

THIS IS HOW *we do* DECA

THE ULTIMATE
**ADVISOR
GUIDEBOOK**



GREETINGS!

Dear DECA Chapter Advisor,

Imagine an instructional program that integrates into classroom instruction, applies learning, promotes competition and connects to business.

Welcome to DECA! You are now part of a network of 5,500 educators who bring their classrooms to life by incorporating DECA's Comprehensive Learning Program into their daily instruction. It is our pleasure to introduce you to one of the most powerful teaching and learning tools that you'll ever find for your courses. DECA's Comprehensive Learning Program is aligned to Career Clusters®, National Curriculum Standards and 21st Century Skills, demonstrating its relevance and support of educational initiatives.

As a DECA advisor, you have access to some of the most innovative, rigorous and relevant classroom resources to enhance your student's learning. DECA's Comprehensive Learning program, which includes DECA's competitive events, emerging leader series, online challenges and more, will engage and motivate your students in unparalleled ways. As a result of participating in DECA, our student members become academically prepared, community oriented, professionally responsible, experienced leaders.

On behalf of the DECA Inc. staff, we are here to support you in getting the most out of DECA for yourself and your students. There's no doubt with the tools and resources available to you, as well as your dedication, you'll quickly learn "how we do DECA."

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 225,000 members, DECA operates in all 50 United States, Canada, Guam, Puerto Rico and Germany. 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. Copyright © 2020, DECA Inc. All rights reserved.

REVISED 6/20

WWW.DECA.ORG





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EMERGING LEADERS AND ENTREPRENEURS

IN MARKETING, FINANCE, HOSPITALITY AND MANAGEMENT

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 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 local chapter connects to your chartered association and DECA Inc.

DECA | A GLOBAL NETWORK

With a 75-year history, DECA has impacted the lives of more than 10 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 **225,000 members in 4,000 chapters** in all 50 United States, Canada, Guam, Puerto Rico and Germany. 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 provide a comprehensive learning program to enhance the DECA experience for advisors and members.

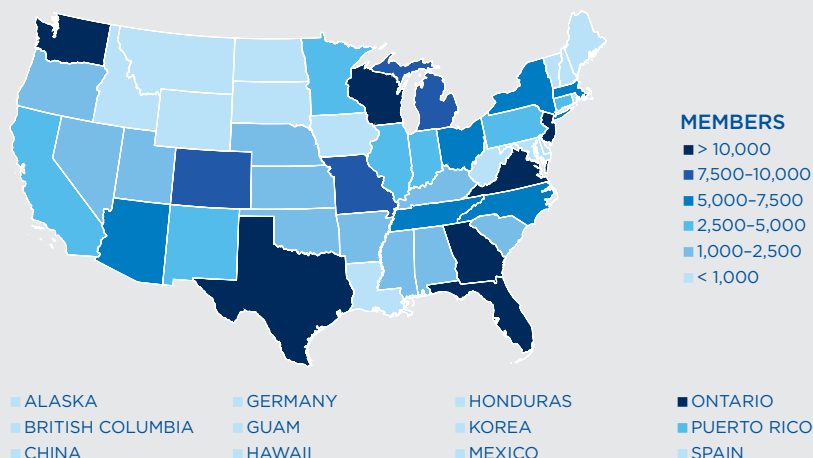
■ deca.org/about

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

CHARTERED ASSOCIATION MEMBERSHIP



your annual career development conference and leads your delegation to the International Career Development Conference. Association advisors are key 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.

■ deca.org/associations

YOUR LOCAL CHAPTER

DECA brings your classroom to life while providing a network and support from across your association, the country and the globe. DECA chapters are organized around courses, programs of study, academies or other forms of career and technical education programs.

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 that is 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, log in 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 chartered association, as your chapter may have to follow earlier deadlines.

■ deca.org/membership



1950s



1970s



1980s



1990s



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.

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.

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.org/brand

DECA FAST FACTS

- **DECA was founded in 1946**, and the headquarters was built in 1976.
- **DECA celebrates 75 years** as an organization in 2021.
- **Our mission statement is:** DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management in high schools and colleges around the globe.
- **Our attributes and values are** competence, innovation, integrity and teamwork.
- **The official logo is the diamond.**
- **DECA has chapters in all 50** United States, Canada, Guam, Puerto Rico and Germany.
- **DECA has two divisions** — high school and collegiate.
- **There are 220,000 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 \$200,000** in scholarships is awarded annually to members.
- **Our website deca.org** provides organizational information such as program information and guidelines, while **decadirect.org** provides news, announcements, best practices and member articles.
- **DECA's main @decainc social media pages** – Facebook, Twitter, Instagram and LinkedIn.



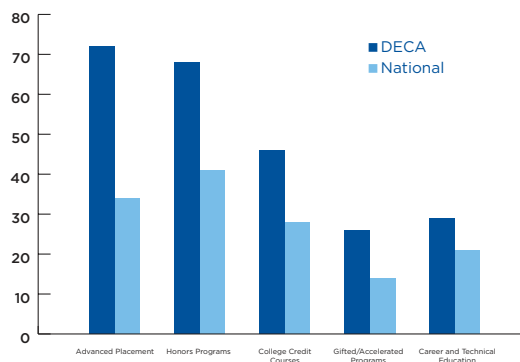
DECA'S IMPACT

DECA has a tremendous impact on student achievement and prepares 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	DECA	NATIONAL
Accounting/Finance	16%	5%
Business Management	36%	15%
Entrepreneur/Business Owner	36%	15%
Marketing Communications	31%	6%

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



96%

of **DECA members** report that they gained skills in problem solving.

90%

of **DECA members** report that DECA experiences empowered them to become an effective leader.

89%

of **DECA members** report that DECA experiences connected school to the real world for them.

87%

of **DECA members** report that participation in DECA prepared them academically for college and a career.

