



Chapter of Distinction  
and  
Chapter of the Year

## Purpose:

The purpose of this program is to recognize the levels of quality in the CTSO chapters throughout New Mexico. There are criteria that help to identify BRONZE, SILVER and GOLD **CHAPTER OF DISTINCTION**. The intent is to recognize all chapters which meet these standards. The goal is to move from bronze to silver and then move from silver to gold. After you have competed the **CHAPTER OF DISTINCTION** application, then if you choose to apply for **Chapter of the Year**, you would complete that application. By completing **BOTH** forms, you are eligible for the "Chapter of the Year" award. The winner of this award will receive the NMAA banner. The **Chapter of the Year** application is included with this application packet.

## Objectives:

1. To ensure chapter sustainability and success in the following areas: Organization, Governance and Fiscal Management.
2. To provide a baseline for standards to ensure quality.
3. To communicate a baseline of practices that ensure successful chapter management.
4. To provide a structure to determine areas of improvement.
5. To provide a structure to determine areas for training and development.
6. To assist chapters by defining standards of quality and demonstrate how these standards can be achieved and maintained.
7. To encourage periodic self-assessment and continual improvement in organizational teamwork, growth and development.

## Achievement Levels:

1. **Bronze:** establish a baseline for a healthy chapter.
2. **Silver:** ensure sustainability of a healthy chapter and recognize chapters that go the next level.
3. **Gold:** Ensure continual growth of the chapter and define the outstanding chapters in our state.

## Process:

1. The Chapter of Distinction is applied for and presented on an annual basis.
2. Recognizing accomplishments from **February 1 of previous school year through January 31** of current school year.
3. Please complete all questions in the Chapter of Distinction (for the selected level) with a yes, no, in process or N/A.
4. The application for Chapter of Distinction should be submitted in a binder with all documentation following each section and clearly identified. For example, Organization Standard 1 requires a chapter constitution/by-laws; you should place your chapter constitution and/or by-laws in this section.
5. Achievement of each level is obtained by successfully completing all standards.
6. A committee will review the Chapter of Distinction and provided support materials (documentation of standards met).

## Recognition:

1. All levels of the Chapter of Distinction Award recipients will be listed on the website. Recipients will receive a certificate and gold level will receive additional recognition.
2. Chapters who receive Chapter of Distinction Awards are eligible to be considered for the Chapter of the Year with the completed application. The application for Chapter of the Year should be submitted at the same time as the Chapter of Distinction application.

# Comparison of standards at the different levels

## Chapter of Distinction

ORGANIZATION STANDARDS	Bronze	Silver	Gold
1. Chapter has a constitution/bylaws.	X	X	X
2. Chapter has elected chapter officers.	X	X	X
3. Chapter conducted well-planned, regularly scheduled chapter meetings.	X	X	X
4. Chapter Advisor follows Adult Code of Conduct for the CTSO	X	X	X
5. All items with the CTSO brand/logo follow the requirement for the use of CTSO logo/brand from the National Office.	X	X	X
6. Chapter ensures membership has been submitted by the initial deadline of November 1.	X	X	X
7. Chapter advisor attends and participates in Advisor Academy.	X	X	X
8. There is an organizational structure in place that includes committees to ensure chapter success.		X	X
9. Membership is involved with a chapter evaluation to determine chapter success or opportunities for improvement		X	X
10. Chapter officers are involved with training to further develop their leadership skills		X	X
11. Chapter advisor attends and participates in Fall Rallies		X	X
12. There is analysis of school demographic data compared to CTSO membership data. There is a written plan for closing any gaps identified by that examination of data.			X
13. Alumni are involved with ensuring chapter success			X
14. There is a written plan to utilize public relations to promote the chapter CTSO			X
15. Advisor training is conducted annually that ensures the CTSO is understood and fully integrated into the classroom curriculum			X
16. Chapter participates in CTSO specific training			X
GOVERNANCE STANDARDS	Bronze	Silver	Gold
1. The local school board, administration, and/or CTE Director endorses CTSO chapter activities as part of the plan for CTE in the school/district.	X	X	X
2. The chapter officers meet at least quarterly.	X	X	X
3. Minutes from all meetings are available for viewing.	X	X	X
4. There is an approved Program of Work (POW).	X	X	X
5. Chapter advisor has submitted necessary paperwork to document their time, outside of the duty day, involved with managing their CTSO chapter.		X	X
6. There is a plan in place for the continuation of the chapter in the occurrence of the absence of the advisor.		X	X
7. A master list including contact information, items, supplies and passwords/logins for websites has been documented in the plan of action in the occurrence of the absence of the advisor.		X	X
8. A list of current contracts and financial obligations is included in the plan of action in the occurrence of the absence of the advisor.		X	X
9. Location and for of entry to materials, equipment and supplies are part of the plan of action in the occurrence of the absence of the advisor.		X	X
10. There is an annual review of the POW and how to better implement the next POW			X
11. There is a policy in place as it relates to student accommodations/modification			X

