



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 **CHAPTERS 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 completed the **CHAPTER OF DISTINCTION** document, you may apply for **Chapter of the Year**; **Chapter of the Year** requires a different 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 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 for determining areas of improvement.
5. To provide a structure for determining areas for training and development.
6. To assist chapters by defining standards of quality and demonstrating 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:** ensures the sustainability of a healthy chapter and recognizes chapters that exceed Bronze level standards.
3. **Gold:** Ensure continued chapter growth and recognize chapters that exceed Silver-level standards.

Process:

1. The Chapter of Distinction is completed and submitted on an annual basis.
2. Recognizes accomplishments from **February 1 of the previous school year through January 31** of the current school year.
3. Complete all questions in the Chapter of Distinction (for the selected level) with a yes, no, in process, or N/A.
4. Submission in a 3-ring binder with tabbed dividers to identify each section. Add relevant documents after its' sections tab. For example, Organization Standard 1 requires a chapter constitution/by-laws; place your chapter constitution and/or by-laws in this section.
5. Success at the Bronze level is accomplished when ALL standards for Bronze are met. Success at the Silver level is accomplished when ALL standards for Bronze and Silver are met. Success at the Gold level is accomplished when all standards for Bronze, Silver, and Gold are met.
6. A chapter's level of distinction is determined by a committee review of the chapter's documentation binder.

Recognition:

1. All Chapter of Distinction Award recipients will be listed on the website. Bronze and Silver receive a certificate and the Gold level receives additional recognition.
2. Chapters that receive Chapter of Distinction recognition are eligible to apply for Chapter of the Year. The application for Chapter of the Year is to be submitted at the same time as the Chapter of Distinction documentation. This is a separate application and must be submitted with the Chapter of Distinction documents.

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 the 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 the 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 the CTSO Advisor Academy.	X	X	X
8. There is an organizational chart in place that may include 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 (Fall Rallies or other)		X	X
11. Chapter advisor attends and participates in Fall Rallies		X	X
12. There is an 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 in ensuring chapter success			X
14. There is a written plan to utilize public relations to promote the chapter CTSO			X
15. Advisor attends training that ensures the CTSO is understood and fully integrated into the classroom curriculum			X
16. Chapter members participate 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. There is an approved Program of Work/Program of Leadership (POW/POL).	X	X	X
3. The chapter officers meet at least quarterly to review POW/POL	X	X	X
4. Minutes from all meetings are available for viewing.	X	X	X
5. Chapter advisor has documented 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 are included in the plan of action in the occurrence of the absence of the advisor.		X	X
9. Contingency plan is in place for the chapter in the occurrence of the absence of the advisor.		X	X
10. There is an annual review of the POW/POL and how to better implement the next POW/POL			X
11. There is a policy in place as it relates to student accommodations/modification			X

FISCAL STANDARDS	Bronze	Silver	Gold
1. Chapter completed a projected budget.	X	X	X
2. At least quarterly financial reports are provided to chapter members.	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 the 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 has a direct interest in the program.	X	X	X
7. Establishment of written policies and procedures for collecting fees, membership dues, and 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

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

Chapter of Distinction

ORGANIZATION STANDARDS	Yes	No	In Process	N/A	Documentation- Explanation or attachment and rationale
BRONZE LEVEL (includes standards 1-7)					
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 the Adult Code of Conduct for the CTSO					
5. All items with the CTSO brand/logo follow the requirement for the use of the 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 the CTSO Advisor Academy.					
SILVER LEVEL (includes standards 1-11)					
8. There is an organizational chart in place that may include 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 (Fall Rallies or other)					
11. Chapter advisor attends and participates in Fall Rallies					
GOLD LEVEL (includes standards 1-16)					
12. There is an 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 in ensuring chapter success					
14. There is a written plan to utilize public relations to promote the chapter CTSO					
15. Advisor attends training that ensures the CTSO is understood and fully integrated into the classroom curriculum					
16. Chapter members participate in CTSO-specific training					
GOVERNANCE STANDARDS	Yes	No	In Process	N/A	Documentation- Explanation or attachment and rationale
BRONZE LEVEL (includes standards 1-4)					
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. There is an approved Program of Work/Program of Leadership (POW/POL).					
3. The chapter officers meet at least quarterly to review POW/POL					
4. Minutes from all meetings are available for viewing.					

