



BE A HERO

IN THE EYES OF YOUR STUDENTS



**EMERGING LEADERS
AND ENTREPRENEURS**

IN MARKETING, FINANCE, HOSPITALITY AND MANAGEMENT

GREETINGS!

Dear New DECA Chapter Advisor,

Welcome to one of the best and most rewarding experiences of your professional career. As a DECA advisor, you will join a network of 5,000 educators who enrich their classrooms and extend their students' learning through DECA.

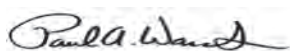
During my 30 years as a teacher and administrator, I have advised and supported DECA because of its value in motivating students and engaging parents and the community. DECA is the ideal classroom partner because our programs integrate into classroom instruction, apply learning, connect to business and promote competition.

DECA's incredible learning programs, including competitive events, leadership series and online challenges, tie directly to national curriculum standards and reinforce 21st Century Skills like creativity, problem solving, self-direction, social responsibility and technology fluency.

You are making a great decision to provide the DECA experience to your students and to enhance teaching and learning. Likewise, DECA is committed to helping you begin this rewarding endeavor, and this guide is just one of many resources DECA provides to lead you to a successful year.

On behalf of a dedicated team, we look forward to helping you and your students get the most out of DECA. Please feel free to contact any of us if we can be of assistance in helping you deliver this unparalleled learning opportunity.

Sincerely,



Paul A. Wardinski
Executive Director
DECA Inc.



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Find your association at www.deca.org/about/associations

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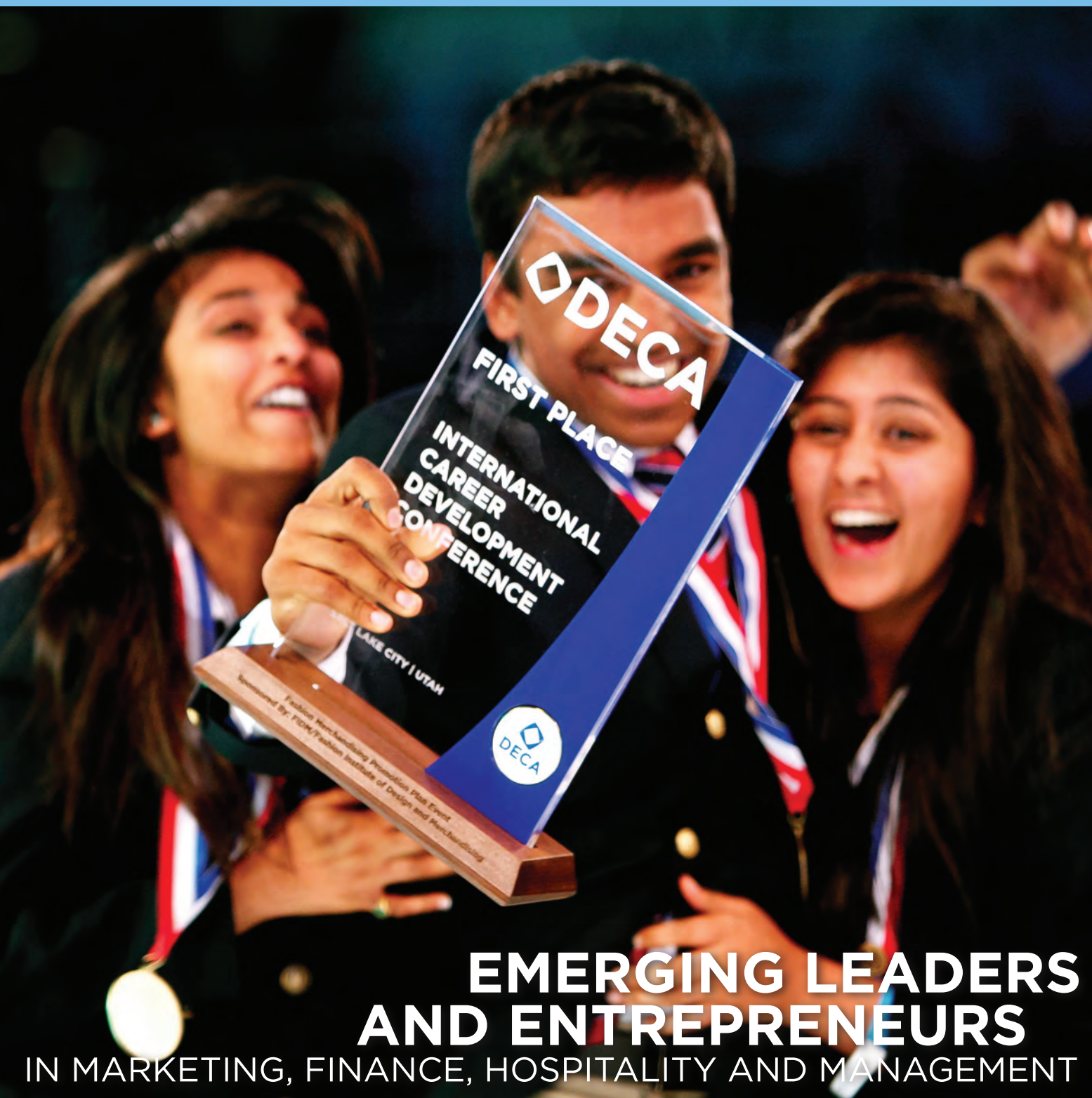
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DECA Inc. is a 501(c)(3) not-for-profit student organization that prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management. With more than 200,000 members, DECA operates in all 50 United States, the District of Columbia, Canada, China, Germany, Guam, Mexico, Puerto Rico and Spain. The United States Congress, the United States Department of Education and the state and international departments of education authorize DECA's programs. For more information, visit www.deca.org.
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EMERGING LEADERS AND ENTREPRENEURS

IN MARKETING, FINANCE, HOSPITALITY AND MANAGEMENT

Have you ever wondered why your school's sports teams motivate students with all kinds of academic skills? Coaches create a small community of players, focus their attention around specific goals, engage the community, use competition to motivate and teach, and celebrate success. This just described DECA. Welcome to the most exciting, flexible and valuable teaching and learning tool you will ever use. This guide is designed to help you use DECA to its fullest to prepare emerging leaders and entrepreneurs in marketing, finance, hospitality and management.

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LET'S TALK ABOUT DECA

Your local DECA chapter is part of a network of local, chartered association and international chapters that prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management. At the local level, you are able to choose from the array of international learning programs supported by your chartered association and integrate them into your classroom instruction to make learning vibrant and relevant. Here's a look at how your classroom connects to your chartered association and DECA Inc.

DECA | A GLOBAL NETWORK

With nearly a 70-year history, DECA has impacted the lives of more than ten million students, educators, school administrators and business professionals since it was founded in 1946. DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management in high schools and colleges around the globe. DECA Inc.'s headquarters, located in Reston, Virginia, houses both high school and college divisions and provides services to 215,000 members in 3,500 chapters in 50 states and five countries. DECA Inc. staff members work with

chartered associations, the board of directors, the student executive officer team, a program advisory council, the National Advisory Board and others to develop policies, instructional materials, professional development and competitions to enhance the DECA experience for advisors and members.

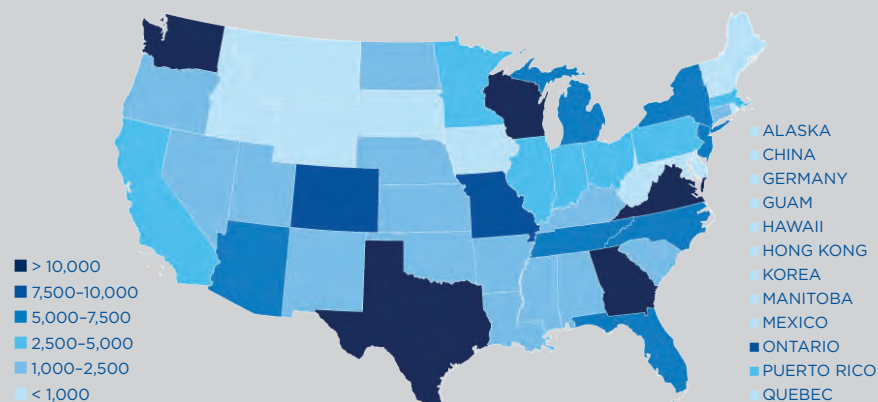
■ www.deca.org/about/structure

CHARTERED ASSOCIATIONS

Your chapter belongs to a chartered association, which implements programs and manages chapters in a geographical area — usually a state,

province or territory. Your chartered association is one of your most valuable assets in providing resources and leadership to help your local chapter thrive. Each chartered association has a key leader, known as an association advisor, who can provide support, put you in contact with nearby DECA chapters and connect you to local and chartered association activities. Your association advisor also implements your annual career development conference and leads your delegation to the International Career Development Conference. Association advisors are

CHARTERED ASSOCIATION MEMBERSHIP



great resources for questions regarding membership eligibility, dates and deadlines, conference registration, competitive events and other activities specific to your chartered association. While DECA Inc. produces guidelines for its comprehensive learning program, competitive events, membership and other activities, some chartered associations modify them to best fit their association, so it's advised to contact your association advisor for more information.

■ www.deca.org/about/associations

YOUR LOCAL CHAPTER

DECA brings your classroom to life while providing a network and support from across your association, country and globe. DECA chapters are organized around courses, programs of study, academies or other forms of career and technical education programs. A school may have multiple chapters with each reflecting the career focus or course content, or it may operate as a single chapter that includes one or more of the content areas in marketing, entrepreneurship, finance, hospitality or management.

High school chapters are recognized by the chartered associations, which set eligibility guidelines for membership. In many cases, high school students with interests in marketing, entrepreneurship, finance, hospitality or management join DECA when they are enrolled in a course within these content areas taught by a teacher who also serves as the DECA advisor. With this close connection to the curriculum, DECA members and advisors are able to integrate DECA activities into the classroom, apply the classroom experience to project-based activities, connect to business partners at all levels and utilize competition to improve their performance.

To make your chapter's membership official, login to DECA's online membership system and register your members. DECA student members and advisors pay minimal dues to the chartered association and DECA Inc. on an annual basis. The initial deadline for submitting dues is November 15. However, check with your association, as your chapter may have to follow earlier deadlines.

■ www.deca.org/membership/highschool



1950'S



1970'S



1980'S



1990'S



TODAY

DECA DIAMOND + GUIDING PRINCIPLES

Perhaps the most significant symbol of our organization is the DECA Diamond. The four points inside the diamond represent the first set of DECA's guiding principles, while the four outer points represent the second set of DECA's guiding principles and the polished leaders DECA prepares.

INSIDE POINTS | DECA'S COMPREHENSIVE LEARNING PROGRAM

> INTEGRATES INTO CLASSROOM INSTRUCTION

An integral component of classroom instruction, DECA activities provide authentic, experiential learning methods to prepare members for college and careers.

> APPLIES LEARNING

DECA members put their knowledge into action through rigorous project-based activities that require creative solutions with practical outcomes.

> CONNECTS TO BUSINESS

Partnerships with businesses at local and broader levels provide DECA members realistic insight into industry and promote meaningful, relevant learning.

> PROMOTES COMPETITION

As in the global economy, a spark of competition drives DECA members to excel and improve their performance.

OUTSIDE POINTS | DECA PREPARES THE NEXT GENERATION TO BE

> ACADEMICALLY PREPARED

DECA members are ambitious, high-achieving leaders equipped to conquer the challenges of their aspirations.

> COMMUNITY ORIENTED

Recognizing the benefit of service and responsibility to the community, DECA members continually impact and improve their local and broader communities.

> PROFESSIONALLY RESPONSIBLE

DECA members are poised professionals with ethics, integrity and high standards.

> EXPERIENCED LEADERS

DECA members are empowered through experience to provide effective leadership through goal setting, consensus building and project implementation.

DECA FAST FACTS

- DECA was founded in 1946, and the headquarters was built in 1976.
- Our attributes and values are competence, innovation, integrity and teamwork.
- The official logo is the diamond, and DECA's official colors are blue and gold.
- DECA has chapters in all 50 states and five countries.
- DECA has two divisions — high school and collegiate.
- There are 200,000 members in the high school division.
- DECA offers programs in four career clusters — marketing, finance, hospitality and management.
- Over 60 colleges and businesses partner with DECA.
- More than \$300,000 in scholarships are awarded annually to members.