<b>FISCAL STANDARDS</b>	<b>Bronze</b>	<b>Silver</b>	<b>Gold</b>
1. Chapter completed a projected budget.	X	X	X
2. At least quarterly financial reports are provided to chapter membership.	X	X	X
3. All funds raised under the CTSO name are used by the CTSO organization for the CTSO purpose.	X	X	X
4. All financial books are kept according to accepted accounting standards as required by local school/district.	X	X	X
5. Abides by state procurement guidelines.	X	X	X
6. All financial records must be open for inspection by any member and/or state education agency representative that have direct interest in the program.	X	X	X
7. Establishment of written policies and procedures for collecting fees, membership dues, conference fees are collected and paid in a timely manner and all outstanding invoices are paid.		X	X
8. An annual audit is performed by the school/district internal audit personnel.			X

	<b>BRONZE LEVEL</b>	<b>SILVER LEVEL</b>	<b>GOLD LEVEL</b>
Organizational Standards	7	11	16
Governance Standards	4	9	11
Fiscal Standards	6	7	8
<b>Total Standards</b>	<b>17</b>	<b>27</b>	<b>35</b>

# Chapter of Distinction Application

ORGANIZATION STANDARDS	Yes	No	In Process	N/A	Documentation- Explanation or attachment and rationale
<b>BRONZE LEVEL (includes standards 1-7)</b>					
1. Chapter has a constitution/bylaws.					
2. Chapter has elected chapter officers.					
3. Chapter conducted well-planned, regularly scheduled chapter meetings.					
4. Chapter Advisor follows Adult Code of Conduct for the CTSO					
5. All items with the CTSO brand/logo follow the requirement for the use of CTSO logo/brand from the National Office.					
6. Chapter ensures membership has been submitted by the initial deadline of November 1.					
7. Chapter advisor attends and participates in Advisor Academy.					
<b>SILVER LEVEL (includes standards 1-11)</b>					
8. There is an organizational structure in place that includes committees to ensure chapter success.					
9. Membership is involved with a chapter evaluation to determine chapter success or opportunities for improvement					
10. Chapter officers are involved with training to further develop their leadership skills					
11. Chapter advisor attends and participates in Fall Rallies					
<b>GOLD LEVEL (includes standards 1-16)</b>					
12. There is analysis of school demographic data compared to CTSO membership data. There is a written plan for closing any gaps identified by that examination of data.					
13. Alumni are involved with ensuring chapter success					
14. There is a written plan to utilize public relations to promote the chapter CTSO					
15. Advisor training is conducted annually that ensures the CTSO is understood and fully integrated into the classroom curriculum					
16. Chapter participates in CTSO specific training					
GOVERNANCE STANDARDS	Yes	No	In Process	N/A	Documentation- Explanation or attachment and rationale
<b>BRONZE LEVEL (includes standards 1-4)</b>					
1. The local school board, administration, and/or CTE Director endorses CTSO chapter activities as part of the plan for CTE in the school/district.					
2. The chapter officers meet at least quarterly.					
3. Minutes from all meetings are available for viewing.					
4. There is an approved Program of Work (POW).					

