

2009-2010
Alabama DECA
State Recognition
Project

DECA
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Diamond Level

Goals to Achieve: Complete the 5 required activities and at least 2 additional activities from EACH area of the DECA Diamond categories. For each item completed under the DECA Diamond categories, attach a one page summary of how it was done and how it relates to the DECA Diamond. **All documentations should be submitted with State Registration Materials.** By completing this level, a chapter is eligible for National Recognition by submitting membership campaign and chapter awards documentation to National DECA. (see DECA guide for National Recognition form)

Required 5 Activities:

1. Recruit 10 or more student members than last year, or achieve 100% membership.
2. Recruit 10 or more alumni and/or professional members.
3. Implement 5 PR/Promotion activities between the start of school and November 13.
4. Designate one day of DECA Week as “DECA Serve Day” where all activities are focused on one or more community service projects.
5. Donate \$100 or more to the Alabama DECA Foundation.

DECA Diamond Categories: (The following are examples of activities for each Category)

Civic Consciousness Goals: *All Chapters participating in State Recognition Project MUST choose MDA Campaign as one of their Civic Consciousness Goals*

- Muscular Dystrophy Association Campaign-MDA
- Participate in a community service activity
- Canned Food Drive or Toy Drive
- Volunteer for Various Charitable Organization

Social Intelligence Goals:

- Joint-chapter Activities
- Attend a local civic club meeting
- Pre-Registration, Junior High Day or Club Day
- Create and/or update a chapter web page or Newsletter

Leadership Development Goals:

- State Officer Visit
- Attend a DECA Sponsored or State Leadership Conference
- Organize a school-wide event and/or give a DECA presentation at your school
- Compete at the Regional Level. (Minimum 5 members)
- Submit State Officer Application.

Vocational Understanding Goals:

- Promote Marketing Majors
- Business Speaker at school.
- Chapter tour of a business
- Operate a school-based enterprise

Gold Level

Goals to Achieve: Complete the 5 required activities and at least 1 additional activity from EACH area of the DECA Diamond Categories. For each item completed under the DECA Diamond categories, attach a one page summary of how it was done and how it relates to the DECA Diamond.

Required 5 Activities:

1. Recruit 8 or more student members than last year, or achieve 100% membership.
2. Recruit 8 or more alumni and/or professional members.
3. Implement 3 PR/Promotion activities between the start of school and November 13.
4. Designate one day of DECA Week as “DECA Serve Day” where all activities are focused on one or more community service projects.
5. Donate \$50 or more to the Alabama DECA Foundation.

DECA Diamond Categories:

Civic Consciousness Goals: All Chapters participating in State Recognition Project MUST choose MDA Campaign as one of their Civic Consciousness Goals

- Muscular Dystrophy Association Campaign-MDA
- Participate in a community service activity
- Canned Food Drive or Toy Drive
- Volunteer for Various Charitable Organization

Social Intelligence Goals:

- Joint-chapter Activities
- Attend a local civic club meeting
- Pre-Registration, Junior High Day or Club Day
- Create and/or update a chapter web page or Newsletter

Leadership Development Goals:

- State Officer Visit
- Attend a DECA Sponsored or State Leadership Conference
- Organize a school-wide event and/or give a DECA presentation at your school
- Compete at the Regional Level. (Minimum 5 members)
- Submit State Officer Application.

Vocational Understanding Goals:

- Promote Marketing Majors
- Business Speaker at school.
- Chapter tour of a business
- Operate a school-based enterprise

Silver Level

Goals to Achieve: Complete the 5 required activities and at least 2 additional activities from any of the DECA Diamond categories. For each item completed under the DECA Diamond categories, attach a one page summary of how it was done and how it relates to the DECA Diamond.

Required 5 Activities:

1. Recruit 5 or more student members than last year, or achieve 100% membership.
2. Recruit 5 or more alumni and/or professional members.
3. Implement a PR/Promotion activity between the start of school and November 13.
4. Designate one day of DECA Week as “DECA Serve Day” where all activities are focused on one or more community service projects.
5. Donate \$25 or more to the Alabama DECA Foundation.

DECA Diamond Categories:

Civic Consciousness Goals: All Chapters participating in State Recognition Project MUST choose MDA Campaign as one of their Civic Consciousness Goals

- Muscular Dystrophy Association Campaign-MDA
- Participate in a community service activity
- Canned Food Drive or Toy Drive
- Volunteer for Various Charitable Organization

Social Intelligence Goals:

- Joint-chapter Activities
- Attend a local civic club meeting
- Pre-Registration, Junior High Day or Club Day
- Create and/or update a chapter web page or Newsletter

Leadership Development Goals:

- State Officer Visit
- Attend a DECA Sponsored or State Leadership Conference
- Organize a school-wide event and/or give a DECA presentation at your school
- Compete at the Regional Level.
- Submit State Officer Application.

Vocational Understanding Goals:

- Promote Marketing Majors
- Business Speaker at school.
- Chapter tour of a business
- Operate a school-based enterprise

Description of DECA Diamond Category Examples

Civic Consciousness Examples

MDA

Your chapter is required to participate in any fundraising activity that supports the Muscular Dystrophy Association. The Chapter that donates the largest amount to MDA will be awarded the 3D Diamond Award at State Conference. All Chapters that collect at least \$800 will be recognized on stage at state conference. It takes \$800 to send one child to summer camp.

Establish a Recycling Program

Your chapter creates a recycling program involving paper, plastic, or metal.

Canned Food Drive

Each member of your chapter brings in a minimum of one non-perishable canned good. Once the task is completed, the cans may be donated to any non-profit organization.

Toy Drive

Each member of your chapter brings in toys for a needy family/child. Once the task is completed, the toys may be donated to any non-profit organization.

Social Intelligence Examples

Joint-chapter Activities

Your chapter will participate in a joint activity with another chapter. This will allow for an increase in communication among chapters.

Attend a Local Civic Club Meeting

Your chapter will be represented at local civic club meetings in order to improve and enhance DECA's image throughout the community.

Pre-Registration, Junior High Day or Club Day

Designate this day to promote DECA to upcoming high school students.

Create and/or update a chapter Web Page

Use your school's website to promote your DECA chapter. Create a page that is designated for DECA with useful information about the organization.

Leadership Development Examples

State Officer Visit

Your chapter will host at least one state officer. The officer will address the various issues and current status of Alabama DECA along with any questions that are raised.

Attend a DECA Sponsored or Leadership Conference

Your chapter is required to have representation at a minimum of one of the many DECA conferences.

Organize a School-wide Event

Your chapter will organize an event that will involve the entire school without help from other clubs or organizations.

Give a DECA Presentation at Your School

Your chapter is required to have a minimum of one presentation during school promoting your DECA chapter.

Compete at the Regional Level (Minimum 5 Members)

At least five members of your chapter must participate in any competitive event at the regional level.

Submit State Officer Application

At least one member of your chapter who displays great leadership qualities both in and out of the classroom will volunteer to run for a state office by submitting a state officer application.

Vocational Understanding Examples

Promote Marketing Majors

Members of your chapter will visit both junior high and high school students to describe opportunities in the fields of marketing, management, and entrepreneurship.

Business Speaker at School

Your chapter will have a speaker visit its chapter at school to discuss marketing careers, or your education beyond high school. This should help with your plans after high school.

Chapter Tour of a Business

Your chapter will tour a business to gain a better knowledge of what it takes to run a business.

Operate a School-based Enterprise

Your chapter will be involved in a school-based enterprise that will demonstrate its business and marketing skills.