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STUDENT  
LEADER  
RESOURCE  
GUIDE

**EMERGING LEADERS  
AND ENTREPRENEURS**  
IN MARKETING, FINANCE, HOSPITALITY AND MANAGEMENT

September 2016

# 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.

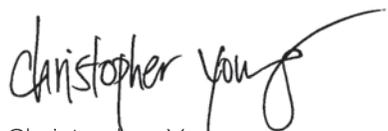
DECA is a tremendous organization that will provide you with many opportunities to help you become an academically prepared, community oriented, professionally responsible, experienced leader.

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!

  
Christopher Young  
High School Division Director  
DECA Inc.



  
Sarah Williams  
Assistant High School Division Director  
DECA Inc.



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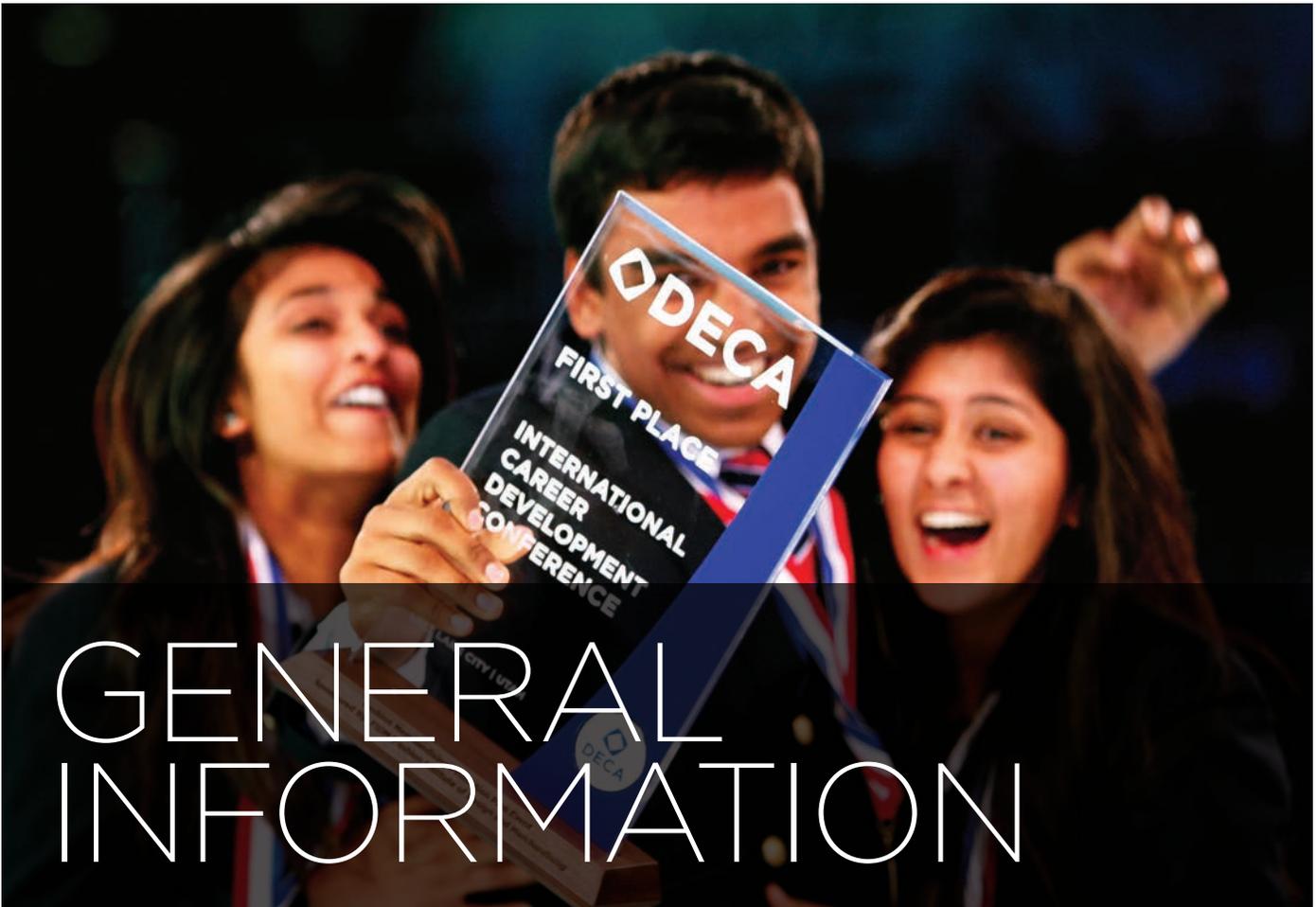
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# DECA MISSION STATEMENT

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.

