

STATE CAREER DEVELOPMENT CONFERENCE

2027

OREGON DECA

2027 SCDC CHANGES & UPDATES

Conference Location

- The conference will be held at the Hyatt Regency Portland and the Oregon Convention Center.
  - 375 NE Holladay Street, Portland 97232
- General Sessions will be held at the Oregon Convention Center
- Competitions, workshops, and additional SCDC programming will be held at the Hyatt Regency.

Conference Days of the Week

- Please note that this year's conference is a new sequence of days of the week. The conference will start on Saturday morning and will end on Monday evening.

Conference Schedule

- The conference schedule is changing to accommodate the competitive event needs for Oregon DECA members. This change will allow for an enhanced utilization of space and volunteers.
- A detailed "event by day" schedule will be sent out prior to SCDC registration opening.

Event Entries per Student

- Students may choose to compete in up to THREE of the events, but must limit the number of cluster exams taken to TWO.
- *If students choose to compete in three events, it is Oregon DECA's recommendation to compete in one event per day of conference to allow for a more balanced conference experience.*

Testing

- The DECA cluster exams will all be conducted onsite ay SCDC in 2026.
- The Emerging Leader Exam will be conducted online during an online testing window prior to SCDC.

Tabulations System

- Oregon DECA will be moving towards the JIRO System for tabulations for the 2027 SCDC.

Emerging Leader Exam (continued from 2026)

- All SCDC competitors will take the Emerging Leader Exam. This exam provides another opportunity for students to be recognized on stage at SCDC and will also serve as a tie-breaker in the rare event that competitors receive the same total score across all components of their event.
- This test will be a 100 question test, taken during the online testing window prior to state conference. The test will include questions about leadership, basic marketing principles, Oregon history, and DECA knowledge.
- A comprehensive study guide will be made available to students and advisors.

STATE CAREER DEVELOPMENT CONFERENCE

FEBRUARY 6-8, 2027

Hyatt Regency & Oregon Convention Center, Portland, OR

EARLY BIRD REGISTRATION

$125 PER PERSON

Early Bird Deadline: 12/01/26

$145 REGULAR REGISTRATION RATE PER PERSON

**Registration costs are per person, please review the Oregon DECA Conference Policies and Procedures for more information and deadlines for rates. Registration rates do NOT include lodging.*

Conference Schedule

SATURDAY	SUNDAY	MONDAY
Welcome | Orientation Event Briefings	Onsite Event Testing	Onsite Event Testing
Onsite Event Testing	Career Development Events	Career Development Events
Career Development Events	Partner Booths, Workshops, Oregon DECA Garage	Partner Booths, Workshops, Oregon DECA Garage
Workshops, Oregon DECA Garage	Mini Awards Session	Mini Awards Session
Opening Session		Grand Awards Session

Specific "events by day" and the onsite testing schedule information will be released prior to conference registration.

OREGON DECA GARAGE

What is the OREGON DECA GARAGE?

STUDENTS WILL HAVE THE OPPORTUNITY TO PARTICIPATE IN AN ONSITE "SHARK TANK" INSPIRED COMPETITION WHILE AT SCDC.

OREGON DECA

CAREER DEVELOPMENT

Also Known As...Competitive Events

As an integral part of the classroom curriculum, DECA's industry-validated competitive events are aligned with the National Curriculum Standards in the career clusters of marketing, business management and administration, finance, and hospitality and tourism. DECA's flagship evaluation process involves students in both a written component such as an exam or report and an interactive component with an industry professional serving as a judge. DECA's competitive events directly contribute to every student being college and career-ready when they graduate from high school.

INDIVIDUAL SERIES EVENTS

- These events consist of two role-play situations and a career cluster examination.
- Students at any experience level may participate in Individual Series Events.

PRINCIPLES & PERSONAL FINANCIAL LITERACY EVENTS

- These events consist of one role-play situation and a career cluster examination.
- Students MUST be a FIRST YEAR DECA member to participate in Principles Events.
- Personal Financial Literacy can be any member, regardless of years experience as a member

TEAM DECISION-MAKING EVENTS

- These events consist of case study and a career cluster examination.
- Students compete in teams of two students.
- Competition begins at the State Leadership Conference.

PREPARED EVENTS

- Students have the opportunity to compete on the state level in a variety of written events that combine skills in marketing, written and oral communications, decision-making, and problem solving.
- Advisors are encouraged to use each of these competition slots to maximize student participation and learning.

How many competitive events can students participate in?

