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The **Community Service Project** is a chapter project that provides an opportunity for chapter members to develop a better understanding of the role civic activities have in society, to make a contribution to a community service or charity, and to learn and apply the principles of the numerous components of marketing management. The purpose of the Community Service Project is to provide an opportunity for the chapter members to demonstrate the knowledge and skills necessary in planning, organizing, implementing and evaluating a community service project.

The project may be conducted anytime between the close of the previous chartered association conference and the beginning of the next chartered association conference. The project requires DECA chapter members to develop a manual on the procedures of planning, implementing, coordinating and evaluating the project.

OBJECTIVES

The Community Service Project provides an opportunity for chapter members to

- demonstrate their understanding of the role of community service within their community
- plan and conduct a project to benefit a community service or charity
- evaluate the project's effectiveness in meeting the stated goals

Major emphasis should be placed on

- selecting the community service project
- implementing and coordinating the project
- evaluating the project



1 TO 3 PARTICIPANTS



PAGES ALLOWED



PRESENTATION TIME

EVENT OVERVIEW

- The project consists of two major parts: the **written document** and the **oral presentation** by chapter representatives. The written document will account for 60 points and the oral presentation will account for the remaining 40 of the total 100 points.
- This is a project for the entire DECA chapter. **One to three** chapter representatives may participate in the oral presentation. All chapter representatives must present the project to the judges.
- The body of the written entry must be limited to **30 numbered pages**, including an appendix (if an appendix is attached), but excluding the title page and the table of contents.
- The **Written Event Statement of Assurances and Academic Integrity** must be signed and submitted with the entry. Do not include it in the page numbering.
- The chapter representatives may bring all visual aids to the event briefing. Only approved visual aids may be used during the presentation.
- The oral presentation may be a maximum **15 minutes** in length, including time for the judge's questions.
- The judge will evaluate the presentation, focusing on the effectiveness of public speaking and presentation skills and how well the chapter representatives respond to questions that the judge may ask.



KNOWLEDGE AND SKILLS DEVELOPED

Chapter representatives will demonstrate knowledge and skills needed to address the components of the project as described in the content outline and evaluation forms.

Participants will also develop many 21st century skills, in the following categories, desired by today's employers:

- Communication and Collaboration
- Critical Thinking and Problem Solving
- Information Literacy
- Leadership and Responsibility
- Productivity and Accountability
- Creativity and Innovation
- Flexibility and Adaptability
- Initiative and Self-direction
- Media Literacy
- Social and Cross-cultural Skills

A crosswalk is available at www.deca.org that shows which 21st century skills are developed by participating in each competitive event.

Many Common Core Standards for Mathematics and English Language Arts & Literacy are supported by participation in DECA's competitive events. Crosswalks are available at www.deca.org that show which common core standards are supported by participating in each competitive event.

FORMAT GUIDELINES FOR THE WRITTEN ENTRY

The written entry must follow these specifications. Refer also to the Written Entry Checklist and the Written Entry Evaluation Form. A Written Event Statement of Assurances and Academic Integrity must be signed and submitted with the entry. Do not include it in the page numbering.

Title page. The first page of the written entry is the title page. It must include in any order, but is not limited to, the following:

- COMMUNITY SERVICE PROJECT
- Title of the project
- Name of DECA chapter
- Name of high school
- School address
- City, State/Province, ZIP/Postal Code
- Names of chapter representatives
- Date

Title page will *not* be numbered.

Table of contents. The table of contents should follow the title page. The table of contents may be single-spaced and may be one or more pages long. The table of contents page(s) will not be numbered.

Body of the written entry. The body of the written entry begins with Section I, Executive Summary and continues in the sequence outlined here. The first page of the body is numbered 1 and all following pages are numbered in sequence. Page numbers continue through the bibliography (required) and the appendix (optional).

Follow this outline when you write your entry. Points for each section are included on the Written Entry Evaluation Form. Each section must be titled, including the bibliography and the appendix.

- I. EXECUTIVE SUMMARY
 - One- to three-page description of the project
- II. INTRODUCTION
 - A. Historic background of the selected community service or charity
 - B. Description of the local DECA chapter, school and community
- III. CONTRIBUTIONS TO A NEEDED COMMUNITY SERVICE OR CHARITY
 - A. Purpose of the project
 - B. Rationale for selecting the community service or charitable project
 - C. Description of the benefits of the project to the chapter and chapter members' understanding of leadership development, social intelligence and community service
- IV. ORGANIZATION AND IMPLEMENTATION
 - A. Organizational chart, member involvement and job description
 - B. Description of the project and documentation
 - C. Impact goal for the beneficiary
- V. EVALUATION AND RECOMMENDATIONS
 - A. Evaluation of the project
 - B. Impact of the community service or charitable project
 - C. Recommendation(s) for future projects
- VI. BIBLIOGRAPHY

(Continued on next page)

VII. APPENDIX

An appendix is optional. Include in the appendix any exhibits appropriate to the written entry, but not important enough to include in the body. These might include sample questionnaires used, letters sent and received, general background data, etc.



CHECKLIST STANDARDS

In addition to following the outline provided, when preparing your written entry you must observe all of the following rules. The purpose of these rules is to make competition as fair as possible among the participant teams. Refer to the Written Entry Checklist on page 72 for a complete list of standards.



