



2026-2027
Chapter of Distinction
and
Chapter of the Year
Application

Purpose:

The Chapter of Distinction program recognizes varying levels of quality among CTSO chapters across New Mexico by honoring those that achieve **Bronze, Silver, and Gold** status.

The program is designed to acknowledge all chapters that meet established standards while encouraging the continuous development of high-quality CTSO chapters statewide.

Chapters that complete the Chapter of Distinction application are also eligible to apply for Chapter of the Year through a separate submission. Those who complete both applications may be considered for the Chapter of the Year Award, with the selected chapter receiving the NMAA banner.

This program aligns with the **ACTE Quality CTE Program of Study Framework** and supports ongoing improvement while celebrating excellence in CTSO chapter development throughout New Mexico.

Objectives:

1. Ensure chapter sustainability and success in:
 - Organization
 - Governance
 - Fiscal Management
2. Provide baseline standards for high-quality CTSO chapters
3. Communicate best practices for effective chapter management
4. Identify areas for improvement
5. Support training and professional development needs
6. Define and demonstrate standards of quality
7. Encourage ongoing self-assessment, growth, and teamwork

Achievement Levels:

- **Bronze:** Establishes a baseline for a healthy chapter
- **Silver:** Ensures sustainability and recognizes chapters exceeding Bronze standards
- **Gold:** Promotes continued growth and recognizes chapters exceeding Silver standards

Process:

1. The Chapter of Distinction application is completed and submitted **annually**.
2. Submissions should reflect accomplishments from **February 1 (previous year) through January 31 (current year)**.
3. All standards must be marked as:
 - Yes
 - No
 - In Process
 - N/A
4. Submissions must be compiled in a **3-ring binder** with **tabbed dividers** for each section.
 - Each standard must include **clearly labeled supporting evidence**
 - Example: *Organization Standard 1* → Include chapter constitution/by-laws labeled “**CHAPTER CONSTITUTION.**”
5. Achievement requirements:
 - **Bronze:** All Bronze standards met
 - **Silver:** All Bronze + Silver standards met
 - **Gold:** All Bronze + Silver + Gold standards met
6. Final determination of distinction level is made through **committee review** of the submitted binder.
7. Mail to: NM DECA, 1500 S. Ave K, ENMU Station # 61, Portales, NM 88130.
8. Must be postmarked by February 1 and mailed to the State Office. **Emailed copies will not be accepted.**

Recognition:

1. All Chapter of Distinction recipients will be **recognized on the website**:
 - Bronze & Silver: Certificate
 - Gold: Additional recognition
2. Chapters submitting a Chapter of Distinction binder are eligible to apply for **Chapter of the Year**:
 - Requires a **separate binder**
 - Must be submitted **at the same time** as 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, 18, 21
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, 18, 21
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, 20
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, 17

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 with samples of evidence to submit Chapter of Distinction

ORGANIZATION STANDARDS		Bronze	Silver	Gold
1.	Chapter has a constitution/bylaws (submit evidence-copy of constitution).	X	X	X
2.	Chapter has elected chapter officers (submit evidence-list of chapter officers and their positions).	X	X	X
3.	Held local officer training (submit evidence-photos, training plan, agenda).	X	X	X
4.	Chapter conducted well-planned, regularly scheduled chapter meetings (submit evidence-calendar of meetings, agendas, minutes).	X	X	X
5.	Chapter advisor follows the Adult Code of Conduct for the CTSO (submit evidence-copy of the submitted form)	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 (submit evidence-copy of the branding statement in constitution/bylaws and photos of how your chapter used the logo).	X	X	X
7.	All students enrolled in the program were informed about the CTSO (submit evidence-lesson plan, photos, social media, etc.)	X	X	X
8.	Conducted a membership recruitment activity by November 1 (submit evidence-photos, detailed plan, social media screenshots, flyers, promotional materials used, etc.)	X	X	X
9.	25% (minimum) of students in the program are members by the initial deadline of November 1 (submit evidence-all class rosters and membership roster).	X	X	X
10.	Chapter advisor completes the PED-CCRB Advisor Canvas course (submit evidence-copy of the certificates).	X	X	X
11.	Chapter attends and participates in regional/district competitive conference (submit evidence-copy of the registration invoice, current year)	X	X	X
12.	Chapter attends (and participates) in the state leadership conference (submit evidence-copy of the registration invoice, current year)	X	X	X
13.	Participated in a local community service project (submit evidence-photos, detailed plan, documentation from the organization you partner with, number of students and hours).		X	X
14.	There is an organizational chart in place that may include committees to ensure chapter success (submit evidence-chapter organization chart).		X	X
15.	50% (minimum) of students in the program are members by the initial deadline of November 1 (submit evidence-all class rosters and membership roster).		X	X
16.	Chapter attends Fall Conference, chapter members participate in CTSO-specific training (Fall Conference or other CTSO-specific) (submit evidence-copy of the registration invoice, current year)		X	X
17.	Chapter advisor attends the CTSO Advisor Academy (submit evidence-copy of the certificates).		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 the examination of data (submit evidence-the analysis with a correction plan if gaps were identified)			X
19.	Alumni are involved in ensuring chapter success (submit evidence-membership roster and how the alumni help participate and/or ensure success of the chapter)			X
20.	There is a written plan to utilize public relations to promote the chapter CTSO (submit evidence-copy of the chapter PR plan)			X
21.	75% (minimum) of students in the program are members by the initial deadline of November 1 (submit evidence-all class rosters and chapter membership roster).			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. (submit evidence-letter of support, copy of school handbook/course offering document).	X	X	X
2.	There is an approved Program of Work/Program of Leadership (POW/POL). (submit evidence-copy of the chapter's POW/POL).	X	X	X
3.	The chapter officers meet at least monthly to review POW/POL (submit evidence-minutes from officer meeting).	X	X	X
4.	Agendas and minutes from all meetings are available for viewing (submit evidence-copies of agendas and minutes).	X	X	X
5.	Have local business/industry partners for the chapter (submit evidence-list of local business/industry partners and how they support your chapter).		X	X
6.	The chapter advisor has documented their time, outside of the duty day, involved with managing their CTSO chapter (submit evidence-list activities and your time outside of your regular duty day).		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 (submit evidence-copy of the written plan).		X	X
8.	There is an annual review of the POW/POL and how to implement the next POW/POL better (submit evidence-minutes from meetings where the POW/POL was reviewed)			X
9.	There is a policy in place as it relates to student accommodations/modifications (submit evidence-copy of school/district policy)			X

