



2024-2025
Chapter of Distinction
and
Chapter of the Year
Application

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. Held local officer training	X	X	X
4. Chapter conducted well-planned, regularly scheduled chapter meetings.	X	X	X
5. Chapter advisor follows the Adult Code of Conduct for the CTSO	X	X	X
6. 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
7. All students enrolled in the program were informed about the CTSO	X	X	X
8. Conducted a membership recruitment activity by November 1	X	X	X
9. 25% (minimum) of students in the program are members by the initial deadline of November 1.	X	X	X
10. Chapter advisor attends and participates in the CTSO Advisor Academy.	X	X	X
11. Chapter attends and participates in regional/district competitive conference	X	X	X
12. Chapter attends and participates in state leadership conference	X	X	X
13. Participated in local community service project		X	X
14. There is an organizational chart in place that may include committees to ensure chapter success.		X	X
15. 50% (minimum) of students in the program are members by the initial deadline of November 1.		X	X
16. Chapter officers are involved with training to further develop their leadership skills (Fall Conference or other)		X	X
17. Chapter attends Fall Conference		X	X
18. 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
19. Alumni are involved in ensuring chapter success			X
20. There is a written plan to utilize public relations to promote the chapter CTSO			X
21. 75% (minimum) of students in the program are members by the initial deadline of November 1.			X
22. Chapter members participate in CTSO-specific training (Fall Conference or others)			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. Elected chapter officers	X	X	X
4. The chapter officers meet at least monthly to review POW/POL	X	X	X
5. Held monthly meetings	X	X	X
6. Minutes from all meetings are available for viewing.	X	X	X
7. Have local business/industry partners for the chapter		X	X
8. The chapter advisor has documented their time, outside of the duty day, involved with managing their CTSO chapter.		X	X
9. There is a plan in place for the continuation of the chapter in the occurrence of the absence of the advisor.		X	X

10. 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
11. 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
12. Contingency plan is in place for the chapter in the occurrence of the absence of the advisor.		X	X
13. There is an annual review of the POW/POL and how to better implement the next POW/POL			X
14. 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	12	17	22
Governance Standards	6	12	14
Fiscal Standards	6	7	8
Total Standards	24	36	44

Chapter of Distinction

ORGANIZATION STANDARDS	Yes	No	In Process	N/A	Documentation- Explanation or attachment and rationale
BRONZE LEVEL (includes standards 1-12)					
1. Chapter has a constitution/bylaws.					
2. Chapter has elected chapter officers.					
3. Held local officer training					
4. Chapter conducted well-planned, regularly scheduled chapter meetings.					
5. Chapter advisor follows the Adult Code of Conduct for the CTSO					
6. All items with the CTSO brand/logo follow the requirement for the use of the CTSO logo/brand from the National Office.					
7. All students enrolled in the program were informed about the CTSO					
8. Conducted a membership recruitment activity by November 1					
9. 25% (minimum) of students in the program are members by the initial deadline of November 1.					
10. Chapter advisor attends the CTSO Advisor Academy.					
11. Chapter attends and participates regional/district competitive conference					
12. Chapter attends and participates in the state leadership conference					
SILVER LEVEL (includes standards 1-17)					
13. Participated in local community service project					
14. There is an organizational chart in place that may include committees to ensure chapter success.					
15. 50% (minimum) of students in the program are members by the initial deadline of November 1.					
16. Chapter officers are involved with training to further develop their leadership skills (Fall Conference or other)					
17. Chapter attends the Fall Conference					
GOLD LEVEL (includes standards 1-22)					
18. 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.					
19. Alumni are involved in ensuring chapter success					
20. There is a written plan to utilize public relations to promote the chapter CTSO					
21. 75% (minimum) of students in the program are members by the initial deadline of November 1.					
22. Chapter members participate in CTSO-specific training (Fall Conference or others)					

