

Understanding and Avoiding Penalty Points

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What is the Purpose of the Competitive Event Checklist?

- Page 84 in the 2010-2011 DECA Guide
- Ensures fairness
- Maintains a level/equal playing field for all competitors
- Allows for consistent evaluation by judges

DECA Competitive Event Checklist, 2011

Written Entry Checklist Participant(s): _____
 Event Name _____ I.D. Number: _____

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

	Checked	Penalty Points Assessed	Page No.
1. The Written Event Statement of Assurances must be signed and submitted with the entry.	_____	15	_____
2. Entries submitted in an official DECA written event folio.	_____	5	_____
3. Sheet protectors may not be used.	_____	5	_____
4. Limited to the number of pages specified in the guidelines (plus the title page and the table of contents).	_____	5 (per page)	_____
5. All pages are numbered in sequence starting with the executive summary.	_____	5	_____
6. Major content must be at least double-spaced (not space-and-a-half). Title page, table of contents, executive summary, bibliography, appendix, footnotes, long quotes, material in tables, figures, exhibits, lists, headings, sample letters, forms, etc., may be single-spaced.	_____	5	_____
7. Entry must be typed/word processed. Handwritten corrections will be penalized. Charts and graphs may be handwritten.	_____	5	_____
8. Paper is 8½ inches x 11 inches. No fold-outs, attachments, tabs used.	_____	5	_____
9. The body of the written entry follows the sequence outlined in the guidelines. Additional subsections are permitted.	_____	5	_____

Total Penalty Points Assessed _____

*A check indicates that the item has been examined.
 A circled number indicates that an infraction has been noted.
 A page number indicates the location of the infraction.*

What are Penalty Points?

- Points deducted from a written report because the report did not follow the criteria established on the Competitive Event Checklist.

1. The Written Event Statement of Assurances must be signed and submitted with the entry. 15 Points

- Page 85 in the 2010-2011 DECA Guide
- Completely fill out and sign the form
- Hole punch and place in front of the folio

DECA Written Event Statement of Assurances, 2011

Research and report writing are important elements of modern business activities. Great care must be taken to assure that the highest ethical standards are maintained by those engaging in research and report writing. To reinforce the importance of these standards, all written entries in DECA's Competitive Events Program must submit this statement as part of the entry. The statement must be signed by the DECA member(s) and the chapter advisor.

I understand the following requirements are set forth by DECA Inc. for all Competitive Event entries containing a written component. These requirements are additional to the general rules and regulations published by DECA Inc. By signing this statement, I certify that all are true and accurate as they relate to this entry.

1. The contents of this entry are the results of my work or, in the case of a team project, the work of current members of this DECA chapter.
2. No part of this entry has previously been entered in competition.
3. This entry has not been submitted in another DECA Competitive Event.
4. Credit for all secondary research has been given to the original author through the project's bibliography, footnotes or endnotes.
5. All activities or original research procedures described in this entry are accurate depictions of my efforts or, in the case of team projects, the efforts of my team.
6. All activities or original research described in this entry took place during this school year or the timeline specified in the Event Guidelines.
7. I understand that DECA has the right to publish all or part of this entry. Should DECA elect to publish the entire entry, I will receive an honorarium from DECA. Chapters or individuals with extenuating circumstances may appeal the right to publish the entry to the executive committee of the board of directors prior to submission of the project for competition.

This statement of assurances must be signed and submitted with the entry, or the entry will be given 15 penalty points.

Participant's Signature

Participant's Signature

Participant's Signature

Print/Type Participant Name(s)

Competitive Event Name/School/State

To the best of my knowledge, I verify that the above statements are true and that the student's (students') work does not constitute plagiarism.

Chapter Advisor's Name

Chapter Advisor's Signature

Chapter Advisor's Email

Hole punch and place in front of the written entry. Do not count as a page.

2. Entries must be submitted in an official DECA written event folio.

5 Points

- Place the entire written report, Statement of Assurances, table of contents, appendix, etc. in a folio.
- Available from DECA Images



3. Sheet protectors may not be used. 5 Points

- Do not place pages from written report in sheet protectors.



4. Limited to the number of pages specified in the guidelines (plus title page and table of contents). 5 Points/Page

- 11 pages max for ADC, ENPI, ENPF, FMP, and SMG
- 30 pages max for BOR, BMOR, FOR, HTOR, SEOR, CSP, CMP, EPP, FLPP, LEP, PRP, ENW, IBP, and IMP

5. All pages are numbered in sequence starting with the executive summary.

5 Points

- The Title Page and the Table of Contents should not be numbered
- The Executive Summary should be page #1

Table of Contents

I.	Executive Summary.....	1
II.	Introduction.....	2
	A. Description of local DECA chapter.....	2
	B. Description of school and community.....	2
III.	Management of activities to inform chapter members.....	3
	A. Planning and purpose of activities.....	3
	B. Organization of learning activities.....	4
	C. Implementation of activities.....	6
IV.	Management of activities targeted at outside audience.....	10
	A. Planning and purpose of activities.....	10
	B. Organization of activities.....	12
	C. Implementation of activities.....	14
V.	Evaluation and Recommendations.....	20
	A. Evaluations of campaign parts III and IV.....	20
	B. Recommendations for new activities for future campaigns.....	21
VI.	Bibliography.....	24
VII.	Appendix.....	25

6. Major content must be at least double-spaced. 5 Points

- Title Page, Table of Contents, Executive Summary, Bibliography, Appendix, long quotes, footnotes, and lists may be single-spaced
- Material in charts or tables may be single-spaced

7. Entry must be typed/word processed.

5 Points

- There should be no handwritten corrections
- Only charts and graphs may be handwritten
- No handwritten page numbers

8. Paper is 8½ inches by 11 inches. No fold-outs, attachments, tabs used. 5 Points

- Nothing should extend past the dimensions of the paper



9. The body of the written entry follows the sequence outlined in the guidelines.

5 Points

- Each section should be addressed and titled
- Additional subsections are permitted

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-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. Description and 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
- 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.

9. Continued

- At ICDC, the Table of Contents and the Title Page will not be penalty pointed.
- Reviews will begin on page 1, the Executive Summary.

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 appendix (optional).

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

- I. EXECUTIVE SUMMARY
One-page description of the project
- II. INTRODUCTION
Type of business proposed, a brief description of the major product/service involved, sources of information (interviews and research sources), a brief description of advisors and their involvement
- III. ANALYSIS OF THE BUSINESS SITUATION
 - A. Self-analysis
Personal business experience and training/education in the proposed field, personal business strengths and weaknesses, demonstrated willingness to take risks, a brief plan for personal development in the proposed field
 - B. Trading area analysis
 - 1. General data: geographic, demographic, economic
 - 2. Competitive data: present competitors (listed and briefly described), competitive advantages and disadvantages of the proposed business

Common Reasons Penalty Points are Assigned

- Not using the current year's event guidelines
 - Guidelines change from year to year
- Not signing the Statement of Assurances
- Leaving out sections in the body of the written entry