GO! LIST

1. CONTACT YOUR CHARTERED ASSOCIATION ADVISOR

Your chartered association advisor will connect you to local DECA activities as well as those within your association. Find your association advisor and send a quick e-mail to introduce yourself!

■ www.deca.org/about/associations

2. EXPLORE DECA DIRECT

Check out the DECA DIRECT for a variety of helpful resources. You should also spend some time on your association's website.

■ www.decadirect.org

3. MEET WITH YOUR ADMINISTRATION

Schedule a meeting with your administration to discuss the purposes, philosophy and benefits of DECA. In general, administrators may ask the following questions:

- What steps will have to be taken to establish the chapter?
- What facilities will be used?
- What time will be required?
- What will be the extent of the activities?
- What will be the involvement of people outside the school?
- What are the costs and how do you intend to finance the activities?

Similarly, you should find out what school policies govern student activities and your principal's expectations for you. You should ask about the creation of a DECA account, travel requirements, acquiring transportation and funding, and including DECA activities on your school calendar.

Be sure to show the "Let's Talk About DECA" video which highlights the benefits from an administrator's perspective.

■ www.deca.org/page/partner

4. ENROLL IN DECA'S ONLINE MEMBERSHIP SYSTEM

Ensure that you are receiving all of the resources provided by DECA by enrolling in DECA's online membership system. If you are starting a new chapter, make sure you have registered, or if you are a new advisor in an existing chapter, make sure to update your information.

■ www.decaregistration.com/hs

5. CONNECT WITH DECA'S NEW ADVISOR MENTOR

DECA welcomes new professionals to our organization. Through monthly electronic mentorship, DECA's new advisor mentoring program helps bring you up-to-speed. We're only a phone call or e-mail away.

■ www.deca.org/advisors

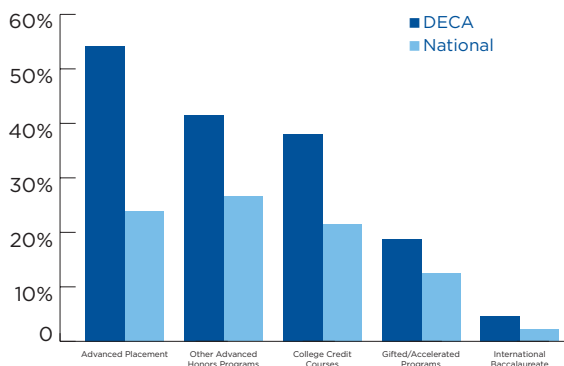


DECA has a tremendous impact on student achievement and preparing members to be college and career ready.

When selecting a career DECA members are more likely to select a career in marketing, finance, hospitality or business management.

FUTURE MAJOR/CAREER PATH	DECA	NATIONAL
\$ Accounting/Finance	8.4%	2.5%
📁 Business Administration	14.5%	4.5%
🌐 Business - International	11.5%	1.5%
👤 Business Owner/Entrepreneur	16.3%	3.9%
👗 Fashion Merchandising	3.8%	2.3%
🍷 Hospitality/Resort Management	2.1%	0.4%
📺 Marketing/Advertising	13.2%	1.3%
🏀 Sports Marketing/Management	5.3%	2.4%

DECA members are academically prepared students who will enter college with credits and other forms of academic credentials.



91%

of DECA members report that DECA has influenced their future plans.

86%

of DECA members report an A or B average.

7x

DECA members are seven times more likely to study business topics in college.

5x

DECA members are five times more likely to want to own their own business.

Research findings courtesy of the National Research Center for College and University Admissions. The 2011 sample included 22,931 high school DECA members at association career development conferences and was compared to data from more than one million students nationwide.

DECA GLOSSARY

CAREER AND TECHNICAL EDUCATION (CTE) —

An instructional program that is delivered through comprehensive programs of study to help students succeed in education and careers.

CAREER AND TECHNICAL STUDENT

ORGANIZATION (CTSO) — DECA is one of 11 CTSOs recognized by Congress and the United States Department of Education.

CAREER CLUSTERS — An initiative by the National Association of State Directors of Career and Technical Education (NASDCTEc), career clusters provide a way for schools to organize instruction and student experiences around 16 broad categories that encompass all occupations. The four career clusters relating to DECA are marketing, business management and administration, finance and hospitality and tourism.

CAREER DEVELOPMENT CONFERENCE (CDC) —

These conferences provide a venue for DECA's Competitive Events Program as well as additional career and leadership development programs.

CAREER PATHWAY — Occupations within a career cluster are grouped according to shared commonalities such as skill sets or common roles.

CHAPTER — Any unit within a school, chartered by an association, consisting of individual DECA members and at least one advisor.

CHAPTER ADVISOR — The adult charged with the responsibility of providing guidance and counsel for managing and operating the chapter.

CHARTERED ASSOCIATION — Chartered by DECA Inc., these organizations have the authority to operate DECA programs and manage chapters in a geographical region — usually a state, province or territory.

COLLEGIATE DECA — The post-secondary division of DECA.

CONFERENCES — The official term for district, association or international meetings of DECA.

CONGRESSIONAL ADVISORY BOARD (CAB) —

Consists of members of Congress who are supportive of DECA.

DECA — DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management in high schools and colleges around the globe. DECA is not an acronym.

DECA IMAGES — The official source for DECA related products, apparel and curriculum materials. DECA operates DECA Images from DECA headquarters in Reston, Va.

DECA INC. — The legal identity of the adult group responsible for the student programs of DECA.

DECA MEMBER — A high school student with career interests in marketing, finance, hospitality and management. DECA members hold membership at the local, association and DECA Inc. levels.

DECA TRANSCRIPT — A document that shows evidence of learning based upon performance in the competitive events program at the International Career Development Conference.

INSTRUCTIONAL AREA — Performance indicators are grouped by similar knowledge and skills known as an instructional area.

INTERNATIONAL CAREER DEVELOPMENT

CONFERENCE (ICDC) — This is the pinnacle event of the year for more than 17,000 high school students, advisors, businesspeople and alumni. More than 10,000 competitors vie for the title of international champion in DECA's Competitive Events Program. DECA members not competing may participate in a myriad of institutes and academies designed to equip them to be successful leaders and to obtain success in their college and career pursuits.

NATIONAL ADVISORY BOARD (NAB) — Includes representatives from more than 60 corporations, foundations and associations. NAB members provide financial resources, advocacy and a network of professionals to support DECA activities in an advisory capacity at all levels.

NATIONAL CURRICULUM STANDARDS — Specific academic and technical content within a career cluster developed through a project led by the National Association of State Directors of Career and Technical Education (NASDCTEc).

PERFORMANCE INDICATOR (PI) — Specific knowledge/skills categorized by instructional area used in DECA's Competitive Events Program.

SCHOOL-BASED ENTERPRISE (SBE) — An entrepreneurial operation managed by members as a hands-on learning laboratory used to supplement, reinforce and enhance the knowledge and skills required for careers in marketing, finance, hospitality and management.

ADVISOR'S ROLE

As an advisor, DECA provides you with a powerful array of tools and resources that you can integrate into classroom instruction and bring your classroom to life as you prepare members for college and careers. The most successful teachers and DECA advisors take advantage of DECA's instructional activities by using them in class to apply learning, connect to business and promote competition — a key motivator for members.

ROLES AND RESPONSIBILITIES

You'll quickly notice that many of the specific responsibilities of serving as a DECA advisor support the work you are already doing as a classroom teacher. As a DECA advisor, you can use DECA's Comprehensive Learning Program to help you as a classroom teacher.

- Align your curriculum with national curriculum standards.
- Integrate activities that teach or reinforce specific career and academic standards.
- Engage your students in a small learning community and provide opportunities for leadership.
- Facilitate career preparation and goal setting among your students.

- Involve business leaders in various advisory roles and integrate the use of business leaders into classroom activities.
- Develop business-based opportunities for students such as internships, field trips and projects.
- Provide support for students to practice their management and leadership skills by incorporating project management into the curriculum.
- Communicate curriculum standards and the value of involvement in DECA to counselors and administrators to build support for your classes and program.

In addition, there are some roles and responsibilities that are special to DECA. To develop and maintain an effective chapter, a DECA advisor may serve in the following roles.



| LEADER

The **ingenious leader** empowers chapter leadership to develop and implement an annual business plan with meaningful outcomes as well as conducts administrative tasks.

- Develop specific roles and

responsibilities for chapter leaders and project chairs.

- Involve members in project planning.
- Develop strategic plan and annual business plan.
- Develop a systematic communications strategy to keep all members involved.
- Keep administrators and staff apprised of the chapter's activities.
- Maintain various member records — participation, fundraising, emergency contact, and so forth.



| PROMOTER

The **savvy promoter** positions the program to students, counselors, administrators and the community.

- Identify specific target audiences and opportunities for visibility.
- Develop and execute promotional plan.
- Develop and implement a local marketing plan to generate program enrollment.
- Communicate the impact DECA has on local members.
- Establish a systematic public relations program.
- Position DECA as an active community partner through participation in community service and other events.

\$ | FUNDRAISER

The **lucrative fundraiser** uses learning activities with members to raise funds to support DECA activities.

- Develop and monitor annual budget.
- Plan and organize sales projects integrated with selling standards.
- Facilitate member fundraising strategies to support individual and chapter activities.
- Coordinate the use of a school-based enterprise to apply learning.

🌐 | TRAVEL AGENT

The **anticipating traveler** has thought through all aspects of student travel while also being prepared for that possible surprise!

- Utilize travel opportunities as learning activities.
- Develop an understanding of school policies for student travel.
- Obtain appropriate permissions.
- Organize all aspects of travel.

📱 | CONNECTOR

The **resourceful connector** has developed partnerships with businesses to provide DECA members realistic insight into the industry and to promote meaningful, relevant learning.

- Involve business leaders in various advisory roles.
- Develop business-based opportunities for members.
- Empower members to develop business partnerships.

🏆 | COMPETITOR

The **valiant competitor** integrates DECA's competitive events into the classroom and uses them to measure mastery of concepts.

- Review standards and relevant performance indicators.
- Integrate preparation with classroom instruction.

★ | PROFESSIONAL

The **aspiring professional** keeps up-to-date on all the latest professional news and industry trends while participating in professional development opportunities.

- Develop an in-depth understanding of and stay current with DECA programs, policies and processes.
- Participate in professional associations.
- Participate in specialized professional development.

DEVELOPING YOUR PHILOSOPHY

One of your first responsibilities in serving as a DECA advisor is giving thought to how you will integrate DECA in your classroom. Develop a personal philosophy that incorporates the purpose of DECA, your role as a teacher-advisor and the role and responsibilities of student members. Use this philosophy as your guide as you advise your chapter and integrate DECA into your classroom. Some questions you should consider include:

- How are you preparing members for college and careers — both now and in the future?
- How will you integrate DECA into the classroom and apply learning?
- How will you incorporate aspects in your program to prepare members to become academically prepared, community oriented, professionally responsible, experienced leaders?
- How will your program align with your local school's philosophy and state and national initiatives?
- How do you plan to connect to business?
- What relationship will you foster with postsecondary institutions?
- How will you brand and promote your program?

WHAT'S IN IT FOR ME?

DECA makes teaching more fun and rewarding. It brings your classroom to life and gives you the tools to promote your program, generate involvement, enrich your teaching with instructional tools and extend learning beyond the classroom.

RELATIONSHIPS

Working with members in DECA provides an experience that teaching in the classroom alone can't provide. While collaborating on cocurricular projects and activities with DECA members, advisors also serve as mentors and coaches. Working together in this way develops a rapport that enhances the student-teacher relationship and often results in long-lasting relationships that extend beyond the high school years.

SUPPORT

You are not alone. As a DECA advisor, you instantly become part of a professional network of thousands of colleagues who teach the same courses. Networking with fellow marketing, finance, hospitality and management instructors to share resources, successful practices and ideas, and to develop mentors is a huge benefit of involvement in DECA.

Additionally, DECA provides tools for making your program visible to your school administration, your education peers and your community, thus building local support for your program.

PROFESSIONAL DEVELOPMENT

DECA's Professional Learning Series offers high-quality, continuous professional development resources, workshops and seminars to enhance your skills and performance. These include mentoring new advisors, summer institutes, workshops at regional and international conferences, e-learning and more. DECA even has scholarships to help you fund your professional development!



GO! LIST

1. FIND A MENTOR

An experienced DECA advisor can provide valuable assistance during your first few years of learning the ropes. Ask your association advisor if they can recommend a DECA chapter advisor in your area that would be a good match for you.