PRESENTATION GUIDELINES

- Prior to the presentation, the judge will evaluate the written portion of the entry. The major emphasis of the written entry is on the content. Drawings, illustrations and graphic presentations (where allowed) will be judged for clarity, not artistic value.
- The chapter representatives will present the project to the judge in a 15-minute presentation worth 40 points. (See Presentation Judging.)
- The presentation begins immediately after the introduction of the chapter representatives to the judge by the adult assistant. Each chapter representative must take part in the presentation.
- Each chapter representative may bring a copy of the written entry or note cards pertaining to the written entry and use as reference during the presentation.
- If time remains, the judge may ask questions pertaining to the project.
- The chapter representatives may use the following items during the oral presentation:
 - not more than three (3) standard-sized posters not to exceed 22¹/₂ inches by 30¹/₂ inches each. Participants may use both sides of the posters, but all attachments must fit within the poster dimensions.
 - one (1) standard-sized presentation display board not to exceed 36¹/₂ inches by 48¹/₂ inches.
 - one (1) desktop flip chart presentation easel 12 inches by 10 inches (dimensions of the page).
 - one (1) personal laptop computer.
 - cell phones/smartphones, iPods/MP3 players, iPads/tablets or any type of a hand-held, information sharing device will be allowed in written events *if* applicable to the presentation.
 - sound, as long as the volume is kept at a conversational level.
- Only visual aids that can be easily carried to the presentation by the actual chapter representatives will be permitted, and the chapter representatives themselves must set up the visuals. No set-up time will be allowed. Chapter representatives must furnish their own materials and equipment. No electrical power or Internet connection will be supplied.
- Materials appropriate to the situation may be handed to or left with judges in all competitive events. Items of monetary value may be handed to but may not be left with judges. Items such as flyers, brochures, pamphlets and business cards may be handed to or left with the judge. No food or drinks allowed.
- If any of these rules are violated, the adult assistant must be notified by the judge.



PRESENTATION JUDGING

Chapter representatives will make a 15-minute presentation to you. You may refer to the written entry, or to your notes, during the presentation.

At the beginning of the presentation (after introductions), the chapter representatives will describe the project. Allow the chapter representatives to complete this portion without interruption, unless you are asked to respond. Each chapter representative must take part in the presentation.

If time remains, you may ask questions that seem appropriate, based on your notes or on the written entry itself (to which you may refer during the presentation).

At the conclusion of the presentation, thank the chapter representatives. Then complete the Presentation Evaluation Form, making sure to record a score for all categories. Maximum score for the interview is 40 points.



COMMUNITY SERVICE PROJECT, 2016

Participant: _____

WRITTEN ENTRY EVALUATION FORM

Participant: _____

Participant: _____

I.D. Number: _____

Please refer to *Format Guidelines for the Written Entry* for a more detailed explanation of these items.

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
EXECUTIVE SUMMARY						
1.	One- to three-page description of the project	0-1	2	3	4	
INTRODUCTION						
2.	Historic background of the selected community service or charity	0-1	2	3	4	
3.	Description of the local DECA chapter, school and community	0-1	2	3	4	
CONTRIBUTIONS TO A NEEDED COMMUNITY SERVICE OR CHARITY						
4.	Purpose of the project	0-1	2-3	4	5	
5.	Rationale for selecting the community service or charitable project	0-1	2-3	4	5	
6.	Description of the benefits of the project to the chapter and chapter members' understanding of leadership development, social intelligence and community service	0-1	2-3	4	5	
ORGANIZATION AND IMPLEMENTATION						
7.	Organizational chart, member involvement and job description	0-1	2-3	4	5	
8.	Description of the project and documentation	0-1	2-3	4	5	
9.	Impact goal for the beneficiary	0-1	2	3	4	
EVALUATION AND RECOMMENDATIONS						
10.	Evaluation of the project	0-1	2-3	4	5	
11.	Impact of the community service or charitable project	0-1	2-3	4	5	
12.	Recommendation(s) for future projects	0-1	2	3	4	
APPEARANCE AND WORD USAGE						
13.	Professional layout, neatness, proper grammar, spelling and word usage	0-1	2-3	4	5	
Written Entry Total Points (maximum 60 points):						

Judge: A B C D E F G H I J (circle one)



COMMUNITY SERVICE PROJECT, 2016

Participant: _____

ORAL PRESENTATION EVALUATION FORM

Participant: _____

Participant: _____

I.D. Number: _____

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PRESENTATION						
1.	Opening presentation: description of the project; organization, clarity and effectiveness of the presentation	0-1	2-3-4	5-6	7-8	
TO WHAT EXTENT DID THE CHAPTER REPRESENTATIVES UTILIZE PROJECT MANAGEMENT SKILLS TO:						
2.	Initiate the project?	0-1	2-3	4	5	
3.	Execute and control the project?	0-1	2-3	4	5	
4.	Manage the project schedule?	0-1	2-3	4	5	
5.	Manage the project team?	0-1	2-3	4	5	
6.	Evaluate and close the project?	0-1	2-3	4	5	
GENERAL						
7.	Overall performance, organization of information and selection and use of graphic aids	0-1	2-3	4-5	6-7	
Presentation Total Points (maximum 40 points):						
RECAP: WRITTEN ENTRY (60):						
PRESENTATION (40):						
SUBTOTAL (100):						
LESS PENALTY POINTS:						
TOTAL SCORE:						

Judge: A B C D E F G H I J (circle one)