



LEADERSHIP PASSPORT PROGRAM

ASSOCIATION AWARD

The **Association Leadership Passport Program** encourages association leaders to develop a program of leadership that is tailored to the needs of their association's members. Through participation in the program, associations are provided with a framework to strategically plan activities and events that help reach their goals.

CRITERIA

Association leadership teams can earn the Association Leadership Passport Program award by completing the base requirements, plus a minimum of three items from each category. 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 association 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

Associations 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.

ASSOCIATION LEADERSHIP PASSPORT ACTIVITY CHECKLIST

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

BASE REQUIREMENTS	
	Upload a program of leadership your association developed, include a detailed calendar of action-steps to achieve your association's goals.
	Share the events and programs your association planned throughout the year to encourage membership growth and retention.
	Upload a publication that your association created to promote member engagement or member recruitment. Examples: virtual event flyer, member recruitment brochure, etc.
	Submit two (2) DECA Direct Online articles on behalf of your association. (Articles cannot be used for a Individual or Chapter Leadership Passport award submission). www.decadirect.org/submit-articles

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

ACADEMICALLY PREPARED

	Create and present an in-person or virtual training on ethical leadership for the members of your association.
	Conduct an in-person or virtual workshop for the members of your association on a topic of your choice (cannot be the same as above).
	Develop and implement a high school member outreach plan. Suggestions: conduct visits to local high schools, host a booth or information session at a high school conference, etc.
	Summarize some strategies to effectively promote Collegiate DECA and share these strategies with the chapters in your association.
	Create resources for DECA members within your association to utilize for competitive event preparation.

COMMUNITY ORIENTED

	Organize an association-wide service project. For example: host an association-wide fundraiser or item donation drive conducted by each chapter.
	Have all members of the association leadership team plan and participate in a “nationally” recognized community service project. Suggestions: MDA, NPCF, Children’s Miracle Network, etc
	Participate in at least five (5) #DECAMonth challenges on social media.
	Summarize a community service project that your association organized and executed. Please include a brief summary of the project and describe how chapters were involved in the project.
	Create a social media campaign to highlight members from your association that champion Collegiate DECA’s values. Share it and tag @collegiatedeca on social media.
	Develop and implement a social media strategy for your association’s social media platforms.
	Develop and implement an association communication plan to increase member engagement. Suggestions: virtual meetings, email, social media, etc.
	Connect with colleges and universities within your association to promote Collegiate DECA and support the establishment of new chapters on their campuses.

PROFESSIONALLY RESPONSIBLE

	Develop and implement a culture and engagement plan. Develop and implement a plan to foster belonging and engagement within your association.. For example: broad member outreach, inclusive language, and celebrating the diverse backgrounds.
	Create and promote an association-wide mentorship program with Collegiate DECA alumni or professional members.
	Develop and implement a program of professional development for association chapters/ members focused on practical experience as well as business ethics and integrity. This could be shared virtually or at an in-person event.
	Describe an innovative program or initiative that the association does or began and how the members of your association have benefited from the program. Share the steps in place in terms of the future and longevity of the program.
	Host a call or meeting with another association leadership team to collaborate and share best practices.
	Establish a recognition program that celebrates member achievements, innovative projects and contributions to the association.

LEADERSHIP PASSPORT PROGRAM RESOURCES

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

■ decadirect.org/passport

SUBMISSION DEADLINE

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

■ decadirect.org/passport

EXPERIENCED LEADERS

	Develop and implement a plan to help individual members in your association achieve the Individual Leadership Passport Award.
	Develop and implement a plan to help chapters in your association achieve the Chapter Leadership Passport Award.
	Develop and implement an association fundraising or sponsorship plan.
	Discuss how your association encourages its members to participate in chapter, association or international leadership events.
	Attend and participate in "One Diamond" calls. All members of your association's leadership team must attend at least two (2) calls.
	Attend the in-person or virtual meetings of at least two (2) chapters in your association.
	Develop and implement a membership engagement plan.
	Implement a plan to engage with communities within your association to recruit professional members.
	Develop an association-wide plan that encourages DECA members to apply for chapter and association leadership positions.