

DECA  
SCHOOL-BASED ENTERPRISES  
SBE  

# Gold Re-certification Program Guidelines 2011-2012

Sponsored by  
**Otis Spunkmeyer Inc.**

## Re-certification Requirements

When a School-based Enterprise achieves certification at the gold level, they can apply to be Gold Re-certified for four additional years by submitting the appropriate documentation for the five standards outlined in these guidelines. There is no option for re-certifying at the bronze or silver level. The re-certification documentation is limited to 40 pages and must follow the format and program entry checklist included in these re-certification guidelines.

All SBEs who achieve gold level re-certification will be eligible to bring an advisor and 1 to 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.

SBEs must claim credit for achievement by submitting a written report, consisting of a description of achievement for each standard (format provided on page 5) and additional documentation (photos, reports, news articles, letters, etc.) as needed. You must use the format that is described on page 5 of these Guidelines. Additional documentation should follow the description of achievement—not placed as an appendix at the end. SBEs must also include a copy of the documentation on a USB/flash drive/CD, which will be kept by DECA Inc. Please spell check and proof documentation before submitting. Be sure to label the USB/Flash drive/CD with school and state and tape/secure to manual.

SBEs must submit their documentation to DECA Inc. (1908 Association Drive, Reston, VA 20191) **post-marked no later than January 13, 2012**, where your documentation will be reviewed to determine if requirements of re-certification have been met. After the documentation has been reviewed, DECA Inc. will submit a list to State/Provincial Advisors of SBEs that achieve re-certification, along with the appropriate award certificates. Chapter advisors will also receive official notification from DECA Inc. via email.

***NOTE: Advisors are asked to review the documentation prior to submitting to DECA, as re-certification will be awarded based on the information submitted with no opportunities for adding information once the manual is received. Achievement of standards must be clearly documented for Gold Level Re-certification to be awarded. Make sure your documentation clearly demonstrates gold level achievement of the complete standard.***

***Also make sure your students followed the current Guidelines and did not simply follow the example from a previous year.***

## Re-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 Gold Re-certification Program  
Name of DECA Chapter  
Chapter Advisor  
School Address  
City/State/Zip  
School Phone Number  
School Fax Number  
Advisor E-mail Address  
Year current Gold Level Status Was Awarded  
Date

**SBE Description:** Include a 1-page description/summary of your school store—not a numbered page. Your description should include the date/year that current Gold Level status awarded and also describe improvements your SBE has made since last year (sales, technology, social media, community service, etc.).

**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 Goals, and must continue in the sequence outlined in these guidelines, ending with High Performance Factors. 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 the required documentation format can be found on page 5 of these guidelines. SBEs must claim credit for achievement by submitting a report consisting of the written documentation 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 description of achievement—not placed as an appendix at the end. Use sub-headings with each standard to identify what is being documented. 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 provided 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.

**Documentation on USB/flash drive/CD:** Along with your written documentation in the DECA binder or DECA Folio, you must 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—not a numbered page.

**SBE Photo:** Please include one (only 1) photo of your SBE in JPG, EPS or TIF format on USB/flash drive/CD with documentation for use on the SBE web site and other SBE recognition. Be sure picture shows school store and not just a group of students.

## **Achievement Standards**

*All documentation will consist of a written description of achievement (presented in the format described on page 5) for each standard, followed by additional documentation (photos, forms, etc.) as appropriate/needed. Documentation should be presented in the exact sequence as outlined below. Use sub-headings to identify what is being documented. Additional documentation must be labeled.*

### **1. GOALS**

Must achieve at least 4 of the following standards

State your SBE's specific goals for the following topics (stated first) and plans for reaching them:

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

*(Documentation must include specific, obtainable goals for each topic selected)*

### **2. POLICIES & PROCEDURES**

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

### **3. STUDENT ACCOUNTABILITY/INVOLVEMENT**

Must achieve the following standards:

- 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
- Utilizes organizational chart and job descriptions

### **4. MERCHANDISING/PROMOTION/DISPLAY**

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

## **5. BEST BUSINESS PRACTICES**

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 one
- 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

## Documentation Format

Each section of the written documentation must be presented in format described below, starting with the section number and title. For those standards where you are selecting topics from a list, the selected topics become your sub-heading for that section. For those sections where there are multiple requirements, use each requirement as a sub heading. **See samples for Section 1 and Section 4 below.**

Any additional documentation for a standard should be included immediately following the description of achievement for the standard. Photos can be used within the description of achievement or placed immediately following the standard and should be labeled. **Label/identify each standard/topic with sub-headings so it is clear what is being documented.**

Submit Documentation to:

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

Deadline for submitting is January 13, 2012 (postmarked)

### SAMPLE OUTLINE

#### Section 1—Goals

Inventory Turnover—*(State Your Goal)*  
*(Description of Achievement)*

Sales/profit—*(State Your Goal)*  
*(Description of Achievement)*

Full Revenue Versus Discounts—*(State Your Goal)*  
*(Description of Achievement)*

Marketing Plan—*(State Your Goal)*  
*(Description of Achievement)*

Healthy Alternatives—*(State Your Goal)*  
*(Description of Achievement)*

#### Section 4—Merchandising/Promotion/Display

Utilizes variety of promotional activities to appeal to target markets  
*(Description of Achievement)*

Utilizes creative displays to attract buyers  
*(Description of Achievement)*

Demonstrates the merchandising/promotional activities impact sales and build store image  
*(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 40 numbered pages (including any photos, forms, reports, etc. used as additional documentation). 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 Goals and ending with Case Studies. The title page, summary page, table of contents 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.*

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*School-based Enterprise Student Manager's Name*

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*School-based Enterprise Student Manager's Signature*

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*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.

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*Chapter Advisor's Name*

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*Chapter Advisor's Signature*

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*Chapter Advisor's Email*

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

School \_\_\_\_\_ Reviewer \_\_\_\_\_

State \_\_\_\_\_ Gold Recertified? \_\_\_\_ Yes

Initial Certification Year \_\_\_\_\_ \_\_\_\_ No

# SBE RE-CERTIFICATION PROGRAM

## Verification of Gold Level Re-Certification 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 (Written 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

\_\_\_\_ Documentation does not exceed 40 numbered pages (excludes title page, summary page, table of contents and vendor list)

\_\_\_\_ Pages are numbered in sequence, starting with Goals and ending with Case Studies—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

\_\_\_\_ 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. GOALS**

\_\_\_\_ Achieved 4 standards from list

State your SBE's specific goals (stated first) for the following topics and plans for reaching them.

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

## **2. POLICIES & PROCEDURES**

\_\_\_\_ Achieved all 5 of the 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

## **3. STUDENT ACCOUNTABILITY/INVOLVEMENT**

\_\_\_\_ Achieved all 5 of the standards from list

- 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
- Utilizes organizational chart and job descriptions

## **4. MERCHANDISING/PROMOTION/DISPLAY**

\_\_\_\_ Achieved all 3 of the standards from list

- 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

## **5. BEST BUSINESS PRACTICES**

\_\_\_\_ 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 one
- 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

# 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.