

## Overview

The “Annual Report” encourages both individual participation and group projects. It is an instructional enrichment project for marketing education programs and DECA chapters. The report is designed for chapters to develop a well-rounded program of leadership and is based on chapter activities, community efforts, and achievement accompanied by an awards program for chapter recognition at the state level. The purpose of the VA DECA Annual Report event is to encourage DECA chapters to plan a yearly program of chapter activities in keeping with the mission and guiding principles of DECA and to give recognition to those chapters fulfilling these aims to a high degree. These activities are based on the aims and purposes of Virginia DECA and are, therefore, the standards of excellence for all VA DECA chapters.

In developing a program of leadership for your chapter, emphasize activities included in the Annual Report. Chapters may claim credit for activities by submitting a report including documentation at the state level. Chapters will submit their reports for verification and review by the AR judge for the award achievement level.

The Annual Report represents documentation of many of the activities a local chapter conducts in each year. Although the format may differ, it follows the pattern of an annual business report. The report may be used for a variety of purposes such as:

- A report to school administrators and guidance personnel
- A promotional tool to share with potential students and parents
- A recruitment tool for prospective members
- An instructional device to illustrate a business annual report

The VA DECA Annual Report should be used as an opportunity to market your program, a tool to build relationships with key stakeholders such as parents, teachers, and administration as well as a historical record of your year.

## Philosophy

DECA is a co-curricular student organization that is part of the Marketing Education Program. DECA supports the acquisition of course competencies learned in the classroom and through occupational experiences. A comprehensive program of activities ensures that all members will benefit from the educational objectives of Virginia DECA. Participating in the Annual Report Project will foster a comprehensive program of activities. The DECA Annual Report is organized into key metrics, each of which is valued by a predetermined number of shares. The shares represent the investment a local chapter makes in its commitment to establishing and maintaining an active DECA chapter. For each key metric completed and reported, the total amount of shares for that standard is awarded to the chapter. The shares are then totaled, and awards are determined as presented in the specifications for the event.

## General Information

1. Activities conducted starting with attendance at SLC and concluded prior to the next SLC are eligible for inclusion in the Annual Report unless otherwise specified. Activities planned between the due date and the beginning of SLC may be claimed.
2. Local chapters competing for the awards will be rated based on key metrics that carry share values according to the effort required and the importance of the activity.
3. Shares are awarded for each key metric completed and correctly reported.
4. The goal of chapters is to accumulate shares to achieve the desired award level.
5. Three types of awards will be given. To receive one of these awards, a chapter must earn a predetermined number of shares as follows (1300 Shares Available):
  - Blue Chip Award 1000 shares
  - Preferred Award 800 - 999 shares
  - Fortune 500 Award 500 - 799 shares
6. A chapter may NOT count activities in more than one section. If the judge identifies such an activity, the appropriate number of shares for the duplicated events will be deducted from the share total. Additionally, events may not be modified to count as new or different activities.

## Annual Report Format and Specifications

Students have creative freedom on how their annual report is formatted and what technology is used to create it. For example, students may choose to use Canva, Adobe, or any software available to them.

### Document Requirements

- Limited to 20 pages.
- Page Size: 8 1/2 x 11
- Include a cover/title page - does not count towards 20 pages
  - Include your chapter's name
  - Include "Annual Report 2024-2025"
- Include a Table of Contents - does not count towards 20 pages
- Clearly label the sections you are claiming shares for:
  - Message from Chapter Leadership
  - Chapter Operations and Leadership
  - Chapter Marketing and Related Clusters Career Experiences
  - State and National DECA Activities
  - Chapter Public Relations
  - Project Management Activities
  - Participation in Competitive Events
  - Chapter Social Events
  - High-Quality Work-Based Learning Activities/ Business Partnerships
- Pages must be numbered starting with the first page of content. (Title Page and Table of Contents will not be numbered)
- Only include sections the chapter is claiming shares for.
- Chapters have creative freedom in layout and design.
- Chapters should use a mixture of text and graphics to complete the Annual Report.
- Decorative artwork, color, and creativity are permitted and encouraged throughout the report.
- Chapters must register for the Annual Report when registering for SLC.
- The Annual Report will be submitted in the Judge Pro System as a PDF.

