Certification Program Guidelines 2011–2012

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Program Description

The School-based Enterprise Certification Program was developed to provide recognition for outstanding achievement by school-based enterprises and to motivate SBEs to strive for excellence and to grow. The program provides SBEs with standards for model school store operation and provides recognition for school-based enterprises at three levels: bronze, silver and gold. The number and type of activities a school-based enterprise completes in each of the twelve sections will determine the level of certification awarded.

SBEs who achieve at the bronze or silver level will receive recognition at the state level. All SBEs who achieve at the gold level will be eligible to bring an advisor and 1 - 3 student manager(s) to the International Career Development Conference (ICDC), with approval of the State/Provincial Advisor. During ICDC, those SBEs who achieve gold level certification and those re-certifying at the gold level, will be recognized on stage and participate in the SBE Academy. ***All students who come on stage at ICDC to receive an award must be wearing a DECA blazer.*** SBEs who are unable to attend ICDC will receive their award by mail.

SBEs must claim credit for achievement by submitting a report consisting of a description of achievement for each standard (description of format provided on page 6) and additional documentation (photos, reports, news articles, letters, etc.) as needed. The description of achievement must use the format that is provided. Additional documentation should be clearly labeled and must follow the appropriate standard and level documentation – not placed as an appendix at the end. SBEs must submit their documentation to DECA Inc. (1908 Association Drive, Reston, VA 20191) ***postmarked no later than January 13, 2012***, for verification of the award achievement level. Please spell check and proof your documentation before submitting. ***SBEs must also include a copy of the documentation on a USB/flash drive/CD, which will be kept by DECA Inc.*** Be sure to label the USB/Flash drive/CD with school and state and tape/secure to manual.

After the documentation has been reviewed, DECA Inc. will submit a list to State/Provincial Advisors of SBEs that achieve certification, along with the appropriate award certificates. Chapter advisors will also receive official notification from DECA Inc. via email regarding the level of achievement. Manuals will be returned via mail for Bronze and Silver level and they will be returned to Gold certified and re-certified chapters during the SBE Academy at ICDC.

Gold level certified SBEs may remain certified at that level for a total of 5 years by completing the requirements for re-certification annually. The guidelines for certification and re-certification, along with sample Gold Level manuals, can be found on DECA's SBE Web site (*www.schoolbasedenterprises.org*). After five years, the SBE must complete the original certification process to be eligible for the gold level award.

We request that advisors review the documentation prior to submitting to DECA, as certification will be awarded based on the information provided with no opportunities for adding information once the manual is submitted. Achievement of standards must be clearly documented for the level to be awarded. Make sure your documentation clearly demonstrates achievement of the complete standard.

Certification Guidelines and Format

Your documentation **must** follow these specifications.

Title Page: The first page of the documentation is the title page, which will not be numbered and will list the following:

School-based Enterprise Certification Program
Level of Certification Applying For
Name of DECA Chapter
Chapter Advisor
School Address
City/State/Zip
School Phone Number
School Fax Number
Advisor E-mail Address
Date

SBE Description: Include a 1-page description/summary of your school store—not a numbered page.

Table of Contents: The third page is the Table of Contents, which must list every heading of every section and the page on which that section starts. The Table of Contents may be single-spaced and may be one or more pages long. This page(s) will not be numbered.

Body of SBE Certification Documentation *(Should include written description of achievement for each standard in format provided, plus any additional documentation)****:*** The body of the entry starts with Curriculum/Student Achievement, and must continue in the sequence outlined in these guidelines, ending with Marketing Mix. You must follow the outline and sequence found in these guidelines when writing your documentation.

The first page of the body is numbered 1 and all following pages are numbered in sequence. A description of required documentation format is included on page 6. SBEs must claim credit for achievement by submitting a report consisting of the written description of achievement in the required format (for each level of each standard) and additional documentation (photos, reports, sample forms, news articles, letters, etc.) as needed for strength or clarity. Additional documentation should follow the appropriate section—not placed as an appendix at the end. Use sub-headings with each standard to identify Bronze, Silver and Gold Level documentation. For those sections where you are selecting topics from a list, the selected topics become your sub-headings.

