



## New Advisor's Manual

September 2017

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### **DECA'S MISSION STATEMENT**

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

### **DECA'S GUIDING PRINCIPLES**

#### **DECA's Comprehensive Learning Program**

- **Integrates into Classroom Instruction**
- **Applies Learning**
- **Connects to Business**
- **Promotes Competition**

#### **DECA prepares the next generation to be**

- **Academically Prepared**
- **Community Oriented**
- **Professionally Responsible**
- **Experienced Leaders**

# CT DECA New Advisor's Manual

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## **What is DECA?**

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

DECA enhances the co-curricular education of members through a comprehensive learning program that integrates into classroom instruction, applies learning, connects to business and promotes competition.

DECA's activities assist in the development of academically prepared, community oriented, professionally responsible, experienced leaders.

DECA Inc. is a 501(c)(3) not-for-profit student organization with more than 200,000 members in all 50 U.S. states, the District of Columbia, Canada, China, Germany, Guam, Hong Kong, Korea, Mexico and Puerto Rico. The United States Congress, The United States Department of Education and state, district and international departments of education authorize DECA's programs.

For more information, visit [www.deca.org](http://www.deca.org).

## **Who can belong to DECA?**

Any student enrolled or previously enrolled in a marketing, business or economics course or is interested in business activities at a school where there is a DECA chapter, can join DECA. Marketing education or business teachers serve as individual chapter advisors and may choose to have an election of chapter officers to assist in running the chapter. DECA chapters are all self-supporting, with members paying chapter, state association and national membership fees.

## **Why is DECA important to the business community?**

DECA advisors and chapter members take an active part in the development and growth of the communities in which they live and work. Students learn vocational understanding while still in school, which is necessary to compete in marketing, management and entrepreneurship careers. These career-oriented young people are actively involved in creative marketing projects directly related to the careers of their choice.

## **Why are DECA related activities important to your school?**

DECA chapter activities contribute substantially to the primary purpose of school, which is to develop well-educated citizens who have self-confidence, self-esteem, leadership ability and the proper understanding of the free enterprise system. DECA chapters are invariably "showcases" for student achievement and progress, reflecting favorably on teachers, DECA advisors and school administrators at the local and state levels.

# DECA'S COMPREHENSIVE LEARNING PROGRAM

DECA enhances the co-curricular education of members through a comprehensive learning program that integrates into classroom instruction, applies learning, connects to business and promotes competition.

## College and Business Partnerships

Access to DECA's college and business partners extends learning, supports your program and builds community awareness. DECA's partners provide student scholarships, classroom presentations and career guidance, internships and work experience and community service activities.

□ <http://www.deca.org/partners>

## Competitive Events Program

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

□ <http://www.deca.org/competitions/highschool>

## Educational Conferences

DECA conferences are targeted, highly-focused learning experiences for students and advisors. DECA conferences bring our 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 students in learning industry-related trends and content.

□ <http://www.deca.org/conferences/highschool>

## Educational Partners

DECA's educational partners provide visibility and support to DECA's mission. They also provide learning opportunities for students and professional development in industry content for DECA advisors.

□ <http://www.deca.org/advisors>

## Publications

Keep up-to-date on business trends and DECA activities with *Direct and DECA Direct*. Direct is delivered to the classroom four times during the academic year, this full-color international publication features articles on career development in marketing, finance, hospitality and management; leadership; community service; and professionalism. DECA Direct is delivered via email once a week and contains many valuable resources and updates for students and advisors.

□ <http://www.deca.org/publications/>

## 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, finance, hospitality and management. DECA provides a rigorous certification program and access to best practices and vendors all in one place.

□ <http://www.schoolbasedenterprises.org>

## Social Media + Online Challenges

DECA members have an opportunity to learn & win through cutting-edge social media and online challenges that encourage creativity and innovation. Student members and advisors should follow DECA Inc. and Connecticut DECA on Facebook, CT\_DECA on Twitter and Instagram. Chapter advisors are encouraged to like the CT DECA Chapter Advisors' Facebook private group page.

