



**2023-2024
ADVISOR HANDBOOK
NEBRASKA DECA**



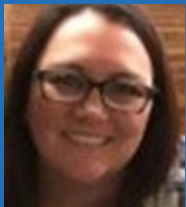
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www.nedeca.org

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STATE OFFICERS



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RUNNING FOR STATE OFFICE

State Officer Applications

<https://www.nedeca.org/event/state-officer-applications-due/>

State Officer applications are due January 12, 2024.

- Once received, students will receive additional information about state officer screening, scheduled for February 3rd, 2024.
- Students run for state office at the state conference in March. This includes a campaign booth, 30 second intro speech at the opening session, speech in front of voting delegates, and a question and answer session in front of voting delegates.
- The application outlines required dates/events, duties, and other details.
- Please encourage your students to apply and run! If you have any questions, reach out to us or have your students reach out to the state officers.



STATE AND NATIONAL THEME



2023-2024 State Theme

Growing Leaders

Inspiration for the theme is the focus on developing and preparing our students to lead. The theme elements include the skyline and also the goldenrod, our state flower.

DECA INC. THEME AND MEDIA KIT:



Experience the Difference

Use this link to download the graphic files, social media files, zoom backgrounds, and even graphics for meeting signs. <https://www.deca.org/brand>

You can also request your chapters customized logo, if you don't have access to that.

<https://www.deca.org/high-school-programs/membership-high-school/recruitment-tool-kit-hs/#artwork>



NEBRASKA
DECA™

NEBRASKA DECA BOARD OF DIRECTORS

President

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Business/Industry Rep

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Business/Industry Rep

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MEMBERSHIP

Students

How to register your members:

- Use this site [membership.decaregistration.com/deca](https://www.deca.org/high-school-programs/membership-high-school/) to register.
- You must “graduate” your senior members from last year in order to add new members for the 2023-2024 school year.
- Students also have the option of registering and paying on their own using this link. <https://membership.decaregistration.com/deca/members#>

Advisors

Use the same process as above. You can choose a primary and secondary advisors.

Alumni and Professional

Alumni and professional memberships are a way for former students and members, business partners, parents and family members, school staff and administrators to show their support for DECA. They can register on their own using this site <https://membership.decaregistration.com/deca/virtuallogin#>. They will choose the red button to log in.

DECA DECA MEMBERSHIP SYSTEM

Alumni, Professional And Student Login

Join as an Alumni, Professional, or Collegiate Student Member

Member ID:
mary.janssen

Password:

Login

Forgot Password

Welcome to the new DECA Alumni & Professionals registration site. We are excited to offer this resource for our Alumni & Professional members to provide an easy-to-use registration, donation and payment process. You will see this resource continue to grow and refine over this year to facilitate records of volunteer experience and participation at national DECA conferences. If at any time you need help or have any questions, please contact membership@deca.org.

First Time Alumni & Professional Registrants: If you are registering for Alumni & Professionals for the first time in this system, please click on the **Join Alumni & Professionals** button.

Returning Users: Enter your Username and Password and click on the Login button.

Dues

Dues are \$20 for all groups (membership dues include \$12 for state membership and \$8 for national membership) Some chapters choose to add additional local or chapter dues on as well. That is your discretion.

Membership Deadline

Initial membership by November 15th, February 15th for qualification for the International Career Development Conference

Questions about membership?

- Contact Mary Janssen for state questions
- Contact membership@deca.org for portal/national questions.

MEMBER AND CHAPTER OF THE YEAR

Member of the Month/Year

Who is eligible? Any DECA member

What is judged? Your involvement in local, area, state and national activities

- Applications are on-line. Apply by the 15th of each month, from August to February.
- Be sure to complete all the appropriate application documentation and review before submitting.
- A committee selects a Distinguished DECA Member each month for the months of September, October, November, December, January and February.
- The six monthly winners may send an updated award application before review by the selection committee no later than March 1.
- New applications or updated applications may be resubmitted on-line before the 15th of February in order to be considered for Member /Chapter of the Year.
- The Distinguished DECA Member of the Year and Distinguished DECA Chapter of the Year will be announced at the State Career Development Conference.

