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!
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.
With nearly a 75-year history, DECA has impacted the lives of more than ten million students, educators, school administrators and business professionals since it was founded in 1946. The first interstate conference occurred in Memphis, Tennessee, in 1947 where the first national officer team was elected.

INITIAL 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 228,000 members globally join DECA on an annual basis. Student, advisor, alumni and professional members join through the local chapters.
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.

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.

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.

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 – $8.00 for high school members and $10.00 for collegiate members.

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

- The Executive Director of DECA Inc. 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 and 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.

HIGH SCHOOL DIVISION
The largest division of DECA; membership is available to high school students enrolled in marketing, entrepreneurship, finance, financial literacy, 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
A 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.

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.

PROGRAM TASKFORCES
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.

EXECUTIVE OFFICER TEAMS
Elected representatives for the Collegiate and High School Divisions; act as liaisons between DECA Inc. and the student members and serve as ambassadors for DECA programs and membership development. Offices available for the high school division include president and a vice president representing each of the four regions.

EXECUTIVE COUNCIL
Made up of the executive 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.
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.

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, which is held annually each November. Includes school and community outreach activities, alumni success stories and the DECA Idea Challenge.

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.

DECA MONTH
November
• 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.
• Assists members with developing 21st Century Employability Skills such as critical thinking & problem solving, collaboration & teamwork, creativity, and communication skills.

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,
TYPES OF COMPETITIVE EVENTS

PRINCIPLES OF BUSINESS ADMINISTRATION EVENTS
DECA’s Principles of Business Administration 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. The Principles of Business Administration Events are designed for first-year DECA members who are enrolled in introductory-level principles of marketing/business courses.

INDIVIDUAL SERIES EVENTS
DECA’s Individual Series Events effectively measure students’ proficiency in the knowledge and skills identified by occupational practitioners as essential to success in a given career. Participants receive recognition for achievement in each role-play scenario and in the series as a whole.

BUSINESS OPERATIONS RESEARCH EVENTS
DECA’s Business Operations Research Events provide opportunities for participants to demonstrate knowledge and skills needed by management personnel. Students conduct actual research studies in their communities.

PERSONAL FINANCIAL LITERACY EVENT
DECA’s Personal Financial Literacy Event measures the personal finance knowledge and skills that K-12 students should possess. The Personal Financial Literacy Event is designed to measure the student’s ability to apply reliable information and systematic decision making to personal financial decisions. The Personal Financial Literacy Event is designed for DECA members who are enrolled in personal finance and financial literacy courses.

TEAM DECISION EVENTS
DECA’s 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 will be presented as a case study.

PROJECT MANAGEMENT EVENTS
DECA’s Project Management Events require participants to use project management skills to initiate, plan, execute, monitor and control, and close a project.

INTEGRATED MARKETING CAMPAIGN EVENTS
DECA’s Integrated Marketing Campaign Events provide opportunities for members to develop an integrated marketing campaign of no more than 45 days in length for a real event, product or service and present the campaign in a role-play situation.

ENTREPRENEURSHIP EVENTS
DECA’s Entrepreneurship Events provide opportunities to explore entrepreneurial concepts from idea generation, business planning, to growing an existing business.

PROFESSIONAL SELLING AND CONSULTING EVENTS
DECA’s Professional Selling and Consulting Events provide an opportunity for participants to demonstrate skills needed for a career in sales and/or consulting. Participants will organize and deliver a sales presentation or consultation for one or more products/services/customers.

ONLINE EVENTS
DECA’s Online Events provide opportunities for students to participate in online simulations to learn how to invest in the stock market, manage personal finances, or operate a business venture.
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 20,000 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 executive officer hopefuls to help prepare these members to effectively lead their chapters and associations.
LEADERSHIP TEAM
Effective student leadership is essential to the success of your DECA chapter.

Just like in business, it’s important to identify roles and responsibilities for key leaders that have a purpose in supporting the overall mission and goals of your DECA chapter. When developing your student leadership team, consider the functions of your DECA chapter and identify positions that will achieve those goals. DECA’s mission-based leadership positions reflect a corporate leadership structure. As emerging leaders, DECA encourages chapters to practice real-world leadership by adopting a structure that mirrors business and industry. DECA leadership positions are aligned with the DECA mission to ensure that each aspect of the mission is represented with great leadership. Depending on your chapter’s size, each leadership position can be developed into teams and committees to give more members opportunities to develop leadership abilities and engage in chapter activities.

