

LEADERSHIP PASSPORT PROGRAM (STATE ONLY)

The Arizona DECA Leadership Passport Program was created to provide individual member recognition for their DECA knowledge and career development efforts, all while supporting the DECA mission and being in line with DECA related program curriculum for classroom implementation.

Important dates:

Submission for all levels due on February 3, 2026

All tasks below must be completed on a individual basis in a progressive form. They must complete Blue Tier first, then Gold Tier and then Diamond Tier. There are 3 submission portals, one for each level: once the Blue tier is submitted, the Gold password will be shared, and then Diamond. All tasks must be completed in the 2025-2026 school year and cannot be duplicated/used again among tiers.

3 Tiers:

Diamond – Award presented at SCDC, Completion Lapel Pin & Certificate given at SCDC registration

Gold – Award presented at SCDC, Completion Lapel Pin & Certificate given at SCDC registration

Blue – Completion Lapel Pin & Certificate given at SCDC registration

BASE REQUIREMENTS FOR ALL TIERS - Submitted with Blue Tier

1. Develop a list of at least three (3) SMART academic goals, personal goals and DECA goals (Minimum of 9) for the 2025-2026 school year
2. Craft a resume and submit to your chapter advisor or chapter president for feedback

BLUE TIER must complete 2 tasks from each category

ACADEMICALLY PREPARED

1. Create a social media post promoting a DECA Activity at the local level
2. Participate in and/or host a mock competition
3. Attend a minimum of 3 competitive event practices at the local level
4. Host/Facilitate a Chapter DECA booth at a school-wide student organization fair or similar event.
5. Make a 30 second elevator speech video about the benefits of being a DECA member

COMMUNITY ORIENTED

1. Volunteer 25 hours of community service. Must be verified by your advisor
2. Help organize or participate in a chapter community service activity or fundraiser
3. Help organize or participate in a chapter activity that promotes #DECAMonth in November

PROFESSIONALLY RESPONSIBLE

1. Attend 4 chapter meetings. Submit proof of attendance (sign in sheet, meeting minutes with attendees lists, etc.)
2. Attend and compete in an association/district conference and write a 100 word summary about your day and experience competing
3. Attend an school or DECA Chapter networking event.
4. Speak about DECA at a non-chapter meeting (such as a civic organization or other student organization)
5. in 250 words or more, share how your participation in DECA has prepared you professionally

EXPERIENCED LEADERS

1. Participate in at least 1 of Arizona DECA's Fall Conferences: FLC or NASCAR Day
2. Create a poster about how DECA has impacted your life thus far
3. Attend a community or chapter event about leadership or complete an online leadership course
4. Create or lead a chapter fundraiser
5. Interview an Arizona DECA State Officer about their experience in DECA. Ask them about their experiences and their path to leadership, then write about the interview

LEADERSHIP PASSPORT PROGRAM (continued)

GOLD TIER must complete 4 tasks from each category

ACADEMICALLY PREPARED

1. Design a marketing piece that encourages students to be a member of DECA
2. Participate in and/or host a mock competition
3. Present a competitive event training session you have prepared yourself (at least 15 minutes in length) to your chapter
4. Make a 1-3 minute oral informational presentation about DECA to a DECA related class or at a chapter meeting. You must submit a pdf of the presentation and a picture of you presenting the presentation
5. Prepare a local calendar of activities for your local chapter that has a minimum of 2 activities a month
6. in 250 words or more, explain the importance of Personal Financial Literacy

COMMUNITY ORIENTED

1. Volunteer 25 hours of community service (above the 25 Blue Tier Hours, total 50 hours)
2. Help organize or participate in a chapter charity drive or fundraiser
3. Help organize or participate in a chapter project in cooperation with another student organization on campus
4. Help organize or participate in a chapter activity that promotes #DECAMonth in November
5. Research community service grants that are available and present your findings and recommendation on grants to the Local DECA officer team and Local Advisors in a one page memo

PROFESSIONALLY RESPONSIBLE

1. Attend 4 chapter meetings. Submit proof of attendance (sign in sheet, meeting minutes with attendees lists, etc.)
2. Attend and compete in an association/district conference and write a 100 word summary about your day and experience competing.
3. Attend an school or DECA Chapter networking event
4. Speak about DECA at a non-chapter meeting (such as a civic organization or other student organization)
5. in 250 words or more, share how your participation in DECA has prepared you professionally