Documentation must be submitted in a 1-inch DECA binder or DECA folio. **Be sure each section/standard is presented in the order found in the guidelines and numbered and labeled so reviewer knows exactly what is being documented.** Tabs may be used to divide sections. Please spell check and proof your documentation before submitting.

Requirements for achieving at each award level (bronze, silver or gold) are outlined below by section. For some sections (i.e. 1, 3, 5, 9 and 10), the standards you are required to document are different at each of the three levels. However, for these sections SBEs working on silver certification must also complete the standard for bronze, and SBEs working on gold level certification must complete the silver and bronze standards as well. For some sections, (i.e. 4, 6, 7, 8, and 11) the level of achievement will be determined by the number of items you choose to document from a list. Use sub-headings to identify which topic you are documenting from the list. There are 2 sections (i.e. 2 and 12) where the requirement is the same for all achievement levels. Use the requirements outlined in those two sections as your sub-headings.

Documentation on USB/Flash drive/CD: Along with your written documentation in the DECA binder or DECA Folio, you must also include a copy of your documentation on a USB/Flash drive/CD, which will be kept by DECA Inc. Be sure to label the USB/Flash drive/CD with school and state and tape/secure to manual.

Vendor List: Please include a 1-page vendor list (with contact information and general description of product lines) at the end of your documentation and on USB/Flash drive/CD—not a numbered page.

SBE Photo: Please submit one (only 1) photo of your SBE in a JPG, EPS or TIF format for the web site and other recognition. Be sure picture shows school store—not just a group of students.

Achievement Standards

All documentation will consist of a written description of achievement (presented in the format found on page 6) for each level of each standard and other documentation (photos, forms, etc.) as appropriate/needed in the exact sequence as outlined below. Use sub-headings to identify what is being documented. Additional documentation must be labeled.

1. **CURRICULUM/STUDENT ACHIEVEMENT**

   Bronze Level Standard—Must document achievement of at least 1 of the following standards
   Silver Level Standard—Must document achievement of at least 2 of the following standards
   Gold Level—Must document achievement of all 3 of the following standards
   - Utilizes curriculum that includes National Marketing Education Standards and specialized retail competencies
   - Provides realistic and practical learning experiences through applications in SBE
   - Utilizes community resources to complement the curriculum and SBE

2. **ACCOUNTING MEASURES**

   Bronze, Silver & Gold Levels—Develop viable accounting system to obtain a financial overview of store. Documentation must include at least 3 of the following components (narrative and samples):
   - Balance sheet
   - Income statement/profit-loss statement
   - Inventory System (perpetual/physical)
   - Daily sales reports
   - Deposits

3. **SPACE, FACILITIES & EQUIPMENT**

   Bronze Level—Must document achievement of at least 1 of the following
   Silver Level—Must document achievement of at least 2 of the following
   Gold Level—Must document achievement of all 3 of the following
   - Adheres to local & state requirements for store operation, such as health codes, fire codes and sales license
   - Layout of store utilizes space to maximize sales and facilitate store operations
   - Incorporates current technology and equipment (e.g. Security system, POS systems)

4. **LOCATION & ACCESSIBILITY**

   Bronze Level—Must document achievement of at least 3 of the following standards
   Silver Level—Must document achievement of at least 4 of the following standards
   Gold Level—Must document achievement of at least 5 of the following standards

   Describe how your SBE operates/handles the following:

- High traffic area
- Accessible to Marketing Education classroom
- High visibility
- Hours of operation conducive to student schedule
- Easily accessible for shipping/receiving and vendors
- Meets Americans with Disabilities (ADA) requirements

5. PERFORMANCE MEASUREMENTS

Bronze Level—Must document achievement of at least 1 of the following
Silver Level—Must document achievement of at least 2 of the following
Gold Level—Must document achievement of all 3 of the following

- Demonstrates a positive cash flow
- Understands the relationship between pricing strategies, sales & profits
- Demonstrates that SBE earnings are favorable in relation to:
  - Square footage,
  - Student population,
  - Hours of operation,
  - Number of product lines offered, and
  - Location

6. ENDORSEMENT/SUPPORT

Bronze Level—Must have at least 1 example/letter of endorsement from 3 of the groups listed below
Silver Level—Must have at least 1 example/letter of endorsement from each of the 4 groups listed below
Gold Level—Must have at least 6 examples/letters of endorsement, which includes at least 1 from each of the groups listed below

Your documentation should first show a list of who the letters are from, their title and the category.

