



STATE ONLY CHALLENGES

Cover Design Challenge

Due: Dec. 15

Purpose: To create a design to be used as our event logo on the conference app and on our media pieces at the State Career and Development Conference that successfully and creatively uses this year's theme in a professional manner.

Specifications

- The following must be included in the artwork submitted to MASS-DECA:
 - 65th Massachusetts DECA or MASS-DECA Career Development Conference
 - The DECA logo
- Theme: "Shoot for the Stars!"
- All artwork must be submitted to the Massachusetts DECA Google Classroom in the appropriate state only event folder. You must have a personal gmail account to join this classroom. The classroom code is qnr4dkr
- Name of student, chapter & contest emailed entry should be the name of the saved file; for example: JohnDoeNortonCover You may submit multiple entries, just be sure to number each one at the end of the saved file. For example: JohnDoeNortonCover2
- Do **not** use copyrighted logos or graphics. Sports logos are copyright protected, which means we cannot use them. Disney characters, parks and logos are all copyright protected and property of Disney. We cannot use it.
- It is recommended that artwork be computer generated or drawn in marker
- The winner will be selected by the MA DECA State Action Team and recognized at the State Career Development Conference. If the State Action team does not see any of the submitted designs fitting, we reserve the right to create and use one of our own.

Incentive

- The winner will receive 1 IGNITE, ELEVATE or ASPIRE non-transferable
- The artwork will be used on our conference app and any printed materials
- Our AV company will turn it into a moving logo and use it on the slides during the sessions
- Recognition of the winner will be at the 2024 State Conference

Video Challenge

Due: Jan. 19

Description: To showcase a new state promotional video. This video should be made with the purpose of promoting DECA and recruiting new members. The video should show why you think individuals should join DECA and what it means to be a DECA member.

Specifications:

- This is an individual event
- Filming actual DECA exams, role plays, or presentations is not allowed.
- All videos must be submitted to the Massachusetts DECA Google Classroom in the appropriate state only event folder. You must have a personal gmail account to join this classroom. The classroom code is qnr4dkr
- Massachusetts DECA retains the rights on any submissions
- Videos should be a minimum of 1 minute and a maximum of 3 minutes in length
- The winner will be chosen by the State Action Team
- Do not focus solely on your chapter, show other chapters and/or districts
- Showcase various DECA events throughout the year
- Try to attend as many DECA events as possible (Power Trip, Social Events, MDA Events, Districts, & States). However, you will not be penalized for missing any number of these.
- Film a mock role play, test, or project presentation (don't forget proper dress attire)
- Use catchy, upbeat music
- Convey what you love about DECA in your video

Incentive:

- The winner will receive 1 IGNITE, ELEVATE or ASPIRE non-transferable spot
- The video will be shown at the Opening Session during the State Conference
- The video will be posted on the MA DECA website for the next school year
- Recognition of the winner will be at the 2024 State Conference

T-Shirt Design Challenge

Due: Jan. 19

Purpose: To create a design to be used on our T-shirt at the State Career Development Conference. The T-shirt may be worn in place of formal business attire to the entertainment activities during SCDC.

Specifications

- Massachusetts DECA or MASS-DECA
- The State Conference theme: "Shoot for the Stars!"
- All artwork must be submitted to the Massachusetts DECA Google Classroom in the appropriate state only event folder. You must have a personal gmail account to join this classroom. The classroom code is qnr4dkr
- Name of student, chapter & contest entry should be the name of the saved file; for example: JohnDoeNortonTshirt You may submit multiple entries, just be sure to number each one at the end of the saved file to avoid confusion. For example: JohnDoeNortonTshirt2
- Entries must be computer generated (clip art, print shop).
- Do **not** use copyrighted logos or graphics. Sports logos are copyright protected, which means we **cannot** use them. Disney characters, parks and logos are all copyright protected and property of Disney. We **cannot** use it.
- The winner will be selected by the State Action Team.
- If using color, limit your design to the use of 3 colors, our manufacturer cannot do more than that within our budget.

Incentive

- The winner will receive 1 IGNITE, ELEVATE or ASPIRE non-transferable spot
- The t-shirt may be worn to the entertainment activities during SCDC instead of formal business attire
- Recognition of the winner will be at the 2024 State Conference

Pin Design Challenge

Due: Jan. 19

Purpose: To create a design to be used as a trading pin at DECA's International Conference

Specifications of Design:

- Should say Massachusetts DECA, MASS-DECA or MA DECA
- Something that is significant or represents Massachusetts. Do **not** use this year's state theme since the pins will be traded with other state and country associations and we want something that represents Massachusetts not our state theme.
- All artwork must be submitted to the Massachusetts DECA Google Classroom in the appropriate state only event folder. You must have a personal gmail account to join this classroom. The classroom code is qnr4dkr
- Name of student, chapter & contest entry should be the name of the saved file; for example: JohnDoeNortonPin. You may submit multiple entries, just be sure to number each one at the end of the saved file. For example:
JohnDoeNortonPin2
- Preferable that entries be computer generated (clip art, print shop) but if drawn, please note that the design will be modified to be compatible in a digital pin format by the chosen pin design company and approved by the State Action team.
- All entries must be large and clear enough for the pin design artist to recreate the artwork, although the pin will be 1"-2" in diameter, based on design.
- The winner will be selected by the State Action Team.