Research findings courtesy of the National Research Center for College and University Admissions. The 2019 sample included 50,773 high school DECA members and was compared to data from more than 700,000 students nationwide.

DECA GLOSSARY

BUSINESS ADMINISTRATION CORE

The foundational knowledge and skills that are part of National Curriculum Standards.

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 eight CTOS recognized by Congress and the United States Department of Education.

CAREER CLUSTERS

An initiative by Advance CTE: State Leaders Connecting Learning to Work, 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 knowledge and 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 postsecondary division of DECA.

COMPREHENSIVE LEARNING PROGRAM

DECA's learning programs that integrate into classroom instruction, apply learning, connect to business and promote competition.

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 INC.

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

DECA MEMBER

A high school or college 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 22,000 high school students, advisors, businesspeople and alumni. More than 13,000 competitors vie for the title of international champion in DECA's Competitive Events Program. DECA members not competing may participate in DECA's Emerging Leader Series, 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 businesses, foundations, associations and colleges and universities. 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 Advance CTE: State Leaders Connecting Learning to Work.

PERFORMANCE INDICATOR (PI)

A specific knowledge/skill 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.

SHOP DECA

The official source for DECA-related products, apparel and curriculum materials. DECA Inc. operates Shop DECA from DECA headquarters in Reston, VA.



DECA CONNECTS

DECA is an integral component of a program of courses within the marketing, business management, finance, and hospitality and tourism career clusters, as well as entrepreneurship and personal financial literacy.

The DECA experience starts in the classroom where students learn business concepts in preparation for college and careers. A powerful instructional component, DECA brings the classroom to life by empowering the teacher-advisor to make learning relevant with educational programs that integrate into classroom instruction, apply learning, connect to business and promote competition. The successful integration of each of these four interconnected components, also part of DECA's guiding principles, results in a strong program that produces college- and career-ready students.

INTEGRATES INTO CLASSROOM INSTRUCTION

An integral component of classroom instruction, DECA's Comprehensive Learning Program provides authentic, experiential learning methods to prepare members for college and careers.

When integrated into the classroom, DECA activities support the knowledge and skill statements in Career Clusters® and National Curriculum Standards. The National Curriculum Standards begin with

the **Business Administration Core**, which consists of 12 instructional areas, each with foundational knowledge and skills common to the four career clusters that DECA supports. Each **Career Cluster** then has its own set of instructional areas and knowledge and skills unique to careers within that cluster. Career Clusters are then separated into **Career Pathways**, grouping careers requiring knowledge and skills unique to the pathway.

APPLIES LEARNING

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

As members learn curriculum concepts, DECA's Comprehensive Learning Program encourages members to apply their learning to realistic, relevant business settings. DECA members solve complex challenges and make decisions and recommendations all in an authentic business context.

DECA's Comprehensive Learning Program also facilitates the development of 21st Century Skills.

CONNECTS TO BUSINESS

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

DECA promotes engagement with business professionals through activities such as competitive events coaching, mentoring, guest speakers, internships and more. Business professionals are a knowledgeable source of industry trends and best practices that can support classroom instruction and applied learning through DECA activities.

PROMOTES COMPETITION

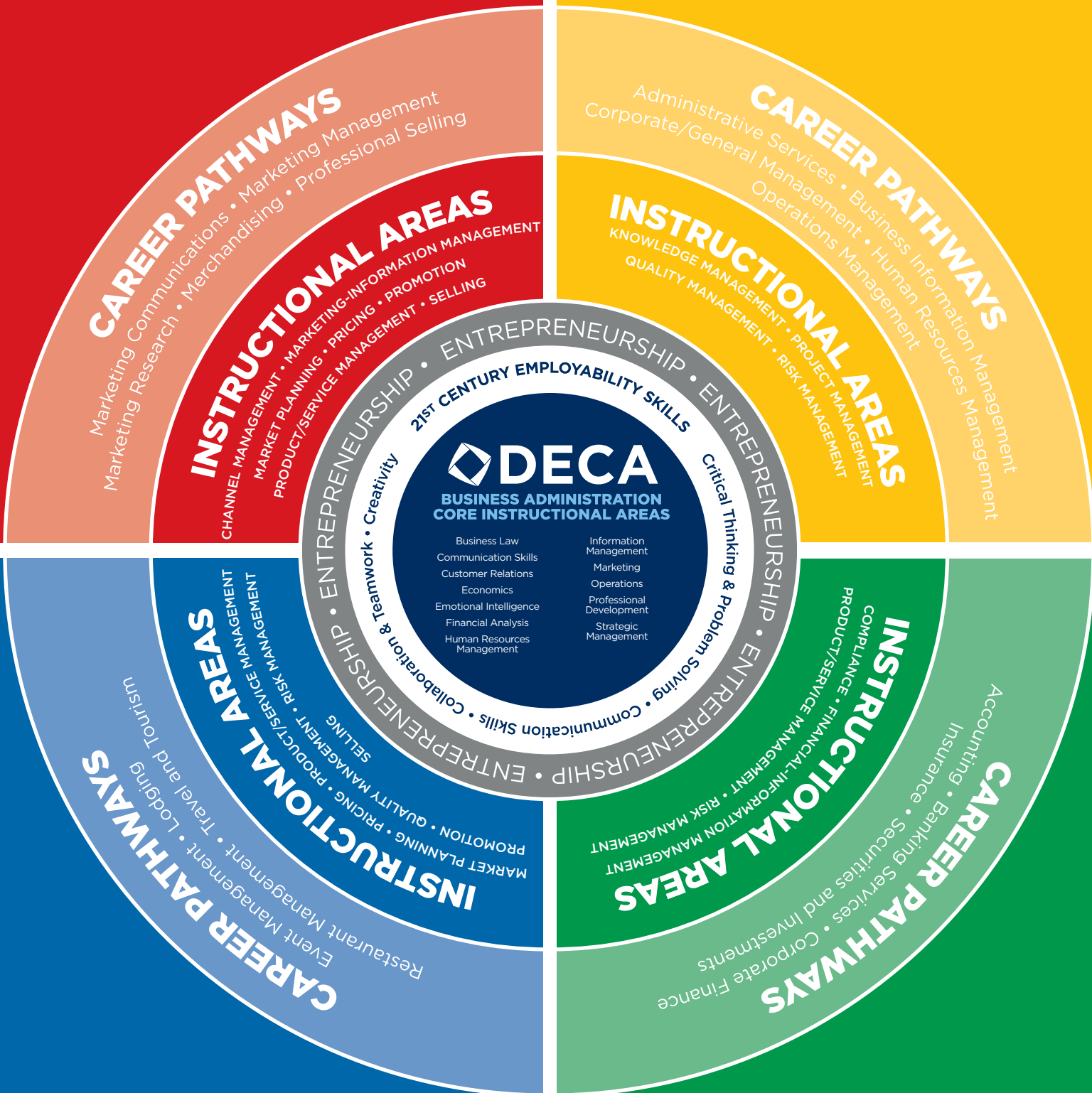
As in the global economy, a spark of competition drives DECA members to excel and improve their performance.