EXPERIENCED LEADERS

1. Participate in at least 1 of Arizona DECA's Fall Conferences: CAMP DECA, FLC or NASCAR Day
2. Create a 10 slide pitch deck how your participation in DECA has prepared you to be an experienced leader. Give this presentation to your chapter
3. Write a letter to your school's superintendent or administration about the benefits of DECA
4. Post a video online around one of the following topics: chapter recruitment, fundraising, competition, or a testimonial about the benefits of DECA Share it and tag @arizonadeca on social media
5. Write a letter to an adult to recruit a new professional DECA Member for your chapter. In the letter, ask them to serve by helping with your activities, projects, as a guest speaker, etc. The adult must join as a professional member for your chapter to receive credit
6. Interview a DECA alumni about their experiences and their path to leadership, then write a 250 word report about the interview and post to social media or a newsletter of your choice

DIAMOND TIER must complete 5 tasks from each category

ACADEMICALLY PREPARED

1. You are hired by your local Student Based Enterprise to create a marketing plan for your Local Chapter's Retail store. You have to create a presentation to present to your local officers and advisor. Create a video of your presentation as if you were presenting it to them.
2. Participate in and/or host a mock competition
3. Register for the State Career Development Conference
4. Present a competitive event training session you have prepared yourself (at least 15 minutes in length) to your chapter
5. Participate in the first round of the DECA Stock Market Game. deca.org/compete
6. Help host a Local DECA booth at a campus-wide student organization fair or similar event
7. Host an in-person or virtual information session at a local high school about the benefits of joining DECA
8. Write a 500 word reflection of how DECA has helped to academically prepare you for college and beyond

COMMUNITY ORIENTED

1. Volunteer 50 hours of community service (above the 25 Blue & Gold Tier Hours, total 100 hours)
2. Help organize or participate in a chapter charity drive or fundraiser
3. Participate in an association or school-sponsored community service project
4. Help organize or participate in a chapter project in cooperation with another student organization on campus
5. Participate in a literacy project: i.e. visit a kindergarten classroom and read a book, tutor in an afterschool program, or help plan a chapter book drive. Write a 100 word summary and include a picture of your involvement
6. Participate in at least five (5) #DECAMonth challenges on social media. Submit your post
7. Write a 250 word reflection about your contribution to the greater community through your DECA chapter. At least 1 picture of you at a community service event must be included in the reflection

PROFESSIONALLY RESPONSIBLE

1. Invite an alumni member, professional division member or other business professional as a guest speaker to a chapter event
2. Attend and compete in an association/regional/invitational conference and write an article about the experience for DECA Direct Online. www.decadirect.org/submit-articles
3. Attend a community or campus-based seminar about ethics or diversity.
4. Attend an on-campus or community networking event
5. Create a 10 minute presentation about your dream career and what you need to turn that dream into a reality. Include a part about how DECA is going to help you achieve this dream career
6. Speak about DECA at a non-chapter meeting (such as a civic organization or other student organization). Share how your participation in DECA has prepared you professionally. Describe activity in a 100 word summary and include a picture of you speaking
7. Complete a job shadow or internship and create a 10 slide pitch deck about your experience and its relation to DECA
8. Write a Business Letter to a local company explaining the importance of CTSO's in today's world.
9. Receive The SBE Individual Certification between October 1, 25 - February 3, 26.

EXPERIENCED LEADERS

1. Hold an elected chapter or association leadership position
2. Serve as an appointed committee chair or project manager for special event, project or initiative
3. Participate in a DECA Inc Conference (ELS, Power Trip or SEM)
4. Present a leadership training session you have prepared yourself (at least 15 minutes in length) to your chapter
5. Share how your participation in DECA has prepared you to be an experienced leader.
6. Attend a community or campus-based seminar or event about leadership or complete an online leadership course
7. Serve on an Arizona DECA State Council.
8. Plan an ice breaker for your local chapter members and present it at a local chapter meeting or in a class. Type a 100 word summary of the activity, submit PDF
9. Write a letter to adult to recruit three new professional DECA Member for your chapter. In the letter, ask them to serve by helping with your activities, projects, as a guest speaker, etc. The three adults must join as a professional member for your chapter to receive credit
10. Interview a DECA alumni about their experiences and their path to leadership, then write about the interview and post to social media or published in newsletter of choice