2. PARTICIPATE IN DECA'S PROFESSIONAL LEARNING SERIES

At various events throughout the year, DECA provides workshops, institutes and seminars designed to train DECA advisors on the best ways to integrate DECA in the classroom. Your association may provide workshops in the summer, at fall conferences or periodically throughout the year. DECA Inc. offers training at regional conferences, the International Career Development Conference, at chapter advisor summer institutes and through webinars. DECA has also certified a cadre of DECA advisors to deliver professional development.

■ www.deca.org/advisors

3. READ THE QUARTERLY *INSIGHT*

DECA *Insight* is published four times a year to provide professional development articles and update DECA advisors on programs. This publication often contains information you won't want to miss!

■ www.deca.org/publications

4. CONNECT ON SOCIAL MEDIA

Follow DECA Inc. on Twitter and Instagram at @DECAInc and find DECA on Facebook and Pinterest. Be the first to know about all of DECA's exciting announcements and even give us a shout out from time to time!



RESOURCES

As a DECA advisor, you have access to materials, events and activities that make everything you do in the classroom more relevant. Throughout the year, DECA provides timely resources to help you and your members succeed.

■ www.deca.org/resources

DECA GUIDE

The DECA *Guide* is your year-long resource for DECA's programs, including competitive events, and the DECA Images catalog.

■ www.deca.org/competitions/highschool



MEMBERSHIP KIT

The membership kit offers a variety of resources, including membership pins, calendar, program updates, downloadable membership video to introduce DECA to your students and promotional posters.



DECA DIRECT ONLINE

DECA Direct Online is your one-stop information destination for all things DECA. In addition to all the latest DECA news, you'll find chapter resources, competition guidelines, college and career advice and profiles of members, alumni, advisors and partners.

■ www.deca.org/advisor



DECA DIRECT THE MAGAZINE

This instructional-based magazine published four times a year provides supplemental content for instructional areas in your classroom. A worksheet is provided for each issue.

■ www.deca.org/publications



DECA DIRECT WEEKLY

Delivered directly to your inbox each Tuesday, these e-mails feature the most timely DECA news. Special editions are also sent on topics such as competitive events, advisor strategies and more. To receive DECA Direct Weekly, email communications@deca.org.

■ www.deca.org/advisor



ADVISOR NEWSLETTER

Published four times a year, DECA *Insight* informs chapter advisors about DECA events and programs and provides professional development articles.

■ www.deca.org/publications



CHAPTER LEADERSHIP PACKETS

Delivered four times a year, these packets include tools such as DECA's poster series, chapter activities and fundraising ideas.



DECA WEBSITE

Comprising a wealth of information, DECA's website is the one-stop source for all DECA-related news, information and guidelines.

■ www.deca.org



DECA IMAGES

Teaching resources and curriculum materials relating to DECA's competitive events and career areas are available through DECA Images.

■ www.deca.org/shop



MONTH-BY-MONTH

The following calendar can serve as a guideline as you work your way through your first year. Feel free to make changes and add any dates and deadlines listed on your association's calendar that require action on your part.

JULY

- Develop your strategic plan, DECA calendar and budget.
- Examine the DECA *Guide* and new offerings from DECA Images.
- Participate in professional development activities.
- Put chapter activity and conference dates on your school calendar and begin to request permission to attend.
- Review DECA programs and determine how you can incorporate them into your classroom instruction.

AUGUST

- Connect or reconnect with local DECA leaders, your association advisor and new advisors.
- Introduce DECA to your students.
- Meet with the chapter leadership team to develop the annual business plan.
- Verify your information in the online membership system.

SEPTEMBER

- Begin your chapter campaigns, show the membership video and recruit student, alumni and professional members.
- Conduct an installation of your chapter leadership team and new members.
- Introduce DECA's competitive events program to your members and begin work on written events.
- Participate in DECA's online events and activities.
- Register to attend DECA conferences.

OCTOBER

- Continue working on your annual business plan's goals.
- Login to the online membership system and submit members' names. Check with your association for the initial deadline.
- Take a moment to ask your association advisor about the competitive events process and how to qualify to attend your association career development conference.

NOVEMBER

- Celebrate DECA Month.
- Attend DECA's fall and regional leadership conferences.
- Continue training and practice for competitive events.
- Participate in Global Entrepreneurship Week activities.
- Participate in DECA's Global Entrepreneurship Week Campaign.
- Participate in the DECA Idea Challenge.

DECEMBER

- Begin working with your members to gather information to complete scholarship applications.
- Conduct a mid-year evaluation of your chapter's progress.
- Participate in community service activities.
- Plan and execute a chapter social activity.
- Touch base with your association advisor to determine registration procedures for your association's career development conference.

JANUARY

- Ask business professionals to help your members prepare for competitive events.
- Participate in DECA's online events and activities.
- Polish and submit student scholarship applications.
- Recruit members who may have joined your class during the second semester.
- Submit DECA Emerging Leader Honor Award applications.

FEBRUARY

- Celebrate Career and Technical Education Month by participating in DECA's Advocacy Campaign.
- Login to the online membership system and submit members' names by your association's deadline.
- Make plans to attend your association's career development conference.
- Promote DECA for next year's class registration.
- Verify that all DECA members are on a paid roster.

MARCH

- Make plans now to attend advisor professional development activities in the summer by submitting requests, securing funding and applying for scholarships.
- Continue preparing to attend DECA's International Career Development Conference by arranging travel, raising funds and ensuring competitors have official DECA blazers.
- Reach out to middle schools and promote DECA.

APRIL

- Attend DECA's International Career Development Conference, including the New Advisor Academy.
- Celebrate success from ICDC.
- Thank sponsors and mentors for their contributions to your members who attended ICDC.

MAY

- Conduct an annual evaluation of your DECA chapter with your chapter leadership team.
- Encourage graduating DECA members to enroll in the DECA College Connection and join Collegiate DECA.
- Recognize business and community partners.
- Recognize members' contributions and achievements.
- Request DECA transcripts for ICDC competitors.
- Select new chapter leadership team members.

JUNE

- Schedule a meeting with your outgoing and incoming chapter leadership teams for a training and transition session.
- Send an end-of-year report and pride points to faculty, counselors, administrators and business partners.
- Train new chapter leadership team members.



MANAGING YOUR CHAPTER

There's no one way to manage a DECA chapter, but effective advisors develop a systematic approach to managing the tasks of operating a DECA chapter. Since you're teaching concepts in marketing, finance, hospitality and management, why not put your DECA chapter in a context that allows your members to best apply learning? Think of your DECA chapter as a small business or corporation — complete with a business plan, organizational chart, goals and objectives, activities and evaluation methods.

One important aspect of your advising philosophy is your approach to student leadership. As a student organization, DECA promotes that members should take the leadership role in organizing chapter activities such as recruiting and engaging members, planning community service and social activities, preparing for competitive events, developing public relations for the chapter, and more. As an advisor, you should permit members to take the lead in planning and carrying out their annual business plan, keeping an eye out for when assistance is needed or to channel their efforts into activities that have educational benefits.

Here are a few guidelines to help structure your chapter.

ARTICLES OF INCORPORATION + BYLAWS

Your chapter's articles of incorporation and bylaws, more traditionally known as a chapter constitution, will be the primary rules governing the operations of the chapter. They should include information on the official name, purposes, organizational structure, meetings, officers, advisors, finances, official emblem and procedure for amendments. Based on your philosophy of using DECA, your articles of incorporation and bylaws serve as written guidelines for the operation of your chapter and provide a helpful resource when reviewing policy. A downloadable sample of articles of incorporation and bylaws are available under the chapter resource section on the website.

■ www.deca.org/resources

ORGANIZATIONAL CHART + LEADERSHIP TEAM

Effective student leadership is essential to the success of your DECA chapter. Just like in business,

it's important to identify roles and responsibilities for key leaders that have a purpose in supporting the overall goals and mission of your DECA chapter. When developing your student leadership team, consider the functions of your DECA chapter and identify positions that will achieve those goals.

As the chapter advisor, you may wish to serve in an executive director role while empowering your student president/CEO to lead the chapter and defer ultimate decisions to you. It's then important to develop a strong support system of directors and possibly committees to support the work of the chapter.

Some general duties of your chapter leadership team members may include:

- Planning and carrying out chapter events and activities.
- Maintaining communication with members.
- Attending and participating in all chapter meetings and other events.
- Representing the chapter at school and community functions.
- Evaluating events and programs for future years' planning.
- Serving as a positive role model for members.

ORGANIZATIONAL CHART

This sample organizational chart shows the roles and responsibilities of chapter leadership team members and their relationship to each other. The suggested responsibilities may be modified to meet the needs of your local chapter.

EXECUTIVE DIRECTOR (ADVISOR)

BUSINESS ADVISORY BOARD

PRESIDENT | CHIEF EXECUTIVE OFFICER

- Determines the need for and calls necessary chapter meetings.
- Presides over and conducts the chapter meetings, ensuring that meetings stay on topic and are conducted within time limits and members are respectful.
- Participates in the development, implementation and evaluation of the chapter's annual business plan.
- Represents the chapter at special school events, civic organizations and other out-of-school activities.
- Coordinates and guides the efforts of all chapter leadership team members.
- Consults regularly with the chapter advisor on the progress of the chapter's annual business plan.
- Serves as an ex-officio member of chapter committees.
- Promotes energetic activity on the part of chapter members through the display of enthusiasm.
- Acts as a role model and conducts himself/herself at all times in a manner that reflects the chapter in a positive manner.

DIRECTOR OF MEMBERSHIP ACTIVITIES

- Participates in the development, implementation and evaluation of the chapter's annual business plan.
- Guides the efforts of the chapter's membership activities as determined in the chapter's annual business plan, including a chapter membership campaign and recruitment.
- Presides over chapter and executive committee meetings in the absence of the President/CEO.
- Coordinates chapter activities, such as social events, community service projects, etc.
- Consults regularly with the chapter advisor on membership activities.
- Assists the chapter advisor and collaborates with the Director of Finance in keeping accurate membership records.

DIRECTOR OF FINANCE

- Participates in the development, implementation and evaluation of the chapter's annual business plan.
- Guides the efforts of the chapter's financial activities as determined in the chapter's annual business plan, including fundraising, membership dues and other sources of revenue.
- Assists the chapter advisor and collaborates with the Director of Membership Activities in collecting membership dues and keeping accurate records.
- Assists the chapter advisor in managing records for the school-based enterprise, if applicable.

DIRECTOR OF COMMUNICATIONS

- Participates in the development, implementation and evaluation of the chapter's annual business plan.
- Develops an internal communications plan to keep all members apprised of chapter activities and news.
- Collaborates with the President/CEO to develop and distribute meeting agendas and notices.
- Prepares adequate minutes of each regular and called meeting of the chapter.
- Prepares and maintains all necessary chapter records, including attendance, important decisions, etc.

DIRECTOR OF PUBLIC RELATIONS

- Participates in the development, implementation and evaluation of the chapter's annual business plan.
- Guides the efforts of the chapter's marketing and public relations activities as determined in the chapter's annual business plan, including social media, website, publications, brochures, etc.
- Maintains contacts with news editors with the purpose of promoting DECA's role in preparing emerging leaders and entrepreneurs.
- Distributes press releases to local media.
- Prepares articles for publication in school and community newspapers and *DECA Direct*.
- Keeps a cumulative file of clippings, pictures, copies of special programs, etc., and assists in the building the chapter's public relations.

SUGGESTED QUESTIONS

Either through an interview process or a written essay, you may ask candidates vying for a position on the chapter leadership team to respond to the following questions.

- Which guiding principle of the DECA Diamond is important to you and why?
- What makes a good leader?
- Do you feel you have a special quality that helps in achieving your goals?
- Do you have any personal/business obligations that may hinder your performance as a member of the chapter leadership team?
- How do you generate energy and enthusiasm in people?
- What difference do you see in yourself when you're in a leadership position?
- What is your definition of success?
- What person in your life has been most influential to you?
- What three things in your life are most important to you?
- What are your goals in the next five years?
- What is the biggest challenge facing DECA?
- If you could be any leader in the world, who would you be and why?
- A friend has worked on a project for DECA's competitive events and asks you to read it. You think it needs much improvement. What do you say?
- If you could present the world with one gift, what would it be?
- How would you describe your leadership style?
- What is the most important quality a leader should possess?
- If you knew that today was the last day of your life what would you do?