Letters (signed) must be current and show evidence of how the following groups support the program, the school store and its benefits:
- **District**—Board of Education, superintendent, State Dept. of Education
- **School**—Principal, department chair, faculty/staff (other than DECA advisor)
- **Community**—Community leaders, parents, advisory committee, graduate of the school
- **Business**—Vendors, local merchants

7. GOALS

Bronze Level—Must achieve at least 2 of the following standards
Silver Level—Must achieve at least 3 of the following standards
Gold Level—Must achieve at least 4 of the following standards

State your SBE's specific, obtainable goals (stated first) followed by your plans for reaching these goals for the following topics. *(Documentation must include specific, obtainable goals for each topic selected)*
- Inventory turnover
- Sales/profit
- Full revenue versus discounts
- Ability to manage multiple product lines
- Proper product mix
- Marketing plan
- Healthy alternatives

8. POLICIES & PROCEDURES

Bronze Level—Must achieve at least 3 of the following standards

Silver Level—Must achieve at least 4 of the following standards
Gold Level—Must achieve all 5 of the following standards

Describe how SBE operation includes policies and procedures regarding:
- Training
- Safety practices
- Security procedures
- Customer service
- Social and civic responsibility within school and community

9. STUDENT ACCOUNTABILITY/INVOLVEMENT

Bronze Level—Must document achievement of at least 3 of the following standards
Silver Level—Must document achievement of at least 4 of the following standards
Gold Level—Must document achievement of all 5 of the following standards
- Utilizes organizational chart and job descriptions
- Documents student work in SBE (e.g. hours, activities, jobs held)
- Utilizes student employee evaluation process
- Practices job rotation
- Provides (peer to peer) student mentors

10. MERCHANDISING/PROMOTION/DISPLAY

Bronze Level—Must document achievement of at least 1 of the following standards
Silver Level—Must document achievement of at least 2 of the following standards
Gold Level—Must document achievement of all 3 of the following standards
- Utilizes a variety of promotional activities to appeal to target markets
- Utilizes creative displays to attract buyers
- Demonstrates that merchandising/promotional activities:
  - Impact sales and
  - Build store image

11. BEST BUSINESS PRACTICES

Bronze Level—Must achieve at least 1 of the following standards
Silver Level—Must achieve at least 2 of the following standards
Gold Level—Must achieve at least 4 of the following standards
- Demonstrates a creative approach to marketing functions (distribution, financing, marketing information management, pricing, product/service management, promotion, and selling) – must address each function
- Utilizes marketing research for business decisions
- Identifies ways the SBE competes with price and non-price factors
- Defines how marketing activities support mission statement & operating standards
- Integrates current nutritional regulations into product mix

12. MARKETING MIX

Bronze, Silver & Gold Levels—Explain decisions that are made about SBE marketing mix:
- Product
- Price
- Place
- Promotion

Documentation Format

Each section of the written documentation must be presented in the format shown below, starting with the section number and section title, followed by the description of achievement. The length of documentation will vary for each standard and for each level. Any additional documentation for a standard should be included immediately following the written description of achievement for the standard – not as an appendix at the end. Photos can be used within the description of achievement or placed immediately following the standard and should be labeled.

Label/identify each level of documentation for each standard with sub-headings so it is clear what standard and what level (or topic) is being documented. For those standards where you are choosing from a list of topics, the topics selected from the list will then become your sub-headings.

Submit Documentation to:

DECA Inc.
Attn: SBE Certification
1908 Association Drive
Reston, VA 20191

Deadline for submitting is January 13, 2012 (postmarked)

Section (# and title) _____

Bronze Level

(Description of Achievement)

Silver Level

(Description of Achievement)

Gold Level

(Description of Achievement)

Note: Include Chapter Name and State in footer with the page numbers.