DECA's Comprehensive Learning Program provides opportunities for recognizing members for their mastery of content knowledge and significant contributions to their learning. Whether the recognition is for self-improvement or a competitive achievement, DECA encourages members to develop knowledge and skills to become emerging leaders.



MARKETING

BUSINESS MANAGEMENT + ADMINISTRATION



HOSPITALITY + TOURISM

FINANCE





COMPREHENSIVE LEARNING PROGRAM

DECA's Comprehensive Learning Program offers exciting opportunities for classroom activities that connect your instruction to college and careers. DECA's activities naturally support programs of study in the career clusters of marketing, business management, finance and hospitality, giving you tools and resources to incorporate DECA into your curriculum and courses.

DECA's Comprehensive Learning Program enhances the possibility for a greater range of student cognitive abilities to be developed. When using program components as application or extended-learning activities, student members are rigorously engaged in relevant exercises that develop the problem-solving and comprehension skills essential for college and careers. DECA's Comprehensive Learning Program supports the development of 21st Century Skills.

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.

■ deca.org/challenges

CHAPTER CAMPAIGNS

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 grow your chapter and build lasting partnerships within your school and community, all with great rewards.

■ deca.org/campaigns

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 pages 10-11 for more details.

■ deca.org/competition

DECA DIRECT

Delivered to the classroom four times during the academic year, this instructional-based magazine features articles on career development in marketing, finance, hospitality and management; leadership; community service and professionalism. A classroom worksheet is provided for each issue. Additional articles and videos are available at decadirect.org.

■ 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

Each of these conferences features 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 (CDCs)

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 13,000 competitors vying for the title of international champion in DECA's Competitive Events Program. DECA members not competing may participate in DECA's Emerging Leader Series, designed to equip them to be successful leaders and to obtain success in their college and career pursuits. Other highlights include executive officer elections to select the

future student leaders of DECA, as well as networking opportunities with hundreds of business, college and career partners in DECA's exhibits. Although this conference is managed by DECA Inc., local chapters register to attend through their association advisors.

■ deca.org/conferences/highschool

EMERGING LEADER SERIES

The DECA Emerging Leader Series strives to empower DECA members to provide effective leadership through goal setting, consensus building and project implementation. Aligned with 21st Century Skills in the areas of critical thinking and problem solving, communication, collaboration, and creativity and innovation, DECA's Emerging Leader Series prepares DECA members to be effective leaders in college and careers. In addition to online modules, there are five academies available annually at the International Career Development Conference (ICDC). Two academies, Elevate and Empower, are available annually at the Emerging Leader Summit.

■ deca.org/emergingleaders

PARTNERSHIPS

DECA's more than 60 partners provide scholarships, classroom presentations and career guidance, internships, work experience and community service activities. DECA's partners provide visibility and support to DECA's mission.

■ deca.org/partners

RECOGNITION

DECA recognizes its members through a variety of recognition programs for distinguished achievement as academically prepared, community oriented, professionally responsible, experienced leaders.

■ deca.org/honoraward

SCHOLARSHIPS

DECA's scholarship program provides more than \$200,000 in scholarships to DECA members each year. Many corporate partners of DECA provide scholarships through the DECA scholarship program. DECA Inc. administers the program based on guidelines set by the donor. DECA scholarships are strictly merit based.

■ deca.org/scholarships

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, SBEs 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.

■ deca.org/sbe

DECA DIRECT ONLINE REPORTER

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

■ decadirect.org



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, as well as personal financial literacy and entrepreneurship.

DECA's competitive events provide authentic learning situations related to current business practices and that are designed to evaluate members' knowledge and skills through an interactive component with an industry professional serving as a judge.

DECA's competitive events support members' development of 21st Century Skills, such as creativity and innovation, critical thinking and problem solving, and communication and collaboration. As a result, DECA's competitive events directly contribute to every member being college and career ready when they graduate from high school.

■ deca.org/competition

USING DECA'S COMPETITIVE EVENTS IN THE CLASSROOM

With its connection to National Curriculum Standards, DECA's Competitive Events Program is designed to be integrated into classroom instruction to help members apply learning and connect to business.

ROLE-PLAY EVENTS

As teaching tools, DECA's role-plays and case studies provide relevant, meaningful problems for members to solve, provide a standards-based evaluation, increase the rigor of instruction, result in evidence of learning and expose members to DECA—all as part of classroom instruction.

Each role-play and case study supports a specific career cluster and primary instructional area that is identified at the top of the first page of the event.