<b>SILVER LEVEL (includes standards 1-9)</b>					
5. Chapter advisor has submitted necessary paperwork to document their time, outside of the duty day, involved with managing their CTSO chapter.					
6. There is a plan in place for the continuation of the chapter in the occurrence of the absence of the advisor.					
7. A master list including contact information, items, supplies and passwords/logins for websites has been documented in the plan of action in the occurrence of the absence of the advisor.					
8. A list of current contracts and financial obligations is included in the plan of action in the occurrence of the absence of the advisor.					
9. Location and for of entry to materials, equipment and supplies are part of the plan of action in the occurrence of the absence of the advisor.					
<b>GOLD LEVEL (includes standards 1-11)</b>					
10. There is an annual review of the POW and how to better implement the next POW					
11. There is a policy in place as it relates to student accommodations/modification					
<b>FISCAL STANDARDS</b>	<b>Yes</b>	<b>No</b>	<b>In Process</b>	<b>N/A</b>	<b>Documentation- Explanation or attachment and rationale</b>
<b>BRONZE LEVEL (includes standards 1-6)</b>					
1. Chapter completed a projected budget.					
2. At least quarterly financial reports are provided to chapter membership.					
3. All funds raised under the CTSO name are used by the CTSO organization for the CTSO purpose.					
4. All financial books are kept according to accepted accounting standards as required by local school/district.					
5. Abides by state procurement guidelines.					
6. All financial records must be open for inspection by any member and/or state education agency representative that have direct interest in the program.					
<b>SILVER LEVEL (includes standards 1-7)</b>					
7. Establishment of written policies and procedures for collecting fees, membership dues, conference fees are collected and paid in a timely manner and all outstanding invoices are paid.					
<b>GOLD LEVEL (includes standards 1-8)</b>					
8. An annual audit is performed by the school/district internal audit personnel.					

# Chapter of the Year Recognition



## Directions:

1. In order to apply for Chapter of the Year, you must complete and submit the CHAPTER OF DISTINCTION APPLICATION.
2. Recognizing accomplishments from **February 1 of previous school year through January 31** of current school year.
3. Record chapter points earned for all completed requirements. Enter "zero" for any requirement not met.
4. All items **must** be submitted in a 3-ring binder.
5. Please label all evidence. Place the **activity category** and **activity number** on the documentation and arrange in numerical order.
6. Credit will be given for labeled items only.

**Must be postmarked by February 1 and mailed to the State Office. Emailed copies will not be accepted.**

**Mail to: NM DECA, 1500 S. Ave K, ENMU Station # 61, Portales, NM 88130.**

Membership	Possible Points	Earned Points
1. Affiliation		
<input type="checkbox"/> Affiliated minimum of 12 members (attach membership roster)	10	
2. Student Members – Attain STUDENT Membership Goal (choose 1, attach membership roster)		
<input type="checkbox"/> 10-19 members—5 points	5	
<input type="checkbox"/> 20-29 members—10 points	10	
<input type="checkbox"/> 30-39 members—15 points	15	
<input type="checkbox"/> 40-49 members—20 points	20	
<input type="checkbox"/> 50-59 members—25 points	25	
<input type="checkbox"/> 60 + members—30 points	30	
3. Alumni Members – Attain ALUMNI Membership Goal (choose 1, attach membership roster)		
<input type="checkbox"/> 1-9 members—5 points	5	
<input type="checkbox"/> 10-19 members—10 points	10	
<input type="checkbox"/> 20-29 members—15 points	15	
<input type="checkbox"/> 30+ members—20 points	20	
4. Professional Members – Attain PROFESSIONAL Membership Goal (choose 1, attach membership roster)		
<input type="checkbox"/> 1-5 members—5 points	5	
<input type="checkbox"/> 6+ members—10 points	10	
5. Percentage of chapter growth (choose 1, attach previous year and current year membership rosters)		
<input type="checkbox"/> 1-25% of growth—5 points	5	
<input type="checkbox"/> 26-50% of growth—10 points	10	
<input type="checkbox"/> 51-75% of growth—15 points	15	
<input type="checkbox"/> 76-100% of growth—20 points	20	
6. Chapter affiliated 100% of students enrolled in CTE Class (attach class roster(s)) *this means ALL of your students (in all of your CTE classes) are DECA members	20	
7. All students enrolled in Marketing Classes were informed about the organization	5	
8. Conducted a membership recruitment activity by November 1 (attach evidence)	10	
Leadership Development	Possible Points	Earned Points
1. Prepared a local Chapter Program of Work (attach copy of Program of Work)	10	
2. Held monthly DECA chapter meetings, 1 point each, 10 points max (attach agenda and chapter minutes for documentation)	Max 10	
3. Prepared a chapter budget for the year (attach copy)	5	
4. Elected chapter officers (attach evidence)	5	
5. Participated in DECA Week Activities 2 pts per activity, 10 points max (attach list of activities)	Max 10	
6. Chapter participated in the State Banner Event (picture of banner from previous year)	5	

