

VA DECA SCHOLARSHIP PROGRAM

The Virginia DECA Foundation makes the Virginia DECA Scholarship Program possible through donations and dues. DECA is an organization of students enrolled in marketing programs and is designed to prepare emerging leaders and entrepreneurs in Marketing, Management, Hospitality, and Finance.

PURPOSE OF THE SCHOLARSHIP PROGRAM

The DECA Scholarship Program is designed to assist DECA members who wish to further their education in pursuit of their career goals. All VA DECA members are encouraged to apply.

APPLYING

Step 1: Submit application online: <https://www.cognitofrms.com/VADECA1/VADECAScholarshipApplication>

Step 2: Electronically attach required documentation to the application.

Application AND Required Documentation MUST BE RECEIVED by VA DECA DECEMBER 15, 2023

WHO IS ELIGIBLE?

Any high school senior who:

- is an active DECA member,
- is currently enrolled or will be enrolled in a marketing course for the current school year,
- has a minimum GPA of 2.5,
- has a minimum Marketing GPA of 3.0,
- and intends to pursue a postsecondary education/technical training program.

*Each chapter is limited to no more than **five (5) applicants per school year**. Chapter advisor(s) should determine which applications are submitted to the Virginia DECA Scholarship Committee, ensuring that each chapter does not exceed its allocation of applicants.*

WHAT IS THE SELECTION PROCESS?

- Applications are reviewed and ranked in order of merit with other applicants based on the included rubric.
- The scholarship committee will select finalists based on the score earned on each submitted application packet.
- The top students will be invited to a virtual panel interview.
- The pre-screening score will be added to the interview score to determine the recipients of the scholarships.
- Students are applying for a pool of scholarships, not a specifically-named scholarship. No renewal of scholarships will be awarded.
- Scholarship finalists must attend SLC competitors or SLDA participants.
- Interviews will be scheduled on Monday, February 26 and Tuesday, February 27.
- Scholarship recognition will be presented at SLC.
- Funds will be disbursed directly to the postsecondary education/technical training program after proof of program enrollment and a copy of a thank you letter to the donor has been received by Karen Charney, Marketing Specialist.

ON WHAT BASIS ARE SCHOLARSHIPS GIVEN?

Value %	Criteria	Suggested Evidence
20	Career Interest	<ul style="list-style-type: none"> • Required letter signed by applicant (4pts) • Clearly stated career goal (4pts) • Clearly stated area of study (4pts) • Marketing courses taken (4pts) • Paid/unpaid occupational/work-based learning/volunteer or community service experience (3pts) • Application checklist with required signatures (1pt)
40	DECA participation and accomplishments	<ul style="list-style-type: none"> • Held a position as a Chapter, District, or State Officer (4pts) • Attended chapter meetings (3pts) • Participated in chapter recreational or social events (2pts) • Attended DLC (4pts) • Attended SLC (3pts) • Attended ICDC (3pts) • Attended a leadership or competitive training conference (3pts) • Participated in a competitive event (4pts) • Participated in DECA Month activities (3pts) • Participated in Virginia DECA Day activities (4pts) • Assisted with the membership campaign or other recruitment activities (4pts) • Participated in an installation or induction ceremony (3pts)
10	Demonstrated scholastic ability	<ul style="list-style-type: none"> • Transcripts including junior year/current enrollment verification (4pts) • Cumulative GPA of 2.5 or higher (3pts) • Marketing GPA of 3.0 or higher (3pts)
20	Financial need	<ul style="list-style-type: none"> • Statement of need (5pts) • Application includes personal/family contributions (5pts) • Application includes estimated program costs (5pts) • Application includes other scholarships or sources of financial assistance (5pts)
10	Reference letters (2)	<ol style="list-style-type: none"> 1. Letter from chapter DECA Advisor (6pts) 2. Personal reference letter from an employer, school counselor or official, coach or other professional individual (4pts)

SCHOLARSHIP APPLICATION VIRGINIA DECA DETAILED INSTRUCTIONS

WHAT MUST BE INCLUDED:

NOTE: ALL required documentation must be submitted with the online application (cover letter, reference letters, transcript, signature page).

APPLICATION

Please complete and submit the application online. The application will not submit if a required field has not been completed.

COVER LETTER/LETTER OF INTRODUCTION

Please include a cover letter to introduce yourself, explain your specific career objective, and actions taken or planned to accomplish this goal (include education and/or employment). Please limit to one (1) page in length. This is a letter; it should be addressed to the scholarship committee and signed by the applicant.

REFERENCE LETTERS

Include two (2) reference letters. ALL letters must be signed.

- **DECA Reference:** Letter from DECA Chapter Advisor.
- **Business/School/Other Professional Reference:** Personal reference letter from an employer, school counselor or official, coach or other professional individual able to speak to the applicant's ability to conduct themselves in a professional manner, work with others, and drive to succeed.

TRANSCRIPTS

Include a current transcript with explanation of terms and scale. Transcript must include final grades from the end of the student's Junior/11th Grade year. Transcript must include current year's enrollment and applicant must be enrolled in a marketing class during the current year.

CRITERIA CHECKLIST USED BY SCHOLARSHIP COMMITTEE

Please use the criteria checklist included when completing your application. The criteria listed is what the committee will be looking for in your application. Please keep in mind under Points is the maximum number of points you can earn for each section. Under Criteria you will find the maximum number of points awarded in each section for specific criteria.

SCHOLARSHIP APPLICATION CHECKLIST AND SIGNATURES 2023-2024

APPLICATION CHECKLIST (INCOMPLETE APPLICATIONS WILL NOT BE CONSIDERED)

_____ Submitted Online Application

Included the following electronically:

_____ Cover Letter/Letter of Introduction

_____ 2 Recommendation Letters

_____ Current Transcript with current marketing course verified

_____ This checklist with all signatures

CERTIFICATION (APPLICATION MUST BE SIGNED BY ALL PARTIES LISTED)

Applicant

- I certify that the information submitted is accurate.
- If chosen as a finalist, I will attend the State Leadership Conference of the current year for an interview.
- I understand that in order for scholarship funds to be released I must send a copy of a thank you letter for the donor and the program enrollment documentation to Karen Charney, Marketing Specialist. I understand that scholarship funds will be sent directly to my program of study after receipt of the above.
- I agree to request funds no later than December 31, 2024 unless the VA DECA Board of Trustees approves an exception for special circumstances.

Signature _____ Date _____
(student)

Parent/Guardian

- I have reviewed this form and the statements are true, complete, and correct to the best of my knowledge.

Signature _____ Date _____
(parent/guardian)

DECA Advisor

- I certify that the applicant is in good standing in the marketing program and find the statements to be true, complete, and correct to the best of my knowledge.
- I certify that, if selected as a finalist, the applicant will be registered as a competitor or SLDA participant at SLC.

Signature _____ Date _____
(advisor)