

Purpose & Objective

The Virginia DECA Annual Report is a comprehensive instructional project designed to encourage chapters to develop a well-rounded, year-long program of leadership. Grounded in DECA's mission and guiding principles, the report highlights individual participation, group projects, community engagement, and overall chapter achievements. By aligning activities with the foundational aims of Virginia DECA, this report serves as the standard of excellence for all chapters across the commonwealth, culminating in state-level recognition and awards.

Beyond the Competition: A Strategic Tool

Mirroring the structure and professionalism of a corporate annual review, the Annual Report serves as a historical record of your year and a powerful marketing asset. Chapters are highly encouraged to utilize their completed reports as:

- An Administrative Showcase: A formal update to present to school administrators, school boards, and guidance personnel.
- A Public Relations Tool: A promotional document to share with parents, business partners, and community stakeholders.
- A Recruitment Asset: An engaging tool to attract prospective students and new DECA members.
- An Instructional Resource: A real-world classroom example illustrating how businesses format and present their annual financial and operational reports.

Educational Philosophy

As a co-curricular organization integrated into the Marketing Education curriculum, DECA reinforces classroom competencies and hands-on occupational experiences. The Annual Report framework ensures that chapters implement a diverse, balanced program of work, guaranteeing that all members benefit directly from Virginia DECA's educational objectives.

Structure & Recognition (The "Share" System)

To evaluate and reward chapter success, the Annual Report is organized around Key Metrics.

- Each metric is assigned a predetermined number of shares, which symbolize the investment a local chapter makes toward maintaining an active, high-performing DECA chapter.
- Upon successful completion and documented proof of a metric, the chapter is awarded its full share value.
- Total accumulated shares are calculated at the end of the year to determine the chapter's final award achievement level.

Submission & Evaluation

To claim credit, chapters must emphasize the activities outlined in this manual throughout the school year. Evidence of these activities must be documented and submitted at the state level during SLC registration. All submissions undergo a verification and evaluation process by designated Annual Report judges to determine final award tiers.



- **When registering for the State Leadership Conference (SLC), chapters must submit the Annual Report under an individual student's registration.**
- **The Annual Report will be submitted in the Judge Pro System as a PDF.**
- **DUE: JANUARY 20, 2027**
- **Example can be found at <https://www.vadeca.org/advisors>**

GENERAL INFORMATION & SPECIFICATIONS

1. Eligibility & Timeline

- **Eligible Window:** Activities conducted immediately following the conclusion of the previous State Leadership Conference (SLC) up until the start of the current SLC are eligible for inclusion.
- **Anticipated Activities:** Chapters may claim credit for activities planned to occur between the report's submission deadline and the official start of SLC.
- **Non-Duplication Policy:** Activities may not be counted in multiple sections. If a judge identifies duplicate entries, the shares for those events will be deducted from the chapter's total. Furthermore, existing events may not be altered or repackaged to qualify as separate activities.

2. Awards & Scoring Tier System

Chapters earn shares for each key metric successfully completed and correctly documented. Awards are determined by the total number of accumulated shares out of 1,425 available shares:

Award Tier	Required Shares
Blue Chip Award	1,100+ shares
Preferred Award	800 – 1099 shares
Fortune 500 Award	500 – 799 shares

3. Format & Design Specification

Chapters are granted complete creative freedom in the layout, design, and software utilized to produce the report (e.g., Canva, Adobe, Microsoft Publisher).

- **Visual Design:** A balanced mix of professional text and supportive graphics is highly recommended. Incorporating creative layout designs, decorative artwork, and color is strongly encouraged.
- **Page Dimensions:** Standard 8.5 x 11 inches.
- **Page Limit:** Maximum of 20 pages of content.

Mandatory Elements (Excluded from the 20-page limit):

- **Cover / Title Page:** Must clearly feature the official chapter name and the title **"Annual Report 2026-2027"**.
- **Table of Contents**

Page Rules:

- Page numbering must begin on the first page of actual content.
- Do not number the Cover Page or Table of Contents.
- Eligible Report Sections

To streamline evaluation, chapters should only include the specific sections for which they are actively claiming shares.

Each included section must be clearly labeled as follows:

- 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

5. Registration & Submission

- **SLC Registration:** Chapters must register the Annual Report under a specific student's name when completing their overall SLC conference registration.
- **Digital Submission:** Final annual reports must be saved and uploaded as a PDF file through the Judge Pro System.