7. Local Chapter Program of Work provided for leadership development (check all that apply)		
<input type="checkbox"/> Held local officer training (attach evidence) 5 points	5	
<input type="checkbox"/> Attended Fall Leadership Rally (attach evidence) 10 points	10	
<input type="checkbox"/> Participated in current school year District Conference 10 points	10	
<input type="checkbox"/> Attended State Leadership Conference (previous year) 10 points	10	
<input type="checkbox"/> Attended International Leadership Development Conference (previous year) 10 points	10	
<input type="checkbox"/> Attended CTSO Day at the Round House or participated in an event with Legislature or local officials to promote DECA (attach evidence) 15 points	15	
<input type="checkbox"/> Conducted a faculty/administration appreciation activity (attach evidence) 10 points	10	
<input type="checkbox"/> Promoted Lead4Change (attach evidence)—10 points	10	
8. Chapter has a State Officer	5	
9. Chapter has a National Officer Candidate or State Officer Candidate	5	
<b>Civic Consciousness</b>	<b>Possible Points</b>	<b>Earned Points</b>
1. Participated in a local community service project (attach evidence)	10	
2. Participated in state community service project	15	
3. Had articles published in: (submit copies)		
<input type="checkbox"/> School newspaper—5 points	5	
<input type="checkbox"/> Local Paper—5 points	5	
<input type="checkbox"/> Other (specify)—5 points	5	
<b>Vocational Understanding</b>	<b>Possible Points</b>	<b>Earned Points</b>
1. Recruited a corporate sponsor for a state competitive event (attach evidence)	15	
2. Made presentation(s) to local civic groups, 5 points each, 20 points max (attach evidence)	Max 20	
<b>Social Intelligence</b>	<b>Possible Points</b>	<b>Earned Points</b>
1. Organized and hosted a legislative activity in your school	15	
2. Conducted a member/officer installation banquet (attach evidence)	10	
3. Sent letters to state elected officials (attach letters)	10	
4. Conducted an awards banquet for members (attach evidence)	10	
<b>Chapter Campaigns</b>	<b>Possible Points</b>	<b>Earned Points</b>
1. Membership Campaign—20 additional students, 20 alumni, 20 professional (attach membership roster)	20	
2. Global Entrepreneurship Week-3 Idea Challenge entries, 3 success stories of local entrepreneurs, 3 school/community outreach activities (attach evidence)	20	
3. Promotional—3 school outreach, 3 success stories of alumni, 3 community outreach activities (attach evidence)	20	
4. Advocacy—3 school outreach activities, 3 public policy makers outreach, 3 community outreach activities (attach evidence)	20	
<b>DECA Competition</b>	<b>Possible Points</b>	<b>Earned Points</b>
1. Chapter competed at the District Level—choose 1, attach registration for competition		
<input type="checkbox"/> 0-20% of members—5 points	5	
<input type="checkbox"/> 21-40% of members—10 points	10	
<input type="checkbox"/> 41-60% of members—15 points	15	
<input type="checkbox"/> 61-80% of members—20 points	20	
<input type="checkbox"/> 81-100% of members—25 points	25	
2. Chapter competed at the State Level—choose 1, attach registration for competition		
<input type="checkbox"/> 0-20% of members—5 points	5	
<input type="checkbox"/> 21-40% of members—10 points	10	
<input type="checkbox"/> 41-60% of members—15 points	15	
<input type="checkbox"/> 61-80% of members—20 points	20	
<input type="checkbox"/> 81-100% of members—25 points	25	



<b>3. Chapter competed at the previous ICDC Level—choose 1, attach registration for competition</b>		
<input type="checkbox"/> 1-25% of members—5 points	5	
<input type="checkbox"/> 26-50% of members—10 points	10	
<input type="checkbox"/> 51-75% of members—15 points	15	
<input type="checkbox"/> 76-100% of members—20 points	20	
<b>Professional Development of Advisor</b>	<b>Possible Points</b>	<b>Earned Points</b>
<input type="checkbox"/> Advisor Academy—10 points	10	
<input type="checkbox"/> NM ACTE Conference—10 points	10	
<input type="checkbox"/> Fall Leadership Rallies—10 points	10	
<b>Chapter Social Media Presence</b>	<b>Possible Points</b>	<b>Earned Points</b>
<input type="checkbox"/> Instagram—10 points	10	
<input type="checkbox"/> Facebook—10 points	10	
<input type="checkbox"/> Twitter—10 points	10	
<input type="checkbox"/> Web page—10 points	10	
<input type="checkbox"/> LinkedIn—10 points	10	
<b>Total Chapter Points (365 points minimum)</b>	<b>610</b>	