As you teach different instructional areas during the year, use corresponding role-plays and case studies as learning tools. Although the traditional competitive event setting requires interaction with judges, many advisors have used role-plays and case studies as:

- Warm-up activities at the beginning of classes
- Writing exercises that require students to write their ideas for solving the problem presented in the role-play or case study

- Public speaking exercises that require students to deliver an oral report or recorded video that presents their ideas for solving the problem presented in the role-play or case study
- Assessment tools in lieu of a multiple-choice quiz/test

Since the evaluation form for each role-play and case study assesses the performance indicators, you are assessing students' performance according to the National Curriculum Standards, which are industry validated and aligned with career clusters.

WRITTEN AND PREPARED EVENTS

DECA's written and prepared events increase relevance of learning by providing practical experiences for members, and they provide rigor by requiring high-level critical thinking and problem-solving skills. Through the written entry and presentation, members also develop both academic skills and 21st Century Skills.

Many DECA advisors use written and prepared events to facilitate learning through a written classroom project that can then become a DECA written entry. For example, advisors have used the Business Operations Research Events as a major project in an advanced business or marketing class or the Integrated Marketing Campaign when teaching marketing communications. Here are some suggestions for integrating DECA's prepared events into classroom instruction:

- Introduce the project early in the semester and make the final product due at the end of the semester. Match the event's objectives with course competencies (performance indicators) and the appropriate section of the written entry.
- Design the development of the written entry into micro-learning activities, with timelines, that align with daily lessons, rather than just giving members a set of competitive event guidelines. Together, these assignments can then be developed into the written entry.
- Provide students with feedback at each critical point or section during the project by developing more specific grading rubrics corresponding to each section of the project. This feedback will help students improve their project as they move forward and prepare the final written entry.

CATEGORIES OF COMPETITIVE EVENTS

DECA's competitive events can be grouped into three broad categories—role-play events, written and prepared 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 on-site 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 role-play 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 deca.org/competition. 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 AND PREPARED EVENTS

- **Business Operations Research Events** challenge members (individually or in teams of up to three) to design and conduct research to present findings and a strategic plan on a topic that changes annually.
- **Project Management Events** encourage members (individually or in teams of up to three) to use project management skills to initiate, plan, execute, monitor and control, and close a project.
- **Entrepreneurship Events** allow members (individually or in teams of up to three) to explore entrepreneurship at a variety of stages.
- **Integrated Marketing Campaign Events** challenge members (individually or in teams of up to three) to develop an integrated marketing campaign in a specific category.
- **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 prepared presentation. The Integrated Marketing Campaign 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.

ONLINE EVENTS

- **Stock Market Game**
- **Virtual Business Challenges**

DECA's online events challenge members in online 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. Although associations may implement the guidelines differently at their conferences, the competitive events are administered according to the DECA Guide at ICDC.

■ deca.org/communications

DECA.ORG

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.

■ deca.org/competition

DECA DIRECT ONLINE

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

■ decadirect.org/compete

SHOP DECA

Shop DECA 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.

■ shopdeca.org

A photograph of a woman and a young man in business attire. The woman, on the right, is wearing a black top and a blue lanyard with a badge. She is gesturing with her hands while speaking. The young man, on the left, is wearing a dark suit and a blue lanyard. He is listening to the woman. The background is blurred, showing what appears to be a conference or event setting.

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.

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 the following:

- 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?

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 expertise 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 on page 13.

LEADER



The **INGENIOUS LEADER** empowers chapter leadership to develop and implement an annual program of leadership with meaningful outcomes and also as conducts administrative tasks.

- Develop specific roles and responsibilities for chapter leaders and project chairs.
- Involve members in project planning.
- Develop a strategic plan and annual program of leadership.
- 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 a 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 an 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.

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.

TRAVEL AGENT



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

- Demonstrate how the conference or event aligns with your curriculum.
- Utilize travel opportunities as learning activities.
- Develop an understanding of school policies for student travel.
- Obtain appropriate permissions.
- Organize all aspects of travel.

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.



THIS IS HOW we do DECA

DECA's Professional Learning Series offers high-quality professional development workshops, seminars and resources to improve your performance and fulfill your continuing professional development certification requirements.

Advisors can engage in DECA's Professional Learning Series through face-to-face and e-learning training. Through these methods, attendees learn from DECA staff and peer advisors to grow their local chapters and integrate DECA into the classroom. Sample topics include digital classroom resources, how to use role-plays and case studies in the classroom, how to use project management in the classroom, chapter strategy and more.

Educational practices are supported through DECA Direct Weekly, which is delivered directly to your inbox each Tuesday. DECA Direct Weekly informs chapter advisors of the latest DECA happenings and shares articles on classroom and chapter strategies.

■ deca.org/classroom



ADVISOR 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.

■ deca.org/classroom

DECA ADVISOR HUB

This hub on the DECA website provides a centralized location for DECA advisors to access important updates, an archive of weekly e-mails, key links and models and samples.

■ deca.org/advisors

CHAPTER MEMBERSHIP KIT

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

■ deca.org/membership

DECA DIRECT 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.

■ deca.org/communications

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 tips; college and career advice; and profiles of members, alumni, advisors and partners.

■ decadirect.org

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.

■ deca.org/communications

DECA GUIDE

The DECA Guide is your year-long resource for DECA's Comprehensive Learning Program, including competitive events and the Shop DECA catalog.

■ deca.org/compete

DECA WEBSITE

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

■ deca.org

PROFESSIONAL LEARNING SERIES

DECA offers e-learning and face-to-face professional development activities to equip educators with the tools to facilitate student learning and achievement. Educators receive certificates of achievement documenting their participation in professional learning that promotes quality educational outcomes.

■ deca.org/classroom/enhance-teaching

SHOP DECA

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

■ shopdeca.org

MONTH-BY-MONTH

The following calendar serves as a guideline of suggested activities for each month. 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 Shop DECA.
- Participate in Professional Learning Series 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 program of leadership.
- Verify your information in the online membership system.

