The Impact Program is designed to encourage chartered association officer teams to develop association-wide plans that encourage their chapter members to increase the net impact of their efforts around specific DECA-related categories.

**Categories**

**Advocacy:** Every year, associations engage in events with local policy makers, school officials, business representatives and a variety of other professional leaders to advocate on behalf of DECA and Career and Technical Education (CTE). Share advocacy efforts your association and your local chapters have made this year.

**Community Outreach:** Being community oriented is a guiding principle of DECA. Highlight your association and local chapter’s participation in community service through this category.

**Membership:** DECA is a valuable asset to high school students who strive to be academically prepared, community oriented, professionally responsible and experienced leaders. Inform the organization of the different strategies your association has made to grow your membership.

**Partner/Sponsor Outreach:** DECA’s National Advisory Board (NAB) partners include corporations, foundations and associations that seek to support the development of leaders and entrepreneurs who may become their companies’ employees. Put the spotlight on how your association worked with DECA’s corporate partners this year. Visit deca.org/partners for the complete list of NAB sponsors.

**Innovations:** Innovative association plans are pivotal in the preparation of emerging leaders and entrepreneurs. In this category, showcase a unique program that has catalyzed impact in your association. This category, though, will only welcome submissions that do not fall under any of the above categories.

**Submission Deadline**

APRIL 5, 2024

deca.org/impactprogram
EVALUATION STANDARDS

Evaluators will rank each submission on how well your association meets the following five criteria.

**CONTENT:** Make the impact of your association’s ideas, events and programs evident in the submitted video and/or flyer. Also, make sure these ideas, events and programs correspond with the category.

**CREATIVITY:** The ideas, events and programs reflected in the IMPACT video or flyer submission should be creative and unique, while still corresponding to the category. Associations are encouraged to incorporate digital/virtual efforts.

**ORGANIZATION:** The ideas, events and programs reflected in the IMPACT video or flyer submission should be highly organized and of high quality.

**TEAM PARTICIPATION:** There should be evidence that there was collaboration among members of your association officer team and efforts to feature and engage members in your association.

**OVERALL IMPACT:** The impact made by your association officer team through their ideas, events and programs will be judged on the overall impression of the video or flyer submission.

GUIDELINES

- Each video entry must be 1:30-2:00 minutes in length and should demonstrate a strong connection to the submission category.
- Flyer dimensions are limited to a single 8.5” x 11” page.
- Chartered associations may only submit one video or flyer per category.
- All submissions are due by April 5, 2024 at 11:59 p.m. ET.
- Visit deca.org/impactprogram to submit your entries and see previous winners.

RECOGNITION

- The Greatest Impact Award will be presented to the most effective entry in each category.
- The Diamond Impact Award will be presented to the region with the greatest overall impact.
- Winning flyers and videos will be featured on decadirect.org.

SUBMISSION DEADLINE

APRIL 5, 2024

deca.org/impactprogram