□ <http://www.deca.org/membership/highschool>

## WHY SHOULD YOU JOIN DECA?

**DECA membership is an *INVESTMENT*. What will your dues buy you?**

1. A network of over 200,000 nationwide (4,500 in Connecticut) young women and men who are serious about careers and personal growth and professionals who support them.
2. Leadership skills developed while you serve on committees and hold elected office at the local, state, and international level.
3. Participation in state, district, and international leadership and career development conferences.
4. Friendships with peers sharing common interests.
5. Marketing and management skills through participation in team projects.
6. Participation in activities that teach you to be a leader and an active participant.
7. DECA Direct; DECA's official student publication, is emailed once a week and hard copy mailed bi-monthly through DECA Direct.
8. DECA's resources for recruitment, civic appearances, chapter activities, and career development are at your disposal.
9. Opportunity to learn about the American free enterprise system.
10. Chance to learn about Marketing research through DECA endorsed projects.
11. Increased employability through skills and attitudes developed in DECA activities and competitive events.
12. Opportunity for national and state scholarships.
13. An awareness of community needs through involvement in civic projects sponsored by the local DECA chapter.
14. An active voice in determining the organization's programs and policies by exercising your vote as a member.
15. Skills necessary for success in ownership, financing, and managing of one's own business through participation in the entrepreneurship events.

## ***Suggested Activities for DECA Chapters***

**This list contains many ideas and suggestions for chapter and/or member participative activities. Any of the following will not only strengthen the chapter, but will also add a bit of fun for the group.**

- ◆ Competency-based competitive activities (State and International)
- ◆ Written competitive events (State and International)
- ◆ Sales projects
- ◆ Guest speaker presentations
- ◆ Mock Role Play Night
- ◆ Parent's Night
- ◆ Sponsor/student breakfast
- ◆ Regular chapter meetings
- ◆ Social activities
- ◆ Career opportunity panel discussions
- ◆ On-line Chapter newsletter
- ◆ DECA Week celebration and promotion
- ◆ Faculty recognition
- ◆ DECA member recognition
- ◆ Community service projects
- ◆ Employer-employee banquet
- ◆ Marketing research project
- ◆ Merit Awards Program
- ◆ Visit trade shows and exhibits
- ◆ Attend Marketing-related conferences
- ◆ Career and/or career awareness activity
- ◆ End of year Recognition Ceremony

## **DECA'S CODE OF ETHICS FOR ADVISORS**

Marketing & business education programs offer training to those students who have a career objective in the field of Marketing, Management, finance, hospitality or entrepreneurship. Individual conduct and appearance is a phase of this training. At any DECA activity this phase of the education program becomes most apparent.

Since a good example is realized by method of teaching and students are impressionable, a Code of Ethics has been set for advisors by the Board of Directors of DECA, Incorporated.

It becomes the responsibility of each and every participant to see that proper conduct is adhered at all times.

### **PHILOSOPHY for Attending Conferences:**

It is a privilege and honor for a student to attend state and international DECA conferences. As such, each student has the unique opportunity to represent his/her high school, community and family as a young business professional. Students are expected to follow all Rules and Regulations stated herein. In cases of uncertainty, the student should confer with his/her advisor or chaperone prior to acting, since ignorance of Rules and Regulations will not be considered an acceptable excuse. Teachers, alumni, chaperones and state staff assume the responsibility of enforcing Rules and Regulations to insure the safety and well-being of the student.

### **CONFERENCES:**

Most frequently attended conferences:

- Fall State Leadership Conference
- Ultimate Power Trip
- CT-DECA State Career Development Conference
- International DECA Career Development Conference

### **DRESS CODE for Members:**

DECA is first and foremost a business organization for students enrolled in Marketing Education. As in business where company policies related to dress and grooming are maintained, DECA has developed its own policies. Essentially, proper dress is a matter of exercising good judgment; thus, should a question concerning the Dress Code arise, contact your chapter advisor or refer to the DECA, Inc. guidelines prior to making a decision. [Help us to build and maintain a positive image for CT DECA!](#)

#### **ACCEPTABLE BUSINESS ATTIRE:**

Competitive events, including tests, general and special sessions, all meals and banquets, state officer testing & interviews, and all workshops.

Male: Dress slacks, dress collared shirt, tie, dress shoes and socks, sweater and/or sports coat. Shirts must be tucked in. DECA Blazers MAY be worn in front of judges at the State Conference; however, they MUST be worn in front of judges at ICDC.

Female: Professional business dress, dress slacks, skirt, blazer, dress blouse, collared shirt, coordinating shirt/blouse, dress shoes (pumps, heels or flats). Dresses or skirts must be appropriate length. Nylons are recommended if dresses or skirts are being worn. DECA Blazers MAY be worn in front of judges at the State Conference; however, they MUST be worn in front of judges at ICDC.

