



2022 - 2023 State Action Project

DEADLINE to submit the Alabama State Action Project for CDC recognition: **DECEMBER 15, 2022**

Submission link: <https://alabamadeca.wufoo.com/forms/20222023-state-action-project-submission/>

Alabama's State Action Project is designed to guide chapters to have an active Career Technical Student Organization (CTSO). DECA chapters should strive for the **DIAMOND** level of the state action project, but other levels are designed to promote the goals and mission of DECA and motivate chapters to earn recognition for their chapter's activity. This year the state action project is more closely aligned with the national DECA campaigns. Check the DECA Campaign Guidebook on the chapter [campaign page](#) for ideas to meet each level.

Tips for new advisors: Create a new folder on your desktop and as the year progresses, collect pictures and documentation. This will help you create one document saved as a PDF that will be uploaded and submitted.

To earn state recognition, chapters must achieve and document the required activities in each of the campaign sections: Membership, Promotional, Community Service, Ethical Leadership, and Advocacy. To complete and submit a National Chapter Campaign, follow the DECA submission guidelines. Please note that the Gold and Diamond level suggested activities will help you meet the DECA campaign requirements.

National Campaign **DEADLINE** submission is **December 1, 2022**.

Alabama State Action Project **DEADLINE** submission is **December 15, 2022**.



Alabama DECA STATE ACTION PROJECT
Requirements, Recognitions, and Rewards

SILVER

- Complete all of the ***required*** activities in each of the categories below.

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

GOLD

- Complete all of the silver level requirements and
- Complete/submit two [National DECA campaigns](#). See list for suggestions.

AWARDS:

- DECA Lanyard and name badge ribbon at CDC for all participants
- Certificate and recognition on stage at CDC
- GOLD Chapter banner
- Recognition on Alabama DECA website and social media
- One additional Alabama state pin per ICDC attendee

DIAMOND

- Complete all the silver level requirements and
- Complete/submit two [National DECA campaigns](#) with at least one meeting “**THRIVE**” level. See list for suggestions.
- Submit a chapter video recognizing your chapter’s achievements and activities. The video can be tied into this year’s DECA theme.

AWARDS:

- DECA Lanyard and name badge ribbon at CDC for all participants
- Certificate and recognition on stage at CDC
- Diamond Chapter award/trophy/plaque and/or banner
- Recognition on Alabama DECA website and social media
- FIVE additional Alabama state pin per ICDC attendee
- ONE complimentary ICDC registration **does not include travel and hotel*

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DECEMBER 15, 2022

****Please note that National DECA Campaigns are due on December 1, 2022.**

Submit all documentation in ONE PDF file to:

<https://alabamadeca.wufoo.com/forms/20222023-state-action-project-submission/>

Alabama DECA STATE ACTION PROJECT

Membership, Promotion, Community, Leadership, Advocacy

Membership:

- **REQUIRED for SILVER LEVEL:** *Submit at least 10 student members and 1 advisor by December 1, 2022*
- Suggested Activities for **GOLD & DIAMOND LEVEL ACHIEVEMENT:**
 - Achieve Honor Roll Status: Meeting or exceeding last years membership
 - Increase membership by 20+ DECA members over last year
 - Submit 20 professional and/or alumni DECA members (ex: email parents to request DECA professional membership, Advisory committee members, Administrative and support staff)

Promotion:

- **REQUIRED for SILVER LEVEL:** *Connect your local chapter's social media accounts with Alabama DECA and the individual [State Officer accounts](#).*
- Suggested Activities for **GOLD & DIAMOND LEVEL ACHIEVEMENT:**
 - Document 3 school outreach activities (ex: Partner with a school or community event, set up a booth at a school club fair)
 - Document 3 success stories of Alumni (ex: post on a website or social media successful alumni, ask an alumni to be a guest speaker)
 - Document 3 community outreach activities (ex: writing an article to be featured in your local news outlet)



Community Service:

- **REQUIRED for SILVER LEVEL:** *Make a donation of a minimum of \$50 by January 15, 2023 to either MDA or National Pediatric Cancer Foundation. (attach a copy of the check and/or copy of online donation receipt)*
 - *Donate online at: [DECA - State of Alabama - Fundraising For Muscular Dystrophy Association \(donordrive.com\)](#)*
 - *[Downloadable Donation Form](#) and mail check*
- Suggested Activities for **GOLD & DIAMOND LEVEL ACHIEVEMENT:**
 - Document 1 or more community service activity (ex: working at the local food bank or homeless shelter, volunteering to help with social media for a local charity or organization, volunteer at a local elementary to read to children or talk about a business concept)
 - Document 75% or more of your chapter members participating in the community service activity (ex: write letters or cards to local hospitals, veterans, or seniors)
 - Document 1 form of publicity or promotion (ex: post on social media a community service event)

Alabama DECA STATE ACTION PROJECT

Membership, Promotion, Community, Leadership, Advocacy

Ethical Leadership:

- **REQUIRED for SILVER LEVEL:** *Register 5 members to compete at the State Career Development Conference.*
<https://www.decaregistration.com/al>
- Suggested Activities for **GOLD & DIAMOND LEVEL ACHIEVEMENT:**
 - Document and complete 3 DECA Ethical Leadership Challenge entries- must be completed before Alabama State Action Plan deadline [Ethical Leadership Challenge](#) (ex: get a class to complete the ethical leadership campaign, submit the best three to the national ethical leadership challenge)
 - Complete 3 school based outreach activities (ex: Host an interactive ethics quiz (like Kahoot) with your DECA chapter)
 - Documentation of 3 community outreach activities (ex: Highlight ethical decision making of local businesses and organization)

Advocacy

- **REQUIRED for SILVER LEVEL:** *Participate in DECA Week, JLDC, or ACE Workshop.*
- Suggested Activities for **GOLD & DIAMOND LEVEL ACHIEVEMENT:**
 - Document 3 school outreach activities (ex: Have your officer team visit classrooms to promote DECA activities and or Careers in Business)
 - Document 3 public policy makers outreach (ex: Contact your local mayor to institute DECA week as the second full school week of November)
 - Document 3 community outreach activities (ex: Recognize students at a local school board meeting or chamber of commerce meeting, post on social media the benefits of joining DECA or business classes)