enough to include in the body. These might include sample questionnaires used, letters sent and received, general background data, etc.

PRESENTATION GUIDELINES

- Prior to the presentation, the judge will evaluate the written portion of the entry. 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 chapter representatives will present the project to the judge in a 15-minute presentation worth 40 points. (See Presentation Judging.)
- The presentation begins immediately after the introduction of the chapter representatives to the judge by the adult assistant. Each chapter representative must take part in the presentation.
- Each chapter representative may bring a copy of the written entry or note cards pertaining to the written entry and use as reference during the presentation.
- If time remains, the judge may ask questions pertaining to the project.
- 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

Chapter representatives will make a 15-minute presentation to you. You may refer to the written entry, or to your notes, during the presentation.

At the beginning of the presentation (after introductions), the chapter representatives will describe the project. Allow the chapter representatives to complete this portion without interruption, unless you are asked to respond. Each chapter representative must take part in the presentation.

If time remains, you may ask questions that seem appropriate, based on your notes or on the written entry itself (to which you may refer during the presentation).

At the conclusion of the presentation, thank the chapter representatives. Then complete the Presentation Evaluation Form, making sure to record a score for all categories. The maximum score for the interview is 40 points.

CHAPTER OF EXCELLENCE PROJECT

Participant(s) label here

Written entry evaluation form

Participants:

School:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
EXECUTIVE SUMMARY						
1.	One- to three-page description of the project	0-1	2	3	4	
DESCRIPTION OF CHAPTER, SCHOOL AND COMMUNITY						
2.	Quality of descriptions	0	1	2	3	
DEVELOPMENT OF LEADERSHIP ACTIVITIES						
3.	A. Description and purpose of activities B. Planning and organization of activities C. Implementation and documentation of activities	0-1-2	3-4-5	6-7-8	9-10	
DEVELOPMENT OF SOCIAL ACTIVITIES						
4.	A. Description and purpose of activities B. Planning and organization of activities C. Implementation and documentation of activities	0-1-2	3-4-5	6-7-8	9-10	
DEVELOPMENT OF COMMUNITY SERVICE/VOLUNTEER ACTIVITIES						
5.	A. Description and purpose of activities B. Planning and organization of activities C. Implementation and documentation of activities	0-1-2	3-4-5	6-7-8	9-10	
DECA COMPETITION PREPARATION AND ACTIVITIES						
6.	A. Description and purpose of activities B. Planning and organization of activities C. Implementation and documentation of activities	0-1-2	3-4-5	6-7-8	9-10	
DEVELOPMENT OF RECRUITMENT ACTIVITIES AND CHAPTER ADVOCACY						
7.	A. Description and purpose of activities B. Planning and organization of activities C. Implementation and documentation of activities	0-1-2	3-4-5	6-7-8	9-10	
EVALUATION OF CHAPTER OF EXCELLENCE PROJECT COMPONENTS						
8.	A. Evaluation of activities completed B. Recommendations for future activities C. Learning outcomes as a result of the activities	0	1	2	3	
Written Entry Total Points (maximum 60 points):						

CHAPTER OF EXCELLENCE PROJECT

Presentation evaluation form

Participant(s) label here

Participants:

School:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PRESENTATION						
1.	Opening presentation: description of the project, chapter, school and community	0-1	2-3	4-5	6	
TO WHAT EXTENT DID THE CHAPTER SUCCEED IN:						
2.	Initiate the activities?	0-1	2-3	4-5	6	
3.	Execute and control the project?	0-1	2-3	4-5	6	
4.	Manage the project schedule?	0-1	2-3	4-5	6	
5.	Manage the project team/chapter?	0-1	2-3	4-5	6	
6.	Evaluate the project and learning outcomes?	0-1	2-3	4-5	6	
CONCLUSION						
7.	Overall presentation: organization, clarity and effectiveness of the presentation	0-1	2	3	4	
Presentation Total Points (maximum 40 points):						