SELECTION PROCESS

After you have identified the leadership positions within your chapter, you must then determine how you will select students to serve in these key roles throughout the year. If an organization is to grow and achieve goals, both the advisor and the members should recognize the importance of choosing leaders who can handle their responsibilities effectively.

You should consider the components that are important in a selection process and develop a clear, written process of how the selection process will be managed. The process may include a combination of the following components:

- Written application, including qualifications, explanation of desire to serve and signatures of the student and parent supporting a code of conduct and performance expectations for the year.
- Evaluations and statements of support completed by teachers or community members.
- Interview with a panel of alumni and businesspeople.
- Written exam on DECA knowledge, leadership and course content.
- Vote based on an anonymous written paragraph on why the candidate wishes to serve.

It is important to avoid an election process that resembles a popularity contest in which leaders are elected with little or no consideration given to leadership characteristics. While it is important for students to be involved in the selection

process, the actual vote may count towards a portion of the overall decision. In that regard, it is also important to help members understand the qualities of leaders, the commitment the leaders must make and the roles and responsibilities of those elected.

PERFORMANCE AND ENGAGEMENT

The secret to having an effective leadership team is to clearly define their responsibilities and then let them take ownership of their roles. Obligations and responsibilities of officers, members, and committee chairs should be written down, analyzed and evaluated each year. It's a good idea to develop a specific contract for each chapter leadership position detailing responsibilities and accountability based on a written job description. The leader and the advisor should both sign the document; having the parents also sign that they understand the duties their member will be expected to fulfill is a good idea.

An important task in keeping your chapter leadership team engaged all year is making the opportunity to serve a big deal and recognizing the status in a humble manner. Be sure to involve your student leaders as much as you can in activities both within your chapter and beyond, engage them in special opportunities, provide them with special polo shirts or name badges and recognize them for a job well done. Encourage your student leaders to identify and mentor underclassmen to fulfill their roles once they graduate.

ANNUAL BUSINESS PLAN

Almost every company has an annual business plan that drives the organization's strategy, goals, objectives and activities for the year. Likewise, your chapter leadership team should develop an annual business plan (commonly referred to as a program of work) to organize and implement meaningful activities with practical outcomes. As the chapter advisor, you should provide guidance and knowledge to your student leaders as they develop their goals to ensure the feasibility as well as the potential for connecting the activities to your curriculum and national curriculum standards.

Your annual business plan should be a complete outline of all the activities your chapter wants to accomplish throughout the year and the steps necessary to achieve those goals, including:

- OBJECTIVES AND SPECIFIC GOALS
- ACTIVITIES, INCLUDING DATES, PEOPLE INVOLVED, BUDGET AND CURRICULUM CONNECTION
- FINANCIAL PLAN
- MARKETING PLAN
- PERFORMANCE EVALUATION COMPONENTS

Since DECA focuses on preparing the next generation to become academically prepared, community oriented, professionally responsible and experienced leaders, your annual business plan should contain activities to help your members achieve these goals. Here are some suggested activities for developing emerging leaders and entrepreneurs.

ACADEMICALLY PREPARED

Help members achieve their aspirations by planning activities to ensure they are ready for college and careers.

- Participate in a career day or career fair.
- Tour a local business and allow time for a question-and-answer session with key employees.
- Participate in DECA's Competitive Events Program. All of the events apply learning and support national curriculum standards to prepare members for college and careers.
- Participate in DECA's online challenges.
- Conduct activities during Global Entrepreneurship Week.
- Partner with a local business for a special project, such as developing a new logo or conducting marketing research.
- Use your school-based enterprise to apply learning and participate in the certification program.
- Invite a speaker from DECA's National Advisory Board or a local business.

COMMUNITY ORIENTED

Community service activities help DECA members understand the benefit of service and responsibility to the community and can be integrated into the classroom through these activities.

- Use DECA's Community Service Project to guide your activities and enter the final project in competition.
- Conduct a series of activities to promote entrepreneurship and enter it in DECA's Entrepreneurship Promotion Plan event.
- Conduct a series of activities to promote financial literacy and enter it in DECA's Financial Literacy Promotion Plan event.
- Conduct a series of activities to address a need or cause in the community and enter it in DECA's Public Relations Project event or Creative Marketing Project event.
- For a list of community service activities, see the Cool Ideas bank on page 26.

PROFESSIONALLY RESPONSIBLE

Encourage your members to develop ethics, integrity and high standards by participating in these activities.

- Invite an expert to discuss business etiquette and professionalism.
- Conduct a "dress for success" professional dress program.
- Host an etiquette luncheon or dinner for members.
- Conduct a fashion show to demonstrate appropriate dress.
- Host chapter social events.
- Hold a recognition function to recognize partners and supporters of the chapter.
- Host an international day to learn about culture and customs of other countries as they relate to business.

EXPERIENCED LEADERS

Develop members' leadership skills by providing opportunities for goal setting, consensus building and project implementation through these activities.

- Conduct chapter presentations.
- Attend DECA's leadership conferences and career development conferences at the local, district, regional, association and international levels.
- Host seminars delivered by DECA members for non-members on topics such as professionalism, leadership and careers.
- Provide practical leadership experiences through serving on the chapter leadership team, on a committee or as an event chairperson.
- Participate in leadership training activities at the local level or beyond.

POSSIBLE REVENUE SOURCES

Chapter revenue may be derived from a variety of sources. Consider the following when developing the chapter's budget:

STUDENT ACTIVITY FUNDS

In some school districts each student organization receives a specified amount from student activity funds. If this is available at your school, be sure to request the funds each year according to local policy.

LOCAL MEMBERSHIP DUES

Local dues can be used to generate funding for some chapter activities but should not be used as the sole source of income.

ACTIVITY FEES

Members pay the required fees out-of-pocket to participate in chapter activities or competitive events. This tends to have a discouraging effect on planning, as members might not want to undertake activities that will cost them money. It also puts members from lower income families at a disadvantage.

CONTRIBUTIONS FROM BUSINESS AND INDUSTRY

Seek local partners to finance specific requests, such as financial assistance to attend career development conferences.

SALES AND MARKETING PROJECTS

Carry out a sales project or plan activities that will bring in revenue. Conducted properly, these activities will provide a learning experience as well as raise revenue for the chapter.

SCHOOL-BASED ENTERPRISE

School-based enterprises provide a source of income as members apply knowledge and skills in a real business within the school.

FINANCIAL PLAN

Once your activities are determined for the year, the next step is to develop an overall financial plan that estimates your expenses and income. As with other DECA activities, developing your budget, conducting sales and marketing projects and handling finances throughout the year are meaningful learning experiences and can be integrated into your curriculum.

DEVELOPING A BUDGET

Much of the work involved in developing a budget can be done while the leadership team is developing the year's annual business plan. This will enable the chapter leadership to ensure that the goals being set can be financed by the chapter. To develop the chapter's budget, follow these steps:

- **Scrutinize expenses and revenue.**

Have your Director of Finance and key chairpeople research project files from previous events or make projections for expenses and revenue for each DECA activity.

- **Analyze your sources of revenue.**

What revenue-producing activities will the chapter be involved in this year? Based on previous year's experience or your best guess, how much revenue is likely to be brought in for each activity? Generally, it is better to underestimate the income expected from fundraising activities than to overestimate. List anticipated revenue amounts on a budget planning form.

- **Analyze anticipated expenses.**

What expenses will the chapter incur for the various activities in your annual business plan? Estimate these costs and list them on a budget planning form.

- **Compare anticipated revenue to anticipated expenses.**

If your expenses exceed what you anticipate you will bring in through sales and marketing projects and other activities, you will need to adjust something. Either figure out a way to cut back expenses, or plan for additional fundraisers.

LEARNING WHILE EARNING

To get the most educational value from conducting a fundraiser, have members develop a business plan for the sales and marketing project and treat it like a business. Members will have a better understanding of the entire merchandising process from concept to evaluation of the sale and will gain experience in:

- Planning and carrying out a sales promotion.
- Communicating with and motivating the sales force.
- Developing inventory controls.
- Calculating the concepts of supply and demand pricing.
- Practicing the techniques needed to close a sale.



BUILDING MEMBERSHIP

With its many opportunities for members to apply their knowledge and skills to real-world situations and achieve recognition for their accomplishments, DECA recruitment is readily achieved. It's important to make all students who are eligible for membership aware of the organization and its benefits and offer them an opportunity to participate. Work with your leadership team to prepare a plan for introducing DECA to students. Review recruitment strategies used in the past and set a goal for how many members you aim to enlist this year. Make it a goal to increase your membership each year.

INTRODUCING DECA TO YOUR STUDENTS

Any student enrolled in your class is eligible to join DECA. Some ideas for introducing DECA are below.

- Make a chapter promotional video. Many DECA chapters find that their members love to get creative and produce their own promotional video that spoofs a current popular song or commercial. Filming creates buzz around the school and members enjoy sharing it on YouTube.
- Enlist your upperclassmen to create a marketing and membership campaign with activities and promotional efforts to market your chapter to potential members. Similar to "The Apprentice," challenge them in teams of four or five to put together an all-out campaign and see which team recruits the most new members.
- Find one of DECA's role-plays that supports a classroom concept you just covered. Have your students independently write a solution to the role-play, and then pair up your students and have them take turns being the participant and the judge. After they've completed the activity, explain to them how it's similar to DECA and how they can earn recognition and awards.
- Talk about professional development and the importance of joining professional organizations. Discuss DECA's mission statement and guiding principles, and then have students brainstorm ways

DECA could help them advance their college and career goals.

- Use the first issue of DECA Direct, the magazine, as a classroom activity, either with a companion worksheet or as supplemental reading to reinforce a daily lesson. Have them identify various opportunities available to them through DECA as displayed in the magazine.
- Show DECA's promotional video and review the criteria for DECA membership and all of the possibilities. Give students information about how to join, including dues, deadlines and a calendar of activities.

BEYOND YOUR CLASSROOM

Aside from students who are currently eligible to join DECA, there are many potential members within the school who could become interested and enroll in a course to make them eligible. Your recruiting plan should include some initiatives to make the broader student body aware of your program. With a few strategies, you can build a powerful program with members who aspire to achieve success. Consider such things as:

- Create a brochure outlining your classes; distribute brochures to each

student in the high school.

- Prepare a packet of materials for the school counselor to use during scheduling that highlights marketing, finance, hospitality and management classes and how DECA helps members achieve academically.
- Sponsor a career day for all students using local business people, former DECA members and current members.
- Prepare banners or school bulletin boards to promote marketing, finance, hospitality and management classes and DECA before class registration.
- Make a presentation about DECA in all required classes so as to reach all students.
- Identify students who would be a good fit for your program. Send them personal invitations to join this "elite" program.
- Conduct an entrepreneurship program for eighth graders or incoming freshmen featuring successful chapter members decked out in DECA gear.
- Declare a "professional dress" day for members to draw attention to DECA.
- Prepare a showcase in the school with a chapter display that includes the DECA emblem, photos of members engaged in chapter activities, any awards or trophies members have received, and a description of how to get involved.



CHAPTER MEETINGS

To keep members engaged and regularly attending, chapter meetings should be meaningful, productive and purposeful.

The time of day and place in which chapter meetings can be held varies according to the schedule of the members and advisors, transportation, facilities and the distance members must travel. An attempt should be made to hold a regular chapter meeting at least once per month. These meetings could be held before or after school, at school or at a locally designated place, such as a restaurant. Many chapters devote a class period or portion thereof on a weekly basis for the transaction of DECA business. It is important to be able to verify how this use of instruction time supports the achievement of identified competencies. Alternatively, some schools have an “active period” built into their schedule on a regular basis.

GOALS FOR CHAPTER MEETINGS:

1. To plan various activities outlined in the chapter business plan.
2. To set up committees to implement various projects.
3. To discuss pertinent issues, opportunities and challenges.
4. To provide leadership, direction and motivation for members.
5. To provide professional development activities, such as guest speakers, field trips or competition preparation, for members.

SAMPLE AGENDA FOR A CHAPTER MEETING:

- I. Call meeting to order
- II. Roll call of members present
- III. Approval of last meeting minutes
- IV. Officers' reports
- V. Unfinished business
- VI. New business
- VII. Program speaker
- VIII. Announcements
- IX. Adjournment

ENGAGING MEMBERS

Chapter officers serve as leaders of the chapter with the advisor's guidance, but they should not be responsible for doing all the work of the chapter. Engage all members as soon as possible with the chapter's annual business plan, giving them real tasks and responsibilities. Chapter members who are actively involved early in the year are more likely to develop a sense of belonging and remain active members throughout the year, attending meetings, participating in social events and community service projects, and competing in competitive events. Below are some strategies for engaging your members.

