



# SCHOOL-BASED ENTERPRISES CHAPTER RE-CERTIFICATION

## SCHOOL-BASED ENTERPRISES SBE

A **School-based Enterprise (SBE)** is an entrepreneurial operation in a school setting that provides goods/ services to meet the needs of the market. SBEs are managed and operated by students as hands-on learning laboratories that integrate National Curriculum Standards in Marketing, Finance, Hospitality or Management. SBEs provide realistic and practical learning experiences that reinforce classroom instruction. SBEs can sell to consumers through a permanent location, a mobile kiosk or through internet marketing. Products may include school spirit wear, food and beverage items, school supplies, signs and banners and more, while other SBEs provide services such as creative design, advertising sales and more.

## PROGRAM DESCRIPTION

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 as outlined in these guidelines. After five years (year of initial gold certification plus four additional years of re-certification), the SBE must complete the original gold certification process to be eligible for the gold level certification award. There is no option for re-certifying at the bronze or silver level. The re-certification documentation is limited to 25 pages and must follow the format in these guidelines.

When submitting the Chapter Re-Certification project, SBEs must indicate whether they specialize in Food Operations or Retail Operations. Utilize the following information to determine how to categorize your SBE:

### FOOD OPERATIONS:

- product assortment includes food or beverage items prepared or assembled by students in the SBE, or hot food items prepared off-site and brought in to the SBE to sell
- food items account for largest percentage of items sold in the SBE and/or largest percentage of gross sales (either packaged foods or prepared foods)
- typical Food Operations SBEs might include coffee shops, snack shops, convenience style shops selling predominately packaged snacks, restaurants, cafes, lunch counters, etc.

### RETAIL OPERATIONS:

- product assortment consists primarily of merchandise that is not food (school supplies, spirit wear, gifts, etc.)
- non-food items or services account for the largest percentage of items sold in the SBE and/or account for the largest percentage of gross sales
- pre-packaged snack foods might be a part of the product assortment, but do not account for the majority of product sales
- the SBE specializes in a service (graphic design, screenprinting, credit union, consulting, etc.)

## PROCEDURE

Members are to prove adherence to the achievement standards listed in these guidelines in order for the school-based enterprise to achieve re-certification for the 2020-2021 school year. Adherence is proven through documentation of all performance indicators within each of three standards.

SBEs must submit their documentation to DECA Inc. via the online submission site [sbe.decaregistration.com](http://sbe.decaregistration.com) no later than 11:59 p.m. Eastern Standard Time on January 11, 2021. **All submissions must be uploaded via the website. Mailed submissions will not be accepted.**

## KNOWLEDGE AND SKILLS DEVELOPED

Participants will demonstrate knowledge and skills needed to address the components of the project as described in the content outline and evaluation forms.

National Curriculum Standards Instructional Areas:

- Financial Analysis
- Operations
- Marketing-Information Management
- Market Planning
- Product/Service Management
- Pricing
- Distribution/Channel Management
- Promotion
- Selling
- Human Resources Management

### 21<sup>st</sup> Century Skills

- **Critical Thinking and Problem Solving**  
Reflect critically on learning experiences and processes
- **Collaboration and Teamwork**  
Assume shared responsibility for collaborative work, and value the individual contributions made by each team member
- **Communication**  
Use Communication for a range of purposes (e.g. to inform, instruct, motivate and persuade.)
- **Creativity and Innovation**  
Be open and responsive to new and diverse perspectives; incorporate group input and feedback into the work

## STATEMENT OF ASSURANCES

The statement of assurances will be acknowledged electronically via the submission site. Please review the language below with your students. Upon submitting the project online, advisors will be asked to confirm that their students understand and agree to abide by the requirements set by DECA.

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.

Advisors are strongly encouraged to review their students' documentation prior to submission to DECA Inc., as certification will be awarded based on the information provided with no opportunities for adding information once the project is submitted. Projects determined to have previously been entered as part of the SBE Certification Program will not be accepted and the SBE will automatically be disqualified from earning a re-certification for 2021.

## REVIEW AND RECOGNITION

After the documentation has been reviewed, DECA Inc. will submit a list to chartered association advisors of SBEs that have been awarded re-certification. Chapter advisors will also receive official notification from DECA Inc. via email regarding the level of certification awarded. Judge evaluations will be accessible via the submission website after the certification results have been provided to all advisors.