SEPTEMBER

- Begin chapter campaigns, show the membership video and recruit student, alumni and professional members.
- Introduce DECA's Competitive Events Program to your members and begin work on written events.
- Log in to the online membership system and submit members' names.
- Participate in DECA's online events and activities.
- Plan participation in DECA's Promotional Campaign.
- Register to attend DECA conferences.

OCTOBER

- Continue working on your program of leadership goals.
- Ask your association advisor about the competitive events process and how to qualify to attend your association career development conference.
- Plan participation in DECA's Community Service Campaign.

NOVEMBER

- Celebrate DECA Month.
- Attend DECA's educational or regional conferences.
- Continue training and practice for competitive events.
- Participate in DECA's Global Entrepreneurship Week Campaign.

DECEMBER

- Begin working with your members to gather information to complete scholarship applications.
- Conduct a mid-year evaluation of your chapter's progress.
- 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.
- Log in to the online membership system and submit members' names by your association's deadline.
- Make plans to attend your association's career development conference.
- Participate in DECA's online events and activities.
- Polish and submit student scholarship applications.
- Recruit members who have joined your class during the second semester.
- Submit DECA Emerging Leader Honor Award applications.

FEBRUARY

- Celebrate Career and Technical Education Month.
- Participate in DECA's Advocacy Campaign.
- 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 learning 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.

APRIL

- Attend DECA's International Career Development Conference, including the Advisor Professional Learning Series.
- 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 explore Collegiate DECA.
- Recognize business and community partners.
- Recognize members' contributions and achievements.
- Download 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.



CHAPTER STRATEGY

Effective DECA advisors use strategy to develop an intentional plan to create a strong DECA chapter. DECA's Chapter Strategy provides the framework and resources to develop your chapter in a business-like context, helping your members apply learning. Think of your DECA chapter as a small business or corporation—complete with a leadership team, goals, a program of leadership and project management techniques, all supporting DECA's mission.

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 mission and goals 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.

DECA's mission-based leadership positions reflect a corporate leadership structure. As emerging leaders, DECA encourages chapters to practice real-world leadership by adopting a structure that mirrors business and industry. DECA leadership positions are aligned with the DECA mission to ensure that each aspect of the mission is represented with great leadership. Depending on your chapter's size, each leadership position can be developed into teams and committees to give more members opportunities to develop leadership abilities and engage in chapter activities.

SELECTION PROCESS

After you have identified the leadership positions within your chapter, you must then determine how you will select members to serve these key roles throughout the year. Both the advisor and the members should recognize the importance of choosing leaders who can effectively fulfill their responsibilities to grow the chapter and achieve its goals. You should consider the components that are important in a selection process and develop a clear, written description 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. Although it is important for students to be involved in the selection process, the actual vote may count toward 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.

■ deca.org/elevate

LEADERSHIP TEAM

DECA prepares emerging leaders and entrepreneurs for careers in marketing, finance, hospitality and management



CEO [Advisor]



President

Practices the “entrepreneurial” and “management” elements of DECA’s mission statement. Responsible for connecting with chartered association officers and establishing chapter vision, management and organization that ensures each chapter officer has the training, support, accountability and resources to deliver a powerful DECA experience for each DECA member.



VP of Leadership

Practices the “emerging leaders” element of the DECA mission. Responsible for all non-competitive event career and leadership activities.



VP of Career Development

Practices the “careers” element of the DECA mission. Responsible for chapter participation, preparation and performance in competitive events.



VP of Marketing

Practices the “marketing” element of the DECA mission. Responsible for initial member recruitment, branding and promotions.



VP of Finance

Practices the “finance” element of the DECA mission. Responsible for chapter budgeting, accounting and fund development efforts.



VP of Hospitality

Practices the “hospitality” element of the DECA mission. Responsible for connecting members to a welcome, value-filled, fun educational experience.

INTRODUCING DECA TO YOUR STUDENTS

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

- 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.
- 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 students identify various opportunities available to them through DECA as displayed in the magazine.
- Use DECA’s Leadership Styles with your students so they can understand their approach and style to leadership, whether they are drivers, energizers, caretakers or analyzers. This tool will help students understand their style and the styles of others so collectively they can make greater contributions, recognize how to leverage the leadership of others and work cooperatively to positively influence people and situations to achieve value and growth.

SAMPLE INTERVIEW QUESTIONS

Through either 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?

DECA GOALS WORKSHEET

Instructions: The DECA GOALS is a menu template for chapter goal setting. You do not need to set all of these goals! Instead follow these steps:

- Review the list of goals with your advisor and chapter leadership team.
- Choose the goals most relevant for your chapter this year by place an "X" next to that menu item
- Once you've selected your chapter's goals, establish a range of success for each of them using these levels as guidance:
 - Duty = Absolute lowest level of success your chapter will accept
 - Exceptional = The real goal you are seeking as a team
 - Champion = Your chapter's "stretch goal" which would place your chapter among the DECA elite
- Once you're done setting the goals, use the "Actual" column to record your current level of achievement and track your chapter's progress at each chapter leadership team meeting throughout the year

X CHAPTER GOALS	DUTY	EXCEPTIONAL	CHAMPION	ACTUAL
X MEMBERSHIP				
Student Members				
Alumni Members				
Professional Members				
Total Chapter Members				
X LEADERSHIP				
DECA Membership Campaign				
DECA Advocacy Campaign				
DECA Promotional Campaign				
DECA Global Entrepreneurship Week Campaign				
DECA Community Service Campaign				
Attendees at DECA Region Leadership Conference				
Attendees at Career Development Conference				
Attendees at International Career Development Conference				
Total Chapter Hours of School/Community Service				
Funds Raised for School/Community Service				
Total Number of DECA Scholarship Applications				
Number of cumulative hours of training for members				
Total Career / Leadership Training Activities Held in the Chapter				
X CHAPTER DEVELOPMENT				
Number of Ideas Challenged				

DECA GOALS

DECA Goals provide a menu of suggested DECA chapter activities from DECA's Comprehensive Learning Program. DECA Goals reflect a corporate style of goal setting that assigns a goal range or "targets" that everyone strives to achieve. Setting ranges of success for goals helps define the "baseline" expectation as well as the next progressive levels of success the chapter aims to achieve. The four levels are as follows:

- **Duty**—This is the minimally acceptable and relatively easy level of success for your chapter.
- **Exceptional**—This level can be reached if the chapter is really organized, committed and well trained.
- **Champion**—This level is thought of as the "best in class," representing extraordinary leadership.
- **Actual**—This column is used to record current and final progress.