GOVERNANCE STANDARDS	Yes	No	In Process	N/A	Documentation-Explanation or attachment and rationale
BRONZE LEVEL (includes standards 1-6)					
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. Elected chapter officers					
4. The chapter officers meet at least monthly to review POW/POL					
5. Held monthly meetings					
6. Minutes from all meetings are available for viewing.					
SILVER LEVEL (includes standards 1-12)					
7. Have local business/industry partners for the chapter					
8. Chapter advisor has documented their time, outside of the duty day, involved with managing their CTSO chapter.					
9. There is a plan in place for the continuation of the chapter in the occurrence of the absence of the advisor.					
10. 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.					
11. A list of current contracts and financial obligations are included in the plan of action in the occurrence of the absence of the advisor.					
12. Contingency plan is in place for the chapter in the occurrence of the absence of the advisor.					
GOLD LEVEL (includes standards 1-14)					
13. There is an annual review of the POW/POL and how to better implement the next POW/POL					
14. 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 a direct interest in the program.					
SILVER LEVEL (includes standards 1-7)					
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.					
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 the previous school year through January 31 of the 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. Evidence may be used to document more than one (1) item.
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. Alumni Members—Attain ALUMNI Membership Goal of DECA Chapter Campaign (choose 1, attach membership roster)		
<input type="checkbox"/> 1-7 alumni members—5 points	5	
<input type="checkbox"/> 8-14 alumni members—10 points	10	
<input type="checkbox"/> 15-19 alumni members—15 points	15	
<input type="checkbox"/> 20+ alumni members—20 points	20	
<input type="checkbox"/> Professional Members—Attain PROFESSIONAL Membership Goal of DECA Chapter Campaign (choose 1, attach membership roster)		
<input type="checkbox"/> 1-7 professional members—5 points	5	
<input type="checkbox"/> 8-14 professional members—10 points	10	
<input type="checkbox"/> 15-19 professional members—15 points	15	
<input type="checkbox"/> 20+ professional members—20 points	20	
2. Student Members—Attain MEMBERSHIP Goal of DECA Chapter Campaign (choose 1, attach previous year and current year membership rosters)		
<input type="checkbox"/> 1-7 student members increase from the previous year—5 points	5	
<input type="checkbox"/> 8-14 student members increase from the previous year—10 points	10	
<input type="checkbox"/> 15-19 student members increase from the previous year—15 points	15	
<input type="checkbox"/> 20+ student members increase from the previous year—20 points	20	
3. Chapter affiliated 100% of students enrolled in your CTE classes (attach class rosters) *This means ALL of the students in the advisor’s classes are DECA members	20	
Career Awareness	Possible Points	Earned Points
1. Activity to expose DECA members to business, marketing, finance, hospitality/tourism, and entrepreneurship professions (attach documentation)	10	
2. Program presented by a DECA Chapter that promotes business, marketing, finance, entrepreneurship, and hospitality-tourism careers – to school groups, community, or others (attach documentation)	10	
Leadership Development	Possible Points	Earned Points
1. Participated in DECA Month Activities—2 points per activity, 10 points max (attach a list of activities)	Max 10	
2. The chapter participated in the Chartered Association Banner Event (picture of the banner from the previous year)	5	
3. Students attended ELS workshops	5	
4. Students attended Fall Leadership Rallies	5	
5. Students attended WRLC/Ultimate Power Trip	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) about DECA to local civic groups (Kiwanis, Rotary, Toastmasters, Chamber of Commerce, etc.) 5 points each, 20 points max (attach evidence)	5-10-15-20	
Social Intelligence	Possible Points	Earned Points
1. Participated in state community service project set by the NM DECA Officer Team (attach evidence)	10	
2. Promoted community service project in: (attach evidence) (select all that apply)		
<input type="checkbox"/> School newspaper—5 points	5	
<input type="checkbox"/> Local paper—5 points	5	
<input type="checkbox"/> Social media—5 points	5	
<input type="checkbox"/> Other (specify)—5 points	5	
3. Conducted member/officer installation banquet event (attach evidence)	10	
4. Conducted an awards banquet event for members (attach evidence)	10	
5. 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 professionals (attach membership roster) (International Thrive level—meet at least 2 categories of growth) (see national DECA Chapter Campaign Guidelines)	20	
2. Ethical Leadership Campaign—3 Ethical Leadership Challenge Entries, 3 Ethical Leadership School Outreach Activities, 3 Ethical Leadership Community Outreach Activities (attach evidence) (see national DECA Chapter Campaign Guidelines)	20	
3. Promotional Activities Campaign—3 school outreach, 3 success stories of alumni, 3 community outreach activities (attach evidence) (see national DECA Chapter Campaign Guidelines)	20	
4. Community Service Campaign—1 or more community service activities, 75% or more participation of chapter members, 1 form of publicity or promotion (see national DECA Chapter Campaign Guidelines)	20	
5. Advocacy Campaign—3 school outreach activities, 3 public policy makers outreach, 3 community outreach activities (attach evidence) (see national DECA Chapter Campaign Guidelines)	20	
DECA Competition	Possible Points	Earned Points
1. Chapter competed at the District Level—choose 1, attach registration for the 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 the 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 the 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	
4. Members who placed as a finalist in their event at the previous ICDC <input type="checkbox"/> 5 points for each member, a maximum of 50 points	50	
5. Members who place in the top 10 in their event at the previous ICDC <input type="checkbox"/> 5 points for each member, a maximum of 50 points	50	
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"/> DECA Advisor Professional Learning Virtual Conference—10 points	10	
<input type="checkbox"/> NM DECA Advisor Academy—10 points	10	
<input type="checkbox"/> CTSO 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 (if allowed by school district)	10	
<input type="checkbox"/> Facebook—10 points (if allowed by school district)	10	
<input type="checkbox"/> Twitter—10 points (if allowed by school district)	10	
<input type="checkbox"/> Web page—10 points (can be a DECA Chapter website-where allowed or within the school's website)	10	
Total Chapter Points (390 points minimum)	650	