Gold re-certified SBEs will receive a certificate and medallion. Gold certified and gold re-certified SBEs are also eligible to bring one to three student manager(s) to the 2021 SBE Academy at the International Career Development Conference (ICDC) in Anaheim, California, with approval of their chartered association advisor. During the SBE Academy, students experience professional development sessions, network with other SBE managers and compete in front of judges with a prepared oral presentation based on one of the instructional areas covered in the chapter certification project.

## RE-CERTIFICATION FORMAT

Each online submission should include the following which may be combined into 1 file or may be 2 separate files uploaded to the submission website (may be in PDF, Word Doc, or JPEG format):

1. Re-certification Manual (including title page, SBE description page, table of contents and body of report)
2. Photo of SBE

The Re-certification Manual should be formatted in the following sequence:

**TITLE PAGE.** The first page is the title page, and should list the following:

SCHOOL-BASED ENTERPRISE CERTIFICATION PROGRAM  
Level of Certification Desired  
Name of DECA Chapter  
Name of Chapter Advisor  
School Street Address  
City/State/Zip Code  
School Phone Number  
School Fax Number  
Advisor E-mail Address  
Date  
Food Operations or Retail Operations submission

**SBE DESCRIPTION.** The second page is a one-page description/summary of your school-based enterprise. This page should be a general overview of your SBE and briefly address the following:

- target market
- revenue
- product mix
- location

**TABLE OF CONTENTS.** The third page is the table of contents, which must list the name of every standard and the page on which the documentation for each standard begins. The table of contents may be single-spaced and may be one or more pages long.

**BODY OF SBE CERTIFICATION DOCUMENTATION.** Use the standard being documented as the heading for each section, and use the specific performance indicators as your sub-headings. Include photos, graphs, charts and related supplemental information within each corresponding sub-section. (Supplemental documentation is optional unless otherwise indicated as mandatory within each standard.)

**BIBLIOGRAPHY.** If applicable.

## CHECKLIST STANDARDS

- The entry must be submitted by the chapter advisor online at <https://sbe.decaregistration.com>. The username and password to access the site are the same as the advisor log-in information for the DECA membership system. Step-by-step submission instructions can be found at [www.deca.org/sbe](http://www.deca.org/sbe).
- Body of report is 25 pages or less.
- Include chapter name and state in footer with page numbers.
- 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.
- SBE photo included (preferably uploaded to the submission site as its own file—but embedded within the manual is also acceptable.)

## STANDARD 1: SITUATION ANALYSIS

GOLD RE-CERTIFICATION: COMPLETE ALL

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### **Describe factors that affect the business environment.**

- Describe internal factors affecting your SBE operations.
- Describe external factors affecting your SBE operations.

### **Determine the nature of organizational goals.**

- Describe your business's goals and objectives specific to this year.
- Highlight significant changes in goals and objectives for this year based on the current business environment.

### **Explain the need for innovation skills.**

- Explain the importance of innovation given the current business environment.
- Explain how SBE employees and managers can contribute to innovation.
- Explain the positive impact(s) innovation can have on the SBE and if the innovations will remain temporary or become permanent.

### OPTIONAL SUPPORTING DOCUMENTS

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- Include optional photos, charts, graphs, etc. to further illustrate Situational Analysis.

## STANDARD 2: MARKET PLANNING

GOLD RE-CERTIFICATION: COMPLETE ALL

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### **Profile target customer.** As a result of the situation analysis:

- Create a customer profile by describing your SBE's average customer in detail. Include demographic and psychographic information. Compare/contrast this customer profile to a previous customer profile.
- Discuss the average amount of dollars spent by customers and what affects changes in customer decisions.
- Address how students use customer profiles to enhance business decisions this year.

### **Determine market needs.** As a result of the situation analysis:

- Describe in detail the market research conducted to determine product purchases and customer service offerings based on this year.
- Provide real examples of how market research has impacted decision making for product development and customer approval specific to this year.
- Include student learning activities that strengthened product purchases and placement.

### **Determine customer demand for merchandise.** As a result of the situation analysis:

- Discuss student responsibilities in tracking sales and customer demand and the impact demand has on business operations this year.
- Provide examples where product demand influenced other SBE decisions in product, purchasing or other operational strategies.

### OPTIONAL SUPPORTING DOCUMENTS

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- Include optional photos, charts, graphs, etc. to further illustrate Market Planning Standards.