# 2024-2025 VA DECA Annual Report Chapter Statement of Assurances

Chapter Name: \_\_\_\_\_ Level Claimed: \_\_\_ **Blue Chip** 1000 \_\_\_ **Preferred** 800-999 \_\_\_ **Fortune** 500 500-799

**We verify that all information contained in this annual report has taken place exactly as reported. All Chapter Advisors listed on your submitted membership roster must sign this document.**

\_\_\_\_\_  
President Name

\_\_\_\_\_  
President Signature

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Advisor Name

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Advisor Signature

**Please print the rubric and signature page.  
Sign and claim shares.  
Upload to submission site as a separate document.**

## 2024-2025 VA DECA Annual Report Scoring Rubric

Activity	Shares	Shares Claimed	Shares Awarded
Message from Chapter Leadership	25		
Chapter Operations and Leadership <i>See sub-sections below to claim shares.</i>	550		
<i>Description of Chapter and School Community</i>	50		
<i>Installation Ceremony</i>	50		
<i>Initiation Ceremony</i>	50		
<i>Marketing/DECA Membership Recruitment Activities</i>	200		
<i>Chapter Meetings</i>	100		
<i>Officer Training</i>	50		
<i>Officer and Leadership Team Meetings</i>	50		
Chapter Marketing and Related Career Experiences	50		
State and National DECA Promotional Activities	100		
Chapter Public Relations	75		
Project Management Activities	200		
Participation in Competitive Events	125		
Chapter Social Events	75		
High Quality Work-Based Learning Activities/Business Partnerships	100		
<b>Total Shares</b>	<b>1300</b>		

## VA DECA Annual Report Key Metrics and Shares

### 1a. Title Page/Cover Page

### 1b. Table of Contents

## 2. Message from Chapter Leadership **25 Shares**

Chapters may claim 25 Shares for including an opening message to chapter stakeholders. Suggestions include briefly highlighting the year; introducing the chapter; or thanking stakeholders for their support of the chapter.

## 3. Chapter Operations and Leadership **550 Shares**

### a. Description of Chapter and School Community **50 Shares**

- i. Chapters can earn 25 shares by describing their chapter and school community.
- ii. Membership data should be shared in this section.

### b. Installation Ceremony **50 Shares**

- i. The installation ceremony must include a description of how officers were installed.

### c. Initiation Ceremony **50 Shares**

- i. The initiation ceremony must include a description of how new members were initiated.

### d. Marketing/DECA Membership Recruitment Activities **200 Shares**

- i. 50 Shares are earned for the completion of each activity. A maximum of 4 activities can be reported.
- ii. Examples (but not limited to) of recruitment activities include:

1. Brochure
2. Television Spot
3. News Release
4. Open House
5. Bulletin Board
6. Website: Banner/Photo/ Article
7. Visual Presentation
8. School Announcement
9. Events to promote membership

### e. Chapter Meetings **100 Shares**

- i. The chapter will earn 25 shares each for up to four chapter meetings.
- ii. Please include the date of the meeting and the meeting theme.

### f. Officer Training - **50 shares**

- i. Shares awarded for chapter participation in officer/member leadership training. Participation may include district DECA chapters, local chapters, and regional DECA training provided by the Chartered Association Advisor. (e.g. Officer Leadership Retreat), or a combination of all career and technical organizations within a geographic area.

### g. Officer and Leadership Team Meetings - **50 shares**

- i. Additional shares may be claimed for officer or leadership team meetings. Max 2 (25 shares each)

## 4. Chapter Marketing and Related Clusters Career Experiences **50 Shares**

Chapters may claim 25 Shares (max of 50 shares) for each career experience or field trip that enhances members' understanding of marketing, finance, management, hospitality, or entrepreneurship.

- i. Examples include sports career days outside of the classroom; Marketing Day at the State Fair; in-house field trips where speakers are brought in for the chapter; and other experiences arranged by marketing teachers for DECA members.
- ii. These events cannot be used anywhere else in the Annual Report.

## 5. State and National DECA Promotional Activities 100 Shares

The purpose of these events is to provide recognition for the Marketing program and DECA. These events encourage chapters to promote Marketing and DECA within their school and community. This can be accomplished through a leadership program, guest speakers, information booths, displays, receptions, gifts to teachers, and/or news releases.

- a. 50 shares will be awarded if a chapter holds Virginia DECA Day events.
- b. Additional activities may be claimed for 50 shares if events are conducted during the month of October and/or November for DECA Month
  - i. These events cannot be counted in any other Annual Report activity.

