



# Digital Outstanding Chapter

## Event Summary

The purpose of the JAGCA Outstanding Chapter recognition is to encourage local chapters to achieve the JAGCA goals by implementing a plan of work with a focus on the development of leadership skills, career opportunities, and service learning among chapter members, and to document achievements in the form of an annual Chapter Book.

This event is designed as a recognition opportunity. Due to the cost prohibitive nature of our previous chapter books, the Outstanding Chapter will now be Digital Outstanding Chapter. The digital chapter “books” will showcase the same achievements and participant contributions whilst also providing students an opportunity to digitally design and share their work.

## Event Code

OC

## Event Type

Chapter Event

## Dress Code

Competitors must be in official JAGCA uniform or in proper business attire for the Digital Outstanding Chapter display time. The display session remains optional, and it is recommended that competitors bring a tablet or computer to showcase their digital outstanding chapter books.

## General Rules

1. Competitors in this event must be active members of JAGCA and be in good standing.
2. Eligible divisions to compete in the Digital Outstanding Chapter (OC) event:
  - Middle School
  - High School
  - Out-of-School/Collegiate
3. Competitors must be familiar with and adhere to the “General Rules and Regulations of the JAGCA Competitive Events Program (GRR).”

## Event Guidelines

JAGCA Digital Outstanding Chapter Book is a chapter-wide event where all members collaborate to document and showcase their achievements during the school year through a dynamic digital format. This event is designed to give chapters the opportunity to creatively display their accomplishments while also demonstrating their digital design skills. Chapters earn recognition by accurately and creatively documenting their activities, as outlined in the event rating sheet. Those who meet the required point threshold will be honored with the JAGCA Digital Outstanding Chapter Award.

### Outstanding Chapter recognition overview:

- This event is not intended to pressure your chapter into submitting activities for every category. Instead, the focus should be on planning and executing meaningful activities, then effectively presenting them in the Digital Chapter Book. Emphasis should be on the quality and impact of your chapter's activities, rather than on elaborate embellishments.
- The Digital Chapter Book should prioritize the content that earns points, ensuring that the substance of your chapter's work is the main focus. While creativity is encouraged, it should serve to enhance the presentation of your chapter's achievements rather than detract from it.
- All entries must be submitted as a digital book via the Headrush platform by March 15. This digital book should be well-organized and easy to navigate, with all materials formatted to ensure clarity and readability.

 **Submit documents via Headrush March 15. <https://tinyurl.com/46fmnyx9>**

- The Digital Chapter Book will include materials documenting chapter activities from July 1 through the National CDC of the school year. Be sure that all activities within this time frame are thoroughly and accurately recorded to reflect your chapter's efforts and achievements.
- There is no strict page limit, but chapters should aim to keep their digital book concise and focused. The recommended length is equivalent to no more than 100 physical pages. Be mindful of the overall presentation and avoid unnecessary clutter.
- The creation of the Digital Chapter Book must be the work of chapter members. While collaboration is key, ensure that the final product represents the efforts of the students themselves. All content should be original or properly cited if external sources are used.
- Upon submission, JAG National and the JAGCA will retain ownership of

the digital creations, allowing them to be used for future publications or promotional materials.

### **Digital Chapter Book Layout:**

- Cover Page (Page 1): The book should begin with a cover page that includes the following information:
  - Name of JAGCA Chapter
  - Division (Middle School, Secondary, or Out-of-School/Collegiate)
  - Name of School
  - City, State, and Zip Code
- Chapter Summary Page (Page 3): This should be a one-page summary of the JAGCA year, highlighting your chapter's achievements, activities, and any special moments. This page should give the reader a comprehensive understanding of your chapter's focus and accomplishments throughout the year.
- Activity Documentation: The remaining pages should be used to document your chapter's activities. There is no limit to the number of pages dedicated to a specific category, but the overall digital book should be concise and focused. The Chapter Book will contain materials from July 1 through the National CDC of the school year.
- To help the judges evaluate each category, each page must have a page heading aligned with the judge rating sheet. This will facilitate the judges in quickly finding the items to be evaluated on the rating sheet.