Link to website for application:

<https://www.nedeca.org/scholarships-awards/chapter-member-of-the-month-awards/>

Chapter of the Month/Year Award

Chapter of the Month award recognizes those chapters who truly exemplify the four points of the DECA diamond. By submitting an application, your chapter becomes eligible for the Chapter of the Month Award. And, if you win one of the monthly awards, you will vie for the highest honor a Nebraska DECA chapter can achieve...the Distinguished DECA Chapter of the Year.

Applications must be submitted no later than the 15th of each month. Applications will be reviewed by a select committee of business partners, alumni, and the Vice President of Membership Services. Six monthly winners will be selected (October, November, December, January, February, March). The six monthly winners may submit an updated application before final review for the Distinguished DECA Chapter of the Year. The Distinguished DECA Chapter of the Year will be announced at the Preliminary Awards Program of the Nebraska DECA Career Development Conference

Link to website for application:

<https://www.nedeca.org/scholarships-awards/chapter-member-of-the-month-awards/>

CONFERENCES AND EVENTS

Fall Leadership Conference (FLC)

Wednesday, October 11th, 2023
Creighton Heider College of Business
at the Harper Center
Time: 8:00 am-2:25 pm
Registration: \$45
Registration Due: September 22nd

Highlights:

Keynote speaker: Dan Meers, KC Wolf AdVenture competition, officer workshops, business and industry workshops and panels, Taste of DECA, and networking opportunities.

Scottsbluff Invite

Tuesday, November 7th, 2023
WNCC

First Timers/Fall Competition

Saturday, November 11th, 2023
Time: 8 am- 3 pm
Millard North High School
Registration: \$10
Registration due: October 30th

Ultimate DECA Power Trip

November 17-19, 2023
Austin, TX
Lodging: \$199 plus 17.614% tax,
one hotel is \$189
Registration: \$135
Registration deadline: October 18th, 2023

All Metro Competition

Saturday, January 20th 2024
Millard South High School
Omaha, NE
Registration: \$10

Capital City Invite

Friday, February 2nd, 2024
UNL - Lincoln, NE
Registration: \$10

State Career Development Conference

Thursday, March 14 - Friday, March 15, 2024
The Cornhusker Hotel - Lincoln, NE

Growing Leaders

Registration: \$75

Registration due: Monday, February 5th

DECA International Career Development Conference

April 27-30, 2024, (travel days on April 26 and May 1)
Anaheim, CA
Hotel Assignments: Desert Palms Hotel
and Suites

Experience the Difference

Registration: \$140

Lodging: \$213-235 per night,
additional 17% occupancy tax

FULL LIST OF DECA CONFERENCES AVAILABLE AT:

www.deca.org/conferences/power



CALENDAR OF EVENTS 2023-2024

SEPTEMBER

4-22
PIPER SANDLER
TAKING STOCK WITH
TEENS FALL SURVEY
deca.org/teensurvey

11
STOCK MARKET
GAME BEGINS
deca.org/compete

15
DISTRICT-LEVEL
INSTRUCTIONAL
AREAS ANNOUNCED
decadirect.org

30
ACTIVATE YOUR
CHAPTER INCENTIVE
DEADLINE
deca.org/register

OCTOBER

2-6
SCHOOL-BASED
ENTERPRISE WEEK
deca.org/sbeweek

13-16
DECA AMPED + MBA
RESEARCH CONCLAVE
Denver, CO
deca.org/amped

18
THE ULTIMATE
DECA POWER TRIP
REGISTRATION DUE
deca.org/power

17-27
VIRTUAL BUSINESS
CHALLENGE ROUND 1
deca.org/compete

NOVEMBER DECA MONTH

1
HONORARY LIFE
MEMBERSHIP +
OUTSTANDING
SERVICE AWARD
NOMINATIONS DUE
deca.org/professionalarwards

3
BUSINESSU DECA AT
THE BELL CHALLENGE
ENTRIES DUE
deca.org/challenges

13-19
GLOBAL
ENTREPRENEURSHIP
WEEK
genglobal.org/gew

15
INITIAL MEMBERSHIP
DUES DEADLINE
deca.org/register

17-19
THE ULTIMATE DECA
POWER TRIP
Austin, TX
deca.org/power

21
ETHICAL LEADERSHIP
CHALLENGE
ENTRIES DUE
deca.org/challenges

29-December 2
ACTE CAREERTECH
VISION
Phoenix, AZ
careertechvision.com

DECEMBER

1
DECA CHAPTER
CAMPAIGNS +
MEMBERSHIP
CAMPAIGN DUE
deca.org/campaigns

HONORARY LIFE
MEMBERSHIP +
OUTSTANDING SERVICE
AWARD APPLICATION
PACKETS DUE
deca.org/professionalarwards

SCHOOL-BASED
ENTERPRISE
CERTIFICATION OPENS
deca.org/sbe

5
SPORTS +
ENTERTAINMENT
MARKETING
CONFERENCE
REGISTRATION DUE
deca.org/sem

8
STOCK MARKET
GAME ENDS

JANUARY

11
SCHOOL-BASED
ENTERPRISE
CERTIFICATION DUE
deca.org/sbe

12
STUDENT SCHOLARSHIP
APPLICATIONS DUE
deca.org/scholarships

16-26
VIRTUAL BUSINESS
CHALLENGE ROUND 2
deca.org/compete

31
KNOWLEDGE MATTERS
DIGITAL PRESENTATION
SKILLS CHALLENGE
ENTRIES DUE
deca.org/challenges

31-February 4
SPORTS +
ENTERTAINMENT
MARKETING
CONFERENCE
Orlando, FL
deca.org/sem

FEBRUARY CTE MONTH

1
DECA EMERGING
LEADER HONOR AWARD
APPLICATIONS OPEN
deca.org/honoraward

NAA AUCTION
MARKETING CAMPAIGN
ENTRIES DUE
deca.org/challenges

1-March 1
STUKENT SOCIAL
MEDIA SIMTERNSHIP™
CHALLENGE
deca.org/challenges

6
NPCF SOCIAL IMPACT
LEADER OF TOMORROW
CHALLENGE
ENTRIES DUE
deca.org/challenges

15
ICDC COMPETITORS'
FINAL MEMBERSHIP
ELIGIBILITY
deca.org/register

16
MDA DISABILITY IS
DIVERSITY CHALLENGE
ENTRIES DUE
deca.org/challenges

MARCH

1
ADVOCACY
CAMPAIGN DUE
deca.org/campaigns

EXECUTIVE OFFICER
CANDIDATE
APPLICATIONS DUE
deca.org/officers

4-22
PIPER SANDLER TAKING
STOCK WITH TEENS
SPRING SURVEY
deca.org/teensurvey

22
ICDC REGISTRATION +
HOTEL ROOMING
LIST/DEPOSIT DUE
FROM CHARTERED
ASSOCIATIONS

27
ICDC-QUALIFYING
WRITTEN ENTRY
SUBMISSIONS OPEN
deca.org/icdc

29
ICDC BLAZER
ORDER DEADLINE
shopdeca.org

31
EMERGING LEADER
HONOR AWARD
NOMINATIONS DUE
deca.org/honoraward

APRIL

10
ICDC-QUALIFYING
WRITTEN ENTRY
SUBMISSIONS DUE
deca.org/icdc

27-30
DECA INTERNATIONAL
CAREER DEVELOPMENT
CONFERENCE
Anaheim, CA
deca.org/icdc

DECA Inc. Full Calendar: <https://www.deca.org/calendar>
Nebraska DECA Calendar: <https://www.nedeca.org/calendar/>