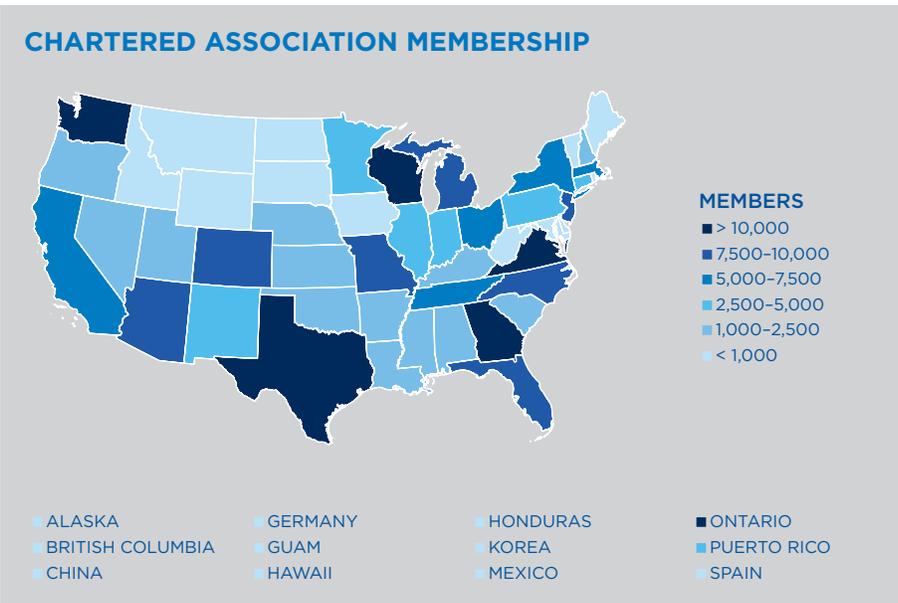
The first interstate conference occurred in Memphis, Tennessee, in 1947 where the first national officer team was elected.

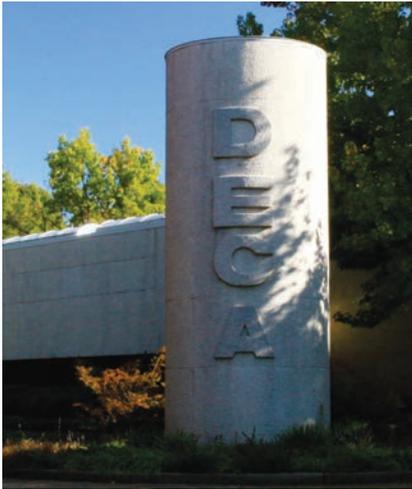
### INITIAL CHARTERED STATES

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 215,000 members globally join DECA on an annual basis. Student, advisor, alumni and professional members join through the local chapters.





### 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 for high school members and \$10 for collegiate members.

### ADVISORS

Adults 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 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

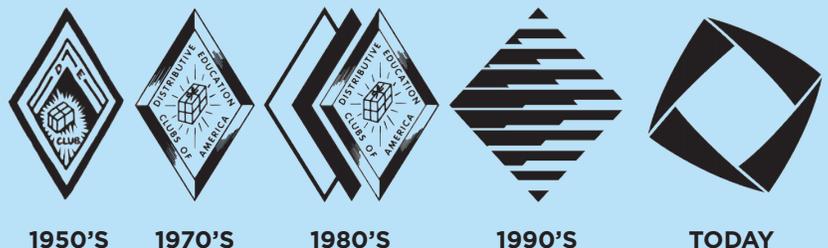
Recognizing the benefit of service and responsibility to the community, DECA members continually impact and improve their local and broader communities.

#### > 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.

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.

- Executive Director of DECA Inc.: Paul Wardinski 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](http://deca.org/about) for a listing of DECA Inc. staff.



## REGIONS OF DECA

Chartered Associations comprise four regions: Western, Central, Southern, 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.



## 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. Chairperson is Ken DiSaia.

## SECONDARY PROGRAM ADVISORY COUNCIL

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.

## DIVISIONS OF DECA

### 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.

## EXECUTIVE OFFICER TEAMS

Elected representatives for the Collegiate and High School Divisions; act as liaisons between DECA Inc. and the student membership 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.



# COMPREHENSIVE LEARNING PROGRAM

## 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



# COMPETITIVE EVENTS PROGRAM

DECA's Competitive Events Program is an incredible tool for curriculum. As an integral part of the classroom, DECA's industry-validated competitive events are aligned with National Curriculum Standards.

- 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**

Designed for first-year DECA members, these 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. Participant will complete an exam and role-play.

### **PERSONAL FINANCIAL LITERACY EVENT**

Provides an opportunity for participants to apply reliable information to make personal financial decisions. Participants will be assessed on their knowledge and skills in the areas of financial responsibility and decision making, planning and money management, risk management and insurance, income and careers, credit and debt, and saving and investing.

### **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 is presented as a case study. Career areas include business law and ethics, buying and merchandising, financial services, hospitality services, marketing communications, sports and entertainment marketing, and travel and tourism. Participants (2 per team) will each complete a written exam independently and a role-play as a team.