Program Entry Format Guidelines

In addition to following the outline and sequence provided in these guidelines, observe the format described below:

- ❑ The entry must be submitted in an official 1-inch DECA binder or DECA folio. These items are available from DECA Images. No markings, tape or other material should be attached to the binder.
- ❑ A signed Statement of Assurances must be submitted with the entry. (New for 2011–2012)
- ❑ The body of the written entry cannot exceed 85 pages. This excludes the title page, summary page, table of contents page and vendor list, which are not numbered pages.
- ❑ The pages must be numbered in sequence, starting with Curriculum/Student Achievement and ending with Marketing Mix. The title page, summary page, table of contents page and vendor list should not be numbered.
- ❑ Major content of the written entry must be double-spaced and use size 12 font. Figures and exhibits, headings, lists, sample forms, etc. may be single-spaced.
- ❑ The entry must be typewritten or word-processed. Charts and graphs may be handwritten.
- ❑ Foldouts, attachments, paste-ups, photographs, tabs, etc. may be used.
- ❑ A copy of documentation on USB/Flash drive/CD is included. Be sure to label the USB/Flash drive/CD with school and state and tape/secure to manual.
- ❑ Vendor list is included at end of documentation and on USB/Flash drive/CD.
- ❑ SBE photo (JPG, EPS or TIF format) is included on USB/Flash drive/CD with documentation. Photo must show school store and not just a group of students.

DECA School-based Enterprises Statement of Assurances, 2012

Research and report writing are important elements of modern business activities. Great care must be taken to assure that the highest ethical standards are maintained by those engaging in research and report writing. To reinforce the importance of these standards, all written entries in DECA's School-based Enterprises Certification Program ***must*** submit this statement as part of the entry. The statement ***must*** be signed by the school-based enterprise student manager and the chapter advisor.

I understand the following requirements are set forth by DECA Inc. for all School-based Enterprise Certification entries. These requirements are additional to the general rules and regulations published by DECA Inc. By signing this statement, I certify that all are true and accurate as they relate to this entry.

1. The contents of this entry are the results of my work or the work of current members of this DECA chapter.
2. No part of this entry has previously been entered as part of the School-based Enterprises Certification Program.
3. Credit for all secondary research has been given to the original author through the project's bibliography, footnotes or endnotes.
4. All activities or original research procedures described in this entry are accurate depictions of my efforts or the efforts of my chapter.
5. All activities or original research described in this entry took place during this school year or the timeline specified in the Certification Guidelines.
6. I understand that DECA has the right to publish all or part of this entry. Chapters or individuals with extenuating circumstances may appeal the right to publish the entry to the executive committee of the board of directors prior to submission.

This statement of assurances must be signed by the school-based enterprise student manager and the chapter advisor, and submitted with the certification entry.

_____

School-based Enterprise Student Manager's Name

_____

School-based Enterprise Student Manager's Signature

_____

School/State

To the best of my knowledge, I verify that the above statements are true and that the student's (students') work does not constitute plagiarism.

_____ _____

Chapter Advisor's Name *Chapter Advisor's Signature*

_____

Chapter Advisor's Email

Hole punch and place in front of the written entry. Do not count as a page.

School _____ Reviewer _____

State_____ Level Achieved _____

SBE CERTIFICATION PROGRAM

Verification of Award Achievement Level Checklist

DECA Inc. will verify to assure that SBEs have adhered to the following format and guidelines.

____ Documentation followed these format specifications

- ❑ Title Page
- ❑ SBE Summary Page
- ❑ Table of Contents
- ❑ Body of SBE Certification Documentation (Description of Achievement plus any additional documentation for each level for each standard/section)
- ❑ Vendor List

____ Submitted in official 1-inch DECA binder or DECA folio

____ No markings, tape or other material attached to binder

____ Number of pages limited to 85 (excluding title page, summary page, table of contents and vendor list)

____ Pages numbered in sequence, starting with Curriculum/Student Achievement and ending with Marketing Mix—title page, summary page, table of contents and vendor list should not be numbered

____ Major content is double-spaced and uses size 12 font—figures and exhibits, headings, lists, sample forms, etc. may be single-spaced

____ Entry typewritten or word-processed—charts and graphs may be handwritten

____ Foldouts, attachments, paste-ups, photographs, etc. may be included

____ A copy of documentation on USB/Flash drive/CD included

____ Vendor list included at end of documentation and on USB/Flash drive/CD

____ Documentation follows sequence as outlined in the Guidelines

____ SBE photo (JPG, EPS or TIF format) included on USB/Flash drive/CD with documentation.

SBE documentation for the following sections should consist of a written description of achievement (in the format described on page 6) and other documentation as appropriate/needed.

