EDUCATIONAL ADMINISTRATION STANDARDS CONNECTION

This conference will reinforce the 2015 Professional Standards for Educational Leaders set by the National Policy Board for Educational Administration.

MISSION, VISION AND CORE VALUES
• Develop mission for association to promote high-quality education and student academic success.
• Articulate and advocate DECA Inc.’s mission and guiding principles.
• Strategically develop, implement and evaluate actions to achieve vision for association.

CURRICULUM, INSTRUCTION AND ASSESSMENT
• Promote instructional practice that address needs of each student.
• Promote effective use of technology in the service of teaching and learning.
• Utilize assessment data appropriately to monitor student and advisor progress.

COMMUNITY CARE AND SUPPORT FOR STUDENTS
• Build and maintain a safe environment that meets the academic, social, emotional and physical needs of each student and advisor.
• Create environment where students and advisors are encouraged to be an active and responsible member of the association.
• Promote relationships that support academic learning.

PROFESSIONAL CAPACITY FOR ADVISORS
• Recruit and retain effective chapter advisors.
• Plan for and manage turnover and succession.
• Develop advisor’s professional knowledge, skills and practice.
• Empower and motivate advisors to pursue continuous learning.

PROFESSIONAL COMMUNITY FOR ADVISORS
• Foster a professional community of educators to promote student academic success and well-being.
• Establish and sustain a professional culture of engagement and commitment to DECA Inc.’s vision, goals and objectives.
• Design and implement opportunities for advisor professional learning.

Learn strategies and receive resources to enhance your association’s professional learning for local chapter advisors at the DECA TRAIN THE TRAINER CERTIFICATION COURSE.

DECA UPDATES
Be among the first to know updates in store for 2017-2018 so advisors and student members can plan for a prosperous year.

READY-TO-USE MODULES
Discover rigorous, relevant training materials that impact student learning. Receive information-packed modules with key DECA content to present to local chapter advisors. Modules include PowerPoint slides and accompanying script, learning activities, supporting resources and evaluation tools.

A PLAN FOR SUCCESS
Leave with a comprehensive association training plan for the year geared to assist chapter advisors in using DECA as a powerful experiential learning resource.

NETWORKING
Connect with association leaders beyond your region to brainstorm new ideas and utilize the professional learning strategies of other successful associations to compliment your own.

Visit decadirect.org for previews and highlights.
DECA Train the Trainer Certification Course equips association leaders to provide relevant and high-quality DECA resources to chapter advisors and key stakeholders.

THURSDAY
JUNE 15

2:00 PM  
Registration  
DECA Images Custom Orders

3:00 PM - 6:20 PM  
Certification Course Kick-Off

6:30 PM  
Dinner

FRIDAY
JUNE 16

7:00 AM  
Breakfast at the Brix and Ale Restaurant

8:30 AM - 12:00 PM  
Certification Breakout Sessions

12:00 PM  
Networking Lunch

12:45 PM - 4:30 PM  
Certification Breakout Sessions

SATURDAY
JUNE 17

7:00 AM  
Breakfast at the Brix and Ale Restaurant

8:30 AM - 12:00 PM  
Certification Breakout Sessions

12:00 PM  
Networking Lunch

12:45 PM - 3:00 PM  
Certification Breakout Sessions

3:00 PM  
Certification Ceremony

* Schedule subject to change.
Modules presented in this certification course will provide resources to ensure chapter advisors have a solid understanding of the DECA essentials, as well as the tools to expand upon those roots as advisors gain more experience. Topics will progress from fundamentals in Level 1 to advanced material in Level 2 to content for a champion advisor in Level 3. Trainers will leave fully-geared to help chapter advisors excel in preparing their students for college and career success.

**DECA 101**
When advisors say they are affiliated with DECA, make sure they know exactly what that means. The Level 1 module will cover DECA’s mission statement, guiding principles and governance as well as the appropriate use of the DECA brand. Content will also discuss how DECA’s Comprehensive Learning Program can be utilized to build knowledge and skills defined in the National Curriculum Standards and Career Clusters.

2017 MODULE:
Level 1: Let’s Talk About DECA

**DECA ADVISOR’S ROLE**
The first step in becoming a successful chapter advisor is defining who you are and what you are charged to do. Help chapter advisors develop a philosophy that incorporates the purpose of DECA with one’s role as a teacher. The Level 1 module will cover mastering the roles and responsibilities associated with being a DECA advisor. The Level 2 module will cover how to utilize the philosophy developed as a guide in integrating DECA into the classroom and managing a chapter.

