



STUDENT
LEADER
RESOURCE
GUIDE

**EMERGING LEADERS
AND ENTREPRENEURS**

IN MARKETING, FINANCE, HOSPITALITY AND MANAGEMENT

January 2014

GREETINGS!

Congratulations on your strong interest in providing student leadership to DECA.

Whether your interest is at the local, association or DECA Inc. level, student leadership is the core of the DECA experience.

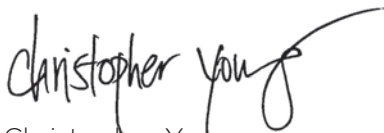
DECA is a tremendous organization that will provide you with many opportunities to help you become an academically prepared, community oriented, professionally responsible, experienced leader.

As an emerging leader, you will become empowered through a collection of experiences to provide effective leadership by practicing goal setting, consensus building and project implementation, while exhibiting ethics, integrity and high standards

Likewise, your creativity, collaboration, and communication through your service as a student leader will continue to make DECA a premier organization in preparing emerging leaders and entrepreneurs.

This resource guide is designed to provide key information that will help you as a student leader excel in your position.

Best of luck in your leadership endeavors!



Christopher Young
High School Division Director
DECA Inc.



Sandra Tucker
Assistant High School Division Director
DECA Inc.



TABLE OF CONTENTS



GENERAL INFORMATION 3



ORGANIZATIONAL STRUCTURE 5



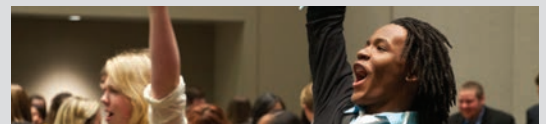
COMPREHENSIVE LEARNING PROGRAM 7



COMPETITIVE EVENTS PROGRAM 8



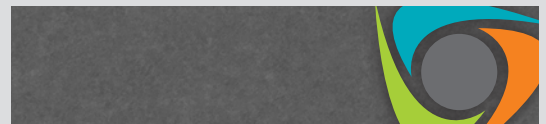
EDUCATIONAL CONFERENCES 10



ADDITIONAL PROGRAMS 11



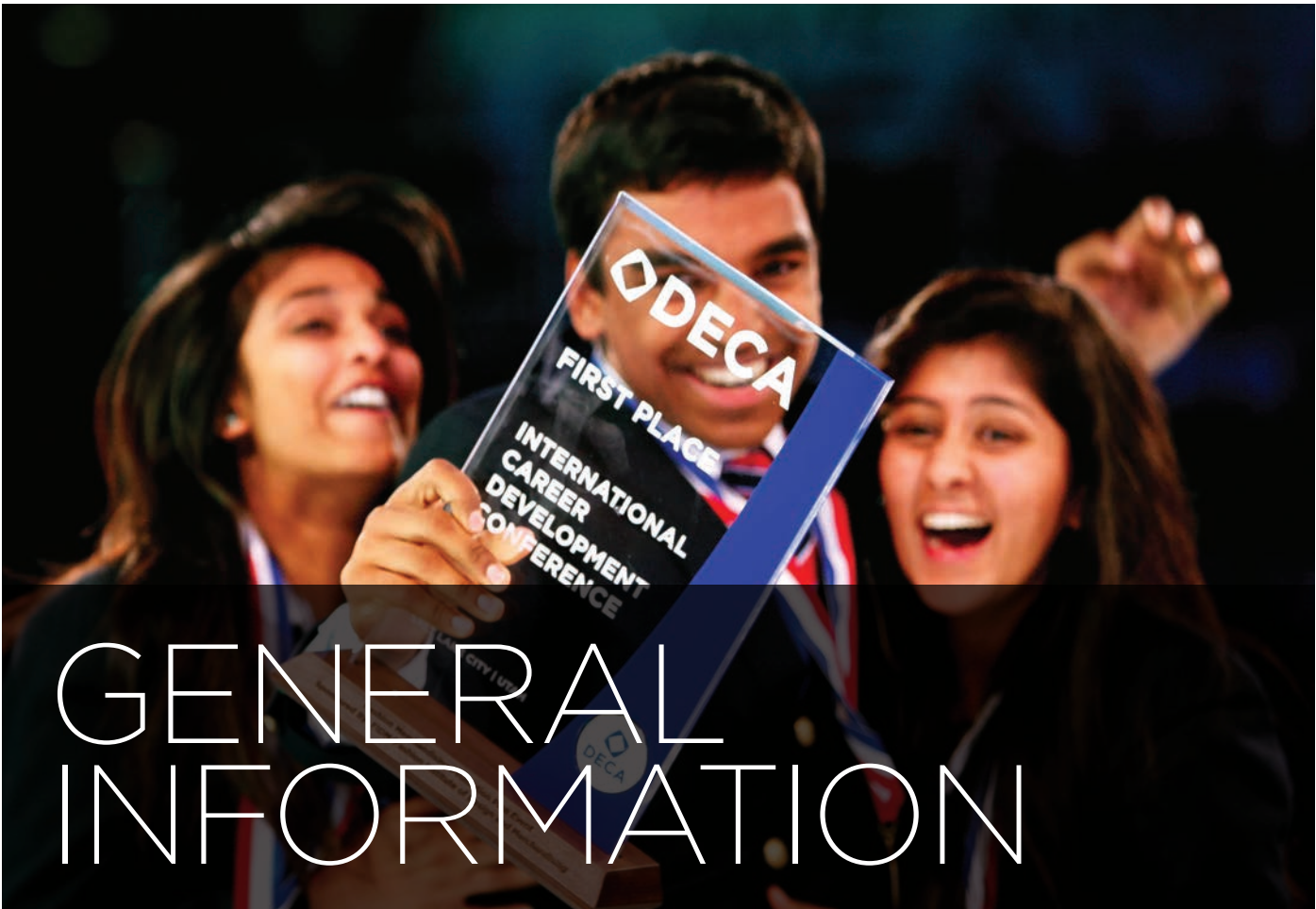
RESOURCES 13



CAREER AND TECHNICAL EDUCATION 14



PARLIAMENTARY PROCEDURES 15



DECA MISSION STATEMENT

DECA prepares emerging leaders and entrepreneurs for careers in marketing, finance, hospitality and management in high schools and colleges around the globe.

FORMATION OF DECA INC.

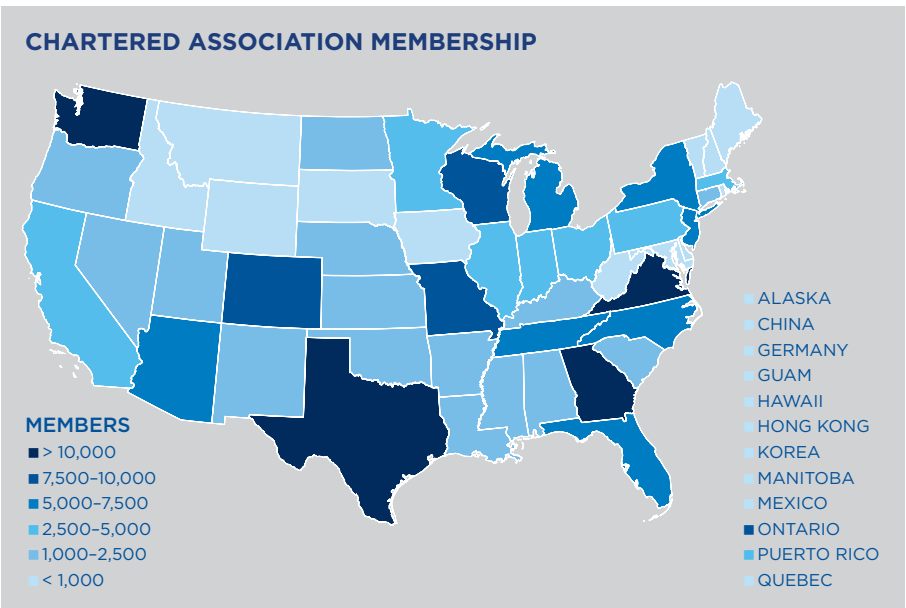
The first interstate conference occurred in Memphis, Tennessee, in 1947 where the first national officer team was elected.