## STANDARD 3: MODIFICATIONS AND INNOVATIONS

### GOLD RE-CERTIFICATION: SELECT AND COMPLETE FOUR

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**Describe your public health strategy.**

**Describe new promotions, value adds, meaningful discounts to build traffic now.**

**Describe what you moved from physical to digital in your business model.**

**Describe modifications to make your SBE more convenient (hours, locations, delivery, paywalls).**

**Describe how you provided regular updates and communications relevant to your customers.**

**Describe innovations you tried now that have been in your pipeline but haven't had enough urgency.**

**Describe a change in your pricing structure to make products more accessible, organized or bundled for your customers.**

**Describe new distribution channels that you used to deliver your products or services differently.**

**Describe how you changed your employees' responsibilities to adapt to a change in operations.**

**Describe a new partnership (brand, influencer, community, etc.) that added value to your SBE.**

#### OPTIONAL SUPPORTING DOCUMENTS

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- Include optional photos, charts, graphs, etc. to further illustrate Modifications and Innovations.



# VERIFICATION OF AWARD ACHIEVEMENT LEVEL CHECKLIST

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

\_\_\_ Documentation included the following (may be combined into one file or individual files uploaded to submission site):

- Title Page
- SBE Summary Page
- Table of Contents
- Body of SBE Certification Documentation (written documentation plus any additional documentation for each of the necessary performance indicators within each standard)

\_\_\_ Documentation follows sequence as outlined in the guidelines

\_\_\_ Number of pages limited to 25 (excluding title page, summary page, table of contents and appendix)

\_\_\_ 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

\_\_\_ SBE photo (JPG, PDF or Word Doc format) included as separate file or embedded within body of report

## JUDGE SCORING

A maximum score of **“Exceeds Expectations”** in any category means that, in the judge’s opinion, the information is presented effectively and creatively; nothing more could be expected for that performance indicator.

A **“Meets Expectations”** rating means that the information is presented well. Though there may be a few minor problems or omissions, they are not significant. Creativity, however, is not shown to any great degree.

A **“Below Expectations”** score means that the information presented does not meet minimum standards of acceptability.

A **“Little/No Value”** score means either that some major flaw has been noted that damages the effectiveness of the information (this may be a major omission, a serious misstatement, poor writing or any other major flaw) or that the information presented is of no value (does not address the performance indicator at all.)

SBE documentation for the following sections should consist of a written description of achievement and other documentation as appropriate/needed. Reviewer's assessment of documentation appears to the right of each performance indicator.

## 1. SITUATION ANALYSIS

| PERFORMANCE INDICATOR                                 | LITTLE/<br>NO VALUE | BELOW<br>EXPECTATIONS | MEETS<br>EXPECTATIONS | EXCEEDS<br>EXPECTATIONS |
|---|---------------------|-----------------------|-----------------------|-------------------------|
| Describe factors that affect the business environment |                     |                       |                       |                         |
| Determine the nature of organizational goals          |                     |                       |                       |                         |
| Explain the need for innovation skills                |                     |                       |                       |                         |

\_\_\_ Achieved all performance indicators

## 2. MARKET PLANNING

| PERFORMANCE INDICATOR                     | LITTLE/<br>NO VALUE | BELOW<br>EXPECTATIONS | MEETS<br>EXPECTATIONS | EXCEEDS<br>EXPECTATIONS |
|---|---------------------|-----------------------|-----------------------|-------------------------|
| Profile target customer                   |                     |                       |                       |                         |
| Determine market needs                    |                     |                       |                       |                         |
| Determine customer demand for merchandise |                     |                       |                       |                         |

\_\_\_ Achieved all performance indicators

## 3. MODIFICATIONS AND INNOVATIONS

| PERFORMANCE INDICATOR | LITTLE/<br>NO VALUE | BELOW<br>EXPECTATIONS | MEETS<br>EXPECTATIONS | EXCEEDS<br>EXPECTATIONS |
|-----------------------|---------------------|-----------------------|-----------------------|-------------------------|
| Selection 1:          |                     |                       |                       |                         |
| Selection 2:          |                     |                       |                       |                         |
| Selection 3:          |                     |                       |                       |                         |
| Selection 4:          |                     |                       |                       |                         |

\_\_\_ Achieved all performance indicators