1. Start your year by challenging your members to complete the DECA Chapter and Membership Campaigns. These not only engage your members but also your community and other stakeholders. Chapter rewards come with participation!
2. Create a calendar of monthly events and activities available for members to participate in. Post this calendar where all your members can see it. Have each member of your leadership team take a lead role in one activity or event and personally invite members to be part of the organizational team as well as participate. Personal invitations from your chapter leaders work well with new members.
3. Integrate DECA Direct Magazine into your instructional lessons and have your students complete the worksheet provided online for each issue. In small groups have students share their favorite article and discuss how the information from the article can help them in their college and career plans, as well as their DECA goals. Do the same for articles you receive in your email inbox from DECA Direct Weekly.
4. Create social events like a beginning of the year picnic, ice cream social, mid-year winter banquet, business partner breakfast or end of the year DECAlympics field day to keep you members engaged in networking and teambuilding activities.
5. During DECA Month in November and again in the spring, schedule a DECA week similar to a spirit week. Each day has its own theme like DECA Dress for Success Day where members wear professional attire and a DECA blazer, dress like your favorite slogan day,

favorite business executive day, and DECA t-shirt day. Recognize members for the best dressed each day.

EVALUATION

After major activities and at the end of the year, the chapter advisor, chapter leadership team and members should engage in evaluation activities. As part of the overall process, members' learning is extended when they reflect on the entire activity and its outcomes. Some activities will be an overwhelming success, while others might not fare as well. An event that may be viewed as unsuccessful because of low participation or a small amount of money raised, however, can produce even more of a learning opportunity than a successful one. Some components of activities will be out of your and your members' control, but it is important to evaluate and debrief each activity to identify the strengths, weaknesses and opportunities, especially as you make future plans. Keep a running log of notes throughout the year, so that your constructive evaluations of what worked and what needed improvement are carried over to next year's activities.

Likewise, challenge your chapter leadership team to develop a series of “pride points,” which are quantitative outcomes of the chapter during the past year. Creating a one-page flyer of your chapter's successes for the year not only provides a great promotional tool for your chapter, but it also allows your chapter members to have written documentation of their contributions and accomplishments. Some points to list may include the total number of community service activities performed by the chapter, membership increases, amount of money raised for a cause or charity, amount of scholarship money earned by DECA members, competitive events success at all levels, participation of key community leaders in the chapter's activities, number of members who attended a career activity, and more. You may also wish to take this a step further and develop a profile of your graduating DECA members to show their plans for college and career success. Be sure to brand the document with the DECA logo, mission statement and guiding principles and distribute it to key stakeholders.



GO! LIST

1. CREATE THE ARTICLES OF INCORPORATION AND BYLAWS

Refer to your personal philosophy and the ideas for implementing DECA in your school to create your articles of incorporation and bylaws. Spend some time researching the structure of other chapters so you can develop the best model – but give yourself flexibility to modify it if necessary after your first few years.

2. SELECT THE CHAPTER LEADERSHIP TEAM

Develop a fair selection process that identifies your student leaders and empowers them to provide leadership for your chapter throughout the year.

3. DEVELOP THE ANNUAL BUSINESS PLAN

Work with your chapter leadership team to develop an annual business plan that includes objectives and specific goals, activities, a financial plan, a marketing plan and performance evaluation components.

4. INTRODUCE DECA TO YOUR STUDENTS

Use a lesson plan to introduce DECA to your members by explaining that professional development is a key activity for everyone. Show the promotional video, use copies of *DECA Direct*, engage your students in a scavenger hunt of the website, and perhaps even invite a chapter leadership team from a nearby chapter to deliver a presentation.

5. ENGAGE MEMBERS AND BUILD YOUR CHAPTER MEMBERSHIP

Involve your members in DECA chapter activities and promote them to all of your students, teachers, administrators and community. It's no secret that an active chapter recruits members for itself, because it creates visibility and excitement throughout the school.

MOTIVATING + RECOGNIZING MEMBERS

DECA chapter advisors have developed a variety of systems for motivating and recognizing members. One technique is a DECA lettering system, similar to earning a letter for active participation on a sports team, where members can “letter in DECA” by participating in DECA activities.

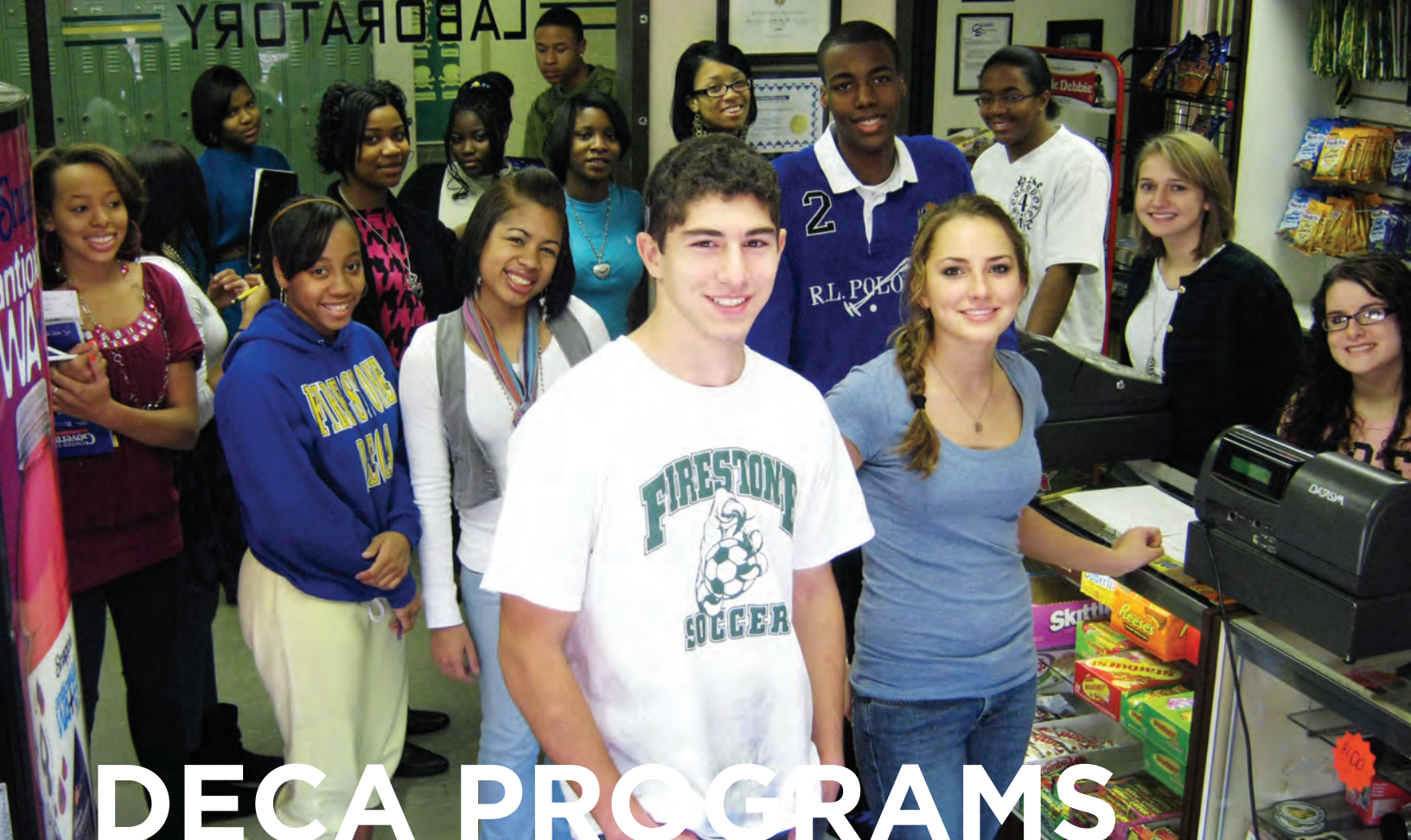
The DECA advisor determines the value of each activity relative to its level of involvement and importance. For example, an activity at the association level would earn more points than the same activity at the local level. Managing a chapter activity would earn more points than simply participating in the activity. The DECA advisor also sets the expectation and the number of points to achieve. In some cases, there might be multiple levels of goals and corresponding recognition—gold, silver and bronze, depending on the total number of points earned.

Another approach to this concept is to add “professional development points” as part of your curriculum. To promote professional development, companies require their employees to be involved in community events, participate in

continuing education or take a leadership role in a special company project. To teach the concepts of professional development, DECA advisors use this approach to demonstrate that it is important to be engaged in your career and community. Each semester, members must attain a certain number of points and conduct a written reflection and self-evaluation to earn the professional development percentage of their grade.

SAMPLE ACTIVITIES AND POINTS

Attend meetings	5
Attend chapter functions	5
Chapter leadership team member	10
Committee/project/activity chairperson	5
Participation in sales project or fundraising activity	5
Participation in DECA's competitive events (local, association, ICDC)	5, 10, 15
School-based enterprise employee	5
Represent DECA in community event	10
Association officer candidate	10
Association officer	10
Other activities (as determined by advisor)	

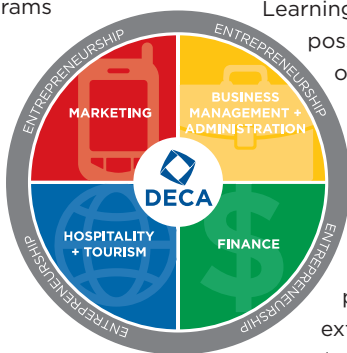


DECA PROGRAMS

DECA's activities naturally support programs of study in four career clusters: marketing, business management, finance, and hospitality, giving you tools and resources to incorporate DECA into your curriculum and courses and bring your classroom to life.

As career clusters have become an integral part of many career and technical education programs and as state and local education agencies have reformed their programs and curricula, DECA has endeavored to provide advisors with opportunities to align their programs of study using DECA's Comprehensive Learning Program.

For each career cluster, DECA programs span secondary and postsecondary, demonstrate strong partnerships, provide an accountability and evaluation system, and deliver professional development. DECA's programs support the development of 21st Century Skills and college and career readiness.



COMPREHENSIVE LEARNING PROGRAM

DECA's Comprehensive Learning Program offers opportunities for exciting classroom activities that connect your instruction to college and careers. DECA is an integral part of classroom instruction, not something extra to be done outside of class. DECA's Comprehensive

Learning Program enhances the possibility that a greater range of student cognitive abilities are developed. It also incorporates rigor and relevance through the various activities. When using components of the comprehensive learning program as application or extended learning activities, student members are engaged in the major categories of the cognitive domain.

Some of the highlights include:

COLLEGE AND BUSINESS PARTNERSHIPS

DECA's more than 60 partners provide scholarships, classroom presentations and career guidance, internships, work

experience and community service activities.

■ www.deca.org/partners

COMPETITIVE EVENTS PROGRAM

DECA's Competitive Events Program is an incredible tool for your curriculum. As an integral part of the classroom, DECA's industry-validated competitive events are aligned with National Curriculum Standards. The potential for travel, recognition and awards for learning classroom content is a tremendous motivator — not to mention the scholarships and cash awards recognizing DECA members for outstanding achievement. See page 20 for more details.

■ www.deca.org/competitions/highschool

DECA DIRECT MAGAZINE

Delivered to the classroom four times during the academic year, this full-color international publication features articles on career development in marketing, finance, hospitality and management; leadership; community service; and professionalism. A classroom worksheet is provided for each issue.

■ www.decadirect.org

EDUCATIONAL CONFERENCES

DECA conferences are targeted, highly focused learning experiences for members and advisors. They bring members into the larger DECA community while providing unique opportunities to extend classroom learning. Each of DECA's conferences connects with corporate professionals to engage members in learning industry-related trends and content. Conferences take place at the local, association, regional and DECA Inc. levels. There are four major types of conferences.

- **Leadership Conferences**

Usually held in the summer or fall, these conferences focus on leadership development and college and career preparation through a variety of engaging workshops and speakers.

- **Career Pathways Conferences**

These conferences each feature highly specialized content that aligns with specific career pathways and courses, providing an excellent opportunity to connect classroom instruction to the conferences.

- **Career Development Conferences (CDC)**

Usually held in the winter and spring, these conferences provide a venue for DECA's Competitive Events Program as well as additional career and leadership development programs. Chartered associations host their own CDCs to determine which members earn the right to represent them at the International CDC.