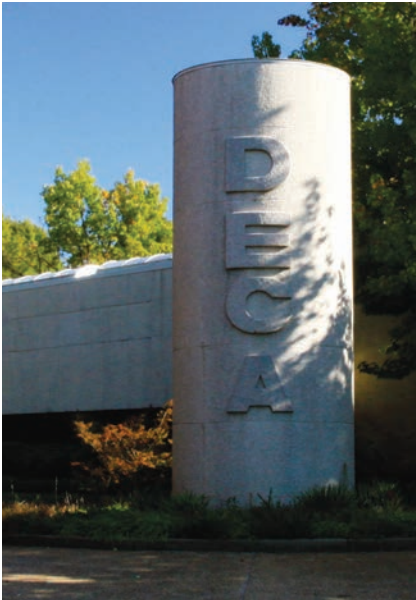
CHARTERED STATES

The 17 states which adopted the national constitution and the official name in 1948: Arkansas, Georgia, Indiana, Kansas, Kentucky, Louisiana, Michigan, Missouri, North Carolina, Ohio, Oklahoma, South Carolina, Tennessee, Texas, Utah, Virginia, and Washington.

MEMBERSHIP

More than 200,000 members globally join DECA on an annual basis. Student, advisor, alumni and professional members join through the local chapters.





DECA INC. HEADQUARTERS

1908 Association Drive
Reston, VA 20191
(P) 703-860-5000

DECA INC. MEMBERSHIP FEES

Used to support approximately one third of the total operational cost of DECA - \$8 for high school members and \$10 for collegiate members.

ADVISORS

Adults charged with the responsibility of giving guidance to the chapter and chartered associations.

DELEGATES

The term which refers to any DECA member, including advisors, attending DECA approved activities.

DECA INC. CONSTITUTION

The DECA Inc. Constitution includes the major categories presented below:

- I. Name and Purpose
- II. Organization
- III. Membership
- IV. Voting
- V. Meetings
- VI. National Officers
- VII. Advisors
- VIII. Finances
- IX. Emblem and Colors
- X. Amendments

BYLAWS

The High School and Collegiate Divisions each have their own set of bylaws (rules for internal governance of an organization) that complement the DECA Inc. Constitution.

PROGRAM OF WORK (POW)

A well-rounded plan of student activities and budget developed by the local, chartered association, and organization officers and members.



DECA DIAMOND + GUIDING PRINCIPLES

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

INSIDE POINTS

DECA'S COMPREHENSIVE LEARNING PROGRAM

> INTEGRATES INTO CLASSROOM INSTRUCTION

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

> APPLIES LEARNING

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

> CONNECTS TO BUSINESS

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

> PROMOTES COMPETITION

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

OUTSIDE POINTS

DECA PREPARES THE NEXT GENERATION TO BE

> ACADEMICALLY PREPARED

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

> COMMUNITY ORIENTED

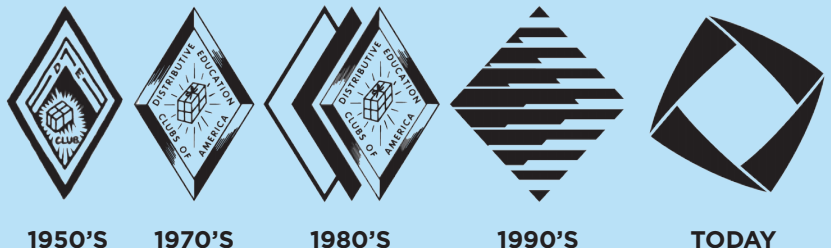
Recognizing the benefit of service and responsibility to the community, DECA members continually impact and improve their local and broader communities.

> PROFESSIONALLY RESPONSIBLE

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

> EXPERIENCED LEADERS

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



1950'S

1970'S

1980'S

1990'S

TODAY



DECA INC.

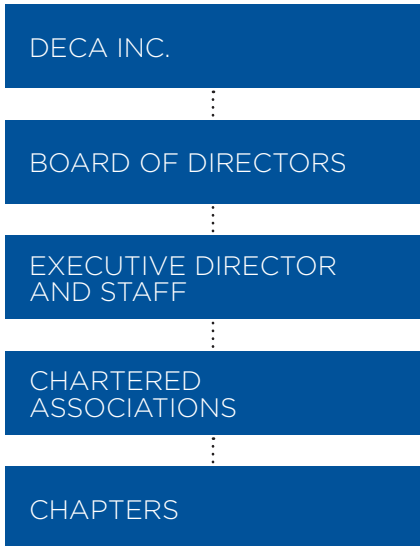
DECA Inc. is a 501(c)(3) not-for-profit student organization. The United States Congress, The United States Department of Education and state, district and international departments of education authorize DECA’s programs.