### **Outstanding Digital Chapter Event Details:**

- Chapters recognized at the state level are eligible to participate in the National CDC's Outstanding Digital Chapter event. Only one member per chapter should register for this event, and only the chapter name will be announced during the awards session.
- Before the National CDC competition, the Digital Chapter Book will be evaluated by two judges, who will independently rate it based on the judge rating sheet. The final score will be the average of the two judges' scores, and if there is a significant discrepancy between the scores, the judges may confer and adjust their ratings as necessary.
- Competitors have the option to display their Digital Chapter Book during the project display time in the main expo hall. This is an opportunity to showcase your chapter's work to the broader NCDC audience.

- All Digital Chapter Books that earn a minimum of 43 points will be recognized with a chapter plaque.
- On-stage Presentation Opportunity: Winners should be prepared to present on-stage during our Opening Ceremony to share their Digital Outstanding Chapter to the National network. A representative from JAG National will reach out before the event to coordinate the stage presentation. This opportunity is not guaranteed, and will be selected based on the impact of the student achievement and the time available for our Awards Ceremonies.

By moving to a digital format, this event allows students to demonstrate not only their accomplishments but also their digital literacy and creativity, skills that are increasingly important in today's world.

## **Digital Outstanding Chapter Book Layout**

### **Introduction**

Creating a Digital Chapter Book is a fantastic opportunity for your chapter to showcase its accomplishments in a creative and engaging way. This guide will help you navigate the process of organizing and presenting your chapter's activities digitally. By moving to a digital format, you gain the flexibility to include multimedia elements and advanced design techniques that will make your Chapter Book stand out. This digital project also allows members to develop valuable skills in digital design and technology, which are crucial in today's world.

### **Tech Tips for Success**

To create a successful Digital Chapter Book, you'll want to use a variety of tech tools that can enhance the quality and presentation of your content. Consider using design platforms like Canva or Adobe Spark for visually appealing layouts, and Google Docs or Microsoft Word for drafting written content. For multimedia elements, tools such as Animoto for videos, Tiki-Toki for timelines, and Prezi for dynamic presentations can make your content more engaging. Organize your work by using project management tools like Trello or Asana to keep track of tasks and deadlines. Remember, the goal is to create a polished and professional Digital Chapter Book that effectively communicates your chapter's achievements.

# Judge Rating Sheet

## Chapter Assessment



Use this form as a supplemental resource that allows you to self-assess your Digital Book before submitting via Headrush. Complete the Chapter Assessment form as honestly as possible. This will help you evaluate your work and anticipate the score you should expect from the judges.

Category	Page Numbers	Score (1-4)
1. <b>Cover Page:</b> Begin with a cover page that includes the name of your JAGCA Chapter, Division, School Name, City, State, and Zip Code. Use design tools like Canva to create a visually appealing cover that represents your chapter.		
2. <b>Membership List:</b> Compile a comprehensive list of all chapter members. Google Sheets or Microsoft Excel are excellent tools for creating and organizing this list, which can then be easily integrated into your Digital Chapter Book.		
3. <b>Chapter Summary:</b> Write a one-page summary highlighting the key achievements and activities of your chapter throughout the year. Tools like Google Docs or Microsoft Word can be used for drafting, while infographics can be added using Piktochart.		
4. <b>Chapter Description:</b> Describe your chapter's purpose, vision, and unique aspects. Enhance your description with visuals using Canva or Adobe Premiere Rush to create multimedia content.		
5. <b>Chapter Officers:</b> List the chapter officers, their roles, and contributions. Tools like Canva can help create a visually engaging officer directory with photos and bios.		
6. <b>Program of Work:</b> Document the chapter's planned activities and goals. Use Trello or Asana to track and organize these activities, then export and integrate them into your Digital Chapter Book.		
7. <b>Membership Events:</b> Highlight events focused on membership growth and engagement. Create timelines or event summaries using tools like Tiki-Toki or TimelineJS.		
8. <b>Career Awareness:</b> Detail your chapter's career exploration activities. Prezi or Google Slides can help you present this information in a dynamic and engaging way.		
9. <b>Community Service:</b> Document your chapter's community service projects. Create video summaries with Animoto or Adobe Spark Video to make these projects come to life.		
10. <b>School Service:</b> Showcase your chapter's contributions to the school community. Use photo galleries with Google Photos or Flickr to visually represent these activities.		

