

**PENNSYLVANIA DECA
Competitive Events
Supplemental Guide**

**“Dream BIG with
PA DECA!”**

**School Year
2019-2020**



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PENNSYLVANIA DECA

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PENNSYLVANIA DECA
Competitive Events
General Information

“Dream BIG with PA DECA!”

School Year
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Here We GO!

PENNSYLVANIA DECA

Competitive Events

2019-2020

An overview of the important guidelines for the current year is listed below. Items are for your quick reference. Please review all items thoroughly. **A district cannot create a policy that will violate the state constitution, by-laws and policies of PA DECA.** These changes deal with:

STATE LEVEL PARTICIPATION IN EVENTS:

Students may enter just one competitive event at the SCDC.

Please note that the following events are open to all students. None of these events qualify a student to attend the State Career Development Conference. Students who are applying for scholarships will have interviews at the conference. Therefore, they will need to register in an additional area.

PA DECA Scholarship

State Business Partnership Scholarship

Food Merchants' Scholarship

Jerry DiGiovanni, Sr. Scholarship

Student of the Year Scholarship Event

Member of the Year Scholarship Event

Charles Mariotz Scholarship

The **Marketing Cluster exam** **MUST** be taken by students attending the conference and not participating in any other form of competition at the State Career Development Conference. This includes the following delegates:

Modeling

Voting Delegate

Chapter Banner

School Store Event

Please be sure to register these delegates for the test, as well as their area of participation. Plan of Action representatives must also be registered as voting delegates.

Disqualification affects **only** the portion of the event in which the violation occurred.

For example, a student competing in food marketing fails to show up for Role Play A, but completes the other role-play and test. He/she receives a zero (0) score for Role Play A, but his/her other scores count at full value. Incidentally, there have been students who have qualified for national competition under this type of condition. Never give up!

Different judges may have different perceptions of an appropriate businesslike appearance. Therefore, a student may be penalized in one portion of an event and not in another event even though their appearance has not been changed.

INTERNATIONAL LEVEL PARTICIPATION IN EVENTS:

The International DECA Career Development Conference registration fee for Pennsylvania's first place winners in national events will be paid by Pennsylvania DECA.

First place winners of state-only events will be considered to attend the International Career Development Conference as voting delegates or in a leadership academy. Their registration fee will **not** be paid by Pennsylvania DECA.

INDIVIDUAL SERIES EVENTS:

Participants will compete in two oral role-plays and a one hundred question written exam.

Participants may take only a simple calculator and pencils into the exam and role-play preparation areas. Note cards are not permitted. Notes may be made during the preparation period and referred to during the role-play interview with the judge.

A simple calculator is defined as one with four (basic) functions only. This includes addition, subtraction, multiplication, and division. Programming/scientific calculators will not be allowed under any circumstances. Calculators will **not** be supplied.

TEAM DECISION MAKING EVENTS:

Eight Team Decision Making Events are offered. The events are comprised of a written test segment and a case study presentation. The case study is weighted at twice the value of the exam.

All teams must consist of two members. In extreme circumstances, a team member may be replaced with a substitute. At least one member of the original team must compete, or the team will be disqualified. Substitutions must be registered properly.

Both team members will complete a written test. The top winning teams will be determined by averaging the two written test scores and adding it to the weighted score for the case study presentation.

WRITTEN EVENTS:

This includes all Business Operations Research Events, Entrepreneurship Events, Project Management Events, Integrated Marketing Campaign Events, and Professional Selling and Consulting Events.

Please note that state guidelines for all written events require that one original plus 2 copies of each written entry be submitted for competition. This includes the original plus 2 photocopies. **An automatic five penalty points WILL BE DEDUCTED on entries that are submitted with fewer than the original and two photocopies.** Students may wish to duplicate one additional copy as their reference copy for the interview portion of the event. **Competitors are also required to submit an electronic copy.**

The use of sound will now be permitted in the above mentioned written events, but the volume must be kept at a conversational level.

Photocopies should be stapled and placed inside the front cover of the original document. Only the original should be placed in an official DECA written event folio.

If students make use of a personal computer, they must bring their own battery power pack as electrical power will not be provided. Hand-held digital organizers may be used. No set-up time will be allowed.

Only the DECA written event folios (blue or white, with the current logo), are acceptable.

All manuals will be screened and judged prior to the state conference. All manuals must be **postmarked** by the State Conference deadline date to the address below to be considered eligible for competition.