## 6. Chapter Public Relations 75 Shares

Chapters must participate in at least two of the categories below. Please provide examples or documentation of public relations activities. Shares are based on each item of promotion. Promotions can highlight any aspect of the DECA/Marketing program.

- a. Print/Broadcast Public information activities may count for 15 shares each.
  - i. items in local or school newspapers; trade publications; school division publications
  - ii. using television, online video clip, radio spot/ features including school announcement spots
- b. Online Documentation may count for 15 shares each
  - i. web sites; district, state, national newsletters, or the Virginia DECA Web site, and DECA Direct, etc.
- c. Social Media
  - i. active use of social media sites will count 15 shares each. 15 updates = 15 shares
  - ii. Social media posts should be spread throughout the year to claim shares.
  - iii. Social media platforms must be the chapters, NOT personal accounts
- d. Public appearances will count 15 shares each.
  - i. Appearances may be to a civic, trade, or parent association (examples include: Retail Merchants Assoc.; Chamber of Commerce; Business & Professional Women's Club; Kiwanis, Lions, or Rotary Club as well as local School Boards, PTSOs, and Advisory Councils. Other appearances must be made before a legitimate meeting of a group.

## 7. Project Management Activities 200 Shares

- a. 100 shares may be claimed for one chapter-wide community service project. This project can be either Community Giving or Community Awareness.
  - i. This must be a separate community service activity, and it cannot be counted elsewhere in the VA DECA Annual Report.
  - ii. Credit is given for only one activity.
  - iii. The date should be included.
- b. 25 Shares may be claimed for any other Project Management DECA project that was carried out by the DECA Chapter.
  - i. 25 shares each with a maximum of four projects.
  - ii. Submission of written projects for state competition is NOT required to claim shares for this section.
  - iii. DECA chapter projects that may be submitted for shares include: additional Community Service Project (if not used in A) (Community Awareness or Community Giving), Business Solutions Project, Career Development Project, Financial Literacy Project, Sales Project, and School Based Enterprise Certification.

## 8. Participation in Competitive Events/Business Partnerships 125 Shares

To claim shares, document who attended each conference if space allows. Alternatively, summarize how the chapter participated at each conference.

- a. District Leadership Conference – the maximum of 50 shares is based on 10 shares per each event in which the chapter participates. Only five will be counted.
  - i. Specialized program chapters (not affiliated with a high school) will be awarded shares proportionate to the percentage of participation compared to actual eligibility in competitive events.
- b. State Leadership Conference – A chapter may claim 50 shares if it is represented by at least one of the following; a scholarship finalist, a state officer candidate, an SLDA participant, a voting delegate, or a competitor at the prior State Leadership Conference.
- c. International Career Development Conference - A chapter may claim 25 shares if it is represented by at least one of the following; a scholarship finalist, a state officer, an academy participant, a voting delegate, or a competitor at the prior ICDC (International Career Development Conference).

## 9. Chapter Social Events 75 Shares

A maximum of 75 shares are awarded for chapter-wide social activities. The first activity is awarded 50 shares, the second is awarded 25 shares.

- a. Credit is given for a maximum of two activities.
- b. Briefly describe when the event took place, where it took place, and who attended.
- c. This must be a separate social activity, and it cannot be counted elsewhere in the VA DECA Annual Report.

## 10. High-Quality Work-Based Learning Activities/Business Partnerships 100 Shares

Chapters may claim shares for holding one of the following: a Work Based Learning Event, maintaining a Business Partnership, or a Business Partner Recognition.

Qualifying Categories (shares awarded for 1 category)

- a. Work-Based Learning Event/Employer Recognition Event - The 100 shares are awarded for recognizing work-based learning partners. Chapters will choose their method of recognizing these partnerships/relationships with the business community.
- b. Work-Based Learning Activity participation by chapter members. The 100 shares are awarded for describing and documenting the Work Based Learning Activity members participated in.
- c. Profile of a Business Partnership Maintained by Chapter - The 100 shares are awarded for profiling a business partnership the chapter maintained during the reporting period.
- d. Business Partner Recognition – The 100 shares are awarded for recognition of key program supporters. Recognize all partners at the same time. Recognition should be:
  - i. Made public, visible to the public, or provided in multiple forms
  - ii. Examples of possible recognition: Certificates awarded during public events, Plaques provided for display at places of business, Recognition during school or community events