■ deca.org/elevate

PROGRAM OF LEADERSHIP

The DECA Program of Leadership brings together the leadership team, DECA goals and action items for the year into one strategic

leadership plan. The program of leadership provides a comprehensive plan of the chapter's goals and activities for the school year. Each goal is aligned with a mission area, assigns overall responsibility to a leader and indicates the key project initiatives, success criteria, time frame and project leaders.

■ deca.org/elevate

CHAPTER MEETINGS

To keep members engaged and regularly attending, chapter meetings should be meaningful, productive and purposeful. Goals for chapter meetings may include the following:

- To provide leadership, direction and motivation for members.
- To plan various activities outlined in the program of leadership.
- To set up committees to implement various projects.
- To provide professional development activities for members, such as leadership development activities, guest speakers or field trips.
- To provide opportunities for structured competitive events preparation.

DECA LEADERSHIP TOOLS

DECA provides leadership tools to equip chapter leaders to effectively perform their duties and develop a strong chapter.

■ deca.org/elevate

DIAMOND FUNDRAISING MODEL

Just like businesses have financial growth plans, DECA chapters also need to create financial plans that support forecasted expenses, identify possible revenue sources and diversify access to financial resources. The Diamond Fundraising Model provides a framework for chapters to identify funding opportunities from four major sources of income—personal selling, events and activities, partnership and local advocacy.

STRATEGIC COMMUNICATIONS

There are three steps to creating a strategic communications plan for your chapter: create content, share content and drive engagement. To help chapter leaders understand their responsibilities, DECA provides a social media guide. Encourage your chapter members to sign up to become DECA Direct Online reporters. Then create a monthly content calendar that matches chapter activities for each month to potential articles and DECA members responsible for writing them. DECA members can then write the articles and submit to communications@deca.org. Then, using social media and other communications channels, those articles can be shared with chapter members. Finally, to drive engagement, use social media to interact with chapter members. This can be accomplished by participating in DECA's Twitter days and hashtag campaigns by developing a weekly calendar of social media posts.

■ deca.org/communications

COMPETITIVE EVENTS SUPER SUCCESS SYSTEM

As in the global economy, a spark of competition drives DECA members to excel and improve their performance. DECA's Competitive Events Super Success System provides a framework to formulate a chapter's plan for preparing members for DECA's Competitive Events Program.

CHAPTER ACCOUNTABILITY AND PRODUCTIVITY TOOLS

Becoming a great leader, let alone being a leader of leaders, takes development of accountability and productivity. DECA provides suggestions of proven productivity and accountability hacks to help members lead better, manage more and be more accountable.

I AM DECA: HOW TO SHARE YOUR STORY

Through the "I am DECA: How To Share Your Story" tool, members learn how to create a response to "What is DECA?" that showcases their unique DECA experience and tells their personal DECA story.

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. 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. Challenge your chapter leadership team to develop a series of "pride points" describing quantitative outcomes of the chapter.

5 TIPS FOR WRITING AWESOME DECA DIRECT ONLINE ARTICLES

To make DECA Direct as resourceful as possible, consider the following tips when you're writing articles:

- 1. Be Timely**—Make sure your articles and topics coincide with what your audience is focusing on at that time. If you want your articles to be read, then you must make them relevant to your readers.
- 2. Be Brief**—Your articles do not need to be more than one Word document page. Make sure you have short sentences, as well. This makes it easy to glance down the screen and read the page and will also encourage more readers to share your article.
- 3. Be Social**—We live in a digital age, and DECA Direct Online readers are using technology more than ever! Add links whenever possible to your chapter's website, Twitter profile or Instagram account to help readers connect better.
- 4. Be Visual**—If you have an image you would like to share in your article, make sure you send it with your document. Articles with photos are the best for sharing, so always consider which image you want to use.
- 5. Be Listy**—The best articles are ones that break down the main points into numbered lists or easy-to-understand bullets. "Top 10" or "Best 5" are great ways to get your readers interested in and clicking on your link.

■ decadirect.org





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 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.

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 events 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.

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.

BEYOND THE SCHOOL

Members of the community will be supportive of your chapter when they realize that DECA has prepared its members to be community oriented and professionally responsible. Engagement with local businesses, community organizations and local media will build support for your program.

BUSINESS CONNECTIONS

Business people in your community can play a crucial role in the success of your chapter.

They can provide insight into current industry trends as guest speakers in your classroom, help prepare members for competition by practicing role-play scenarios, provide guidance and support as partners with members for a written event and be resources for work-based learning, employment, internships, mentoring—and much more!

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.

■ deca.org/partners

NATIONAL ADVISORY BOARD

DECA's National Advisory Board (NAB) is composed of a diverse network of business and education partners who provide strategic advice and support. A great way to get an NAB partner involved in your classroom is to look at deca.org/partners. Here you will find each partner's philosophy of the partnership, resources available to you and your members, and contact information for questions and comments.

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 integrate 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 page and models professional level communications. Other platforms you should consider creating include a Twitter page, an Instagram account, a Snapchat account and a Pinterest board.

3. **Determine the primary social media platform used by your target audiences.** Posting announcements about meeting times and due dates on Twitter may be the best way to reach your chapter members. Posting competition photos on Instagram or creating events on Facebook may best reach parents, alumni and business partners.
4. **Aim to post content on your social media sites at least once a day, four times a week.** Deliver content that 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" your chapter.
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.

