

# 2023 - 2024 DECA State Action Project

## *Experience The Difference*

DEADLINE to submit the Alabama State Action Project for CDC recognition: **DECEMBER 14, 2023**

Submission link: <https://alabamadeca.wufoo.com/forms/20232024-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 of all your chapter's activities. 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 on the DECA campaign website. 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, 2023**.

Alabama State Action Project **DEADLINE** submission is **December 14, 2023**. Submit here. Checklist [here](#). **\*\*Please note that National DECA Campaigns are due on December 1, 2023. Submit [here](#).**



# HOW WILL YOUR CHAPTER BE RECOGNIZED?

## SILVER 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 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 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 banner
- Recognition on Alabama DECA website and social media
- ONE complimentary ICDC registration *\*does not include travel and hotel*



# 2023 - 2024 Alabama DECA State Action Project

## SILVER

- MEMBERSHIP:** Submit at least 10 student members and 1 advisor by December 1, 2023.
- PROMOTION:** Scan QR code to connect your local chapter's social media accounts with Alabama DECA and the individual State Officer accounts.
- COMMUNITY SERVICE:** Make a donation of a minimum of \$75 by January 15, 2023 to MDA [online](#) or [mail check](#).
- ETHICAL LEADERSHIP:** Host a [State Officer for a visit](#) to your chapter virtually or in person.
- ADVOCACY:** Participate in DECA Week, JLDC, or ACE Workshop.

## GOLD

- Complete all of the silver level requirements.
- Complete AND submit one [National DECA campaign](#) (national campaign deadline December 1).
- Make a donation to [MDA](#) of \$150 by January 15, 2023.

## DIAMOND

- Complete all of the silver level requirements.
- Complete AND submit two [National DECA campaigns](#) (national campaign deadline December 1) with one campaign reaching THRIVE level.
- Make a donation to [MDA](#) of \$250 by January 15, 2023.
- Submit a chapter video recognizing your chapter's achievements and activities. The video can be tied into this year's DECA theme.

## CHAPTER CAMPAIGNS

- MEMBERSHIP CAMPAIGN**
  - 20 More Students than last year
  - 20 Alumni
  - 20 Professionals
- PROMOTIONAL CAMPAIGN**
  - 3 School Outreach Activities
  - 3 Success Stories of Alumni
  - 3 Community Outreach Activities
- ETHICAL LEADERSHIP CAMPAIGN**
  - 3 Ethical Leadership Challenge Entries
  - 3 School Outreach Activities
  - 3 Community Outreach Activities
- COMMUNITY SERVICE CAMPAIGN**
  - 1 or more Community Service Activities
  - 75% or more of Chapter Member Participation
  - 1 form of Publicity or Promotion of CS Activity
- ADVOCACY CAMPAIGN**
  - 3 School Outreach Activities
  - 3 Public Policy Makers Outreach
  - 3 Community Outreach Activities

### State Officer Social Medias



# SUGGESTED ACTIVITIES

## Membership:

- 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:

- DECA diamond scavenger hunt
- Decorate members locks during birthdays or special events
- Create your very own chapter promo video
- Share DECA's promo video on chapter and personal social media accounts
- Reach out to past chapter officers, thanking them for their service
- Create flyers to hand out to students or hang up in your school's hallways
- Reach out to local middle schools and ask if you can conduct informational meetings on DECA and CTE

## Community Service:

*Make a donation of a minimum of \$75 by January 15, 2024 to **MDA**. (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 <https://mda.donordrive.com/team/16931>*
- *[Instructions for mailing a check](#) to MDA on behalf of your chapter and Alabama DECA*
- *[Downloadable Donation Form](#) and mail check*
- Host a 5k walk/run with proceeds going towards a needy cause
- Volunteer at local homeless shelters
- Wrap presents in the mall
- Host a DECA dance with proceeds going towards a needy cause
- Assist other organizations in your community or school
- Sponsor a clothing or food drive
- Create DECA donations jars to be set up at events
- Volunteer time at retirement homes
- Teacher appreciation breakfast

## Ethical Leadership:

- Share the Daniels Fund Core Values ([www.danielsfund.org/about-daniels-fund/core-values](http://www.danielsfund.org/about-daniels-fund/core-values)) and Philosophies ([www.danielsfund.org/billdaniels/philosophy](http://www.danielsfund.org/billdaniels/philosophy)) on your DECA chapter's social media.
- Read one of the ethical principles and its meaning each day for a week, or at the beginning of each week for a month.
- Post the ethical principles and their meanings on your school's website or digital announcements.
- Partner with a community organization to provide them ethical principles content to post on their social media.
- Host a panel discussion with community leaders on the importance of ethics in leadership.
- Visit a middle school classroom to facilitate an activity based on ethical decision making.
- Interview local business professionals about what ethics means to them and then post their findings in your school or on your chapter's social media.
- Host an interactive ethics quiz (like Kahoot) with your DECA chapter.
- Invite DECA alumni members to speak about what ethics means to them to current DECA members.
- Host a roundtable event that groups eight to nine students with a business professional and provide an ethics case study for a small group discussion.

- As a DECA chapter, create a digital media campaign on what ethical values are most important to the chapter and share those with local businesses.
- Highlight ethical decision making of local businesses and organizations.

### Advocacy

- Have your officer team visit classrooms to promote DECA activities and or Careers in Business
- Contact your local mayor to institute DECA week as the second full school week of November)
- 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)
- Create a video on how DECA has impacted members in a positive way, share with school officials and government officials
- Promote DECA in middle schools, host fun events to get kids excited about DECA
- Present and talk about DECA at a school board meeting
- Create a DECA fact sheet about your chapter and share on social media and with government officials
- Have members write letters or create postcards to send to government officials
- Arrange a meeting to discuss DECA with local legislators or the city mayor