

# ALABAMA DECA State Action Project

Take your DECA Game to the NEXT LEVEL...

## Novice Level

- **MEMBERSHIP:**  
Register a minimum of 10 members by December 1, 2020
- **COMMUNITY OUTREACH:**
  - Have a member of the business community come speak to your DECA club OR
  - Register 3 professional members OR
  - Host a role play practice and have members of the business community serve as judges
- **CHARITY:**
  - Make a \$25 donation to MDA AND/OR
  - \$25 donation to Alabama DECA (to help cover state CDC costs) by January 22, 2021
- **BRANDING:**
  - Have a social media presence by having DECA information on a website OR
  - Have a FB, Twitter, IG or other social media account for your chapter
- **COMMUNITY/LEADERSHIP DEVELOPMENT:**
  - Plan and participate in 1 promotional/community service activity AND/OR
  - Plan and participate in 1 leadership development activity (Attending JLDC would meet this requirement)
- **COMPETE:**  
3 or more attend or compete at DECA state CDC
- **OPTIONAL:**  
Submit "Next Level" Chapter Video

## Awards:

- DECA Lanyard and name badge ribbon at CDC for all participants
- Certificate and recognition on stage at CDC
- Recognition on Alabama DECA website and social media





## Expert Level

- **MEMBERSHIP:**  
Increase membership by 10% by December 1, 2020
- **COMMUNITY OUTREACH:**
  - Have two members of the business community come speak to your DECA club OR
  - Register 5 professional members OR
  - Host a role play practice and have members of the business community serve as judges
- **CHARITY:**
  - Make a donation of \$50 or more to MDA AND
  - Donate \$25 or more to Alabama DECA (to help cover state CDC costs) by January 22, 2021
- **BRANDING:**
  - Have a social media presence by having DECA information on a website OR
  - Have a FB, Twitter, or other social media account for your chapter AND tag #ALDECA in a minimum of two posts
- **COMMUNITY/LEADERSHIP DEVELOPMENT: (must complete 2 activities)**
  - Plan and participate in a promotional/community service activity AND/OR
  - Plan and participate in a leadership development activity (Attending JLDC would meet one requirement)
- **COMPETE:**  
10 or more DECA members attend or compete at DECA state CDC
- **OPTIONAL:**  
Submit "Next Level" Chapter Video

## AWARDS:

- DECA Lanyard and name badge ribbon at CDC for all participants
- Certificate and recognition on stage at CDC
- Recognition on Alabama DECA website and social media
- 1 additional Alabama state pin per ICDC attendee
- Banner or Plaque Award



## Boss Level - (Diamond Chapter)



- **MEMBERSHIP:**

Submit Chapter Membership Campaign to DECA Inc. December 1, 2020

- Achieve: Increase membership by 20 students *OR* register 20 alumni *OR* register 20 professional members
- Thrive: complete two of the requirements listed for the Achieve Level.

- **COMMUNITY OUTREACH:**

- Have at least two members of the business community come speak to your DECA club AND
- Host a role play practice and have members of the business community serve as judges

- **CHARITY:**

- Make a donation of \$100 or more to MDA AND
- Donate \$50 or more to Alabama DECA (to help cover state CDC costs) by January 22, 2021

- **BRANDING:**

- Have a social media presence by having DECA information on a website OR
- Have a FB, Twitter, or other social media account for your chapter AND tag #ALDECA in a minimum of one post each month beginning in September

- **COMMUNITY/LEADERSHIP DEVELOPMENT: (must complete 3 activities)**

- Plan and participate in a promotional/community service activity AND/OR
- Plan and participate in a leadership development activity (Attending JLDC would meet one requirement)

- **COMPETE:**

15 or more DECA members attend or compete at DECA state CDC

- **PROMOTE:**

Submit "Next Level" Chapter Video

### AWARDS:

- DECA Lanyard and name badge ribbon at CDC for all participants
- Certificate and recognition on stage at CDC
- Recognition on Alabama DECA website and social media
- 5 additional Alabama state pins per ICDC attendee
- Banner or Plaque Award at CDC
- One complimentary state CDC registration



# GAME OVER

## DIRECTIONS FOR SUBMITTING THE STATE ACTION PROJECT

- ◆ Use the following TITLE PAGE for submission. Complete all entries on the title page.
- ◆ Include one piece of documentation for each completed activity:
  - Photo
  - Agenda
  - Correspondence
  - Registration form
  - Anything else that can be used to document the activity
- ◆ For Donations: make a copy of the check for our records, then send the originally directly to:
  - MDA – Muscular Dystrophy Association  
Katherine Shivers, Director of Business Development  
700 Century Park South, Suite 225  
Birmingham, AL 35226
  - Alabama DECA  
Julie Crockett, AL DECA State Advisor  
Alabama Department of Education  
P. O. Box 302101  
Montgomery, AL 36130-2101
- ◆ Please compile all documentation in the order in which is appears in the State Action Plan
- ◆ Save as one completed document (including the title page), preferably a .pdf file
- ◆ Submit electronically to  
<https://www.dropbox.com/request/EZ1ci66wGy297ko5JiCv>
- ◆ Submit the video as a separate file to the same drop link above: Title the video with your **Chapter Name** and **State Action Project**

If you prefer, you may create a **DECA folio** containing hard copies of the completed State Action Plan, including the TITLE PAGE. Mail DECA folio to **Alabama DECA** at the address above. Must be IN OUR OFFICE no later than deadline of **February 5, 2021**.

STATE ACTION PROJECT



2020-2021 ALABAMA DECA STATE ACTION PROJECT
Title Page for Submission

Taking DECA to the NEXT LEVEL at \_\_\_\_\_
CHAPTER NAME

- NOVICE LEVEL Chapter
EXPERT LEVEL Chapter
BOSS LEVEL Chapter - DIAMOND Chapter

Social Media presence: (fill in all that applies to your chapter)

DECA Chapter/School website: \_\_\_\_\_

Facebook: \_\_\_\_\_

Instagram: \_\_\_\_\_

Twitter: \_\_\_\_\_

Other: \_\_\_\_\_

My DECA Chapter has completed the State Action Plan and have uploaded or attached the appropriate documentation from each completed activity.

ADVISOR NAME

SIGNATURE

ADVISOR NAME

SIGNATURE

DATE