2026-2027 VA DECA Annual Report Chapter Statement of Assurances

Blue Chip

Preferred

Fortune 500

Chapter Name: _____

Level Claimed: ____1100+ ____800-1099 ____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

Advisor Name

Advisor Signature

Advisor Name

Advisor Signature

Advisor Name

Advisor Signature

Advisor Name

Advisor Signature

Advisor Name

Advisor Signature

Advisor Name

Advisor Signature

**Please print the rubric and signature page.
Sign and claim shares.**

Upload to submission site as a separate document.

VA DECA Annual Report Key Metrics and Shares

1. Front (1a & 1b)

1a. Title Page / Cover Page

1b. Table of Contents

2. Message from Chapter Leadership

- **Shares: 25 Shares**
- Requirements: Include an opening message to chapter stakeholders.
- Suggested Content: Briefly highlight the year, introduce the chapter, or express gratitude to stakeholders for their support.

3. Chapter Operations and Leadership

- **Shares: Up to 550 Shares total**

Sub-Section Breakdown:

- Description of Chapter and School Community (50 Shares):
 - 25 Shares awarded for describing the chapter and school community.
 - Membership data must be included in this section.
- Installation Ceremony (50 Shares):
 - Must include a description of how officers were installed.
- Initiation Ceremony (50 Shares):
 - Must include a description of how new members were initiated.
- Marketing / DECA Membership Recruitment Activities (200 Shares):
 - 50 Shares per completed activity (Maximum of 4 activities).
 - *Examples of Recruitment Activities:* Brochures, television spots, news releases, open houses, bulletin boards, website updates (banner/photo/article), visual presentations, school announcements, or events promoting membership.
- Chapter Meetings (100 Shares):
 - 25 Shares per meeting (Maximum of 4 meetings).
 - Requirement: Include the date and theme for each meeting.
- Officer Training (50 Shares):
 - Shares awarded for chapter participation in officer/member leadership training.
 - Eligible Training: District DECA events, local chapter retreats, regional training provided by the Chartered Association Advisor (e.g., Officer Leadership Retreat), or combined CTSO leadership training within a geographic area.
- Officer and Leadership Team Meetings (50 Shares):
 - 25 Shares per meeting (Maximum of 2 meetings).

4. Chapter Marketing and Related Clusters Career Experiences

- **Shares: Up to 50 Shares total (25 Shares per experience, maximum of 2 experiences)**
- Eligible Activities: Field trips or career experiences that enhance members' understanding of marketing, finance, management, hospitality, or entrepreneurship.
 - Examples: Sports career days outside the classroom, Marketing Day at the State Fair, in-house field trips with guest speakers, or other experiences arranged by marketing teachers for DECA members.
- Key Requirement: These events cannot be used anywhere else in the Annual Report.

BONUS (+50 Shares): Advisors who have 75% of their students complete the DECA Encourage Survey can claim 100 additional shares. (Reference: [DECA Encourage Preference Form Timeline](#))

5. State and National DECA Promotional Activities

- **Shares: Up to 100 Shares total**
- **Purpose:** Recognize and promote the Marketing program and DECA within the school and community (e.g., leadership programs, guest speakers, information booths, displays, receptions, gifts to teachers, news releases).
- **Breakdown:**
 - Virginia DECA Day Events: 50 Shares awarded for hosting Virginia DECA Day events.
 - DECA Month Activities: 50 Shares awarded for conducting additional promotional activities during October and/or November.
- **Key Requirement:** These events cannot be counted in any other Annual Report activity.

6. Chapter Public Relations

- **Shares: Up to 75 Shares total (15 Shares per item/activity)**
- **Requirement:** Chapters must participate in at least two of the categories below and provide examples or documentation. Promotions can highlight any aspect of the DECA/Marketing program.
- **Categories (15 Shares each):**
 - Print / Broadcast Public Information:
 - Articles in local or school newspapers, trade publications, or school division publications.
 - Features via television, online video clips, radio spots, or school announcement spots.
 - Online Documentation:
 - Features on chapter websites, district/state/national newsletters, the Virginia DECA website, DECA Direct, etc.
 - Social Media:
 - Active use of official chapter social media accounts (15 updates = 15 shares).
 - Posts must be spread throughout the year.
 - Note: Must use official chapter accounts, **NOT** personal accounts.
- **Public Appearances:**
 - Presentations or appearances made before civic, trade, or parent associations (e.g., Chamber of Commerce, Rotary Club, School Board, PTSO, Advisory Councils, etc.). Must be at a legitimate group meeting.