1. CURRICULUM/STUDENT ACHIEVEMENT

____ Meets Bronze Level Standard *(Achieved at least 1 from the list)*

____ Meets Silver Level Standard *(Achieved at least 2 from the list)*

____ Meets Gold Level Standard *(Achieved all 3 on the list)*

- Utilizes curriculum that includes National Marketing Education Standards and specialized retail competencies
- Provides realistic and practical learning experiences through applications in SBE
- Utilizes community resources to complement the curriculum and SBE

2. ACCOUNTING MEASURES

____ Meets Bronze, Silver and Gold Level Standard *(Must submit documentation of at least 3 of the following)*

Documentation must include narrative and samples:

- Balance sheet
- Income statement/Profit loss statement
- Inventory System (perpetual/physical)
- Daily sales reports
- Deposits

3. SPACE, FACILITIES & EQUIPMENT

____ Meets Bronze Level Standard *(Must achieve at least 1 of the following)*

____ Meets Silver Level Standard *(Must achieve at least 2 of the following)*

____ Meets Gold Level Standard *(Must achieve all 3 of the following)*

- Adheres to local & state requirements for store operation, such as health codes, fire codes and sales license
- Layout of store utilizes space to maximize sales and facilitate store operations
- Incorporates current technology and equipment (e.g. Security system, POS systems)

4. LOCATION & ACCESSIBILITY

____ Meets Bronze Level Standard *(Achieved at least 3 standards from list)*

____ Meets Silver Level Standard *(Achieved at least 4 standards from list)*

____ Meets Gold Level Standard *(Achieved at least 5 standards from list)*

Describe how your SBE operates/handles the following:

- High traffic area
- Accessible to Marketing Education classroom
- High visibility
- Hours of operation conducive to student schedule
- Easily accessible for shipping/receiving and vendors
- Meets Americans with Disabilities (ADA) requirements

5. PERFORMANCE MEASURES

____ Meets Bronze Level Standard *(Must achieve at least 1 of the following)*

____ Meets Silver Level Standard *(Must achieve at least 2 of the following)*

____ Meets Gold Level Standard *(Must achieve all 3 of the following)*

- Demonstrates a positive cash flow
- Understands the relationship between pricing strategies, sales & profits
- Demonstrates that SBE earnings are favorable in relation to:
  - Square footage,
  - Student population,
  - Hours of operation,
  - Number of product lines offered, and
  - Location

6. ENDORSEMENT/SUPPORT

_____ Meets Bronze Level Standard *(1 example from 3 different groups)*

_____ Meets Silver Level Standard *(1 example from 4 different groups)*

_____ Meets Gold Level Standard *(6 examples, which include at least 1 example from each group)*

Show evidence of how the following groups support the program, the school store and its benefits:

District—Board of Education, superintendent, State Dept. of Education
School—Principal, department chair, faculty/staff (other than DECA advisor)
Community—Community leaders, parents, advisory committee, graduate of the school
Business—Vendors, local merchants

7. GOALS

____ Meets Bronze Level Standard *(Achieved 2 standards from list)*

____ Meets Silver Level Standard *(Achieved 3 standards from list)*

____ Meets Gold Level Standard *(Achieved 4 standards from list)*

State your SBE's specific, obtainable goals (stated first) followed by your plans for reaching these goals for the following topics:

- Inventory turnover
- Sales/profit
- Full revenue versus discounts
- Ability to manage multiple product lines
- Proper product mix
- Marketing plan
- Healthy Alternatives

8. POLICIES & PROCEDURES

____ Meets Bronze Level Standard *(Achieved at least 3 of the standards from list)*

____ Meets Silver Level Standard *(Achieved at least 4 of the standards from list)*

____ Meets Gold Level Standard *(Achieved all 5 standards from list)*

Describe how SBE operation includes policies and procedures regarding:

- Training
- Safety practices
- Security procedures
- Customer service
- Social and civic responsibility within school and community