#### **UNACCEPTABLE BUSINESS ATTIRE:**

Low cut fronts, short skirts, open sides, see through blouses, open back, sleeveless tops, midriffs, hats, sneakers, boat shoes, hiking, work, army, "Uggs" type or cowboy boots, spandex, sandals and denim material.

## **CONDUCT CODE at Conferences:**

Participation in DECA activities provides an opportunity for students to interact with business professionals, DECA supporters, other DECA members and the general public. As a result of establishing a positive professional image many businesses, civic organizations and other individuals provide financial and human resources to DECA and its student members. Once again, should you have a question concerning what constitutes acceptable behavior, ask your advisor or chaperone prior to making a decision. DECA values its reputation and asks that you help maintain it.

## **PIN DESIGN for Conferences:**

**PURPOSE:** To create a design to be used as a trading pin at our International Conference and distributed to members at our State Conference

### **SPECIFICATIONS:**

Suggestions and Entry Procedures:

- Connecticut DECA or CT-DECA
- Something that is significant or represents Connecticut.
  - Entry Procedures:
  - Name of student and chapter should also be included on the back of entry
  - A hard copy of the entry **and** an electronic version of the same entry must be received. Entries must be computer generated (clip art, print shop).
  - All artwork must be accompanied with a disc or sent as an attachment to an email to \_\_\_\_\_
  - All entries must be: large and clear enough to scan, although the pin will be 1 ¼” in diameter.
  - The winner will be selected by the State Officer Team and State Advisors, who also reserves the right to not choose any artwork submitted for the pin design.
  - Recognition of the winner will be at the State Career Development Conference
  - All entries must be received by the due date at:

CT-DECA

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### **INCENTIVE**

Winner earns one spot at the ICDC in the Aspire, Elevate or Ignite Academies (formerly SMI, CCT & LDA)

## CT DECA Competitive Events

Codes with numbers will be sent out separately for district & SCDC use

### Principles of Business Administration Events

1. Principles of Business Management and Administration—PBM
2. Principles of Finance—PFN
3. Principles of Hospitality and Tourism—PHT
4. Principles of Marketing—PMK

### Team Decision Making Events

1. Business Law and Ethics Team Decision Making—BLTDM
2. Buying and Merchandising Team Decision Making—BTDM
3. Financial Services Team Decision Making—FTDM
4. Hospitality Services Team Decision Making—HTDM
5. Marketing Communications Team Decision Making—MTDM
6. Sports and Entertainment Marketing Team Decision Making—STDM
7. Travel and Tourism Team Decision Making—TTDM

### Individual Series Events

1. Accounting Applications Series—ACT
2. Apparel and Accessories Marketing Series—AAM
3. Automotive Services Marketing Series—ASM
4. Business Finance Series—BFS
5. Business Services Marketing Series—BSM
6. Food Marketing Series—FMS
7. Hotel and Lodging Management Series—HLM
8. HuCTn Resources Management Series—HRM
9. Marketing Management Series—MMS
10. Quick Serve Restaurant Management Series—QSRM
11. . Restaurant and Food Service Management Series—RFSM
12. . Retail Merchandising Series—RMS
13. Sports and Entertainment Marketing Series—SEM

### Personal Finance Literacy Event

1. Personal Finance Literacy-PFL

### Business Operations Research Events

1. Business Services Operations Research—BOR
2. Buying and Merchandising Operations Research—BMOR
3. Finance Operations Research—FOR
4. Hospitality and Tourism Operations Research—HTOR
5. Sports and Entertainment Marketing Operations Research—SEOR

### Chapter Team Events

1. Community Service Project—CSP
2. Creative Marketing Project—CMP
3. Entrepreneurship Promotion Project—EPP
4. Financial Literacy Promotion Project—FLPP
5. Learn and Earn Project—LEP
6. Public Relations Project—PRP

### Business Management and Entrepreneurship Events

1. Entrepreneurship Innovation Plan—ENI
2. Entrepreneurship Participating (Creating an Independent Business—ENPI or Franchising Business—ENPF)
3. Entrepreneurship Written—ENW
4. Entrepreneurship—Growing Your Business—ENGB
5. International Business Plan—IBP

