

VA DECA recognizes VA DECA chapters through our awards program. Below you will find a summary of all awards offered at the state level.

CHAPTER RECOGNITION

MEMBERSHIP AWARDS

Since membership in our organization is a vital link to our success, we will acknowledge chapters for the strength of their chapter size. The following awards will be presented at SLC in March. Chapters will receive a plaque on stage as well as priority seating.

- Largest Chapter from each region.
- Largest % increase from each region.
- Largest # increase from each region.

MEMBERSHIP RECOGNITION

All chapters surpassing last year's membership goals will receive the following recognition:

Level	Qualifications	Reward
Star	Increase membership by 5 members.	Ribbon at SLC
Super Star	Increase membership by 10 members.	Ribbons at SLC Star swag
Platinum	Increase membership by 15 members.	Ribbons at SLC Star swag Surprise DECA swag
Diamond	Platinum level + meet two areas of DECA's Membership Campaign	Ribbons at SLC Star Swag Surprise DECA swag Priority Seating
Seating at SLC is assigned in the following order: • Membership Award Winners • Diamond Chapters • Submission date of at least 10 Members + Advisors		

Membership Goals can be found [here](#) and the advisors section of the website.

CHAPTER RECOGNITION

VA DECA DAY RECOGNITION - Due December 5

Virginia DECA Day celebrates our tradition of excellence in helping Marketing students learn marketable skills and research careers. November 13th has been designated as Virginia DECA Day. See the following page for suggested activities for your celebrations. **When submitting your form please include "action photos," and we may publish them in a newsletter, place them on our Web page, or use them for SLC!** All participating chapters will be recognized. Make VA DECA Day a true celebration of DECA pride at your school. Start planning your public relations work now!

Submit your entries here: <https://bit.ly/VADECADay>

SAMPLE NEWSPAPER RELEASE

Please tailor this release to your local chapter. Add specifics about students involved, DECA activities for the community, etc.

Wednesday, November 12th is VIRGINIA DECA DAY. Virginia DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality, and management. As part of a comprehensive Marketing program, DECA helps students research potential careers in marketing and management, as well as understand the education and training requirements to pursue business careers.

(This is a good place to add local information.)

Students in Marketing courses learn skills in selling, human resource management, administration, career planning, job acquisition, buying, promotion, marketing principles, and economics. Many students also work in marketing-related fields and receive on-the-job training. DECA is a co-curricular student organization that exposes its members to leadership training and a competitive events program to evaluate marketing skills and knowledge. Virginia DECA has a _____ year (since 1943) tradition as part of a strong marketing curriculum in high schools throughout Virginia.

EXAMPLES OF VA DECA DAY ACTIVITIES

- Hall display featuring "Happy Virginia DECA Day" message
- Give teachers a DECA Diamond button or sticker to wear for the day
- Each member creates a DECA button and wore it to promote DECA.
- Give goodie bag or sweet treat to faculty & staff
- Host a carnival or fun event featuring games, Wheel of DECA, etc.
- Information sheets in teacher mailboxes.
- Fly or display the DECA flag in a prominent location.
- Members dress in profession business attire.
- Trivia contests for DECA members or whole school.
- VA DECA scavenger hunt in marketing classes
- DECA Diamond Hunt – hide paper diamonds around the building, invite all students or just DECA members.
- Rent a cotton candy machine to promote how "sweet" it is to be a VA DECA member.
- School wide video or audio announcements with DECA facts/details of VA DECA Day.
- Provide posters or signs to local businesses to promote VA DECA Day.
- Kick off a food donation drive.
- Chapter officers place lollipop bouquets under lunch seats and then announce during lunch that the special treat is from DECA.
- Conduct a "miracle minute" for a charity.
- Hold a reception for faculty and staff
- DECA-rate the Marketing hallway as a celebration.
- Give a DECA presentation at the Middle School 8th graders.
- Members T-Shirt day wearing their chapter shirt.
- Hold an ice cream social or pizza party during lunches or after school.

INDIVIDUAL RECOGNITION - STUDENT

VA DECA HONOR SOCIETY - Due December 5, 2025

The Virginia DECA Honor Society was developed to recognize outstanding, active DECA members who have maintained a cumulative grade point average of at least 3.2 on a 4.0 scale and who have excelled in their work and in their marketing classes. The award is designed to acknowledge academic achievement and DECA involvement. Only a select few will achieve this distinction. A student may apply in both the junior and senior year for this award.