DECA INC.

- DECA Inc. is the legal identity of the adult representatives from each chartered association of DECA who are legally responsible for DECA. Comprised of representatives from the High School and Collegiate Divisions. Local chapter and chartered association members join DECA Inc.
- Representatives of Chartered Associations provide recommendations regarding DECA Inc. activities.
- DECA Inc. Board of Directors: A twelve member board directs the affairs of DECA Inc. to include setting DECA policies and guidelines. Eight directors are members elected (two from

each region) from the DECA Inc. representatives appointed by the chartered associations. One director is the chair of the National Advisory Board. Three directors are ex-officio (non-voting) and include the Executive Director of DECA Inc., the Vice-President of the Marketing Education Division of ACTE and a representative from the State Directors of Career and Technical Education.

- Executive Director of DECA Inc.: Dr. Ed Davis receives direction from the Board of Directors.
- All other DECA Inc. staff are employed by the Executive Director and responsible for implementing assigned programs. See deca.org/about for a listing of DECA Inc. staff.



REGIONS OF DECA

Chartered Associations comprise four regions: Western, Central, Southern, North Atlantic. Each region has 13 or more Chartered Associations.

CHARTERED ASSOCIATIONS

Consist of local school chapters within a state, province, territory, or equivalent geographic unit and perform four (4) major functions.

1. Act as a unifying body by providing an opportunity for the chapters to work and plan together on an association-wide basis.
2. Set standards which local chapters must meet before a charter can be granted.
3. Act as a clearinghouse for information and ideas that will benefit DECA locally, association-wide, and nationally/internationally.
4. Act as a liaison between DECA Inc. and chapters in carrying out programs and projects.

CHAPTERS

- Local chapters are unincorporated student organizations operating under the authority of the local school district and the chartered association.
- Chapters (not referred to as a “club”) are comprised of student members and chapter advisors.
- Chapters shall comply with all policies set forth by the local school district and their chartered association. When policies of the local school district differ from those of the chartered association, the chapter shall comply with the most restrictive policies.



CONGRESSIONAL ADVISORY BOARD (CAB)

Consists of members of Congress who support DECA Inc.

NATIONAL ADVISORY BOARD (NAB)

Business representatives from donor companies who lend financial and personal support to DECA and serve in an advisory capacity to the DECA Board of Directors. Chairperson is Roger Glenn.

SECONDARY PROGRAM ADVISORY COUNCIL

Members are appointed by the Board of Directors with the responsibility to develop recommendations relating to the operation of DECA programs, including competitive events, and to submit those recommendations to the Board of Directors for consideration.

NATIONAL OFFICER TEAMS

Elected representatives for the Collegiate and High School Divisions; act as liaisons between DECA Inc. and the student membership and serve as ambassadors for DECA programs and membership development. Offices available are president and four vice president positions representing a region including the Western, Central, Southern and North Atlantic.

EXECUTIVE COUNCIL

Made up of the national student officers of the High School and Collegiate Divisions, this council makes recommendations to DECA staff and to the Board of Directors of DECA Inc. regarding student programs and services.

DIVISIONS OF DECA

HIGH SCHOOL DIVISION

The largest division of DECA; membership is available to high school students enrolled in marketing, finance, hospitality and management courses.

COLLEGIATE DIVISION

Division offering membership to students enrolled in post-secondary institutions and in a variety of academic programs with a strong focus on business-related fields. This division offers members the opportunity to develop personally and professionally through chapter activities, individual projects, and a competitive events program.

ALUMNI DIVISION

Support division to provide a means by which former members can maintain an association with DECA; encourage support for DECA on the local, state/provincial or national/international level; and promote the purposes of DECA.

PROFESSIONAL DIVISION

A support division established to provide teachers of Career and Technical Education, businesspersons, parents and administrators a means of membership in DECA.



COMPREHENSIVE LEARNING PROGRAM

CHAPTER CAMPAIGNS

Designed to engage all members of a chapter in the promotion and advocacy of DECA within their school and community. The chapter campaigns also encourage members to connect with alumni and business partners to enhance the success and growth of the chapter. Rewards include plaques, pennants, certificates and allocations to attend the THRIVE Academy.

DECA MONTH

November

COMMUNITY SERVICE CAMPAIGN

Designed to help chapters earn recognition for their support of charitable organizations.