FISCAL STANDARDS		Bronze	Silver	Gold
1.	Chapter completed a projected budget (submit evidence-copy of chapter budget).	X	X	X
2.	At each meeting, financial reports are provided to chapter members (submit evidence-minutes of meetings where this information was disclosed).	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 (submit evidence-statement from bookkeeper/internal audit/financial official of district/school).	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 (submit evidence-statement from bookkeeper/internal audit/financial official of district/school and district/school policy).		X	X
5.	An annual audit is conducted to ensure that district/school and chapter financial records are in agreement (submit evidence-statement from bookkeeper/internal audit/financial official of district/school).			X

	BRONZE LEVEL	SILVER LEVEL	GOLD LEVEL
Organizational Standards	Met standards 1-12	Met standards 1-17	Met standards 1-21
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 28 standards	Total of 35 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 completes the PED-CCRB Advisor Canvas course					
11. Chapter attends and participates in regional/district competitive conference					
12. Chapter attends (and participates) in the state leadership conference					
SILVER LEVEL (includes standards 1-17)					
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)					
17. Chapter advisor attends the CTSO Advisor Academy					
GOLD LEVEL (includes standards 1-21)					
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 the 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.					

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. To apply for Chapter of the Year, you must complete and submit the **CHAPTER OF DISTINCTION DOCUMENT** and earn a minimum of **BRONZE LEVEL** for Chapter of Distinction.
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** in the documentation and arrange them in numerical order. Evidence may be used to document more than one (1) item. Evidence might 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.

Chapter of Distinction	Possible Points	Earned Points
1. Chapter submitted and earned what level of Chapter of Distinction (choose the level earned) ☐ Bronze Level Chapter of Distinction ☐ Silver Level Chapter of Distinction ☐ Gold Level Chapter of Distinction	10 20 30	
Membership	Possible Points	Earned Points
1. Alumni Members—Attain ALUMNI Membership Goal of DECA Chapter Campaign (attach current year membership roster, and proof of payment) ☐ 20+ alumni members—20 points	20	
2. Professional Members—Attain PROFESSIONAL Membership Goal of DECA Chapter Campaign (attach current year membership roster, and proof of payment) ☐ 20+professional members—20 points	20	
3. Student Members—Attain MEMBERSHIP Goal of DECA Chapter Campaign (attach previous year and current year membership rosters, and proof of payment) ☐ 20+ student members increase from the previous year—20 points	20	
4. Size of Chapter (choose 1, attach current year membership roster and proof of payment) ☐ 1-50 student members—5 points ☐ 51-100 student members—10 points ☐ 101-150 student members—15 points ☐ 151+ student members—20 points	5 10 15 20	
5. Chapter affiliated 100% of students enrolled in your CTE classes (attach all current year class rosters, current year membership roster and proof of payment) *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, photos, explanation of event, program/agenda, and % of membership participation)	10	
2. Program presented by DECA Chapter that promotes business, marketing, finance, entrepreneurship, and hospitality-tourism careers – to school groups, community, or others (attach documentation, photos, explanation of event, program/agenda, and % of membership participation)	10	