COMPETITIVE EVENTS



The DECA Guide contains tons of great resources for members and advisors, including: The 2023-2024 calendar, competitive events updates and guidelines, A breakdown of the requirements and performance indicators for every event, Details and deadlines for this year's chapter campaigns, Information on this year's challenge

Link to the DECA Guide:

<https://issuu.com/decainc/docs/de-ca-2022-hs-guide?fr=sNGM4NDUxNzA3NDk>

Competitive Event Updates:

<https://www.decadirect.org/articles/deca-announces-competitive-events-topics-for-2023-2024>

Business Operations Research Events

The 2023-2024 topic for each career category is the development of a strategy to combat the talent challenge. Businesses today are facing labor shortages across all industries. Participants will collaborate with a local business or organization to analyze the current process for recruiting, hiring, onboarding and retaining workers. Participants will then create and present a strategic plan to attract and retain employees.

Financial Consulting (FCE)

For 2023-2024 you will assume the role of a financial consultant. A small-business client has scheduled a meeting with you because they would like to add a peer-to-peer payment platform option for their customers. The client would like for you to share and explain different peer-to-peer platforms and make a recommendation that will have a positive financial impact.

Hospitality and Tourism Professional Selling (HTPS)

For 2023-2024 you will assume the role of a sales manager for a company that promotes outdoor activities and close-to-nature experiences. The company has noticed an increase in guest requests for a glamping experience while participating in the other activities you offer. Your company is interested in adding glamping sites to its offerings and would like you to develop a proposal. You have a meeting scheduled with the director of sales and marketing to present your plan on how to incorporate glamping into your company's current offerings.

Professional Selling (PSE)

For 2023-2024 you will assume the role of sales representative for a company that specializes in assisting clients with social media selling strategies. Social selling is a sales method that practices incorporating social networks into every stage of the sales process. A large part of the customer experience now takes place on social media and in more casual communication channels. You have a meeting scheduled with the Chief Marketing Officer to present the services your company can provide for expanding their company's social media selling strategies.

COMPETITIVE EVENT RESOURCES

DECA +

<https://www.decaplus.org/>

DECA + is a paid resource that includes 2023 state and ICDC exams, scenarios (81) and sample entries from the 2023 ICDC written event winners. Members can access this on their own as well. The cost is \$295 per year.

This is the most comprehensive study resource available.

<https://www.deca.org/compete>

Make sure to reference the DECA guide for the most current guidelines for all events. There is also an exam blueprint that will outline what types of categories the questions come from for the exams, along with the district instructional areas for roleplays at district events.



PREPARE FOR COMPETITION

Featured Resources

- DECA Guide
- Updates for 2023-2024
- Exam Blueprint
- District Instructional Areas
- Competitive Events Poster
- Career Cluster Poster

<https://www.deca.org/advisors>

This site has helpful links to sample role play events by category along with other ways to incorporate DECA into the classroom.

CHAPTER CAMPAIGNS

***Please note that there is a change in the allocations for the Thrive level. You can now earn two allocations, not three, to attend the Thrive Academy at ICDC.*

Engage your members in DECA activities throughout the year using DECA's Chapter Campaigns as your guide! These campaigns are perfect for developing your chapter's program of leadership and allow your chapter to gain the recognition it deserves.

DECA offers five unique campaigns that will help you grow your chapter and build lasting partnerships within your school and community.

There are great awards for DECA chapters that attain recognition through DECA's Chapter campaigns, including the opportunity to earn a certificate, pennant, plaque, flag, or even two allocations to attend the THRIVE Academy at DECA's International Career Development Conference.

Please reference this site and the Chapter Campaign guidebook for more detailed information <https://www.deca.org/campaigns>.

