VIRGINIA DECA & SAT 75 PRESENTS THE...

VIRGINIA DECA MEMBERSHIP VIDEO CHALLENGE

We are challenging YOU to create a membership video that can be used around the state next year!

Your goal is to inspire new members to be a part of DECA!

Challenge Information

The winning video will be used STATEWIDE so we ask that you make sure it can be shown at high schools across Virginia. Submissions will be reviewed by a panel of former DECA teachers and advisors who are no longer associated with chapters.

- The top three chapters will be verbally announced at the 2020 State Leadership Conference
- 2 representatives from the winning chapter will be recognized on stage, receive a plaque, and have their video shown during the opening session
- Video will be featured on vadeca.org and promoted as the official 2020-2021 Virginia DECA Membership Video!

Challenge Information

Submissions due: Monday, February 10th 2020

Where to submit: Email your video to vadecasat@gmail.com with the subject **"Your Chapter - Virginia DECA Membership Video"**

Video Rubric

Video submissions will be judged based on 3 categories...

Relevance

Execution

Creativity

Video Rubric

Relevance:

- Video focuses on why students should become Virginia DECA members
- Generates excitement and enthusiasm
- Able to be used at high schools and middle schools around the state
- Highlights membership benefits (networking opportunities, attending conferences, real world experiences)

Execution:

- Must be between 30 seconds to 1 minute 30 seconds
- Put together in a professional and smooth manner
- Audio is clear and easy to understand
- Video is steady and pleasing to watch
- Background music/sound is appropriate

Creativity:

- Video grabs people's attention
- Uses a variety of shots to keep audience engaged
- Video concept is original and hasn't been done before