### **INDIVIDUAL SERIES EVENTS**

Measure students' proficiency in the knowledge and skills identified by occupational practitioners as essential to success in a given career. Participant will complete a written exam and two role-plays. Career areas include accounting, apparel and accessories, automotive services, business finance, business services marketing, food marketing, hotel and lodging management, human resources management, marketing management, quick serve restaurant management, restaurant and food service management, retail merchandising, and sports and entertainment marketing.

### **BUSINESS OPERATIONS RESEARCH EVENTS**

Provide opportunities for participants to demonstrate knowledge and skills needed by management personnel. A new topic is provided each year. Teams of 1 to 3 members submit a written entry and complete an oral presentation. Career areas include business services operations, buying and merchandising operations, finance operations, hospitality and tourism operations, and sports and entertainment marketing operations.

### **CHAPTER TEAM EVENTS**

Provide opportunities for chapters to engage all chapter members in large events or projects. Teams of 1 to 3 members submit a written entry and complete an oral presentation.

### **ENTREPRENEURSHIP EVENTS**

Designed for students interested in operating their own business. Teams of 1 to 3 members submit a written entry and complete an oral presentation.

### **MARKETING REPRESENTATIVE EVENTS**

Provides an opportunity for participants to demonstrate knowledge and skills needed by management personnel. Teams of 1 to 3 members complete a written exam, submit a written report and complete an oral presentation.

### **PROFESSIONAL SELLING AND CONSULTING EVENTS**

Designed for students to demonstrate their selling abilities. One (1) participant only. New products/services are selected each year. Participants complete a written exam and conduct an oral presentation.

### **ONLINE EVENTS**

These events challenge members in electronic business simulations in the stock market, retail outlet, sports franchise, and restaurant and financial industries.



## 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 17,000 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](http://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

## **CORPORATE PARTNER CHALLENGES**

Offer DECA members opportunities to demonstrate the knowledge and skills learned in the classroom through innovative challenges. Each challenge has a unique focus. Challenges include the FIDM Challenge and Finish Line Challenge.

## **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 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.

## **SOCIAL MEDIA CORRESPONDENT PROGRAM**

Invites members to be part of DECA Direct's conversation. Participants write short articles and share their news with DECA members globally.



# RESOURCES



**DECA GUIDE**  
The annual publication for DECA's programs, including competitive events guidelines and DECA Images products.



**DECA DIRECT MAGAZINE**  
The official high school and collegiate DECA membership magazine filled with business and association news.



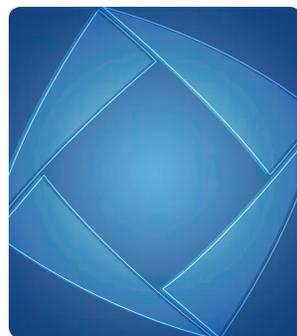
**DECA DIRECT ONLINE**  
This digital platform provides DECA advisors and members with news, publications and content. [decadirect.org](http://decadirect.org)



**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.



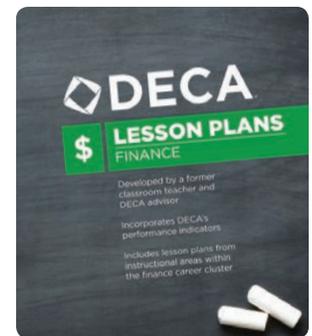
**DECA INSIGHT**  
DECA newsletter sent four times throughout the school year to the local chapter advisors.



**SOCIAL MEDIA**  
[facebook.com/decainc](https://facebook.com/decainc)  
[twitter.com/decainc](https://twitter.com/decainc)  
[linkd.in/decainc](https://linkd.in/decainc)  
[pinterest.com/decainc](https://pinterest.com/decainc)  
[instagram.com/decainc](https://instagram.com/decainc)



**DECA IMAGES**  
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 DECA Images.



# CAREER AND TECHNICAL EDUCATION

## **CAREER AND TECHNICAL EDUCATION (CTE)**

An instructional program that is delivered through comprehensive programs of study to help students succeed in education and careers.

## **CARL D. PERKINS CAREER AND TECHNICAL EDUCATION ACT**

The Carl D. Perkins Career and Technical Act, (Perkins) was reauthorized in 2006. 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.

## **CAREER AND TECHNICAL EDUCATION MONTH**

February

## **CTSO**

Career and Technical Student Organization. There are nine: DECA, BPA, Educators Rising, FFA, FCCLA, FBLA, HOSA, SkillsUSA, TSA.

## **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.

## **NCCCTSO**

National Coordinating Council for Career and Technical Student Organizations. The council identifies and coordinates activities that are mutually beneficial to career and technical student organizations and their members. They share information that will enhance the development of career and technical education students, and to strengthen career and technical education.

## **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.

## **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.



# PARLIAMENTARY PROCEDURES

## **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 AMENDMENTS**

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

## **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.