MEMBERSHIP CAMPAIGN

Just like in business, continued growth is one of the keys to success. DECA's membership campaign is designed to help your chapter grow by making the DECA experience available to more student members, keeping alumni involved and engaging professional members such as administrators, teachers, parents and business partners. Recognition for the Membership Campaign will be determined based on your membership submitted in the online membership system. The due date for submission is December 1, 2023.

PROMOTIONAL CAMPAIGN

This campaign provides chapter members an opportunity to share with their school and community what DECA is all about and how their chapter is making a positive impact on its members and community. Conduct three school outreach activities, three community outreach activities and share three alumni success stories to complete this campaign. Be sure to submit your information online by December 1, 2023.

COMMUNITY SERVICE CAMPAIGN

DECA members are always finding unique ways to serve their community. Get recognized for your efforts through this campaign. It's easy. Simply document one or more community service activities, be sure to have at least 75% of your members involved, and create at least one form of publicity or promotion. Finally, be sure to submit your information online by December 1, 2023.

ETHICAL LEADERSHIP CAMPAIGN

Educate your local school and community about the importance of ethics. To earn recognition, submit three Ethical Leadership Challenge entries, conduct three school outreach activities promoting ethical leadership and three community outreach activities promoting ethical leadership. Be sure to submit your information online by December 1, 2023.

ADVOCACY CAMPAIGN

This campaign takes place in February 2024, during Career and Technical Education Month®. Completing three school outreach activities, three public policymaker outreach activities and three community outreach activities will get your chapter recognized for this campaign. Your community will definitely know you are advocates of DECA and Career and Technical Education! Submit your campaign by March 1, 2024.

DECA CHAPTER CAMPAIGNS

deca.org/campaigns

CELEBRATE #DECAMONTH IN
NOVEMBER

MEMBERSHIP

Guide your membership efforts by meeting these goals.

20

MORE STUDENTS
THAN LAST YEAR

OR

20

ALUMNI

OR

20

PROFESSIONALS

DEADLINE 12.1.23

Earn **ACHIEVEMENT LEVEL** by meeting the requirements in any **one** of the categories (students, alumni or professionals) of the Membership Campaign and receive a pennant and certificate.

Earn **THRIVE LEVEL** by meeting the requirements in any **two** of the categories of the Membership Campaign and receive a pennant, plaque, flag and two allocations to attend the Thrive Academy at ICDC!

PROMOTIONAL

Conduct these promotional activities from the beginning of your school year through DECA Month.

3

SCHOOL
OUTREACH ACTIVITIES

+

3

SUCCESS STORIES
OF ALUMNI

+

3

COMMUNITY
OUTREACH ACTIVITIES

DEADLINE 12.1.23

Earn **ACHIEVEMENT LEVEL** by meeting the requirements in any **one** of the DECA Month Chapter Campaigns (Promotional Campaign, Community Service Campaign or Ethical Leadership Campaign) and receive a pennant and certificate.

Earn **THRIVE LEVEL** by meeting the requirements in any **two** of the DECA Month Chapter Campaigns (Promotional Campaign, Community Service Campaign or Ethical Leadership Campaign) and receive a pennant, plaque, flag and two allocations to attend the Thrive Academy at ICDC!

COMMUNITY SERVICE

Conduct a community service activity from the beginning of your school year through DECA Month.

1

OR MORE COMMUNITY
SERVICE ACTIVITIES

+

75%

OR MORE PARTICIPATION
OF YOUR DECA MEMBERS

+

1

FORM OF PUBLICITY
OR PROMOTION

ETHICAL LEADERSHIP

Conduct these ethical leadership activities from the beginning of your school year through DECA Month.

3

ETHICAL LEADERSHIP
CHALLENGE ENTRIES

+

3

ETHICAL LEADERSHIP SCHOOL
OUTREACH ACTIVITIES

+

3

ETHICAL LEADERSHIP COMMUNITY
OUTREACH ACTIVITIES

DEADLINE 3.1.24

ADVOCACY

Advocate during Career and Technical Education Month® in February.