2017 MODULES:
Level 1: DECA Advisor’s Role
Level 2: Developing Your Philosophy

**DECA CHAPTER STRATEGY**
Help generate the ultimate DECA chapter. Through the Level 1 module, trainers will help advisors develop a mission-based leadership team and discover their DECA style of leadership. Then, guide advisors in mapping out their chapter’s DECA Goals using a corporate style goal-setting technique, encouraging students to analyze past performance, establish goal ranges and evaluate. Finally, trainers will be able to highlight resources to help advisors build an annual program of leadership.

2017 MODULE:
Level 1: Chapter Strategy

**DECA’S COMPETITIVE EVENTS**
DECA’s industry-validated competitive events is an integral part of classroom instruction. The foundation component will provide resources on DECA’s Competitive Events program offerings and instructions on how to help students choose the right event that best matches students’ knowledge, career interests and learning styles. DECA’s Competitive Events are more than a means to win first place. The module will advance to cover unique ways to foster classroom learning by using DECA’s Competitive Events to simulate real-world scenarios, providing knowledge and skills essential for success in the 21st century. Finally, help chapter advisors become a competitive events champion by facilitating a step-by-step, in-depth workshop on successfully integrating DECA’s Competitive Events into classroom curriculum.

2017 MODULES:
Level 1: DECA’s Competitive Events 101
Level 2: Beyond the Stage
Level 3: Hands-on Workshop: Integrating DECA Into the Classroom

**GAINING SUPPORT FOR DECA**
Support can make a DECA advisor’s job easier and take the program to a higher level. The building blocks of the module will provide resources on cultivating support with three important groups within the school: administrators, faculty and staff, and parents. The Level 1 module will showcase how to present DECA as integral to helping achieve academic and other school goals, how DECA activities support and enhance other curriculum areas and how to utilize parents as a source of support. Level 2 module content will progress beyond the school into building support with local businesses, community organizations and local media. Help advisors connect with local businesses to build a mutually supportive network that will support student achievement and enhance the quality of life in your community.

2017 MODULES:
Level 1: Gain Support for DECA Within Your School
Level 2: Gain Support for DECA Within Your Community
Just get here! This certification course is packed full of professional learning activities to help chapter advisors prepare their students for college and careers.

**REGISTRATION**

$295 per attendee

The conference registration fee applies to all advisors attending conference events and includes the following:

- Training materials
- Networking opportunities
- Certified trainer name badge
- Two breakfast vouchers (except local commuter), two lunches, morning and afternoon snacks and one dinner.

Deadline: May 10, 2017

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**ACCOMODATIONS**

$99 per room night

(single, double, triple, quad)

plus tax - currently 12%

**Sheraton Tysons Hotel**

8661 Leesburg Pike

Tysons, VA 22182

Deadline: May 10, 2017

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**AIR TRAVEL**

Washington Dulles

International Airport (IAD)

Dulles, VA | 14 miles

Ronald Reagan Washington National Airport (DCA)

Arlington, VA | 18 miles

The Sheraton Tysons Hotel offers shuttle service to and from the Tysons Corner Silver Line metro station connecting to DCA.
Registration Procedures:

Registration for this conference will take place online at https://www.decareregistration.com/ttt. Conference registration and housing registration will occur simultaneously.

For the online registration process, the following information is requested of each attendee:
- Name
- Contact information
- Association
- Hotel arrival/departure date and time
- Hotel rooming list

Confirmation:
If you have not received a registration confirmation email from DECA within two days after submitting your online registration, please call Michael Mount at (703) 860-5000 x 235.

Changes and Substitutions:
You may make changes and substitutions using the online registration system until May 10, 2017. All changes after May 10, 2017 must be submitted to DECA Inc. by e-mailing michael_mount@deca.org.

Hotel Reservation Procedures:

Conference participants must stay at the conference hotel, unless one holds status of local commuter. Make your hotel reservations in the online registration system with DECA Inc. Hotel reservations must be received at DECA by May 10.

Early Departure Fee:
An early departure fee of one night’s room and tax will apply if an attendee checks out prior to the attendee’s confirmed checkout date.

Registration and Hotel Payment:

After completing online registration, please mail a copy of all registration materials and payment to:

DECA Inc.
Train the Trainer Certification Course
1908 Association Drive
Reston, VA 20191

Methods of Payment:
Check, purchase order, or credit card (MasterCard, VISA or American Express) are accepted. A 3% convenience fee will be assessed for any charged amount.

Refund Policy:
The entire registration fee is non-refundable, but substitutions are permitted. To provide an excellent conference at the best rate and to the most members, DECA makes all arrangements for meeting space, program components and tickets. These costs are non-refundable. Registration commits those to attend and obligates them to costs incurred by DECA.

Conduct and Dress Code:

Dress code is business casual during all conference professional development sessions.