7. Project Management Activities

Total Possible Shares: 250 Shares (100 base + 50 bonus + 100 additional projects)

Primary Community Service Project (100 Shares)

- **Limit:** Credit is given for only one activity.
- **Eligible Types:**
 - Community Giving OR
 - Community Awareness
- **Key Requirements:**
 - Must be a chapter-wide project.
 - Must be a separate community service activity (cannot be claimed anywhere else in the VA DECA Annual Report).
 - The date of the activity must be included.

BONUS (+50 Shares): An additional 50 points can be earned if this project is completed using Virginia DECA's Community Service Campaign in relationship with the Gweedo Memorial Foundation.

<https://www.connergweedo.com/>

Additional Chapter Projects

- **Shares: 25 Shares per project**
- **Limit:** Maximum of 4 projects (25 shares × 4 = 100 shares)
- **Key Requirement:** Written projects do NOT need to be submitted for state competition to claim these shares.
- **Eligible Projects Include:**
 - An additional Community Service Project (if not already claimed for Section 1)
 - Business Solutions Project
 - Career Development Project
 - Financial Literacy Project
 - Sales Project
 - School-Based Enterprise (SBE) Certification

8. Participation in Competitive Events

- **Shares: Up to 125 Shares total**
- **Documentation Requirement:** Document who attended each conference (if space allows) or summarize how the chapter participated at each conference.

Breakdown by Conference:

- **District Leadership Conference:**
 - **Claim 10 Shares per event** in which the chapter participates (Maximum of 5 events counted).
 - Specialized Program Chapters (not affiliated with a high school): Shares are awarded proportionately based on the percentage of participation relative to actual eligibility.
- **State Leadership Conference**
 - **Claim 50 Shares** if the chapter was represented at the prior SLC by at least one of the following:
 - Scholarship Finalist
 - State Officer Candidate
 - SLDA Participant
 - Voting Delegate
 - Competitor
- **International Career Development Conference:**
 - **Claim 25 Shares** if the chapter was represented at the prior ICDC by at least one of the following:
 - Scholarship Finalist
 - State Officer
 - Academy Participant
 - Voting Delegate
 - Competitor

9. Chapter Social Events

- **Shares: Up to 75 Shares total**
- Limit: Maximum of 2 activities
 - 1st Activity: 50 Shares
 - 2nd Activity: 25 Shares
- Key Requirements:
 - Must be chapter-wide social activities.
 - Briefly describe when it took place, where it took place, and who attended.
 - Must be a separate social activity (cannot be claimed anywhere else in the VA DECA Annual Report).

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

- **Shares: 100 Shares**
- Limit: Shares are awarded for 1 category only.
- Qualifying Categories:
 - Work-Based Learning Event / Employer Recognition Event: Recognizing work-based learning partners using a method chosen by the chapter.
 - Work-Based Learning Activity Participation: Describing and documenting the Work-Based Learning activities in which chapter members participated.
 - Profile of a Maintained Business Partnership: Profiling a business partnership maintained by the chapter during the reporting period.
 - Business Partner Recognition: Recognizing key program supporters.
 - Requirements: Recognize all partners at the same time. Recognition must be made public, visible to the public, or provided in multiple forms (e.g., certificates presented at public events, plaques for places of business, or recognition during school/community events).

11. Virginia DECA Merit & Honors Awards

- **Points: 25 Points**
- Requirement: 4 or more individual members must apply for the Virginia DECA Merit Award and/or Virginia DECA Honors Award.
 - Note: Must be 4 distinct members (e.g., 2 members applying for both awards does not qualify).

School:	Advisor:		
ACTIVITIES	SHARES	CLAIMED	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		
<i>Bonus: Encourage Survey</i>	50		
State and National DECA Promotional Activities	100		
Chapter Public Relations	75		
Project Management Activities	200		
<i>Bonus: Gweedo Memorial Foundation</i>	50		
Participation in Competitive Events	125		
Chapter Social Events	75		
High Quality Work-Based Learning Activities/Business Partnerships	100		
VA DECA Honor Award & Merit Award	25		
Total Shares Available	1,425		