3

SCHOOL
OUTREACH ACTIVITIES

+

3

PUBLIC POLICY
MAKERS OUTREACH

+

3

COMMUNITY
OUTREACH ACTIVITIES

Meet the requirements in the Advocacy Campaign during February and receive a pennant, special plaque from DECA's Congressional Advisory Board and a letter of recognition sent to your school administrator and government officials.

Eligibility to attend ICDC is determined by the chartered associations, based on their policies. Chapters should consult with their association advisor for eligibility guidelines.

STUDENT LEADERSHIP

<https://www.deca.org/emergingleaders>

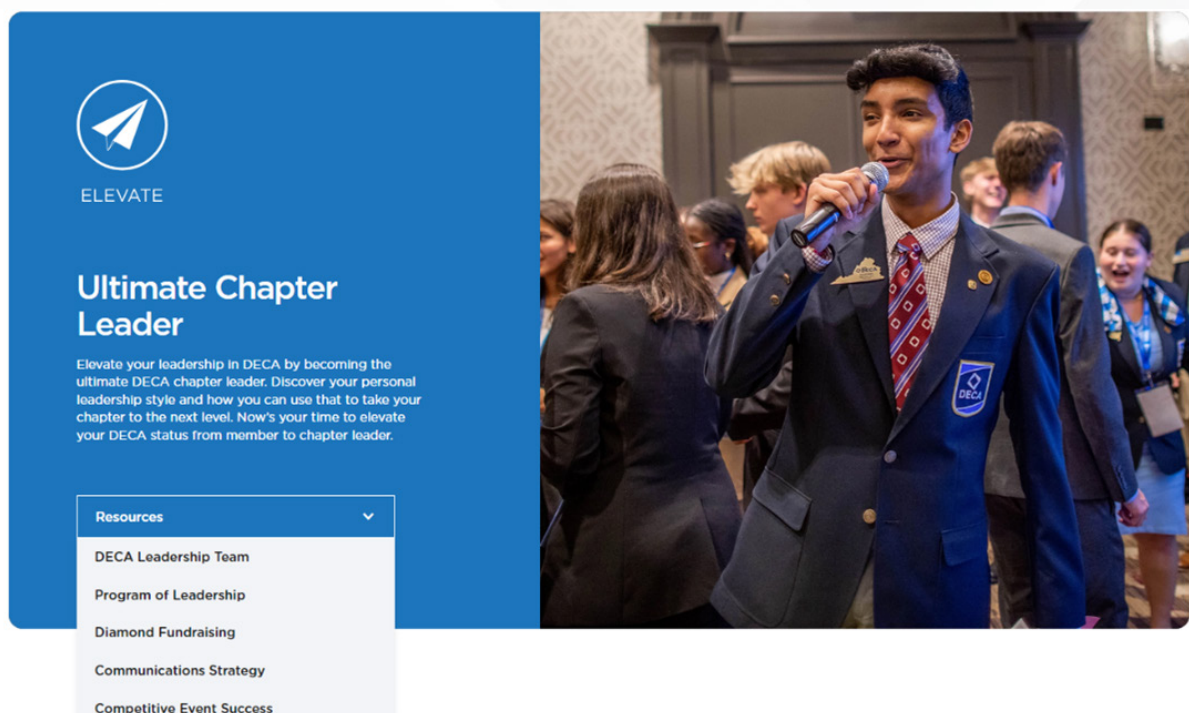
This site will lead you to DECA's Emerging Leader Series site. This site has resources for students and your chapter officers. Click on resources for more information about this.

There is also an opportunity to honor your seniors and their leadership and involvement. This is the Emerging Leader award. These are due March 31, 2024.