- **International CDC (ICDC)**

This is the pinnacle event of the year for more than 10,000 competitors vying for the title of international champion in DECA's Competitive Events Program. DECA members not competing may participate in a myriad of institutes and academies designed to equip them to be successful leaders and to obtain success in their college and career pursuits. Two other highlights include national officer campaigns and elections to select the future student leadership of DECA as well as the networking opportunities with hundreds of business, college and career partners in DECA's exhibits. While this conference is managed by DECA Inc., local chapters register to attend through their association advisors.

■ www.deca.org/conferences/highschool

EDUCATIONAL PARTNERS

DECA's educational partners provide visibility and support to DECA's mission.

They also provide learning opportunities for members and professional development in industry content for DECA advisors.

■ www.deca.org/advisors

EMERGING LEADER SERIES

The DECA Emerging Leader Series provides a comprehensive leadership program to help members develop 21st Century Skills.

■ www.deca.org

GLOBAL ENTREPRENEURSHIP WEEK

An initiative to inspire young people to embrace innovation, imagination, and creativity, Global Entrepreneurship Week (GEW) engages millions of young people around the world each November and provides advisors with access to a variety of classroom resources. DECA hosts the DECA Idea Challenge.

■ www.deca.org/events/gew

SCHOOL-BASED ENTERPRISES

Put your teaching into context with a school-based enterprise that reinforces and enhances the knowledge and skills needed for careers in marketing, entrepreneurship finance, hospitality and management. For many members, they provide the first work experience; for others, they provide an opportunity to build management, supervision and leadership skills. DECA provides a rigorous certification program and access to best practices and vendors.

■ www.deca.org/sbe

SOCIAL MEDIA CORRESPONDENT PROGRAM

Members and advisors simply submit one article per month on a topic of their choice—recruitment, fundraising, competition, school based enterprises. The program is designed to create conversation among chapters and share best practices and ideas.

■ www.decadirect.org

VIDEO CHALLENGES

DECA and its corporate partners have teamed up to provide classroom activities that challenge members to apply learning in relevant ways. These highly engaging, relevant activities encourage creativity and innovation and allow your members to experience competition from their seats in your classroom. Previous challenges have included the DECA Idea Challenge, FIDM Runway Challenge and Finish Line Challenge.

■ www.deca.org/events

COMPREHENSIVE LEARNING PROGRAM



COLLEGE +
BUSINESS
PARTNERSHIPS



COMPETITIVE
EVENTS
PROGRAM



DECA
DIRECT THE
MAGAZINE



EDUCATIONAL
CONFERENCES



EDUCATIONAL
PARTNERS



EMERGING
LEADER
SERIES



GLOBAL
ENTREPRENEURSHIP
WEEK



SCHOOL-BASED
ENTERPRISES



SOCIAL MEDIA
CORRESPONDENT
PROGRAM



VIDEO
CHALLENGES

GO! LIST

1. ACQUAINT YOURSELF WITH THE DECA GUIDE

Locate your DECA *Guide* for the current year and take a few minutes to explore the contents. Your DECA *Guide* provides a calendar of events, information about DECA programs, official competitive events guidelines and a DECA Images catalog. Keep your DECA *Guide* handy so you can consult it throughout the year.

■ www.deca.org/publications/guide

2. REVIEW DECA PROGRAMS

From conferences to online challenges to competitive events to scholarship opportunities and more, explore all of the DECA programs available to you. Make it a point to explore the websites associated with DECA's programs to learn more about them.

3. CHOOSE YOUR PROGRAMS

After learning more about all of DECA's programs, identify the programs and activities that best fit your courses and determine how you will use them in your classroom.

4. ASK FOR HELP!

Whether you're helping your members prepare for DECA's competitive events or taking a delegation of members to your first DECA conference, don't be afraid to ask for help! A mentor, your association advisor and your DECA Inc. new advisor mentor are just a phone call or e-mail away. Sometimes everyone needs some affirmation that they're on the right track, and those that have "been there and done that" can provide tips and tricks you might have never considered.



COMPETITIVE EVENTS

DECA's Competitive Events Program is an incredible tool for your curriculum. As an integral part of the classroom curriculum, DECA's industry-validated competitive events are aligned with National Curriculum Standards in the career clusters of marketing, business management and administration, finance, and hospitality and tourism.

DECA's competitive events help the learner progress from the simple to the complex, enable student members to implement tasks at a higher-order level required in business and industry, integrate content across multiple disciplines and promote creative and critical thinking.

Based on sound educational practices, competitive events provide authentic situations relating to current business practices that are designed to evaluate members' knowledge and skills. DECA offers a comprehensive program of competitive events based on industry trends, the career goals of its student membership and high school curriculum standards. DECA's competitive events evaluate members in

both a written component, such as an exam or report, and an interactive component with an industry professional serving as a judge.

Participating in competitive events teaches creativity, problem solving, and presentation skills to all members. Members—either individually or as part of a team, depending on the event they choose to prepare for—first compete at regional and association levels, and those who qualify move on to international competition at the annual International Career Development Conference (ICDC).

The potential for travel, recognition and awards for learning classroom content is a tremendous motivator for members—not to mention the scholarships and cash awards that recognize DECA members for outstanding achievement. With more than 45 events, DECA offers a competitive event for every area of your curriculum—something is sure to appeal to every student.

■ www.deca.org/competitions/highschool

CATEGORIES OF COMPETITIVE EVENTS

DECA's competitive events can be grouped into three broad categories – role-play events, written events and online events. Within each category and type of event, DECA offers a variety of options in each of the four career clusters – marketing, finance, hospitality and management.

ROLE-PLAY EVENTS

- **Principles of Business Administration Events** are for individual first-year DECA members. The member is asked to explain several core business concepts.
- **Team Decision Making Events** are two-person team events with onsite case studies that challenge participants to analyze elements essential to the effective operation of a business in a career area.
- **Individual Series Events** are individual member events that pose business challenges with role-plays set in specialized career areas.
- The **Personal Financial Literacy Event** is designed to measure members' ability to apply reliable information and systematic decision making to personal financial decisions.

These events involve a multiple-choice career cluster exam and an interview, role-plays or case study with a judge. They are classified by industry and career cluster. See the *DECA Guide* for exact offerings and guidelines.

Performance indicators are the basis of the content of the career cluster exams and interactive component for each of these events. Performance indicators, much like the objectives in your curriculum, are specific knowledge/skills categorized by instructional area. In preparation for these events, members should download the performance indicators for each event at <http://www.deca.org/competitions/highschool/>. There is a strong likelihood that the instructional areas and performance indicators are already part of your curriculum, thus helping your members attain knowledge for the competitive events in your classroom.

WRITTEN EVENTS

- **Business Operations Research Events** challenge members (individually or in teams of up to three) to design and conduct research to present the findings and a strategic plan on a topic that changes annually.
- **Chapter Team Events** encourage members (individually or in teams of up to three) to identify a community issue and address it through activities that involve the chapter.
- **Business Management and Entrepreneurship Events** allow members (individually or in teams of up to three) to explore entrepreneurship.
- **Marketing Representative Events** challenge members (individually or in teams of up to three) to develop promotional campaigns in specific career areas.
- **Professional Selling and Consulting Events** allow individual participants to demonstrate knowledge and skills needed for a career in sales or consulting.

Most of DECA's written events require a written project report submitted in an official DECA folio as well as a complementing prepared presentation. The Marketing Representative Events and Professional Selling and Consulting Events also require participants to take a career cluster exam. All of these events should be started early in the school year because of the preparation involved. See the *DECA Guide* for exact offerings and guidelines. Many advisors assign sections of the projects as they cover topics throughout the year, so that by the end of the first semester, members have a strong foundation for the written project.

ONLINE EVENTS

- | | |
|--|--|
| • Stock Market Game | Finance |
| • Virtual Business Challenge – Hotel Management (Pilot) | • Virtual Business Challenge – Restaurant |
| • Virtual Business Challenge – Personal | • Virtual Business Challenge – Retailing |
| | • Virtual Business Challenge – Sports |

DECA's online events challenge members in electronic business simulations. Using an online program, members compete against other members in their region from their seats in the classroom to earn the opportunity to compete at the international level.

RESOURCES

DECA offers advisors and members many resources to help them succeed in the competitive events program.

DECA GUIDE

As the official guidelines book for DECA's Competitive Events Program, the *DECA Guide* is your most important resource. It is updated each year and mailed to you in July. You should, however, ask your association advisor if there are any association-specific guidelines you should be aware of as some associations modify guidelines or offerings of DECA's events. While associations may implement the guidelines differently at their conferences, the competitive events are administered according to the *DECA Guide* at ICDC.

■ www.deca.org/publications/guide

WEBSITE

The DECA website provides guidelines, performance indicators, sample exams and sample events for all competitive events, as well as sample videos, helpful publications and updates.

■ www.deca.org/competitions/highschool

DECA DIRECT ONLINE

The "Compete" section has tons of articles about all aspects of competition.

■ www.decadirect.org

DECA IMAGES

DECA Images provides supplemental competitive events preparation resources, including instructor guides, sample case studies that can be used as classroom activities, sample exams, bell ringers, flash cards and more, all designed to acclimate your members to DECA's competitive events while reinforcing your curriculum.

■ www.deca.org/shop



GAINING SUPPORT

Savvy DECA advisors understand that having the support of people outside their program in the school and in the local community can make their jobs easier and take their program to a higher level. While you are taking steps to build your program internally, don't forget to cultivate support within the school community as well as beyond the school.

WITHIN THE SCHOOL

There are three groups within the school whose support should be cultivated: administrators, faculty and staff members, and parents.

ADMINISTRATION

One of your top priorities as a DECA advisor should be to develop a supportive relationship with your administration, making sure your principal, counselor, superintendent and school board understand that DECA is integral to helping achieve academic and other school goals. Use these tips to help ensure support for your program:

- **Show how your program supports the principal's goals.** Whether it's enhancing student achievement, creating a positive school climate, or some other goal, chances are that

your DECA program supports what the principal is trying to accomplish in myriad ways. At the start of each school year, develop a short presentation highlighting all the ways your program supports the principal's goals and together with your chapter leadership team request a meeting to give the presentation. As the year proceeds, be sure to reiterate how the activities and accomplishments of your chapter tie in with the principal's goals.

- **Keep administrators informed.** Communicate regularly about your chapter's activities with administrators, whether through casual conversations or detailed memos highlighting achievements. Keep your program on administrators' radar screens so they will associate your organization with vibrant, vital activities. Engage your administrators by having them interact with your chapter leadership team or by inviting them to attend a DECA activity.
- **Stress the link between DECA participation and student achievement.** DECA activities provide authentic, experiential learning methods to prepare members for

college and careers. Highlight the academic achievements of your members and the ways DECA's curriculum aligns with state and national standards. Point out how DECA activities support and enhance other curriculum areas by providing real-life opportunities for members to practice what they have learned.

- **Make personal connections.** Invite principals, counselors, the superintendent and school board members to attend your events and involve them whenever possible in such things as judging a competitive event or giving greetings at an event. Let them see members engaged in meaningful activities.
- **Focus on the school board.** Breathe some fresh air into the routine of school board meetings by putting yourself or your chapter leaders on the speakers' list to report on DECA activities to the board and those in attendance. Being able to hear the successful stories of students will boost the morale of school board members and ensure that they are aware of the vitality of your program.

FACULTY AND STAFF

Another key group whose support will help make your job easier is the faculty and staff. Without knowing what DECA is all about, other teachers can become resentful when DECA activities take members out of class or come into conflict with other things on the school calendar. As you do with administrators, take time to ensure that faculty and staff members understand the ways DECA activities support and enhance other curriculum areas and help members achieve academically. Use some of the following tips to cultivate the support of faculty and staff members:

- **Organize a breakfast or luncheon for teachers and counselors** during one of their in-service days before school starts. Introduce your chapter leadership team and have members set-up for the event, serve the food, and provide clean-up. Give a report about your chapter's annual business plan for the year, highlighting ways DECA activities support school goals.
- **Let faculty members know of chapter plans** such as trips for competitions well in advance so they can plan their schedules accordingly.
- **Get staff members involved in your program** as subject-area resources, judges for events, chaperones, etc.
- **Prepare an audio-visual presentation** highlighting your chapter's accomplishments and show it at a faculty meeting.
- **Be sure to acknowledge the contributions faculty and staff members make** to your successes with appreciation gestures during DECA Month in November, Teacher Appreciation Week in May and at your chapter's end-of-year banquet.