State Career Development Conference: Students may choose to compete in up to THREE of the events, but must limit the number of cluster exams taken to TWO. *If students choose to compete in three events, it is Oregon DECA's recommendation to compete in one event per day of conference to allow for a balanced conference experience.*

International Career Development Conference: Students are only allowed to compete in ONE event at ICDC. If a student qualifies at the state conference in more than one event, the advisor must indicate their preference of events on the Intent to Compete Form. Details about this form and process can be found in the Conference Policy & Procedures document and on the website (https://oregondeca.org/conferences/icdc/)

Be sure to review the complete competitive events information in the Conference Policy & Procedures document available on Oregon DECA's website.

OREGON DECA

PRACTICE TESTS

Why Practice Tests?

FACT: competitors who take MULTIPLE practice tests AND take advantage of the answer keys provided with each test will improve performance at SCDC.

Students Must be Submitted State/National Members

Members will be imported every Monday morning from the membership site to the online practice test portal.

Site Link: https://practice.answerwrite.com/deca/OR-p

Password: OR2027Win

Practice tests provided by Oregon DECA to all Oregon DECA members at no cost to the chapter.



Student Login Instructions:

- Go to site link above
- Enter membership # (get this from DECA's membership site
- Enter the password: OR2027Win
- After submitting your test click "Show Results" - scroll down to see questions and correct answers (NOTE: most tests have answer keys)

Practice Test Best Practices:

- Take as many tests as possible!
- Take tests from event career cluster but use others as well - they all have great practice questions! **Everyone should take the Business Admin Core tests.**
- Re-take tests multiple times until score is where you want it to be!
- Study the answer key after completion of each test!
- Create a study sheet of questions missed, why missed, and what the correct answer should have been! A worksheet is available on Diamond Teacher.

APPLY!

SUBMIT APPLICATIONS BY JANUARY 15TH

OREGON DECA RECOGNITION AWARDS

State specific awards celebrated at SCDC. Nominations are open to all members! Check out the SCDC page at oregondeca.org for more information and to access the nomination forms.

Award of Merit

Award of Merit may be awarded to marketing education personnel, business people, school administrators, and other individuals who have contributed significantly to the success of Oregon DECA at the state level; or to organizations or companies whose assistance has been notable in any area of the National DECA program.

Honorary Life Member

Honorary Life Membership may be awarded to marketing education personnel who have contributed a minimum of 20 years of service and have aided significantly the development and/or progress of DECA at the national level; or to individuals other than marketing education personnel who have supported Oregon DECA at the state level in a significant way for a minimum of five years, and from whom DECA may reasonably expect continued interest in activities.

Outstanding Alumni Award

Outstanding Alumni Awards may be presented to any former DECA member who shall have accomplished some significant achievement during the year (January 1, 2026 to December 31, 2026) for which the award is made.

Outstanding Service Award

Outstanding Service Awards may be presented to any DECA member who shall have accomplished some significant achievement for Oregon DECA during the year (January 1, 2026 to December 31, 2026) for which the award is made.

Oregon DECA Chapter of the Year

The Chapter of the Year program is designed to recognize chapters that have risen above the rest. This award will be presented to the chapter that exhibits excellence in a balanced approach to activities and events.

*THIS AWARD IS TURNED IN AT CONFERENCE REGISTRATION

DUE ON FEBRUARY 6TH

OREGON DECA

SCDC FORMS CHECKLIST

All forms are included in the 2027 SCDC Guide.

- [ ] SCDC Form A1 – Hotel Information
- [ ] SCDC Form A2 – Rooming List Template
- [ ] SCDC Form B – Advisor Statement of Assurance
- [ ] SCDC Form C – Student Release
- [ ] SCDC Form D – Written Event Directions (Advisors)
- [ ] SCDC Form D – Written Event Directions (Students)
- [ ] Statement of Assurance (students)
- [ ] SCDC Form E – Service Request

SCDC PRE-CONFERENCE COMPETITION CHECKLIST

- [ ] Register for SCDC and add students to competitive events.
- [ ] Submit prepared event materials online for judging prior to conference.
- [ ] Practice presentations & role plays in front of as many mock judges as possible.
- [ ] Make plans to attend the Welcome and Event Briefings Session on Saturday, February 6th

OREGON DECA

2026 SCDC NUMBERS REPORT

Event registration data pulled from the 2026 State Career Development Conference.