■ deca.org/communications

BUSINESS ADVISORY NETWORK

A local business advisory network 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 network 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.





COOL IDEAS

There are so many cool ideas that DECA chapters implement 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 new ideas, consider the following activities, all of which are great for DECA's chapter campaigns. Be sure to also look on DECA Direct Online for additional best practices.

MEMBERSHIP

Membership growth is the key to expanding DECA's impact on your students and local community. By recruiting student, alumni and professional members, you create a professional learning environment that enhances curriculum and better prepares your members for college and careers.

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.

BUSINESS PARTNERSHIP PROGRAM

Develop a partner sponsorship package to help build your professional level membership and further develop relationships with advisory board and other partners. Offer your business partners professional-level DECA

membership, a position on your chapter's advisory board or free advertising in your school-based enterprise and on chapter t-shirts. Invite them to serve as mentors or speakers in class.

DECA GRAMS

Send "DECA Grams" or personal invitations to join your program to all potential members. Invite them to a chapter meeting to meet current members.

EXPAND YOUR FOCUS

Consider inviting students enrolled in marketing, business, hospitality, finance, management and entrepreneurship courses to be a part of your chapter. They can get a lot out of DECA, too!

MIDDLE SCHOOL WORKSHOP

In the spring, have chapter members conduct an entrepreneurship workshop for eighth graders, your future members.

RECRUITMENT CONTEST

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

RETWEET/SHARE CHALLENGE

Create a hashtag for your chapter to use during recruitment, stick to it and use it frequently. Then, having a retweet or share challenge with a specific DECA photo and hashtag. It can be a great way to reach a very large portion of your school.

SUCCESSFUL ALUMNI

Ask alumni to visit with potential students and share their DECA experience and how it has positively impacted their college and career successes. Ask them to consider joining your chapter as alumni members to provide additional support.

SUCCESSFUL SENIORS

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

PARENT INFORMATIONAL NIGHT

Invite parents to an informational session to learn more about DECA and what your chapter has to offer its members. The focus is on helping parents new to DECA understand the level of involvement offered to each member. Parents of current members speak about their experience and what it's like to be involved as a parent. Parents are offered the opportunity to join the chapter and serve as chaperones or judges at conferences.

WHAT IS DECA VIDEO

Create a promotional video with members answering the question, What is DECA? The video can focus on competition, teamwork, DECA success, community service and leadership. Air the video during DECA Month to help recruit new members, as well as to encourage future members to sign up for a DECA-related course for next year.

PROMOTE

Share your DECA chapter's success story with others. Through DECA, you are creating an environment that supports learning by allowing members to put their knowledge into action through projects and activities. DECA is helping your members connect to businesses and industry leaders who bring meaningful, relevant learning to the classroom. DECA also provides your members the opportunity to develop that spark of competition that will drive them to excel and improve their performance. Utilize a variety of promotional activities to showcase your chapter's success, create a brand for your chapter and develop an awareness and support of your program within your local and extended community.

ADVISORY NETWORK

Create an advisory network of local business leaders and invite them to participate in chapter meetings as industry insiders for guest speakers or to assist in preparing students for competitive events as mentors. Don't forget to invite them to join DECA as professional members.

ALUMNI SPOTLIGHT

Find successful DECA alumni in your community or from your chapter and write a success story. Submit the success story

to your local newspaper or share on your school's social media channels.

DECA MONTH PROCLAMATION

Request a proclamation signing from the mayor that declares November as DECA Month.

DECA DIRECT REPORTER PROGRAM

Have members join the DECA Direct Reporter Program and begin highlighting your chapters events, activities and success stories. Sign up at decadirect.org.

DECA VIDEO

Make your own chapter-specific membership recruitment video or show the DECA promotional video on your school's communication channels, such as daily announcements and social media channels.

OPEN HOUSE SOCIAL

Organize a breakfast, lunch or coffee with students, parents and/or administrators to share your chapter's plans and goals for the year.

SBE PROMOTION

Distribute coupons to redeem at your school-based enterprise to showcase another exciting element of your DECA chapter.

SHOWCASE IT

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

TELL YOUR DECA STORY

Have members attend a local chamber of commerce or school board meeting and share their DECA story.

GET SOCIAL

Utilize social media channels to quickly deliver DECA chapter information to members and your community. Social media allows the leadership team to communicate to large numbers of members, as well as to promote chapter activities to professional, alumni and potential members.

SILENT DECA FLASH MOB

Engage your members and reach the entire student body by conducting a silent flash mob based upon two of DECA's Guiding Principles: Community Oriented and Professionally Responsible. During a school-wide assembly, chapter members can speak about the

chapter's community service activities and how DECA is helping its members become professionally responsible. Strategically place members in the audience wearing DECA chapter shirts or blazers and systematically stand silently holding signs that share information about DECA.

SLOGAN-A-DAY

Celebrate DECA Month by sharing a popular advertising slogan each day over the school's intercom system. The first student who can correctly identify that company's slogan receives a prize such as a DECA coupon.

SERVE

Having a chapter that is community oriented means that your members recognize the benefit of service and responsibility to the community, as well the impact they have on their local and broader communities.

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 a local business to participate. Then donate the change to a local charity.

MDA MIRACLE MINUTE

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

MDA SERVE DAY

Connect with your local MDA office and learn how your chapter can support a local family by helping with a day of lawn care, babysitting, cleaning or other daily chores.

SCHOOL SUPPLIES DRIVE

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

ADOPT-A-FAMILY

Work with a local family to provide food and gifts for all family members in celebration of the holidays. Each member makes a donation and chapter officers purchase the food and gifts for the family members.

MINI-THON

Conduct a Mini-THON, similar to a dance marathon, to support a cause. This event is multi-hour, interactive, fun-filled and student-led.