Leadership Development		Possible Points	Earned Points
1. Participated in DECA Month Activities—2 points per activity, 10 points max (attach documentation, photos, explanation of event, program/agenda, and % of membership participation)		Max 10	
2. The chapter participated in the Chartered Association Banner Event (attach documentation, photo of the banner from the previous year)		5	
3. Students attended ELS workshops (attach copy of invoice and proof of payment, photos, and agenda)		5	
4. Students attended Fall Leadership Rallies (attach copy of invoice and proof of payment, photos, and agenda)		5	
5. Students attended Ultimate Power Trip (attach copy of invoice and proof of payment, photos, and agenda)		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, and county officials (attach evidence, including photos, explanation of event, program/agenda, % of membership participation)		15	
2. Sent letters to elected officials (could include: state senator, state representative, governor, lieutenant governor, state secretary of education, local municipalities, county officials, US Senators, US representatives, US Secretary of Education, US President, US Vice-President) (attach evidence, including copies of the letters) (please remember, you may speak for your chapter BUT NOT NM DECA)		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 sponsorship agreement and proof of payment)		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. Participated in a local community service project set by the local chapter (attach evidence, including photos, explanation of event, program/agenda, % of membership participation)		10	
3. Promoted community service project in: (attach evidence, including photos, explanation of event, program/agenda, % of membership participation) (select all that apply) ☐ School newspaper—5 points ☐ Local paper—5 points ☐ Social media—5 points ☐ Other (specify)—5 points		5 5 5 5	
4. Conducted member/officer installation event (attach evidence, including photos, explanation of event, program/agenda, % of membership participation)		10	
5. Conducted an awards event for members (attach evidence, including photos, explanation of event, program/agenda, % of membership participation)		10	
6. 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 (International Thrive level—meet at least 2 categories of growth) (see national DECA Chapter Campaign Guidelines) (attach National DECA notification of campaign level met—current year)	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) (attach National DECA notification of campaign level met—current year)	20	
3.	Promotional Activities Campaign—3 school outreach, 3 success stories of alumni, 3 community outreach activities (see national DECA Chapter Campaign Guidelines) (attach National DECA notification of campaign level met—current year)	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) (attach National DECA notification of campaign level met—current year)	20	
5.	Advocacy Campaign—3 school outreach activities, 3 public policy makers outreach, 3 community outreach activities (see national DECA Chapter Campaign Guidelines) (attach National DECA notification of campaign level met—previous year)	20	
DECA Competition		Possible Points	Earned Points
1.	Chapter competed at the District Level—choose 1 (attach current year registration invoice for the competition, and proof of payment)		
	☐ 1-20% of members—5 points	5	
	☐ 21-40% of members—10 points	10	
	☐ 41-60% of members—15 points	15	
	☐ 61-80% of members—20 points	20	
	☐ 81-100% of members—25 points	25	
2.	Organized and/or participated in an event to prepare for NM DECA CDC (this could be a local chapter event or regional event) (attach evidence, photos, agenda, registration)	10	
3.	Chapter competed at the State Level—choose 1 (attach current year registration invoice for the competition, and proof of payment)		
	☐ 1-20% of members—5 points	5	
	☐ 21-40% of members—10 points	10	
	☐ 41-60% of members—15 points	15	
	☐ 61-80% of members—20 points	20	
	☐ 81-100% of members—25 points	25	
4.	Organized and/or participated in an event to prepare for DECA ICDC (this could be a local chapter event or regional event) (attach evidence, photos, agenda, registration)	10	
5.	Chapter competed at the previous ICDC Level—choose 1 (attach previous year registration invoice for the competition, and proof of payment)		
	☐ 1-25% of members—5 points	5	
	☐ 26-50% of members—10 points	10	
	☐ 51-75% of members—15 points	15	
	☐ 76-100% of members—20 points	20	
6.	Members who placed as a finalist in their event at the previous ICDC (attach list of finalists from previous year at ICDC) 5 points for each member, a maximum of 50 points	Max 50	
7.	Members who place in the top 10 in their event at the previous ICDC (attach list of top 10 finishers from previous year at 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, certificate of completion/attendance)			
☐ Professional Development Series ICDC workshops—10 points		10	
☐ Emerging Leader Summit—10 points		10	
☐ DECA Advisor Professional Learning Virtual Conference—10 points		10	
☐ NM DECA Advisor Academy—10 points		10	
☐ CTSO Advisor Academy—10 points		10	
☐ NM ACTE Conference—10 points		10	
☐ ACTE Vision Conference—10 points		10	
☐ Fall Leadership Rallies—10 points		10	
☐ Ultimate DECA Power Trip Professional Development—10 points		10	
☐ PED-CCRB DECA Canvas Course—10 points		10	
☐ Other—10 points		10	
Chapter Social Media Presence		Possible Points	Earned Points
(attach evidence of social media accounts and current year posts, screenshots with dates)			
☐ Instagram—10 points (if allowed by school district)		10	
☐ Facebook—10 points (if allowed by school district)		10	
☐ Twitter—10 points (if allowed by school district)		10	
☐ Web page—10 points (can be a DECA Chapter website, where allowed, or within the school's website)		10	
☐ CTLP Social Media Challenge—10 points for completion of the challenge		10	
☐ Other (specify)		10	
Total Chapter Points		785	