



2025-2026
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 that meet these standards. The goal is to develop high-quality CTSO chapters within New Mexico. After you have completed the **CHAPTER OF DISTINCTION** document, you may submit documentation for **Chapter of the Year**; Chapter of the Year requires a different document. By completing **BOTH**, 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** guidelines are included with this packet. This document follows the ACTE Quality CTE Program of Study Framework.

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 a high-quality CTSO.
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**: establishes 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**: ensures continued chapter growth and recognizes 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 standards 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. Each standard must have evidence demonstrating fulfillment of the standard. All evidence must be **clearly** designated. For example, Organization Standard 1 requires a chapter constitution/by-laws; place your chapter constitution and/or by-laws in this section with the designation of CHAPTER CONSTITUTION.
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 submitted binder.

Recognition:

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

ACTE Quality CTE Program of Study Framework

ACTE Quality of CTE Program of Study Framework	Chapter of Distinction Standards
10. Career and Technical Student Organizations (CTSOs)	Organization standards
a. The organization is an integral, intra-curricular part of the program of study, available to every student at some point during the program of study.	7, 8, 9, 13, 15, 17, 20
b. The organization is aligned with relevant national, state and/or local standards.	1, 2, 3, 4, 5, 6, 7, 8, 9, 11, 12, 13, 14, 15, 17, 20
c. Organization activities develop and reinforce relevant technical, academic and employability knowledge and skills.	4, 11, 12, 13, 14
d. The organization provides opportunities for students to interact with business professionals.	11, 12, 13, 19, 18
e. The organization provides opportunities for students to participate in relevant competitive events.	11, 12, 13
f. The organization provides opportunities for students to participate in relevant community and school service activities.	13
g. The organization provides opportunities for students to participate in leadership development activities.	2, 3, 4, 11, 12, 13, 16
h. The organization is supervised by CTE staff with clearly defined roles.	1, 2, 3, 4, 5, 10, 14

ACTE Quality of CTE Program of Study Framework	Chapter of Distinction Standards
10. Career and Technical Student Organizations (CTSOs)	Governance standards
a. The organization is an integral, intra-curricular part of the program of study, available to every student at some point during the program of study.	1, 2, 8, 9
b. The organization is aligned with relevant national, state and/or local standards.	1, 2, 4, 8, 9
c. Organization activities develop and reinforce relevant technical, academic and employability knowledge and skills.	2, 4, 8
d. The organization provides opportunities for students to interact with business professionals.	5, 8
e. The organization provides opportunities for students to participate in relevant competitive events.	8
f. The organization provides opportunities for students to participate in relevant community and school service activities.	8
g. The organization provides opportunities for students to participate in leadership development activities.	2, 3, 4, 8
h. The organization is supervised by CTE staff with clearly defined roles.	1, 2, 3, 4, 6, 7, 8

ACTE Quality of CTE Program of Study Framework	Chapter of Distinction Standards
10. Career and Technical Student Organizations (CTSOs)	Fiscal standards
a. The organization is an integral, intra-curricular part of the program of study, available to every student at some point during the program of study.	
b. The organization is aligned with relevant national, state and/or local standards.	2, 3, 4, 5
c. Organization activities develop and reinforce relevant technical, academic and employability knowledge and skills.	1
d. The organization provides opportunities for students to interact with business professionals.	
e. The organization provides opportunities for students to participate in relevant competitive events.	
f. The organization provides opportunities for students to participate in relevant community and school service activities.	
g. The organization provides opportunities for students to participate in leadership development activities.	
h. The organization is supervised by CTE staff with clearly defined roles.	1, 2, 3, 4

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 requirements 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 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 the state leadership conference	X	X	X
13. Participated in a 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 attends Fall Conference, chapter members participate in CTSO-specific training (Fall Conference or others)		X	X
17. There is an analysis of school demographic data compared to CTSO membership data. There is a written plan for closing any gaps identified by the examination of data.			X
18. Alumni are involved in ensuring chapter success			X
19. There is a written plan to utilize public relations to promote the chapter CTSO			X
20. 75% (minimum) of students in the program are members by the initial deadline of November 1.			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 monthly to review POW/POL	X	X	X
4. Agendas and minutes from all meetings are available for viewing.	X	X	X
5. Have local business/industry partners for the chapter		X	X
6. The chapter advisor has documented their time, outside of the duty day, involved with managing their CTSO chapter.		X	X
7. There is a plan in place for the continuation of the chapter in the event of an extended absence of the advisor. A master list including contact information, items, supplies, and passwords/logins for websites has been documented. A list of current contracts and financial obligations is included in the plan of action. The contingency plan is in place for the chapter.		X	X
8. There is an annual review of the POW/POL and how to implement the next POW/POL better			X

9. There is a policy in place as it relates to student accommodations/modifications			X
FISCAL STANDARDS	Bronze	Silver	Gold
1. Chapter completed a projected budget.	X	X	X
2. At each meeting, 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. All financial books are kept according to accepted accounting standards as required by the local school/district.	X	X	X
4. 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
5. An annual audit is conducted to ensure that district/school and chapter financial records are in agreement.			X

	BRONZE LEVEL	SILVER LEVEL	GOLD LEVEL
Organizational Standards	Met standards 1-12	Met standards 1-16	Met standards 1-20
Governance Standards	Met standards 1-4	Met standards 1-7	Met standards 1-9
Fiscal Standards	Met standards 1-3	Met standards 1-4	Met standards 1-5
Total Standards	Total of 19 standards	Total of 27 standards	Total of 34 standards

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 requirements 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 in regional/district competitive conference					
12. Chapter attends (and participates) in the state leadership conference					
SILVER LEVEL (includes standards 1-16)					
13. Participated in a 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 attends Fall Conference, chapter members participate in CTSO-specific training (Fall Conference or others)					
GOLD LEVEL (includes standards 1-21)					
17. There is an analysis of school demographic data compared to CTSO membership data. There is a written plan for closing any gaps identified by the examination of data.					
18. Alumni are involved in ensuring chapter success					
19. There is a written plan to utilize public relations to promote the chapter CTSO					
20. 75% (minimum) of students in the program are members by the initial deadline of November 1.					