Refer to the guidelines below to clarify who in your chapter may qualify. There is no limit to the number of members who can be nominated from your chapter for this award.

New members of the Virginia DECA Honor Society will be recognized in the app at the upcoming State Leadership Conference. Students do not have to attend SLC to participate. VA DECA Honor Society certificates will be inserted into the recipient school's SLC folder and may be picked up with registration materials. Students will be given an Honor Society ribbon to wear on the SLC name badge as well as a VA DECA Honor Society lapel pin.

Guidelines

- The applicant must be a junior or senior who is enrolled in a marketing course. (A student may apply in the junior and/or senior year)
- The applicant must have maintained a cumulative grade point average of at least 3.2, as verified with an official transcript from the school's guidance department. The transcript must be from the conclusion of the previous school year.
- An online application must be completed indicating a minimum of eight of the listed DECA activities and include an uploaded file containing a transcript.
- Required transcript must be received and uploaded with the student application no later than the date specified on the calendar.
- Advisors will receive a list of students who submitted for the VA DECA Honor Society after the deadline. Advisors will be given instructions on how to verify each student's submission.
- Applicants do not have to attend the State Leadership Conference to qualify for acceptance into the society.

VA DECA Honor Society Application: <https://bit.ly/VADECAhonor>

VA DECA MERIT AWARD - Due December 5, 2025

Virginia DECA is comprised of many outstanding members who deserve recognition. The Merit Award recognizes outstanding participation and leadership in Virginia DECA. Eligibility is based on meeting the guidelines below. There is no limit to the number of members from your chapter who can qualify for this recognition. Qualified members will be recognized in the app for the upcoming State Leadership Conference. Students do not have to attend SLC to participate. Merit Award certificates will be inserted into the recipient school's SLC folder and may be picked up with registration materials. Students will be given a Merit Award ribbon to wear on the SLC name badge as well as a VA DECA Merit Award lapel pin.

Guidelines

- The applicant must have completed at least two years of Marketing or be a graduating senior in Marketing
- An online application must be completed indicating a minimum of four DECA activities and giving a detailed description of the participation. *See the application for DECA activities.*
- The student must prepare a 300-500 word, typed essay on the topic given on the online application.
- Essays must be received and uploaded with the student application no later than the date specified on the calendar.
- Advisors will receive a list of students who submitted for the VA DECA Merit Award after the deadline. Advisors will be given instructions on how to verify each student's submission.

VA DECA Merit Award Application: <https://bit.ly/VADECAMerit>

INDIVIDUAL RECOGNITION - ADULT

OUTSTANDING ADVISOR AWARD - Due January 20, 2025

Virginia DECA will recognize all DECA chapter advisors who are actively involved in DECA and related teaching activities. This award is intended to recognize advisors who have made significant contributions to VA DECA and to their local DECA chapter.

Awards will be given at three levels: Gold, Silver, and Bronze based on activities related to teaching and integrating DECA into your program.

- Gold Level Outstanding Advisors: participate in at least three activities in each category
- Silver Level Outstanding Advisors: participate in at least two activities in each category
- Bronze level Outstanding Advisors: participate in at least one activity in each category

Activity Categories:

- Local/District Level Activities
- State Level Activities
- Integrating DECA into Classroom Activities
- Professional Development Activities

Outstanding Advisor Submission: <https://bit.ly/VADECAadvisor>

Note: Due to several changes planned for SLC 2026, advisor recognition may take place through announcer acknowledgment rather than on stage.

FRIEND OF DECA AWARD - Due January 20, 2026

The Friends of DECA Award recognizes an individual or business that supports DECA and Marketing Education at the local level. Each chapter may nominate ONE individual or business each year. It is highly recommended that the nominee be a professional or alumni DECA member.

Nominees should have made significant contributions to the local chapter in one of the following ways:

- Consistent participation in the local Program of Leadership
- Providing ongoing assistance with competitive events as a judge, conference coordinator, etc.
- Assist students with projects for the chapter or classroom activities throughout the year
- Provide competition training by serving as a practice session judge or consultant
- Donate significant time to assisting chapter activities
- Donation of financial assistance to the local chapter

Award recipients will be recognized on stage at SLC. Attendance at the conference is not required to receive this award.

Submit your Friend of DECA Nomination here: <https://bit.ly/FriendofDECA>