# Supporting Resource

## Chapter Book Layout



Category		Page Numbers	Score (1-4)
11.	<b>Publicity:</b> Highlight your chapter's efforts to publicize its activities. Incorporate social media analytics and screenshots using tools like Hootsuite or Buffer.		
12.	<b>JAGCA Newsletter:</b> Include newsletters created by your chapter. Use Mailchimp or Canva for professional designs, and embed PDFs or links in your Digital Chapter Book.		
13.	<b>National Service Project:</b> Document your chapter's involvement in the JAGCA National Service Project. Create video or photo essays using WeVideo or PicMonkey.		
14.	<b>JAGCA Week:</b> Highlight activities conducted during JAGCA Week. Use tools like Storify or Adobe Spark Page to create an interactive narrative of the week's events.		
15.	<b>Industry Partnerships:</b> Detail collaborations with local industries or businesses. Use Google Slides or Microsoft PowerPoint to create presentations showcasing these partnerships.		
16.	<b>Leadership Development:</b> Document leadership development activities. Record reflections or events using Zoom or Loom, and include these recordings in your book.		
17.	<b>Presentations:</b> Include presentations or speaking engagements made by chapter members. Platforms like Zoom or Microsoft Teams can record and share these presentations.		
18.	<b>Other Chapter Activities:</b> Highlight additional chapter activities. Create a digital portfolio or collage using Canva or Google Sites.		
19.	<b>State Career Development Conference:</b> Document your chapter's participation in the State Career Development Conference, including any awards received. Compile these recognitions using Pathbrite or Google Sites.		
		<b>Anticipated Judge Score</b>	

# Judge Rating Sheet

## Digital Outstanding Chapter



Team: \_\_\_\_\_

Section: \_\_\_\_\_

Division: \_\_\_\_\_

Judge: \_\_\_\_\_

Judge Signature: \_\_\_\_\_

Time In: \_\_\_\_\_

Time Out: \_\_\_\_\_

	4 points	3 points	2 points	1 point	Judge Score
<b>Cover Page</b> Required Information: Name of Chapter, Type of Program (Middle, Secondary or Out-of-School/Collegiate), Name of School, City, State, Zip	The project overview does not share relevant information to explain why the project launched.				
<b>Chapter Summary Reflection</b> A one-page summary of the JAGCA year: highlights, accomplishments, and anything special the chapter wants to emphasize. Someone reading this page should get a good sense of the chapter and what they focused on throughout the year.	A one-page summary of the JAGCA year exists				
<b>Chapter Description</b> Include a short description of the JAGCA chapter (setting, advisor(s), type of school, demographics, etc.) and documents that prove the chapter's achievements.	Describe the location of the school and chapter; school and chapter demographics; selection process; and overall list of classroom, chapter, conference, and community achievements.				
<b>Chapter Officers</b>	Photos, names, and duties of officers.				
<b>Program of Work</b> The Program of Work runs from July 1 to June 30 of the membership year and serves as a calendar or written plan of chapter activities for the year.	Program of work that includes month and activities.				