Exam Entries

- Business Administration: 530 entries
- Business Management: 133 entries
- Entrepreneurship: 196 entries
- Finance: 152 entries
- Hospitality & Tourism: 443 entries
- Marketing: 1,090 entries
- Emerging Leader: 1,170 entries
- Personal Financial Literacy: 52 entries



Abb.	Event Description	Entries
AAM	Apparel & Accessories Marketing Series	75
ACT	Accounting Applications Series	29
ASM	Automotive Services Marketing Series	40
BFS	Business Finance Series	38
BLTDM	Business Law and Ethics Team Decision Making	38
BMOR	Buying and Merchandising Operations Research	7
BOR	Business Services Operations Research	18
BSM	Business Services Marketing Series	50
BTDM	Buying and Merchandising Team Decision Making	58
EBG	Business Growth Plan	6
EFB	Franchise Business Plan	16
EIB	Independent Business Plan	14
EIP	Innovation Plan	21
ENT	Entrepreneurship Individual Series Event	69
ESB	Start-Up Business Plan	43
ETDM	Entrepreneurship Team Decision Making Event	62
FCE	Financial Consulting Event	22
FMS	Food Marketing Series	80
FOR	Finance Operations Research	7
FTDM	Financial Services Team Decision Making	34
HLM	Hotel and Lodging Management Series	80
HRM	Human Resources Management Series	52
HTDM	Hospitality Services Team Decision Making	59
HTOR	Hospitality and Tourism Operations Research	7
HTPS	Hospitality & Tourism Professional Selling	33
IBP	International Business Plan	20
IMCE	Integrated Marketing Campaign - EVENTS	20
IMCP	Integrated Marketing Campaign - PRODUCT	45
IMCS	Integrated Marketing Campaign - SERVICE	29
MCS	Marketing Communication Series	71
MTDM	Marketing Management Team Decision Making	74
ODELE	Oregon DECA Emerging Leader Exam	0
ODG	Oregon DECA Garage (RSVP Only - Official Sign Up at SCDC)	25
PBM	Principles of Business Management & Administration	147
PEN	Principles of Entrepreneurship	128
PFL	Personal Financial Literacy Event	50
PFN	Principles of Finance	32
PHT	Principles of Hospitality & Tourism	85
PMBS	Business Solutions Project	7
PMCA	Community Awareness Project	9
PMCD	Career Development Project	7
PMCG	Community Giving Project	8
PMFL	Financial Literacy Project	2
PMK	Principles of Marketing	153
PMSP	Sales Project	4
PSE	Professional Selling	36
QSRM	Quick Service Restaurant Management Series	52
RFSM	Restaurant and Food Service Management Series	56
RMS	Retail Merchandising Series	55
SBE	School Based Enterprise	12
SEM	Sports and Entertainment Marketing Series	108
SEOR	Sports and Entertainment Marketing Operations Research	10
STDM	Sports & Entertainment Marketing Team Decision Making	73
TTDM	Travel & Tourism Team Decision Making	53

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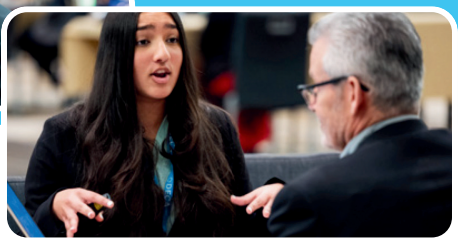
NEXT BIG THING

OREGON DECA

DID YOU KNOW?

There are over **200** volunteers needed to run a successful SCDC.





HOW CAN CHAPTERS SUPPORT THIS NEED?

SIGN UP TO JUDGE!

Online Judges: January 15-29

Day 1 Prepared Event Judges: February 6 | 10AM - 5PM
Day 2 Role Play Event Judges: February 7 | 8AM - 5PM
Day 3 Role Play Event Judges: February 8 | 8AM - 5PM

SCAN HERE TO REGISTER!

RECRUIT

1 Chapter Alumni
Ask former chapter members to return to Portland to assist with state conference! Alumni could serve as event assistants or could serve as judges.

2 School Admin
One of the best ways for your school administrators and counselors to witness the power of DECA is to serve as a judge!

3 Community Industry
Do you have an advisory board of industry professionals? Parents of members who work in a DECA related field? Invite them to serve as a judge at SCDC!

WOULD YOU LIKE OREGON DECA TO REACH OUT TO A POTENTIAL VOLUNTEER?

Send Celine Farrimond an email with the potential volunteer's contact information.

statedirector@oregondeca.org