Incentive

- The winner will receive 1 IGNITE, ELEVATE or ASPIRE- non-transferable
- The winning pin will be distributed to all attending MA DECA members to trade at ICDC
- Recognition of the winner will be at the 2024 State Conference

Hat Design Challenge

Due: Jan. 19

Purpose: To create a fun design that will be printed on a hat to be given out at DECA's International Conference

Specifications of Design:

- Can say Massachusetts DECA, MASS-DECA or MA DECA
- Can be something that is significant or represents Massachusetts.
- All artwork must be submitted to the Massachusetts DECA Google Classroom in the appropriate state only event folder. You must have a personal gmail account to join this classroom. The classroom code is qnr4dkr
- Name of student, chapter & contest entry should be the name of the saved file; for example: JohnDoeNortonHat. You may submit multiple entries, just be sure to number each one at the end of the saved file. For example:
JohnDoeNortonHat2
- Entries must be available to be bought in bulk, or be able to be printed on a bucket/baseball/foam hat.
- Do not use copyrighted logos or graphics. Sports logos are copyright protected, which means we cannot use them. Disney characters, parks and logos are all copyright protected and property of Disney. We cannot use it.
- Entries must be computer generated (clip art, print shop)
- The winner will be selected by the State Action Team. If no designs are chosen, the State Action Team reserves the right to use their own design.

Incentive

- The winner will receive 1 IGNITE, ELEVATE or ASPIRE- non-transferable
- The winning hat will be distributed to all attending MA DECA members at ICDC
- Recognition of the winner will be at the 2024 State Conference

Photo Challenge

Due: Jan. 19

Purpose: Demonstrating creative and spirited nature of DECA members in a creative setting

Specifications

- Take a photo of yourself (or with other DECA members) wearing your favorite DECA attire/gear.
- Be creative with settings, poses, props, backgrounds, etc.
- If using the DECA diamond logo, be sure you are following the copyright rules (no distortion of logo, nothing inside the diamond, correct colors, etc.)
- All photos must be submitted to the Massachusetts DECA Google Classroom in the appropriate state only event folder. You must have a personal gmail account to join this classroom. The classroom code is qnr4dkr
- Name of student, chapter & contest entry should be the name of the saved file; for example: JohnDoeNortonPhoto. You may submit multiple entries, just be sure to number each one at the end of the saved file. For example: JohnDoeNortonPhoto2
- More than 2 members may be in the photo, however only 1 ASPIRE, IGNITE or ELEVATE spot will be given
- Must be appropriate
- Be creative
- The winning photo will be selected by the State Action Team

Incentive

- The winner will receive 1 IGNITE, ELEVATE or ASPIRE-non-transferable
- The winning photo may be featured on Massachusetts DECA social media.
- Recognition of the winner will be at the 2024 State Conference

NEW!-Meme Challenge

Due: Jan. 19

Purpose: The meme design challenge is a new state-only challenge! This meme challenge will consist of submitting a meme created by you.

Specifications

- Creativity is encouraged when creating your meme.
- The meme design shall be completely appropriate for all audiences with no profanity, no inappropriate images, and no inappropriate references.
- This meme should be a relatable concept for all DECA members across the state and should be related to MA DECA only.
- If using the DECA diamond logo, be sure you are following the copyright rules (no distortion of logo, nothing inside the diamond, correct colors, etc.)
- All memes must be submitted to the Massachusetts DECA Google Classroom in the appropriate state only event folder. You must have a personal gmail account to join this classroom. The classroom code is qnr4dkr
- Name of student, chapter & contest entry should be the name of the saved file; for example: JohnDoeNortonMeme. You may submit multiple entries, just be sure to number each one at the end of the saved file. For example:
JohnDoeNortonMeme2
- The winning meme will be selected by the State Action Team

Incentive

- The winner will receive 1 IGNITE, ELEVATE or ASPIRE-non-transferable
- The winning meme may be featured on Massachusetts DECA social media.
- Recognition of the winner will be at the 2024 State Conference

Largest Chapter Percentage Increase

Description

To recognize a chapter that has had the largest percentage increase in membership from the previous DECA school year with the understanding that the chapter has to have had a minimum of 10 members the previous year. Calculations are done Jan. 22.

Specifications

This award will be given to the chapter that has had the largest percentage increase in membership from the previous DECA year. Numbers will be taken from the final roster for the 2022-2023 school year and compared to the final roster for the 2023-2024 year.

Incentive

The chapter having the largest percentage increase will receive recognition at the State CDC and will also be recognized at the ICDC Leadership Reception.

Largest Chapter

Description

To recognize a chapter for successful efforts in recruitment.

Specifications

This award will be given to the chapter that has the largest high school membership in MASS-DECA on the final roster for the 2023-2024 school year.

Incentive

The largest chapter will receive recognition at the State CDC and will also be recognized at the ICDC Leadership Reception.

Largest Chapter-Alumni

Description

To recognize a chapter for successful efforts in alumni recruitment.

Specifications

This award will be given to the chapter that has the largest alumni membership in MA DECA on the final roster for the 2023-2024 school year.

Incentive

The chapter with the largest alumni membership will receive recognition at the State CDC.