



LEADERSHIP PASSPORT PROGRAM

CHAPTER AWARD

The **Chapter Leadership Passport Program** provides chapters a guide for events and activities that increase engagement and enhance the benefits of Collegiate DECA membership throughout the year. Activities are categorized using DECA's guiding principles in an effort to encourage a well-rounded college experience. Chapters who work together to fulfill the requirements gain valuable learning experiences and a sense of purpose in their mission as DECA members.

CRITERIA

Chapter leadership teams 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 they 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 your chapter does 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

Chapters that complete the requirements will be recognized for their success on the Collegiate DECA website, on DECA Direct Online and at the International Career Development Conference.

CHAPTER LEADERSHIP PASSPORT ACTIVITY CHECKLIST

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

BASE REQUIREMENTS	
	Develop a program of leadership, including a detailed calendar of action-steps to achieve your chapter's goals.
	Utilize the "Join Collegiate DECA" page in your chapter's membership recruitment efforts. join.collegiatedeca.org
	Organize a chapter social event. Share it and tag @collegiatedeca on social media.
	Host a competition preparation session for chapter members, then submit a DECA Direct Online article about the experience. www.decadirect.org/submit-articles
	Participate in a fundraiser for a charity, such as the Muscular Dystrophy Association (MDA), and have a chapter member write a DECA Direct Online article about the experience. www.decadirect.org/submit-articles
	Submit one (1) other DECA Direct Online article on behalf of your chapter. www.decadirect.org/submit-articles
	Encourage members to subscribe to Collegiate DECA Direct Weekly emails and follow @collegiatedeca on social media. www.deca.org/deca-direct-weekly
	Upload a publication that your chapter created to promote member engagement or member recruitment. Suggestions: chapter event flyer, membership recruitment brochure, etc.

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 Chapter Leadership Passport Program—we encourage you to complete as many activities as you would like throughout the year.

ACADEMICALLY PREPARED

	Develop a chapter budget and fundraising plan for your chapter and upload a copy.
	Create, publish and distribute a chapter newsletter. Include communications@deca.org on your email distribution list.
	Submit an article/press release for a school or community newsletter, highlighting your chapter's activities or achievements. Share it and tag @collegiatedeca on social media on any platform to be featured.
	Host a Collegiate DECA Career Fair and invite your entire campus community to attend.
	Promote your chapter at a campus-wide student organization fair or similar event.
	Create and deliver a presentation to a class of students at your school to recruit new members.
	Host an information session at a local high school about Collegiate DECA.
	Create a presentation highlighting the benefits and opportunities provided by Collegiate DECA for potential DECA members at your school.
	Explain how your chapter has made progress in chapter operations, recruitment and implementation of Collegiate DECA programming and education. Describe activity in the online submission form.

COMMUNITY ORIENTED

	Host or participate in a community service project on your campus or within your community in which more than 25% of your chapter members participate.
	Host a campus-wide social event and promote Collegiate DECA. Share it and tag @collegiatedeca on social media.
	Hold a practice competition, inviting multiple chapters/potential chapters in your area or other student organizations on campus.
	Host a chapter activity that promotes #DECAMonth in November.
	Participate in at least five (5) #DECAMonth challenges on social media during November.
	Host or participate in a community service event or fundraiser with another department, student organization or DECA chapter.
	Discuss how your chapter has engaged in philanthropic activities and the impact your chapter has made on the community. Describe activity in the online submission form.
	Develop and implement a social media strategy for your chapter's social media platforms.
	Hold a chapter social event at a locally owned business in 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

	Host a workshop on campus that provides insights on a topic of your choice.
	Host a mentor and business professional mixer for your chapter members.
	Host an in-person or virtual networking session for students and invite alumni and professional members.
	Schedule a representative from a DECA partner to host a professional development opportunity (tour their place of business, participate in webinars, etc.). deca.org/partners
	Share best practices of how your chapter connects and collaborates with DECA alumni or professional members. Describe activity in the online submission form.
	Invite an alumni member, professional division member, or other business professional as a guest speaker to a chapter event.
	Organize a mentorship program for your chapter utilizing local business professionals.
	Host a call or meeting with another chapter leadership team to collaborate and share best practices.

EXPERIENCED LEADERS

	Have 25% or 20 members of your chapter members submit completed Individual Leadership Passport applications. deca.org/passport
	Hold an officer retreat to train officers and plan chapter activities. Share it and tag @collegiatedeca on social media.
	Increase your chapter membership by 20% over the previous year.
	Hold a chapter fundraising event.
	Organize a mentorship program within your chapter for returning members to mentor new members.
	Post a video or graphical presentation 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.
	Create a strategic plan to develop leaders within your chapter and promote chapter leadership to your current membership.
	Attend and participate in "One Diamond" calls. All members of your chapter's leadership team must attend at least two (2) calls.
	Create and develop a plan to recruit new members to the chapter and include steps to ensure new member engagement.
	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.
	Host a call or meeting with another campus organization's leadership team to collaborate and share best practices.

SUBMISSION DEADLINE

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

■ decadirect.org/passport