GLOBAL ENTREPRENEURSHIP WEEK CAMPAIGN

Designed to promote awareness of DECA's connection to the career area of entrepreneurship during Global

Entrepreneurship Week (Nov. 17-23, 2014), which is held annually each November. Includes school outreach activities, community outreach activities and alumni success stories. The Idea Challenge can also count as a school outreach activity for this campaign.

MEMBERSHIP CAMPAIGN

Designed to recognize those chapters that recruit student, alumni and professional members and grow their chapter.

PROMOTIONAL CAMPAIGN

Designed to help chapters promote DECA within their school and community. Includes school outreach activities, community outreach activities and alumni success stories.

ADVOCACY CAMPAIGN

Designed to recognize those chapters who advocate for DECA during Career and Technical Education Month in February. Includes school outreach activities, community outreach activities and public policymakers outreach activities.



COMPETITIVE EVENTS PROGRAM

DECA's Competitive Events Program is an incredible tool for curriculum. As an integral part of the classroom, DECA's industry-validated competitive events are aligned with National Curriculum Standards.

- Directly supports DECA's mission.
- Directly contributes to every student being college and career ready when they graduate from high school.
- Provides a vehicle for members to demonstrate National Curriculum Standards through individual or team activities.
- Develops and employs the key skills of analysis, application of knowledge, creative problem solving and logical presentation.
- Helps members explore their communities, participate in an environment of cooperation and recognize their responsibility to the community.
- Encourages members to develop ethics, integrity and high standards while assuming responsibility for self-improvement and self-discipline.
- Provides constructive avenues for team expression, initiative and creativity.
- Promotes competence, innovation, integrity and teamwork.

BUSINESS ADMINISTRATION CORE

The foundation for all of DECA's competitive events, it includes the following instructional areas: business law, communication skills, customer relations, economics, emotional intelligence, financial analysis, human resources management, information management, marketing, operations, professional development, and strategic management.



INSTRUCTIONAL AREAS

Broad areas of content knowledge that are comprised of many performance indicators.

PERFORMANCE INDICATORS

Specific knowledge/skills categorized by instructional area used in DECA's Competitive Events Program.

TRANSCRIPTS

Provide feedback to chapter advisors, association advisors and students regarding performance in DECA's Competitive Events Program.



TYPES OF COMPETITIVE EVENTS

PRINCIPLES OF BUSINESS ADMINISTRATION EVENTS

Designed for first-year DECA members, these events measure the student's proficiency in those knowledge and skills identified by career practitioners as common academic and technical content across marketing, finance, hospitality, and business management and administration. Participant will complete an exam and role-play.

TEAM DECISION MAKING EVENTS

Provide an opportunity for participants to analyze one or a combination of elements essential to the effective operation of a business in the specific career area. The business situation to be analyzed is presented as a case study. Career areas include business law and ethics, buying and merchandising, financial services, hospitality services, marketing communications, sports and entertainment marketing, and travel and tourism.

Participants (2 per team) will each complete a written exam independently and a role-play as a team.

INDIVIDUAL SERIES EVENTS

Measure students' proficiency in the knowledge and skills identified by occupational practitioners as essential to success in a given career. Participant will complete a written exam and two role-plays. Career areas include accounting, apparel and accessories, automotive services, business finance, business services marketing, food marketing, hotel and lodging management, human resources management, marketing management, quick serve restaurant management, restaurant and food service management, retail merchandising, and sports and entertainment marketing.

BUSINESS OPERATIONS RESEARCH EVENTS

Provide opportunities for participants to demonstrate knowledge and skills needed by management personnel. A new topic is provided each year. Teams of 1 to 3 members submit a written entry and complete an oral presentation. Career areas include business services operations, buying and merchandising operations, finance operations, hospitality and tourism operations, and sports and entertainment marketing operations.

CHAPTER TEAM EVENTS

Provide opportunities for chapters to engage all chapter members in large events or projects. Teams of 1 to 3 members submit a written entry and complete an oral presentation. These projects include Community Service Project, Creative Marketing Project, Entrepreneurship Promotion Project, Financial Literacy Promotion Project, Learn and Earn Project, and Public Relations Project.