DECA GOALS
DECA Goals provide a menu of suggested DECA chapter activities from DECA’s Comprehensive Learning Program. DECA Goals reflect a corporate style of goal setting that assigns a goal range or “targets” that everyone strives to achieve. Setting ranges of success for goals helps define the “baseline” expectation as well as the next progressive levels of success the chapter aims to achieve. The four levels are as follows:

- **Duty**—This is the minimally acceptable and relatively easy level of success for your chapter.
- **Exceptional**—This level can be reached if the chapter is really organized, committed and well trained.
- **Champion**—This level is thought of as the “best in class,” representing extraordinary leadership.
- **Actual**—This column is used to record current and final progress.

PROGRAM OF LEADERSHIP
The DECA Program of Leadership brings together the leadership team, DECA goals and action items for the year into one strategic leadership plan. The program of leadership provides a comprehensive plan of the chapter’s goals and activities for the school year. Each goal is aligned with a mission area, assigns overall responsibility to a leader and indicates the key project initiatives, success criteria, time frame and project leaders.

DECA LEADERSHIP TOOLS
DECA provides leadership tools to equip chapter leaders to effectively perform their duties and develop a strong chapter.

- Diamond Fundraising Model
- Strategic Communications
- Competitive Events Super Success System
- Chapter Accountability and Productivity Tools
- I AM DECA: How to Share Your DECA Story
ADDITIONAL PROGRAMS

CHALLENGES
Offer DECA members opportunities to demonstrate the knowledge and skills learned in the classroom through innovative challenges. Each challenge has a unique focus. Learn more at deca.org/challenges.

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: IGNITE, ELEVATE, EMPOWER, ASPIRE, THRIVE and the School-Based Enterprise 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.
In DECA, we are surrounded by opportunities. Every moment provides us a new chance to break out of our comfort zones, take risks and prove ourselves as emerging leaders and entrepreneurs. Now is our chance to begin shaping DECA’s future. As the new year in DECA begins, it’s time to go faster, go bigger and go further than ever.

To achieve continued success, DECA’s Board of Directors adopted its strategic plan for 2019-2022, providing the organization with a strategic framework while allowing for yearly workplans to keep the plan agile to meet the most immediate needs while also looking to the future. The strategic plan also charges the DECA Inc. staff to develop annual implementation plans for approval by the DECA Inc. Board of Directors. The three-year strategic plan focuses on four strategic drivers:

- **PROGRAM OF STUDY**: Review all dimensions of existing and potential programs spanning the spectrum from middle school through post-secondary.
- **RESOURCES AND SUPPORT**: Provide training, information and tools to support advisors at every level.
- **STRATEGIC PARTNERSHIPS**: Engage relevant stakeholders to create synergies that advance DECA’s mission and vision.
- **ORGANIZATIONAL STRENGTH**: Enhance talent, technology and communication to support every dimension of DECA.

The strategic plan provides our professional staff the ability to align our resources and continue to delivery high-quality services and experiences for our members, advisors and partners.

upon us, we encourage you to consider how we can continue the highest high school

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**DECA GUIDE**
The annual publication for DECA’s programs, including competitive events guidelines and Shop DECA 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 twice throughout the school year to the local chapter advisors.

**SOCIAL MEDIA**
instagram.com/decainc facebook.com/decainc twitter.com/decainc linkd.in/decainc

**SHOP DECA**
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 Shop DECA.

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**HERE WE GO!**
FRANK PETERSON | ACTING EXECUTIVE DIRECTOR, DECA INC.
ACTE
The Association of Career and Technical Education is the professional association for career and technical educators and students.

ADVANCE CTE
Members of Advance CTE represent the state and territory heads of secondary, postsecondary and adult career technical education across the nation.

CAREER AND TECHNICAL EDUCATION (CTE)
CTE prepares students to be college- and career-ready by providing core academic skills, employability skills and technical, job-specific skills.

CAREER AND TECHNICAL EDUCATION MONTH
February

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

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.

CARL D. PERKINS CAREER & TECHNICAL EDUCATION ACT
The Carl D. Perkins Career and Technical Act, (Perkins) was reauthorized in 2018. 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.

NCC-CTSO
The National Coordinating Council for Career and Technical Student Organizations (NCC-CTSO) is a coalition of national career and technical student organizations (CTSOs) serving career and technical education students and teachers in one or more of the 16 Career Clusters® identified in The National Career Clusters® Framework. The council shares information that enhances the development of career and technical education students and strengthens organizations such as DECA, FCCLA and SkillsUSA.

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.
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 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.

TYPES OF AMENDMENTS

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