PARENTS

Parents who are aware of DECA and the opportunities it offers to members can be one of your best recruiting tools. They will want their students to take advantage of what your chapter offers. Once members are involved, parents become one of your main sources of support. Cultivate parental support in these ways:

- **Prepare an audio-visual presentation** highlighting DECA activities and opportunities. Stress the benefits to members of participation. Play it at open house, parents' nights or at a PTA meeting.
- **Tap into parental talents.** Conduct a survey of members to find out what their parents are good at and where they work. Which parents have skills and access to resources that could help with DECA projects and presentations? Send a letter to parents asking if they would be willing to share their time and talents and give them options for doing so. Then use the information gathered to get parents to serve as resources for the various projects members are working on.
- **Include information in parent newsletters** and on the school's website about upcoming events and accomplishments of chapter members.
- **Recognize parent contributions.** Be sure to thank parents who have been involved with notes that specify how their contribution helped your project. Small tokens of appreciation and recognition at PTA and other appropriate meetings also usually are appreciated. A "Parent of the Year" award for the most supportive parent could be awarded at the end-of-year banquet.

EVERYONE BENEFITS

Making connections within the community with business and industry leaders adds up to a program that benefits everyone involved:

- **Students** benefit from involvement with business leaders that will help them understand the relationship between what they are learning and how it applies to "real-world" experiences. Interacting with business leaders can also open doors for them to jobs or point them down a path for a future career.
- **Your program** benefits by receiving untapped resources that will enhance the educational experience for your members. In addition, establishing the DECA program as an important career development resource for members will help build interest that can lead to increased enrollment in your program.
- **Your school** benefits because student achievement and successful programs generate positive public opinion for the educational process and for the schools that provide the programs. The widespread recognition and respect that DECA receives reflects on the entire education community. In addition, involvement with business leaders leads to increased understanding of youth as positive resources and educational issues, which can lead to advocacy for the school.
- **The community** as a whole benefits through the career and college preparedness that DECA provides and the community service of its members. DECA members appreciate the responsibilities of citizenship and develop civic awareness.
- **Businesses** benefit by helping prepare their future work force for their roles after school and by having the satisfaction of active involvement in the school. Through their involvement in and support of DECA, businesses can directly influence the development of effective programs and make known their specific requirements for qualified employees.



BUSINESS ADVISORY BOARD

A local business advisory board can be an advisor's secret weapon in developing a strong program by providing strategic advice, professional insight and financial support for programming. Consider inviting local businesspeople to serve on a local advisory board to fulfill some or all of the following functions:

- Reviewing program goals and objectives.
- Comparing student performance standards to business/industry standards.
- Reviewing curriculum and instructional materials for accuracy.
- Contributing resources that are available to their businesses.
- Providing tours, field trip experiences, speakers, judges.
- Publicizing the chapter's activities in the community, including at school board meetings.
- Performing liaison work with the rest of the business community.
- Arranging job shadowing and mentoring opportunities
- Advising student competitive event projects.
- Obtaining contributions, including scholarship funds.
- Providing equipment and facilities for specialized learning.
- Conducting job placement activities.



BEYOND THE SCHOOL

Members of the community will be supportive of your chapter when they realize that DECA has prepared its members to be college and career ready and contributing members of the community. The community service activities your members participate in will also build support for your program. Some ways to cultivate awareness of your program and the support of community members include:

- **Write newspaper articles** and send media releases about events.
- **Deliver a presentation** about DECA by the chapter leadership team at a business or community meeting.
- **Seek exhibit space** at local malls or other businesses to inform the general public of your activities and accomplishments.
- **Participate in a local parade** with a DECA float or decorated car.
- **Conduct a letter writing campaign** where your chapter members write letters to the editor or elected officials explaining DECA and how they have benefited from their participation in it.
- **Ask local businesses to display supportive**

messages on their marquees and outdoor billboards wishing members well before competitions or congratulating them on their accomplishments afterwards.

- **Partner with adult service organizations** such as Kiwanis or Optimists whose goals include supporting the youth of the community. By offering these groups a chance to support a project designed by members, they fulfill their group's mission without having to create their own activity or worry that a project they plan will not attract local youth.
- **Organize a community service activity** such as a blood drive, a food drive, or a park clean-up and call it "DECA Serve Day."
- **Get senior citizens into the school** and interacting with members by sponsoring a senior citizens prom or a computer class taught by members where they can learn how to use e-mail and the Internet.
- **Invite members of the community to serve as judges** for competitive events.
- **Utilize local cable access** to broadcast videos about your program and highlights from activities and competitions.

BUSINESS CONNECTIONS

Businesspeople in your community can play a crucial role in the success of your chapter. They provide real-life resources and perspective through opportunities for members to test their knowledge and projects against real industry standards. Business partners can read projects as they evolve, spotting weaknesses and pointing members in more useful directions. They can be classroom speakers and sources for work-based learning, employment, internships, job shadowing, and mentoring—and much more! Some ideas for cultivating the support of businesses include:

- **Connect with your local chamber of commerce** or similar organization. Share your chapter's annual business plan and let them know you welcome their involvement in whatever ways would be mutually beneficial.
- **Encourage members to look for business partners for their projects.** Working with a business may strengthen member presentations and provide opportunities for individuals that you are unable to provide in the classroom.
- **Invite businesspeople to listen to project presentations** by members and provide feedback. Operate these sessions like those in competitive events and business. Give role-play competitors the prescribed amount of time to prepare and have members sign up for slots to present.
- **Ask a business partner to give an industry expert presentation** as a guest speaker.
- **Hold a forum** in which several industry representatives share their perspectives on the business environment and what it takes for young people to be prepared for success in their field.
- **Schedule a visit** with your chapter leadership team to your local National Advisory Board partners and share information about your chapter.
- **Create an advisory board.** Invite members of business and industry to serve on a business advisory board to provide professional expertise, professional development opportunities for students, and financial support. See page 24.
- **Provide recognition for business partner participation** and be sure to mention their support in articles, at events, and so forth.

When working with a local business, be a contributing partner, don't just take from the business. Help with projects that benefit the business, such as developing an ad campaign or a new logo, conducting

marketing research or raising money for a charity. These types of projects will make the partnership worthwhile for the businesses and can make them your chapter's best advocates in the community. Working together, your chapter and the businesses and

industries you are involved with can build a mutually supportive network that will foster student achievement and enhance the quality of life in your community.

■ www.deca.org/partners

USE SOCIAL MEDIA TO SPREAD THE WORD ABOUT DECA

Social media is here to stay. Lucky for you, you have a chapter full of excited and engaged members who want to bring your chapter's achievements and promotions to the next level using innovative communication technologies. Don't be afraid to begin integrating social media into your chapter's communication plan.

Here are some ways to get started:

1. **Select a member or a team of members from your chapter to manage your various social media sites.** Be sure these individuals understand how to conduct themselves professionally and that all school district policies are followed, if applicable. Work with your social media person or team to develop a weekly or monthly schedule for social media posts, so that there will be no surprises when you check your Twitter!
2. **Create a Fan Page on Facebook instead of a personal page for your chapter.** This allows you to treat it like a business's page and models professional level communications. Other platforms you should consider creating include a Twitter page, an Instagram account, a Vine account and a Pinterest board.
3. **Determine the primary social media platform used by your target audiences.** Maybe posting announcements about meeting times and due dates on Twitter is the best way to reach your chapter members, but posting competition photos or creating events is better on Facebook, where parents, alumni and business partners are more likely to engage with your chapter page.
4. **Aim to post content on your social media sites at least once a day, four times a week.** Deliver content that fans and followers will enjoy. Photos of chapter events, spotlights on your business partners, chapter announcements and upcoming events all make great posts that give your audience reasons to "like" or "follow" you.
5. **Tell your audience how to find you!** If you promote your events through posters, flyers and banners, be sure to include logos of the various social media sites you use, along with the information needed to look up your chapter. Send a link to parents, business partners and administrators. This helps them stay connected and showcases your chapter's professional communication methods.
6. **Follow DECA on all our communications channels to stay up-to-date with activities and news at the DECA Inc. level.** Don't forget to connect with your chartered association through social media as well.
7. **Don't be afraid of the hashtag!** Create a hashtag for your chapter and encourage your members, business partners and even parents to use it in all their social media activity! You will be #amazed at the results.



COOL IDEAS

There are so many cool ideas that DECA chapters implement all across the globe. Smart DECA advisors quickly learn to get the most value out of one activity. Rather than simply looking at an event as a fundraiser, for example, consider how it can also reinforce learning concepts, build membership or raise visibility for your chapter. If you are looking for some new ideas, or a twist on an old idea, consider the following activity ideas. If this isn't enough, be sure to look at the "Chapter Clips" section in each issue of *DECA Direct* magazine as well as best practices shared in each issue of *Insight*.

COMMUNITY SERVICE

SCHOOL SUPPLIES DRIVE

Organize a drive to collect school supplies to donate to needy students in your community. Work with the counselors in your school and your feeder schools to discreetly identify students who need the supplies.

SCHOOL SUPPLIES DRIVE

Organize a drive to collect school supplies to donate to needy students in your community. Work with the counselors in your school district to discreetly identify students who need supplies.

THANKSGIVING BASKETS

Work with the counselors at your local elementary school (or your own school) to find out what families might be in need of assistance with obtaining a Thanksgiving meal. Create baskets of food with all the fixings for a traditional meal—stuffing, potatoes, pumpkin pie filling, rolls, cranberry sauce, etc.—along with a gift certificate to a local grocery store for the fresh items like the turkey. Deliver the baskets or, to preserve anonymity, have the counselors deliver them.

MIRACLE MINUTE

Designate one minute during a school day dedicated to raising as many funds as possible for the Muscular Dystrophy Association.

FOOD DRIVE SCAVENGER HUNT

Organize teams of DECA members to compete in a scavenger hunt for food items. Prepare a list of particular items and designate a three-hour time limit to obtain everything. Award a prize to the winning team and donate the collected food to a local food pantry.

TALES FOR TOTS

Collect new or gently used books to provide for kids in homeless shelters or children's hospitals.

ONE NIGHT WITHOUT A HOME

To raise awareness of the plight of homeless people during National Hunger and Homelessness Awareness Week in November, organize a night during which students sleep in cardboard boxes on the school parking lot. Invite a speaker from a local shelter to address the students and use the event as the kick-off to a canned food or warm clothing drive. Visit www.nationalhomeless.org/awareness/ for a manual on organizing an awareness event.



COATS FOR KIDS

Sponsor a coat drive to collect gently used warm winter coats and jackets for children. Donate the collected coats to a local agency serving underprivileged families.

WALK FOR WARMTH

Organize a winter walk-a-thon to raise money to help pay the fuel bills of needy people in your community. Create public service announcements to raise awareness of the plight of low-income families who face increased difficulty due to the rising cost of fuel.

ADOPT A MILE

Sponsor an “Adopt a Mile” event. Choose a section of a walking/bike path or roadway and designate a day to pick up the trash. Wear your DECA attire to promote your chapter’s efforts.

YOUTH SERVICE DAY

Organize a service project in which all students can participate for National and Global Youth Service Day in April. Visit www.ysa.org/nysd for ideas and free planning materials.

CHANGE FOR CHANGE

In your school-based enterprise, ask if customers want to donate the extra change from their purchase to charity. If you don’t have a school store, ask local business to participate in the fundraiser.

FUNDRAISING

PROM FASHION SHOW

Ask local businesses to contribute clothing for students to model and give away door prizes from the businesses. During the event, conduct a raffle for various prom packages such as dinner for two, a limo, flowers, etc.

BALLOON BOUQUETS

Package three helium-filled balloons with some fresh-baked cookies and deliver them to students at school for Valentine’s Day. Take orders for delivery from parents and students and work out a distribution schedule so DECA members can get them all delivered in a timely fashion.

MARKETING AND ENTREPRENEURSHIP SUMMER CAMP

Offer a summer camp experience for elementary students that focuses on teaching them the basics of marketing and entrepreneurship. Hold the camp at school and have officers and other experienced members develop lessons to teach various topics. Invite guest speakers from community businesses in to address the group.

DECKED OUT IN DUCT TAPE

Sell duct tape for \$1 per yard for the purpose of taping your principal or a popular teacher to a wall—with their permission, of course! Have the person stand on a chair to have the tape strips attached, then pull the chair away. The more tape sold the more likelihood they will stay attached to the wall.