BUSINESS MANAGEMENT AND ENTREPRENEURSHIP EVENTS

Designed for students interested in operating their own business. Teams of 1 to 3 members submit a written entry and complete an oral presentation. The projects include Entrepreneurship Innovation Plan, Entrepreneurship Participating, Entrepreneurship Written, Entrepreneurship - Growing Your Business, and International Business Plan.

MARKETING REPRESENTATIVE EVENTS

Provides an opportunity for participants to demonstrate knowledge and skills needed by management personnel. Teams of 1 to 3 members complete a written exam, submit a written report and complete an oral presentation. These events include Advertising Campaign, Fashion Merchandising Promotion Plan, and Sports and Entertainment Promotion Plan.

PROFESSIONAL SELLING EVENTS

Designed for students to demonstrate their selling abilities. One (1) participant only. New products/services are selected each year. Participants complete a written exam and conduct an oral presentation. These events include Hospitality and Tourism Professional Selling and Professional Selling.

ONLINE EVENTS

These events challenge members in electronic business simulations in the stock market, retail outlet, sports franchise, and restaurant and financial industries.



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.

CAREER DEVELOPMENT CONFERENCES (CDC)

Provides 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 Career Development Conference (ICDC)**. ICDC is the highlight of the DECA year for 17,000 high school students, advisors, businesspersons and alumni, and includes leadership and career academies and competitive events.

CAREER PATHWAYS CONFERENCES

Provide members with the opportunity to gain professional development in specific career areas. DECA hosts three career pathways conferences: **Innovations and Entrepreneurship Conference**, **New York Experience**, and **Sports and Entertainment Marketing Conference**. Check deca.org for dates and locations.

LEADERSHIP CONFERENCES

Annual regional leadership conferences are held to promote leadership development activities, introduce competitive events and provide a forum for industry topics. They are the **Central Region Leadership Conference**, **Western Region Leadership Conference**, and **The Ultimate Power Trip** representing Southern and North Atlantic regions.

The **DECA Emerging Leader Summit** is designed for association officers, chapter officers and leaders, and chapter, association and national officer hopefuls to help prepare these members to effectively lead their chapters and associations.



ADDITIONAL PROGRAMS

CORPORATE PARTNER CHALLENGES

Offer DECA members opportunities to demonstrate the knowledge and skills learned in the classroom through innovative challenges. Each challenge has a unique focus. Challenges include the Innovation and Entrepreneurship Challenge, FIDM Challenge and Finish Line Challenge.

DECA IDEA CHALLENGE

A competition that challenges K-12 and college student teams around the globe to find a new use for a common, everyday item in eight days. This challenge occurs in conjunction with Global Entrepreneurship Week.

EMERGING LEADER HONOR AWARD

Provides recognition of students studying marketing, finance, hospitality and management for being an academically prepared, community oriented, professionally responsible, experienced leader through participation in DECA. Members must be a senior to receive this award.

LEADERSHIP ACADEMIES

DECA offers a variety of academies for those members who are not participating in competitive events at the International Career Development Conference. Currently there are six: Leadership Development Academy, Senior Management Institute, Chapter Management Academy, DECA LEADS, School-based Enterprise Academy, and THRIVE Academy.

MUSCULAR DYSTROPHY ASSOCIATION (MDA)

DECA's most important social-business partner, MDA has served on the National Advisory Board since 1981. This partnership helps fund research to find treatments and cures for muscular dystrophy and other muscle diseases. It also helps utilize community service as a learning opportunity that supports classroom teaching and student learning.

SCHOLARSHIP PROGRAM

DECA's scholarship program provides over \$300,000 in scholarships each year. Many corporate partners of DECA provide scholarships through this program. DECA Inc. administers the program based on guidelines set by the donor. DECA scholarships are strictly merit based.

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. The SBE Certification Program provides guidelines that reinforce the integration of National Curriculum Standards. The level of certification awarded to an SBE - gold, silver, or bronze - is determined by the number of standards successfully documented. Gold level certified

and Gold Level Recertified SBEs are eligible to participate in the SBE Academy at ICDC.

SOCIAL MEDIA CORRESPONDENT PROGRAM

Invites members to be part of DECA Direct's conversation. Participants write short articles and share their news with DECA members globally.



RESOURCES



DECA GUIDE

The annual publication for DECA's programs, including competitive events guidelines and DECA Images products.



DECA DIRECT MAGAZINE

The official high school and collegiate DECA membership magazine filled with business and association news.



