



LEADERSHIP PASSPORT PROGRAM

INDIVIDUAL AWARD

The **Individual Leadership Passport Program** provides student members a guide for year-round engagement and enhances the benefits of membership in Collegiate DECA. Activities are categorized using DECA's guiding principles in an effort to encourage a well-rounded college/university experience.

CRITERIA

Members can earn the Individual Leadership Passport Program award by completing the base requirements, plus a various number of items from each category depending on the level you hope to achieve. All activities must be completed after the 2026 International Career Development Conference. Please see the following pages for specific requirements.

SUBMISSION PROCEDURES

Online forms must be completed and submitted at deca.org/passport no later than **February 15, 2027**. Items in article format must be at least 400-words in length and submitted with appropriate photos to the online submission form at www.decadirect.org/submit-articles no later than **February 15, 2027**.

All materials received by the **February 15, 2027** deadline will be reviewed for accuracy. Recipients of this award will be posted on [decadirect.org](https://www.decadirect.org) by March 15. If you or your members do not appear on the list of recipients, or you believe the information is incorrect, please email education@deca.org and include the date the application was submitted. Please do this by March 30, 2027 to ensure recognition at ICDC.

RECOGNITION

Members who complete the requirements will gain valuable learning experiences and a sense of purpose in their mission as Collegiate DECA members. Members who achieve any level of the Individual Leadership Passport Program will receive:

- **Leadership Passport Certificate** - Members will receive a certificate at the Collegiate DECA International Career Development Conference. If a recipient does not attend ICDC, it is the chapter's responsibility to forward the certificate.
- **Online Recognition** - Members will be recognized for their success on the Collegiate DECA website and on DECA Direct Online.
- **Personal Achievement** - Members will be able to list their achievement on their resume or LinkedIn profile.

INDIVIDUAL LEADERSHIP PASSPORT ACTIVITY CHECKLIST

The following activities are required to achieve the Individual Leadership Passport Program.

BASE REQUIREMENTS	
	Volunteer at least ten (10) hours for community service.
	Develop a list of at least three (3) academic, career and personal goals for the next 5 years.
	Create or update your resume or LinkedIn profile and submit to your chapter advisor or chapter president for feedback. Mention your involvement in Collegiate DECA on both.
	Submit at least one (1) article to DECA Direct Online. www.decadirect.org/submit-articles
	Subscribe to Collegiate DECA Direct Weekly emails and follow @collegiatedeca on social media. www.deca.org/deca-direct-weekly
	Attend at least one (1) "One Diamond" call and share your experience with your chapter. deca.org/onediamond

LEADERSHIP PASSPORT PROGRAM OVERVIEW

The Collegiate DECA Leadership Passport Program encourages individual members, chapters and associations to plan activities and participate in events that enhance the experiences of members.

The Leadership Passport Program rewards action taken by members, chapters and associations that build personal and professional skill sets focused around helping members be academically prepared, community oriented, professionally responsible and experienced leaders.

In addition to the required activities above, complete **at least three (3) tasks** from each category below.

Note: These are *minimum requirements* for the Individual Leadership Passport Program—we encourage you to complete as many activities as you would like throughout the year to continue your personal and professional growth.

ACADEMICALLY PREPARED

	Attend at least one (1) academic webinar, seminar or workshop at your college.
	Present at an academic conference or symposium about your experience in Collegiate DECA. Share it and tag @collegiatedeca on social media.
	Organize a competitive events exam study group with the DECA members from your chapter. Share it and tag @collegiatedeca on social media.
	Read a business journal article or a DECA Direct article and share your key takeaways and reflections on LinkedIn and tag DECA Inc.
	Participate in the first round of the Collegiate DECA Stock Market Game. deca.org/collegecompete
	Attend a guest lecture by a scholar or industry leader and write a reflection. Describe activity in the online submission form.
	Participate in the Collegiate DECA Virtual Case Simulation. deca.org/collegecompete
	Share how your experience in Collegiate DECA has helped to academically prepare you for college and beyond. Describe activity in the online submission form.

COMMUNITY ORIENTED

	Volunteer 10+ hours of community service, in addition to the 10 required hours.
	Help organize or participate in a chapter charity drive or fundraiser.
	Participate in an association or school-sponsored community service project.
	Host an in-person or virtual information session at a local high school about the benefits of joining Collegiate DECA.
	Table for your Collegiate DECA chapter at a campus-wide student organization fair or similar event.
	Help organize or participate in a chapter project in cooperation with another student organization on campus.
	Participate in at least five (5) #DECAMonth challenges on social media.
	Craft a thoughtful reflection on the impact of your DECA chapter's community service activities on LinkedIn and tag DECA Inc.
	Host or participate in an in-person or virtual event in collaboration with another Collegiate DECA chapter.
	Attend a philanthropic event hosted by your community.

LEADERSHIP PASSPORT PROGRAM RESOURCES

Looking for ideas to help fulfill the Leadership Passport Program requirements? Explore helpful articles on DECA Direct.

■ decadirect.org/passport

PROFESSIONALLY RESPONSIBLE

	Attend and compete in an association/regional/invitational conference and write an article about the experience for DECA Direct Online. www.decadirect.org/submit-articles
	Participate or lead a session about ethics, inclusivity or diversity.
	Attend an on-campus or community networking event.
	Visit your campus career services center or attend a career fair.
	Conduct an informational interview with a professional in your field of interest and write an article for DECA Direct Online. www.decadirect.org/submit-articles
	Speak about DECA at a non-chapter meeting (such as a civic organization or other student organization).
	Share how your participation in Collegiate DECA has prepared you professionally. Describe activity in the online submission form.
	Share about your professional journey (former or current internships or jobs) and its relation to Collegiate DECA on LinkedIn and tag DECA Inc.
	Write about your Collegiate DECA experience on LinkedIn and tag DECA Inc.
	Develop your 1-minute elevator pitch and share it with your chapter advisor or chapter president for feedback.

EXPERIENCED LEADERS

	Hold a chapter or association leadership position.
	Participate in a mentorship program as a mentee or mentor.
	Serve as an appointed committee chair or project manager for special event, project or initiative in your Collegiate DECA chapter.
	Present a leadership training session you have prepared yourself (at least 15 minutes in length) to your chapter.
	Share how your participation in Collegiate DECA has prepared you to be an experienced leader. Describe activity in the online submission form.
	Attend a community or campus-based seminar/event about leadership or complete an online leadership course.
	Spearhead a signature initiative for your Collegiate DECA chapter—whether it's a creative fundraiser, impactful community project, or career-boosting workshop.
	Post a video online around one of the following topics: chapter recruitment, fundraising, competition or a testimonial about the benefits of Collegiate DECA membership. Share it and tag @collegiatedeca on social media.
	Interview a DECA alumni about their experiences and their path to leadership, then write about the interview and post to social media or submit to DECA Direct Online. www.decadirect.org/submit-articles
	Establish a new strategic partnership or strengthen an existing collaboration between your Collegiate DECA chapter and an external entity, such as a business, nonprofit organization or government agency.

SUBMISSION DEADLINE

Submit your Individual Leadership Passport Program application by February 15, 2027.

■ decadirect.org/passport