<https://www.deca.org/calendar/emerging-leader-honor-award-nominations-due>



The screenshot shows a webpage with an orange background. At the top left is a circular logo with a flame icon and the word "IGNITE" below it. The main heading is "Ultimate Member". Below the heading is a paragraph of text: "Ignite your spark for DECA! As an emerging leader, you have great potential to take advantage of all that DECA offers. Now's your time to gain an edge as you learn how you can take your personal DECA experience to the next level and ignite your passion for DECA." At the bottom left, there is a "Resources" dropdown menu with a downward arrow, containing the following items: "DECA Leadership Styles", "My DECA Story", and "Student Video Calls (One DECA)". To the right of the text is a photograph of a young woman with long blonde hair, wearing a dark blazer, sitting at a table and smiling while talking to another person.



The screenshot shows a webpage with a blue background. At the top left is a circular logo with a paper airplane icon and the word "ELEVATE" below it. The main heading is "Ultimate Chapter Leader". Below the heading is a paragraph of text: "Elevate your leadership in DECA by becoming the ultimate DECA chapter leader. Discover your personal leadership style and how you can use that to take your chapter to the next level. Now's your time to elevate your DECA status from member to chapter leader." At the bottom left, there is a "Resources" dropdown menu with a downward arrow, containing the following items: "DECA Leadership Team", "Program of Leadership", "Diamond Fundraising", "Communications Strategy", and "Competitive Event Success". To the right of the text is a photograph of a young man in a dark blue suit and red tie, speaking into a microphone at a public event.

JUDGES AND SPONSORSHIP LINKS

Fall Leadership Conference

Wednesday, October 11th, 2023

- Exhibitor form link
https://docs.google.com/document/d/1X2j6Qnl3q5VZx_KPITFcvuycDReGwZ9J/edit
- If you know of someone who would like to volunteer in the afternoon the help with the Taste of DECA practice competition, reach out to Mary Janssen directly

Fall Invite (formerly First Timers)

Saturday, November 11th, 2023

- Judges sign up link: <https://forms.gle/mo1KGN56ktmSJ5z69>

Scottsbluff Invite

Tuesday, November 7th, 2023

- need for judges, contact Justin Gipe at jgipe@sbps.net

All Metro Competition

Saturday, January 20th, 2024

- Judges sign up link: <https://forms.gle/QKMECwnNBF9xigpB6>

Lincoln/Capital City Invite

Friday, February 2nd, 2024

- Need for judges, contact Jessi Christensen at jchrist6@lps.org if interested

State Career Development Conference

Thursday, March 14 - Friday, March 15th, 2024

- Judges sign up link: <https://forms.gle/jJHQTW7dURRgg7UK7>
- Judges can also sign up to judge written projects, which will be sent out via email before the conference and judged in their own time
- Volunteers are also needed to help with coordination and running events Thursday and Friday (great opportunity for a recently graduated student)
- Other opportunities for the state conference include sponsorships of the conference, specific categories, and student scholarships and workshop presentations on Friday, March 17

ADVISOR DIRECTORY

Bellevue East High School:

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Rebecca Larson - (308) 698-8060 X8079 • reblarson@kearneycats.com

Lincoln East High School:

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Lincoln High School:

Colin Hute - chute@lps.org

Lincoln North Star High School:

Jodie Smith - jsmit16@lps.org

Lincoln Southeast High School:

Jessica Thompson - (402) 802-3141 • jchrist6@lps.org

Lincoln Southwest High School:

Millard North High School:

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Millard South High School:

Erin Henry - (402) 715-8272 • eehenry@mpsomaha.org
Jamie Robinson - jrobins@mpsomaha.org
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THANK YOU FOR ALL THAT YOU DO FOR YOUR STUDENTS AND DECA AS A WHOLE!

You are amazing and are making a lasting impact on students.



Additional Helpful Links:

- Advisor handbook:
https://issuu.com/decainc/docs/deca-2021-chapter_advisor_guidebook?fr=sZDU1YzM4ODQ0MzU
- New advisor resources:
<https://www.deca.org/classroom/new-advisor-resource-center/>
- Integrate DECA Into the Classroom:
<https://www.deca.org/classroom/integrate-classroom/>



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