HIGHLIGHT DVDS

Get some technology-oriented students to create highlight DVDs for the different performance groups (drama, choir, band, etc.) and sports teams on campus. Sell copies to group/team members, parents, and other interested people.

BEST SEAT IN THE HOUSE

Sell raffle tickets during the week of a big football or basketball game to have a chance to be seated in the “best seat in the house.” The winner and a guest are treated to a pizza and snacks while they watch the game from the comfort of a sofa placed in a key spot in the stands or on the sidelines.

PASS, PUNT, AND KICK CHALLENGE

Sell raffle tickets to be selected for a chance to win a nice prize package donated by local businesses based on completion of a pass, punt, and kick challenge. The lucky challenger passes a football from the end zone, then from the first point of impact punts the ball down the field, and finally attempts a field goal from the first point of impact from the punt. If he or she makes the field goal, the prize is theirs.



MOVIE NIGHT

After home basketball games on Friday nights, sponsor a movie night in the school auditorium or cafeteria. Charge an admission fee and sell refreshments for extra profit. Be sure to obtain a Public Performance License (<http://www.movlic.com/k12/index.html>).

PIE SALES

Prior to a holiday like Thanksgiving, work with a local bakery to sell pies for a percent of the profit. Take the orders in advance for traditional pumpkin, pecan, and apple pies and deliver the pies on the day before the holiday.

TAILGATE PARTY

Sell barbecued hamburgers, hot dogs, chili, chips, and soft drinks in the parking lot to host a spirited tailgate party before a home football game. Invite a local band to play or feature the school’s pep band in a mini concert.

ALL-NIGHT VOLLEYBALL TOURNAMENT

Invite teams of students—and faculty members—to pay an entry fee to participate in an all-night volleyball tournament. Begin the tourney on a Friday evening and finish on Saturday morning, with teams playing a round-robin or double elimination format. Have movies, board games, and refreshments for players in between volleyball games. Charge admission for spectators to add to the profit. For safety, once students come in don’t allow them to leave until the end.

KIDS NIGHT OUT

Organize a kids night out for elementary school children in which parents pay a fee to drop their children off on a designated night for an evening of activities. Activities could include such things as kickball, volleyball, musical chairs, face painting, arts and crafts, karaoke, movies, red rover, cookie decorating, and so forth. To be fair, divide students into age groups (K-2, 3-4, 5-6) to play the games. Publicize the event through fliers sent home with elementary students and notices in local papers. Be sure to have parents fill out emergency information forms before dropping off children.

DASH FOR CASH

After selling chances for one dollar, draw the name of the person who gets 15 seconds to pick up as much money as he or she can from the \$100 that has been spread out on the basketball court at halftime of a game.

CARDBOARD BOAT REGATTA

Have teams of two pay an entry fee of \$15 and submit a registration form with parent signatures to enter a boat made only of cardboard and duct tape. Teams race across two laps of the pool or a pond, paddling with homemade oars made of anything—wood, frying pans, etc. Charge admission to view the fun. Find sponsors for the event so you can offer good prizes to tempt more entries.

COFFEE HOUSE

Convert the cafeteria for an evening of entertainment with coffee, tea, hot chocolate, and snacks. Create a stage with a black background and twinkle lights and bring in couches to create more comfortable seating. Feature a series of student-performed acts—musical, poetic, comedy, dance, and so forth. Charge admission and sell refreshments.

DANCING WITH THE STAFF

Pair students with staff members to have a dance-off similar to the Dancing with the Stars television show. Get a local dance studio to teach them the dance steps.

CELEBRATE DECA MONTH

In November, DECA Month is a great opportunity to conduct activities that publicize your chapter and your program.

■ www.deca.org/events

RANDOM GIVEAWAY

Tape a fun-sized candy packet to the underside of several random chairs at each lunch period. Midway through lunch make an announcement for students to “look under your chair to see if you have received a prize compliments of DECA!” Take advantage of the excitement and positive buzz by following up with an opportunity for students to find out more about DECA.

PRIZE BASKET

Enter the names of students who come to your store to listen to a DECA sales pitch for a minute or so into a drawing for a basket of store items. This serves the dual purpose of getting them into the store to check out what you offer and helping them get more familiar with the organization.

BUDDY BREAKFAST

Ask every DECA member to bring a potential member to a free DECA breakfast before school on a designated day. Show a slideshow of highlights from your chapter’s activities and the DECA promotional DVD and allow recruits to ask questions of current members.

EXTRACURRICULAR EXTRAVAGANZA

If your school doesn’t already offer a club fair, get together with advisors of other student organizations and offer an Extracurricular Extravaganza at lunch one day. Put up a table with picture collages from conference travel and other activities and have members present in their blazers to talk about why they are involved in DECA.

DECA MAN

Have an outgoing member dress up in a super-hero type costume featuring the DECA Diamond, a cape, and a bag of candy. Have “DECA Man” walk around before and after school and during lunch asking students questions about business, marketing, finance, and DECA and giving candy to those who answer correctly.

EXPRESS YOURSELF

Schedule student presentations for PTA, school board members, government officials, and civic organizations highlighting DECA activities and accomplishments.

DECA PLACE MATS

Create DECA place mats with the top five reasons to join DECA and ask your cafeteria staff to put them on the meal trays during the week.

LOCAL PROCLAMATION

Ask your mayor or other local official to issue a proclamation declaring DECA Month in your community.

GUEST SPEAKER

Invite a prominent business leader from the community to address your chapter one day after school and invite prospective members to attend. Ask the speaker to focus on the things he or she learned in high school that are useful now in his or her career.

DIAMOND HUNT

Hide DECA diamonds around campus and challenge students to see how many they can find. Award prizes to students who collect the most, or allow any person who finds one and turns it in at the DECA classroom to select from a grab bag of small prizes. As an alternative, write all students’ names on diamonds and place them all over school. If students find the diamond with their name on it, they can redeem it for a fun-sized candy bar.

ASK ME ABOUT DECA DAY

On a designated day during DECA Month, have all members wear their DECA shirt along with a button that says “Ask Me.”

When students say “ask you about what?” members will have a chance to give a quick speech about why DECA is a great organization.

DIAMOND DECS

Decorate all members’ lockers with DECA diamonds, streamers, and balloons.

DRESS FOR SUCCESS

Hold a chapter or school-wide “dress for success” day.

SECRET MEMBER

Designate one DECA member as the secret DECA member for the week. Give clues each day on the announcements about the secret member and have students try to figure out who it is. They can turn their guess in to the DECA classroom and either give a prize for the first person to figure it out or put all correct answers in a pot for a drawing.

PEPPERMINT NOTES

Give prospective members a peppermint with a note attached that says “You were mint for DECA.”

BUSINESS BREAKFAST

Hold an advisory committee or employer appreciation breakfast. Have DECA members there in uniform to talk with business people about DECA activities.

VISIT DECA PARTNERS

Make a visit with your chapter officers to your local National Advisory Board partners and share information about DECA.

MEMBERSHIP RECRUITMENT

RECRUITMENT CONTEST

Have a contest to see which class can recruit the most alumni, business partners and parents to join your DECA chapter.

BECOME A MARKETER

Study your demographics, identify students that would be a good fit for your program. Send them “DECA Grams” or personal invitations to join this “elite” program.





COMPETITIVE EVENTS PREPARATION

For competitive event preparation, look to your local college or university (bonus if it has a Collegiate DECA chapter) to mentor members and serve as judges for a prep night event. DECA members benefit from the real-world experience of the collegiate members, while they get an opportunity to fine-tune their competitive edge by serving as judges.

"BEST OF" COMPETITION

Organize a "best of" competition for local restaurants in your community, such as a "best wings" and "best pizza." This event lets the members work through partnering with local business to gain support and participation. The actual event supports a market research unit in class. Ask the businesses to donate the food, but purchase your beverages while on site and tip the staff very well.

SPONSOR SPORTING EVENTS

"Sponsor" high school sporting events in coordination with a promotion unit. Members develop promotional materials for specific sporting events, usually bigger events such as homecoming or tournaments. In turn, ask for a percentage of the ticket take from the event. At these special events, also incorporate miracle minutes to support your community service projects.

BUSINESS PARTNERSHIP PROGRAM

Develop a "partner sponsorship" package to help build your professional level membership, increase available funds for student activities and travel and further develop relationships with advisory board and other partners. For sponsorship, partners receive professional level DECA membership, free advertising in the school store and on chapter t-shirts. Partners also agree to accept a spot on your advisory board and/or serve as a mentor or speaker in class.

MEMBERSHIP CAMPAIGN

Develop a local membership campaign to participate in DECA's annual membership campaign, which gives you simple goals to guide your chapter to increasing membership and yields recognition and big rewards.

BE ACTIVE EARLY

Participate in events — such as conferences, social activities, etc. — early so that members have a good experience and share it through word-of-mouth with potential members.

MIDDLE SCHOOL WORKSHOP

In the spring, DECA members conduct an entrepreneurship workshop for eighth graders (next year's freshmen).

PERSONAL INVITATION

Ask your current DECA members to identify potential members (adopt-a-member campaign), and ask them to personally invite them to a DECA activity. Continue to involve them in chapter activities throughout the year.

SUCCESSFUL SENIORS

Have your really successful seniors talk to freshmen/sophomore/junior classes about why they enjoy your program, the benefits of participating in DECA, the thrill of competition, etc.

PROMOTE YOUR CHAPTER

Create a bulletin board to post in your high school to promote DECA. Display pictures, trophies, posters and upcoming conference locations.

BRING ENTHUSIASM TO UNDERCLASSMEN

Leverage DECA's competitive events designed for ninth and tenth grade DECA members to bring enthusiasm to underclassmen.

INVOLVE YOUR COUNSELORS AND ADMINISTRATOR

Continue to actively involve your counselor and administrator in your program so they can experience DECA firsthand and become a champion for your program. Give them their own DECA t-shirts!

EXAMINE YOUR COURSE OFFERINGS

Consider how you can realign your course sequence and offerings to allow the most students the opportunity to benefit from DECA membership.

BEST PRACTICES BELL RINGERS

Use DECA role-plays and case studies as bell ringers at the beginning of class. Have the class work in pairs to solve the problem in the role-play or case study. Students are exposed to DECA competitive events and become familiar with industry vocabulary.

HANDSHAKE AND INTRODUCTIONS

Use handshake and introductions as a "getting to know you" activity in class at the beginning of the year. Then use this later in the year to introduce role-plays and how to meet and greet your judge.

GROUP COLLABORATION

Students are given a role-play to solve as a group. They all pitch in and come up with ideas they could use to present the performance indicators to the judge. They are given extra points if they have two people present their role-play to the class. Use this on short class days so your students have a strict time restraint and have to work together to solve the problem.

PROMOTION PLAN

At the end of a unit on promotion, students do the Advertising Campaign Event. As a class they select a business to work with, they are given a budget and timeline. The teams present to the business owner who then selects the overall winners. This is a great way to review promotion, prepare a written event and involve community members in your classroom.

FASHION MERCHANDISING

Fashion merchandise students conduct a fashion show each year with a silent auction to raise money for a cause. All students are involved in the entire process of planning, organizing and conducting a fashion show.

LOSS PREVENTION PARTNERSHIP

During a loss prevention unit, partner with retail security or a local police department to present to the class on loss prevention.



OUR GUIDING PRINCIPLES

DECA'S COMPREHENSIVE LEARNING PROGRAM

INTEGRATES INTO CLASSROOM INSTRUCTION

An integral component of classroom instruction, DECA activities provide authentic, experiential learning methods to prepare members for college and careers.

DECA members put their knowledge into action through rigorous project-based activities that require creative solutions with practical outcomes.

APPLIES LEARNING

CONNECTS TO BUSINESS

Partnerships with businesses at local and broader levels provide DECA members realistic insight into industry and promote meaningful, relevant learning.

As in the global economy, a spark of competition drives DECA members to excel and improve their performance.

PROMOTES COMPETITION

DECA PREPARES THE NEXT GENERATION TO BE

ACADEMICALLY PREPARED

DECA members are ambitious, high-achieving leaders equipped to conquer the challenges of their aspirations.

Recognizing the benefit of service and responsibility to the community, DECA members continually impact and improve their local and broader communities.

COMMUNITY ORIENTED

PROFESSIONALLY RESPONSIBLE

DECA members are poised professionals with ethics, integrity and high standards.

DECA members are empowered through experience to provide effective leadership through global setting, consensus building and project implementation.

EXPERIENCED LEADERS