# Judge Rating Sheet

## Digital Outstanding Chapter

	4 points	3 points	2 points	1 point	Judge Score
<b>Membership</b> Activities that encourage membership in the JAGCA chapter.	Four or more activities that promoted membership in the JAGCA chapter.	Three activities that promoted membership in the JAGCA chapter.	Two activities that promoted membership in the JAGCA chapter.	One activity that promoted membership in the JAGCA chapter.	
<b>Career Awareness</b> Career awareness activities are specifically designed to promote learning about a variety of professions. Examples may include but are not limited to, a guest speaker, attending a career fair, touring business, etc.	Four or more activities that expose JAGCA members to one or more different professions.	Three activities that expose JAGCA members to one or more different professions.	Two activities that expose JAGCA members to one or more different professions.	One activity that exposes JAGCA members to one or more different professions.	
<b>Community Service</b> Community service is a donated service or activity by JAGCA chapter members that benefits the public in the local community. Service learning integrates meaningful community service with instruction to enrich the experience.	Four or more activities that provide a service to members of the community	Three activities that provide a service to members of the community.	Two activities that provide a service to members of the community.	One activity that provides a service to members of the community.	
<b>School Service</b> School service provides a benefit or service to the students or faculty at a school.	Four or more activities that provide a service to members of the school.	Three activities that provide a service to members of the school.	Two activities that provide a service to members of the school.	One activity that provides a service to members of the school.	
<b>Publicity</b> Publicity by the JAGCA chapter through a website, newsletter, local newspaper, TV, or other form of media, which is not part of their school, to the general public.	Four or more examples of publicity that communicates the JAGCA chapter's goals, purpose and/or activities.	Three examples of publicity that communicates the JAGCA chapter's goals, purpose and/or activities.	Two examples of publicity that communicates the JAGCA chapter's goals, purpose and/or activities.	One example of publicity that communicates the JAGCA chapter's goals, purpose and/or activities.	
<b>JAGCA Newsletter</b>	Chapter produces a newsletter. Sample provided.				
<b>Service Project</b> Guidelines found in JAGCA Competitive Events Guide	Chapter participates in National Service Project. Documentation provided.				



# Judge Rating Sheet

## Digital Outstanding Chapter



	4 points	3 points	2 points	1 point	Judge Score
<b>JAGCA Week</b> The JAGCA Week proclamation and suggestions are on the JAGCA website. Chapters can select any week to be JAGCA Week for their school.	Chapter participates in JAGCA Week. Documentation provided.				
<b>Industry Partnerships</b> Partnerships with community professionals or organizations. These may include but are not limited to involvement with the local business, job shadowing or internships.	Evidence of four or more partnerships that supports the goals of JAGCA and/or the partnering organization.	Evidence of three partnerships that supports the goals of JAGCA and/or the partnering organization.	Evidence of two partnerships that supports the goals of JAGCA and/or the partnering organization.	Evidence of one partnership that supports the goals of JAGCA and/or the partnering organization.	
<b>Leadership Development</b> An organized leadership training event for chapter members. This may include a JAGCA CDC, fall conference, leadership training with another CTSO, or a local leadership development experience for members.	Chapter members participated in four or more Fall Leadership Workshops, and/or other leadership development opportunities.	Chapter members participated in three JAGCA Fall Leadership Workshops, and/or other leadership development opportunities.	Chapter members participated in two NA Fall Leadership Workshops, and/or other leadership development opportunities.	Chapter members participated in one JAGCA Fall Leadership Workshop, and/or other leadership development opportunity.	
<b>Presentations</b> Program presented by the chapter that promotes business education, professional, or skilled careers – to school groups, community groups, or other stakeholders.	Provides four or more presentations that promote business education, professional, or skilled careers.	Provides three presentations that promote business education, professional, or skilled careers.	Provides two presentations that promote business education, professional, or skilled careers.	Provides one presentation that promotes business education, professional, or skilled careers.	
<b>Other Chapter Activities</b> Any chapter activity that does not fit in another category or is an additional activity from another category.	Four or more activities that clearly support the goals of JAGCA.	Three activities that clearly support the goals of JAGCA.	Two activities that clearly support the goals of JAGCA.	One activity that clearly supports the goals of JAGCA.	
<b>State Career Development Conference</b> To be added AFTER the state CDC.	Evidence of chapter participation in the state CDC.				
<b>Quality of Work</b> Evidence of high quality of work and creativity throughout the book.	Exemplary quality of work.			Meets requirements as listed within the guidelines.	
<b>Total Score:</b>					