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 monthly to review POW/POL					
4. Agendas and minutes from all meetings are available for viewing.					
SILVER LEVEL (includes standards 1-7)					
5. Have local business/industry partners for the chapter					
6. The chapter advisor has documented their time, outside of the duty day, involved with managing their CTSO chapter.					
7. There is a plan in place for the continuation of the chapter in the event of an extended absence of the advisor. A master list including contact information, items, supplies, and passwords/logins for websites has been documented. A list of current contracts and financial obligations is included in the plan of action. The contingency plan is in place for the chapter.					
GOLD LEVEL (includes standards 1-9)					
8. There is an annual review of the POW/POL and how to implement the next POW/POL better					
9. There is a policy in place as it relates to student accommodations/modifications					

FISCAL STANDARDS	Yes	No	In Process	N/A	Documentation- Explanation or attachment and rationale
BRONZE LEVEL (includes standards 1-3)					
1. Chapter completed a projected budget.					
2. At each meeting, 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. All financial books are kept according to accepted accounting standards as required by the local school/district.					
SILVER LEVEL (includes standards 1-4)					
4. 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 1-5)					
5. An annual audit is conducted to ensure that district/school and chapter financial records are in agreement.					

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. Evidence should include: photos, explanation of the event, program/agenda, % of student members participating, etc.
6. Credit will be given for labeled items only.
7. Chapter **must** determine and document on this form the points earned.

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, and proof of payment) <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, and proof of payment) <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, and proof of payment) <input type="checkbox"/> 20+ student members increase from the previous year—20 points	20	
3. Size of Chapter (choose 1, attach current year membership roster and proof of payment) <input type="checkbox"/> 1-50 student members—5 points <input type="checkbox"/> 51-100 student members—10 points <input type="checkbox"/> 101-150 student members—15 points <input type="checkbox"/> 151+ student members—20 points	5 10 15 20	
4. 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	

Advocacy		Possible Points	Earned Points
1.	Organized and hosted a legislative activity in your school to include: state senators, state representatives, local municipality officials, county officials (attach evidence, including photos, explanation of event, program/agenda, % of membership participation)	15	
2.	Sent letters to state elected officials (could include: state senator, state representative, local municipalities, county officials, US Senators, US representatives (attach evidence, including photos, explanation of event, program/agenda, % of membership participation)	10	
3.	Attended CTSO Day at the Round House <u>or</u> participated in an event with the Legislature or local officials to promote DECA (attach evidence, including photos, explanation of event, program/agenda, % of membership participation)	15	
CTE and CTSO Understanding		Possible Points	Earned Points
1.	Recruited a corporate sponsor for a chartered association competitive event (attach evidence, including photos, explanation of event, program/agenda)	15	
2.	Made presentation(s) about DECA to local civic groups, business/industry groups (Kiwanis, Rotary, Toastmasters, Chamber of Commerce, etc.) 5 points each, 20 points max (attach evidence, including photos, explanation of event, program/agenda, % of membership participation)	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, including photos, explanation of event, program/agenda, % of membership participation)	10	
2.	Promoted community service project in: (attach evidence, including photos, explanation of event, program/agenda, % of membership participation) (select all that apply) <input type="checkbox"/> School newspaper—5 points <input type="checkbox"/> Local paper—5 points <input type="checkbox"/> Social media—5 points <input type="checkbox"/> Other (specify)—5 points	5 5 5 5	
3.	Conducted member/officer installation event (attach evidence, including photos, explanation of event, program/agenda, % of membership participation)	10	
4.	Conducted an awards event for members (attach evidence, including photos, explanation of event, program/agenda, % of membership participation)	10	
5.	Conducted a faculty/administration appreciation activity (attach evidence, including photos, explanation of event, program/agenda, % of membership participation)	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.	Innovations and Entrepreneurship Campaign—1 innovations activity with 75% participation, 3 interviews and profiles of local businesses, and 1 local entrepreneur guest speaker (see national DECA Chapter Campaign Guidelines)	20	
3.	Promotional Activities Campaign—3 school outreach, 3 success stories of alumni, 3 community outreach activities (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 (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, and proof of payment			
<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, and proof of payment			
<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, and proof of payment			
<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 5 points for each member, a maximum of 50 points	Max 50		
5. Members who place in the top 10 in their event at the previous ICDC 5 points for each member, a maximum of 50 points	Max 50		
Professional Development of Advisor		Possible Points	Earned Points
Attach evidence of training (i.e., certificate of completion/attendance)			
<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"/> ACTE Vision Conference—10 points	10		
<input type="checkbox"/> Fall Leadership Rallies—10 points	10		
<input type="checkbox"/> WRLC Professional Development/Ulimate Power Trip Professional Development—10 points	10		
<input type="checkbox"/> CTSO PED Canvas Course—10 points	10		
<input type="checkbox"/> Other—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		
<input type="checkbox"/> Other (specify)	10		
Total Chapter Points		715	