9. STUDENT ACCOUNTABILITY/INVOLVEMENT

____ Meets Bronze Level Standard *(Must achieve at least 3 of the following)*

____ Meets Silver Level Standard *(Must achieve at least 4 of the following)*

____ Meets Gold Level Standard *(Must achieve all 5 of the following)*

SBE operation includes policies and procedures regarding:

- Utilizes organizational chart and job descriptions
- Documents student work in SBE (e.g. hours, activities, jobs held)
- Utilizes student employee evaluation process
- Practices job rotation
- Provides (peer to peer) student mentors

10. MERCHANDISING/PROMOTION/DISPLAY

____ Meets Bronze Level Standard *(Must achieve at least 1 of the following)*

____ Meets Silver Level Standard *(Must achieve at least 2 of the following)*

____ Meets Gold Level Standard *(Must achieve all 3 of the following)*

- Utilizes a variety of promotional activities to appeal to target markets
- Utilizes creative displays to attract buyers
- Demonstrates that merchandising/promotional activities:
  - Impact sales and
  - Build store image

11. BEST BUSINESS PRACTICES

____ Meets Bronze Level Standard *(Achieved at least 1 of the standards from list)*

____ Meets Silver Level Standard *(Achieved at least 2 of the standards from list)*

____ Meets Gold Level Standard *(Achieved at least 4 of the standards from list)*

- Demonstrates a creative approach to marketing functions (distribution, financing, marketing information management, pricing, product/service management, promotion, and selling)—must address each function
- Utilizes marketing research for business decisions
- Identifies ways the SBE competes with price and non-price factors
- Defines how marketing activities support mission statement & operating standards
- Integrates current nutritional regulations into the product mix

12. MARKETING MIX

____ Meets Bronze, Silver and Gold Level Standard *(Documented how decisions are made about SBE marketing mix—product, price, place and promotion)*

Certification & Re-certification Frequently Asked Questions

If this is our first time trying for certification, should we just go for Bronze Level?

Not necessarily. You can go for Gold level on your first year of participation and many schools achieve Gold Level Certification on their first attempt.

When do we have to send the documentation?

The documentation must have a January 13, 2012 postmark date.

Do we send these to our state advisors with our written events?

No, this is not a written event and should be sent directly to:

DECA Inc.
Attn: SBE Certification
1908 Association Drive
Reston, VA 20191

Is a Statement of Assurances required?

Yes, include a Statement of Assurances with your manual.

Does the documentation need to be in sheet protectors?

No, sheet protectors are not to be used.

How will we find out if we are certified?

Chapter advisors will be notified via email (using the email address from the title page of the manual) regarding your certification status—after the review process, usually by the end of the 1st week of February.

Does it matter what binder I use for submitting our documentation?

Yes, it must be submitted in an official 1 inch DECA binder or a DECA folio. These are available through DECA Images (catalog # DSB-1 $5.00 or #DSWEF $2.50) – plan ahead.

Will our manual be returned?

Yes, manuals will be returned via mail for Bronze and Silver levels. Manuals for Gold certified and Re-certified chapters will be available for pick up during the SBE Academy at ICDC.

Once we are Gold Certified, do the four years of Re-certification have to be sequential?

No. If a year is skipped, you may still submit for Re-certification a total of 4 times after achieving Gold Level—even if the 4 years are not in a row.

Is there a certain font size that we should use when writing the documentation?

Yes, size 12 font.

Will my state advisor be notified after the manuals are reviewed?

Yes, state advisors will be notified after the manuals have been reviewed to let them know which SBEs in their state have achieved certification or re-certification. This usually happens by the end of the first week in February.

Do SBE students from Gold chapters have to wear DECA blazers at ICDC?

Yes, they must wear a DECA blazer when coming on stage for the recognition at the Opening Session, when making their presentations at the SBE Academy and on stage during the Grand Awards Session if they are selected as a Top Presenter.

Is there a certain format the SBE picture needs to be submitted in?

Yes, as these will be used on the SBE web site and in other promotions, they must be in JPG, EPS or TIF format.

Do we need to include a copy of our vendor list on the USB/Flash drive/CD?

Yes, a copy of the vendor list must be included with a copy of all other documentation on the USB/Flash drive/CD.