DECA DIRECT ONLINE

This digital platform provides DECA advisors and members with news, publications and content.
decadirect.org



DECA DIRECT WEEKLY

Delivered directly to students' and advisors' email inbox each Tuesday to inform of the latest DECA happenings and share articles on classroom and chapter strategies.



DECA INSIGHT

DECA newsletter sent four times throughout the school year to the local chapter advisors.



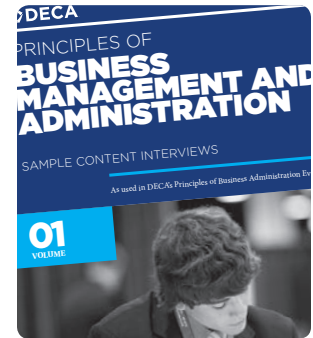
SOCIAL MEDIA

- facebook.com/decainc
- twitter.com/decainc
- linkd.in/decainc
- pinterest.com/decainc
- instagram.com/decainc



DECA IMAGES

The organization within DECA that sells student-related materials, awards, and supplies for DECA members and advisors.



DECA RELATED MATERIALS (DRM)

Educational materials for advisors to use with DECA members; a product line of DECA Images.



CAREER AND TECHNICAL EDUCATION

CAREER AND TECHNICAL EDUCATION (CTE)

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

CARL D. PERKINS CAREER AND TECHNICAL EDUCATION ACT

The Carl D. Perkins Career and Technical Act, (Perkins) was reauthorized in 2006. The purpose of Perkins is to provide individuals with the academic and technical skills needed to succeed in a knowledge- and skills-based economy through career and technical education. Perkins also focuses on documenting the rigor of academic and technical courses, improving curriculum alignment among secondary and postsecondary schools, and streamlining the transition process for students moving from one level to another.

CAREER AND TECHNICAL EDUCATION MONTH

February

CTSO

Career and Technical Student Organization. There are nine: DECA, BPA, FEA, FFA, FCCLA, FBLA, HOSA, SkillsUSA, TSA.

ACTE

The Association of Career and Technical Education is the professional association for career and technical educators and students.

NCCCTSO

National Coordinating Council for Career and Technical Student Organizations. The council identifies and coordinates activities that are mutually beneficial to career and technical student organizations and their members. They share information that will enhance the development of career and technical education students, and to strengthen career and technical education.

NASDCTEc

Members of the National Association of State Directors of Career Technical Education Consortium represent the state and territory heads of secondary,

postsecondary and adult career technical education across the nation.

CAREER CLUSTERS

Provide a way for schools to organize instruction and students experiences around 16 broad categories that encompass virtually all occupations from entry through professional levels. Career clusters relating to DECA are: marketing, business management and administration, finance, and hospitality and tourism.

CAREER PATHWAYS

Each career cluster contains several career pathways, or specialized career areas.

NATIONAL CURRICULUM STANDARDS

Educational standards that provide a consistent, clear understanding of what students are expected to learn within a specific curriculum. DECA aligns the Competitive Events Program with National Curriculum Standards in the career clusters of marketing, business management and administration, finance, and hospitality and tourism.



PARLIAMENTARY PROCEDURES

FOUR MAIN OBJECTIVES OF PARLIAMENTARY LAW

1. To do one thing at a time
2. Courtesy to everyone
3. The rule of the majority must prevail
4. The rights of the minority must be protected

PRINCIPLES

- Only one main motion may be considered at a time.
- Each member's rights are equal to those of his/her fellow members.
- The majority has the right to work its will and its decisions must be followed.
- The minority has the right to be heard.

QUORUM

One plus 50% of the members are present and eligible to vote.

STANDARD ORDER OF BUSINESS

- I. Reading and Approval of the Minutes
- II. Reports of Officers
- III. Boards and Standing Committees
- IV. Reports of Special Committees
- V. Special Orders
- VI. Unfinished Business and General Orders
- VII. New Business

TYPES OF AMENDMENTS

- First order – an amendment to the motion
- Second order – an amendment to the amendment

TYPES OF MOTIONS

- Main
- Subsidiary
- Incidental
- Privileged
- Motions that bring a question again before the assembly

CORRECT WAY TO MAKE A MOTION

"I move that" followed by a statement of the proposal.

The logo for DECA, featuring a white diamond-shaped icon with a smaller diamond inside, followed by the word "DECA" in a bold, white, sans-serif font.

DECA