PARTNERSHIP FOR SUCCESS

Work with a local elementary school and serve as mentors providing academic assistance to students who might be falling behind academically. Offer this same service to several freshmen in your high school, helping build confidence and encouraging involvement in school activities.

INNOVATE

Help your members find their inner entrepreneurial spirit by integrating entrepreneurial related DECA activities into your chapter's program of leadership. Join thousands of students globally as they celebrate Global Entrepreneurship Week each year.

ALUMNI ENTREPRENEURS SPOTLIGHT

Find successful DECA alumni entrepreneurs who embody the entrepreneurial spirit in your community or from your chapter and write a success story. Submit the success story to your local newspaper or share on your school's social media channels.

BRING IN THE ENTREPRENEURS

Invite a local entrepreneur to speak at a chapter meeting or during class, or organize a luncheon with entrepreneurial leaders in the community to visit with DECA members.

DECA'S ENTREPRENEURSHIP COMPETITIVE EVENTS

Have members choose a DECA entrepreneurship competitive event and conduct one activity that is part of that event.

DECA CHALLENGES

Participate in the DECA Challenges. Have a competition between your classes, other classes or other student organizations throughout the school.

MENTOR PROGRAM

Invite local business people to mentor members on their entrepreneurship competitive events during a working session.

TAKE IT TO THE BOARD

Present an entrepreneurship presentation to the local chamber of commerce, school board or parent organization for your school.

SBE CUSTOMER APPRECIATION CHALLENGE

Showcase your DECA school-based enterprise (SBE) by creating a special sales promotion challenge. DECA members are challenged to increase traffic and sales in their SBE by

creating a customer appreciation event during Global Entrepreneurship Week that is aimed at teachers. Throughout the week students, on their assigned day, hold sales, host social media "shout outs" and promote the SBE using a variety of social media channels.

TEENS TALK

Invite local teen entrepreneurs to share their personal experiences with starting their own business. From successes to failures, the entrepreneurs share that it's never too early to become an entrepreneur.

TOWN BUSINESS TOUR

Organize a small business tour for your members that features a tour of local businesses and a face-to-face discussion with each of the owners. Members learn about each entrepreneur's individual story and have time for a question-and-answer session.

ADVOCATE

The goal of DECA Advocacy is to showcase the impact that DECA has in preparing emerging leaders and entrepreneurs in your chapter. Celebrate Career and Technical Education (CTE) Month in February by conducting a variety of activities that allow your members to advocate for CTE and DECA.

CONNECT WITH DECA'S CONGRESSIONAL ADVISORY BOARD

Connect with your elected official on DECA's Congressional Advisory Board (CAB). If your legislator is not a member of DECA's CAB, ask them to join at deca.org/cab.

CONNECT WITH LOCAL CHAMBER OF COMMERCE

Connect with your local chamber of commerce or similar organization to share your chapter's activities for the year, as well as your success stories by members.

CTE MONTH PROCLAMATION

Request a proclamation signing in recognition of Career and Technical Education Month and DECA from public policymakers.

INDUSTRY GUEST SPEAKER

Ask a business partner, including those on the National Advisory Board, to give an industry expert presentation as a guest speaker.

LETTER-WRITING CAMPAIGN

Conduct a letter-writing campaign to the Department of Education or state legislators about the impact of DECA and the value of their support.

PROMOTIONAL KITS

Make a promotional kit that highlights the impact of your chapter's activities and share it with teachers, counselors, principals and superintendents. Do the same for public policymakers.

SCHOOL BOARD AND COMMUNITY IMPACT REPORT

Deliver a presentation on the impact of DECA to the local school board and/or school administrators. Deliver an impact report presentation to the mayor, city council or state legislators of your community.

SOCIAL MEDIA ADVOCACY

Share the benefits of Career and Technical Education and DECA each day of CTE Month.

CTE FAIR

Host a CTSO fair in February to celebrate Career and Technical Education Month. Ensure that each Career and Technical Student Organization (CTSO) is represented. DECA members speak one-on-one with potential members and share the impact DECA is having on their members, their school and their surrounding community.

CTE MONTH POSTER CAMPAIGN

Design and place CTE Month awareness posters throughout your school. These posters explain what CTE is, how it benefits students, ways to celebrate CTE Month and why students should join DECA.

GO! LIST

Use this list of important contacts to make, resources to help you achieve success and steps to use DECA to support learning as you become a hero in the eyes of your students.

GET CONNECTED

CONTACT YOUR CHARTERED ASSOCIATION ADVISOR

Your chartered association advisor will provide you with resources and opportunities specific to your state, province or territory.

■ deca.org/associations

SHARE DECA WITH YOUR ADMINISTRATION

Connect your administration with the co-curricular functions of DECA, highlighting how the activities will strengthen your students' educational experiences.

CONNECT WITH DECA STAFF

The DECA staff is here for support! Reach out with any questions.

■ deca.org/staff

GET INFORMED

DECA GUIDE

Familiarize yourself with the current year's programs and competitive event offerings.

■ deca.org/communications

ONLINE + SOCIAL

Utilize deca.org, decadirect.org and @DECAInc social media to stay up-to-date.

■ deca.org/communications

PROFESSIONAL LEARNING SERIES

Learn how to integrate DECA in your classroom.

■ deca.org/classroom

GET INVOLVED

DEVELOP YOUR CHAPTER STRATEGY

Involve your chapter leadership team in developing your chapter's program of leadership.

■ deca.org/elevate

REGISTER YOUR MEMBERS

Recruit and register your members through the online membership system.

■ deca.org/membership

ENGAGE YOUR MEMBERS

Take advantage of all aspects of DECA's Comprehensive Learning Program.

■ deca.org/high-school-programs



OUR
MISSION

DECA PREPARES EMERGING
LEADERS AND ENTREPRENEURS IN
MARKETING, FINANCE,
HOSPITALITY AND MANAGEMENT

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 goal setting, consensus building and project implementation.

EXPERIENCED LEADERS