### Marketing Representative Events

1. Advertising Campaign—ADC
2. Fashion Merchandising Promotion Plan—FMP
3. Sports and Entertainment Promotion Plan—SEPP

### Professional Selling Events

1. Financial Consulting- FCE
2. Hospitality and Tourism Professional Selling—HTPS
3. Professional Selling—PSE

### Online Events

1. Stock CTrket Game—SMG
2. Virtual Business Challenge Personal Finance—VBCPF
3. Virtual Business Challenge Restaurant—VBCRS
4. Virtual Business Challenge Retail—VBCRT
5. Virtual Business Challenge Sports-VBCSP

## CT-DECA Membership Policy

DECA membership is open to students currently taking or who have successfully completed a business

education or Marketing course, which prepares emerging leaders and entrepreneurs in Marketing, finance, hospitality and Management.

Student members in the high school division of the CT-DECA program must be currently attending a Connecticut high school.

All other business courses are at the discretion of the DECA Chapter Advisor. Courses in question May be reviewed by the Board of Directors if the Chapter Advisor is unsure if a course qualifies for DECA.

All other students interested in Marketing, finance, hospitality and Management are welcome to join with the approval of the Chapter Advisor.

Membership is completed online through the DECA Inc. website:

<http://www.deca.org/high-school-programs/membership-high-school/>

## **Membership Reporting Instructions**

**Due Dates:** November 15-Initial membership submission for all established and new chapters at [www.deca.org](http://www.deca.org). Payment due to DECA Inc.

Competitors in the State  
Competitive Event Conference

must be entered into the membership system by February 1<sup>st</sup>.

For more information on membership processing (i.e., Complete Instructions, FAQs and Hints and Tips) please go to <http://www.deca.org/membership/>

A majority of your overall membership should appear on the first submission. The dues will be calculated for you upon submission and an invoice will be generated from DECA, Inc. Each school will be considered one Chapter. When entering names for membership, you must use proper upper and lower case. Legal names should be entered into the membership system and should match legal id. (Used at the International Conference when competing)

**Online membership dues are processed through DECA headquarters. Once your members have been submitted online, print 2 copies of the Membership Roster/Invoice, sign and date one copy and**

submit with your dues check to DECA Inc., Attention: Membership Department, 1908 Association Drive, Reston, VA 20191. The printed roster also serves as your invoice. Keep one copy for your records. Please follow the same procedures when adding new members throughout the year. **One check for the full amount on roster to be made payable to DECA Inc. must be mailed to DECA, Inc. within 30 days of membership being submitted. The submitted roster is to be used as an invoice.**

All Chapters must be established by the **November 15 deadline**. However, additional members may be added to established chapters up until February 1st. Non-competitive members may be added until March 1.

Membership is **not** transferable from one person to another after submitted. We cannot accept less than ten (10) members per school unless you are a new chapter. No refunds on cancellations/drops. DECA, Inc. will assign student ID numbers to be used for International competition upon submission in the membership system. Do **not** create your own numbers.

## **FREQUENTLY ASKED QUESTIONS FROM CHAPTERS ABOUT DECA MEMBERSHIP**

### **Who can be a DECA member?**

DECA membership is available to students with career interests in Marketing, entrepreneurship, finance, hospitality and Management in grades eight through twelve who have taken or are currently taking a business or Marketing course. See exception on previous page for Club membership. DECA membership is also open to DECA advisors, alumni and professional members. Students who are in college may join Collegiate DECA.

### **Who should join DECA?**

All students who participate in DECA activities at the local, state and/or international levels should pay state and

DECA Inc. dues. These activities include, but are not limited to, conferences, competitive events, online challenges, scholarship applications and more. Board policy states that all members, including primary and secondary advisors, must pay membership dues.

services from DECA Inc. Noncompetitive members may join until March 1.

### **What is included in DECA membership?**

In addition to an official membership card & pin, DECA members receive 4 issues of *DECA Direct* magazine, and an electronic weekly issue, have opportunities to attend conferences designed to prepare them for college and careers, can earn recognition and prove their knowledge in DECA's Competitive Events Program, can earn their share of more than \$300,000 in scholarships and more. DECA membership is for one school year.