SILVER LEVEL (includes standards 1-9)					
5. Chapter advisor has documented 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. Contingency plan in place for the chapter in the occurrence of the absence of the advisor.					
GOLD LEVEL (includes standards 1-11)					
10. There is an annual review of the POW/POL and how to better implement the next POW/POL					
11. There is a policy in place as it relates to student accommodations/modification					
FISCAL STANDARDS	Yes	No	In Process	N/A	Documentation- Explanation or attachment and rationale
BRONZE LEVEL (includes standards 1-6)					
1. Chapter completed a projected budget.					
2. At least quarterly financial reports are provided to chapter members.					
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 the 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 has direct interest in the program.					
SILVER LEVEL (includes standards 1-7)					
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.					
GOLD LEVEL (includes standards 1-8)					
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 DOCUMENT.
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"/> 1-19 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 rosters) *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/Leadership (attach copy of POW/POL)	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 points per activity, 10 points max (attach list of activities)	Max 10	
6. Chapter participated in the Chartered Association Banner Event (picture of banner from previous year)	5	

7. Local Chapter Program of Work/Leadership 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 Rallies (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	
8. Chapter had a Chartered Association Officer Candidate (select one)		
<input type="checkbox"/> 1 Candidate—5 points	5	
<input type="checkbox"/> 2 Candidates—10 points	10	
9. Chapter has a Chartered Association Officer		
	5	
10. Chapter has an International Officer Candidate or Chartered Association Officer Candidate		
	5	
Civic Consciousness	Possible Points	Earned Points
1. Organized and hosted a legislative activity in your school (attach evidence)	15	
2. Sent letters to state elected officials (attach evidence)	10	
3. Attended CTSO Day at the Round House <u>or</u> participated in an event with Legislature or local officials to promote DECA (attach evidence)	15	
Vocational Understanding	Possible Points	Earned Points
1. Recruited a corporate sponsor for a chartered association competitive event (attach evidence)	15	
2. Made presentation(s) to local civic groups, 5 points each, 20 points max (attach evidence)	Max 20	
Social Intelligence	Possible Points	Earned Points
1. Participated in local community service project (attach evidence)	15	
2. Participated in state community service project (attach evidence)	10	
3. Promoted community service project in: (attach evidence)		
<input type="checkbox"/> School newspaper—5 points	5	
<input type="checkbox"/> Local paper—5 points	5	
<input type="checkbox"/> Other (specify)—5 points	5	
4. Conducted member/officer installation banquet-event (attach evidence)	10	
5. Conducted an awards banquet-event for members (attach evidence)	10	
6. Conducted a faculty/administration appreciation activity (attach evidence)	10	
Chapter Campaigns	Possible Points	Earned Points
1. Membership Campaign—20 additional students OR 20 alumni OR 20 professional (attach membership roster) (International Thrive level—meet at least 2 categories of growth)	20	
2. Ethical Leadership Campaign—3 Ethical Leadership Challenge Entries, 3 Ethical Leadership School Outreach Activities, 3 Ethical Leadership Community Outreach Activities (attach evidence)	20	
3. Promotional Activities Campaign—3 school outreach, 3 success stories of alumni, 3 community outreach activities (attach evidence)	20	
4. Community Service Campaign—1 or more community service activities, 75% or more participation of chapter members, 1 form of publicity or promotion	20	
5. Advocacy Campaign—3 school outreach activities, 3 public policy makers outreach, 3 community outreach activities (attach evidence)	20	
DECA Competition	Possible Points	Earned Points
1. Chapter competed at the District Level—choose 1, attach registration for competition		
<input type="checkbox"/> 1-20% 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"/> 1-20% 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	
3. Chapter competed at the previous ICDC Level—choose 1, attach registration for competition		
<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	
Professional Development of Advisor	Possible Points	Earned Points
<input type="checkbox"/> Professional Development Series ICDC workshops—10 points	10	
<input type="checkbox"/> Emerging Leader Summit—10 points	10	
<input type="checkbox"/> NM DECA Advisor Academy—10 points	10	
<input type="checkbox"/> NM Advisor Academy—10 points	10	
<input type="checkbox"/> NM ACTE Conference—10 points	10	
<input type="checkbox"/> Fall Leadership Rallies—10 points	10	
<input type="checkbox"/> WRLC Professional Development—10 points	10	
Chapter Social Media Presence	Possible Points	Earned Points
<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	
Total Chapter Points (365 points minimum)	670	