### **What is the deadline for submitting membership?**

DECA membership is open year-round; however, all chapters must activate their chapter by submitting initial membership by November 15. This ensures that the chapter continues to receive communication, publications and

**What is the minimum number of members needed on a roster?**

The minimum chapter size is ten (10) members and one (1) advisor (any combination of 11 paid members). The only exception is in the case of a new or reactivated chapter, which has two years to obtain the minimum chapter size.

**Who is an alumni member?**

Alumni members are individuals who have graduated and wish to remain involved with the program by paying the appropriate DECA Inc. and state dues. Alumni members receive a pin and card, one-year subscription to *DECA Direct* (if a current address and email is provided) and the value of supporting an organization that has impacted them and additional emerging leaders and entrepreneurs.

**Who is a professional member?**

Professional members are individuals from the community (i.e., business leaders, judges, internship sponsors, counselors, administrators and parents) who are active with the chapter. They must pay the appropriate DECA Inc. and state dues. Professional members

receive a pin and card, one-year subscription to *DECA Direct* (if a current address is provided) and the value of supporting an organization that prepares emerging leaders and entrepreneurs to be college and career ready.

**Where do I login to submit my members?**

The site can be accessed through the DECA, Inc. website at <http://www.deca.org/membership/highschool/> or the direct link is <http://www.decaregistr>

[ation.com/hs/](#).

information is  
still correct.

**How do I change a student's name?**

Once a name is submitted it cannot be deleted or changed unless it is misspelled. Please submit any misspellings to Michael Mount at [michael.mount@deca.org](mailto:michael.mount@deca.org) showing the incorrect and correct spelling.

**Many of my students use nicknames. Should their full name or nickname appear on the roster?**

When submitting names, use full names rather than nicknames, first name, followed by last name. Use proper cases; do not submit names in all capital letters. The name should appear the same on ALL documents (conference registration, competition, etc.) throughout the year.

**How do I submit names of new members once my initial membership has been submitted?**

Simply go back into the online membership system and enter new members the same way you entered the initial members. Double check to make sure your chapter

## What Can Alumni Members Do?

1. Make presentations to DECA classes.  
Suggestions:       How to be successful in the business community.  
                          Career opportunities.  
                          How to raise funds.  
                          Competitive event preparation.  
                          Preparing for college  
                          Place of employment tours for students  
                          Practice role-plays
2. Start a campaign to sign up all recently graduated seniors from local DECA Chapter(s) as Alumni members before the school year ends. Offer a chapter t-shirt upon signing up.
3. Co-sponsor activities with the local DECA Chapter(s).
4. Plan to assist as needed in DECA Chapters (i.e. preparation of written and participating events and chapter projects).
5. Assist local DECA Chapter(s) efforts in DECA Month promotions.
6. Aid in the development or maintaining of a chapter DECA website and/or other social media
7. Be guest speakers at social functions & recognition events
8. Serve, as requested, on Chapter Advisory Committees.
9. Keep DECA Advisor informed of possible training opportunities for students.
10. Provide programs and signage for DECA Chapter Meetings.
11. Plan social functions.
12. Plan a program of recognition for an outstanding Alumni Member from your Chapter.
13. Assist on a district level, especially at conference time when assistance is critical.
14. Strive to provide others with the same great opportunities and experiences in DECA that you had.

## **FALL LEADERSHIP CONFERENCE**

When: October

Where: Various locations throughout the state

Who: Any DECA member (decisions made by local Chapter Advisor)

Registration: Notifications are on the CTDECA website

<http://www.ctdeca.org/>

Registration Link:

<https://www.decaregistration.com/ct-flc/Main.asp>

## **STATE CAREER DEVELOPMENT CONFERENCE**

When: February

Where: Aqua Turf

Who: Current paid DECA members through DECA, Inc.

Registration: Notifications are on the CTDECA website

<http://www.ctdeca.org/>

## **INTERNATIONAL CAREER DEVELOPMENT CONFERENCE**

When: End of April, beginning of May (dates vary)

Where: Locations change each year

Who: Top three winners of each event from the State Conference  
Exemplary members attending leadership academies (approved by State Advisor)

State Officers—outgoing are Voting Delegates, incoming go to Officer training

<http://www.ctdeca.org/>

## **DECA, INC CONFERENCES**

DECA, Inc. coordinates several leadership and educational conferences throughout the year. All DECA Chapters and paid DECA members are welcome to attend. Registration is through the DECA, Inc. website.

<http://www.deca.org/high-school-programs/high-school-educational-conferences/>