Mail all entries to:
Jerry DiGiovanni
920 Woodland Avenue
Norristown, PA 19403

Judges will be instructed to limit their notes to the photocopies of the document.

A committee of board members will be assigned to hear questions of plagiarism and/or statements of assurance violations. The committee's decision will be final. The student(s) and their advisor may be asked to attend the committee's meeting when appropriate.

Most written events are now considered team events. Teams **MAY** consist of 1 to 3 members. All members must be present and participate in the interview. Drops only are acceptable at the conference. No substitutions are permitted.

All trophies and plaques will be awarded regardless of the participant's score. However, students who place below third place will not be permitted to move-up and be eligible for the national conference unless they score a minimum of the lowest adequately done score for their event.

Winning entries of team events will receive one trophy regardless of the number of team participants. Each participant will receive a medallion. Additional trophies may be purchased directly through Grimm Trophy, phone 717-767-4760 or 1-800-745-4699.

Students participating in events where visuals and/or equipment may be used must fall within the guidelines of the event. All items must be carried and set up by the event participant(s). Participants must utilize the guideline of using no more items in their presentation than can be carried in one trip by the participant(s).

MISCELLANEOUS COMPETITIVE EVENT INFORMATION:

1. The **Marketing Cluster exam** is taken by all voting delegates, school store event participants, chapter banner teams and modeling contestants.
2. All events with a written test will be machine scored. Students must bring two #2 lead pencils to their orientation or testing session. Teachers are asked to bring a large supply of sharpened #2 pencils to the conference. Students are responsible for making sure that their own Scantron forms are filled in completely and accurately. Forms that are rejected by the equipment will receive a zero score.

STATE-ONLY EVENTS:

1. The **MODELING EVENT** fashion show is open to spectators. However, the judges reserve the right to deny access to any or all persons who may be disruptive or who appear to influence the contestants.
 - ◆ Modeling contestants not competing in another event will take the **Marketing Cluster exam**.
 - ◆ Competitors will model business attire and formal wear.
 - ◆ Each chapter may enter one male **AND** one female in competition.
2. The **PUBLIC SPEAKING EVENT** is open to spectators. The judges reserve the right to deny access to any or all persons who may be disruptive or who appear to influence the contestants. Each chapter may submit two entries in this event.
 - This year's topic for the public speaking event is ***"Dream BIG with PA DECA"***. The speech should be designed to motivate other students to enroll in marketing education and join DECA. Participants must submit one copy of their manuscript at the event orientation. Speeches will be filed.
3. The **JOB INTERVIEW** event is another popular state only event. The application will be completed during orientation on the first night of the conference. Competitors must submit an original resume, plus two copies,

during the orientation portion of the event. Participants complete two interviews. Two entries from each chapter are now permitted.

Medallions will be awarded to the top participants for the application and each of the two interviews. All scores will be totaled to determine the overall winners.

4. **MATERIALS HANDLING Written Event**

5. **LOGISTICS Individual Series Event** (written test and two role plays) will cover both material handling and transportation.

6. **SCHOOL BASED ENTERPRISE EVENT.** Refer to SBE National Guidelines.

7. **DECA QUIZ BOWL.** Pennsylvania DECA will host a state-level competition for the DECA Quiz Bowl Event. Each school is encouraged to send one team of up to four members for this event. The event is open to spectators. However, the judges reserve the right to deny access to any or all persons who may be disruptive or who appear to try to influence the contestants. Spectators may be asked to leave anytime during the competition.

8. **DIGITAL ADVERTISING (updated)** is an event that will help students learn how to advertise a designated product with the use of technology. Students will improve their advertising, marketing, and creative skills while creating a professional video.

10. **CHAPTER BANNER EVENT (updated)** is a team event consisting of 2-4 participants. Each member of the team will be given the Marketing Cluster exam. One team per school may be entered.

11. **CHAPTER AWARD (updated)** = Goals of project are to: encourage chapters to conduct activities; build member involvement; encourage membership in local, state and DECA, Inc; build school and community recognition for the Marketing Education program and DECA Chapter; and hold activities which strengthen the local chapter.

Note: A written **Marketing Cluster exam** will be given to all teams for bracketing purposes. Competitors should come prepared to be retained in a holding area while the team is advancing in the competition. Quiet games, study materials and snacks are permitted in the holding area.

DRESS CODE:

1. Thoroughly review the *Pennsylvania DECA Dress Code* with your students.

NOTE: Students should be aware that points may be deducted at what the judge considers to be inappropriate or non-businesslike appearance. (Examples of this may include visible tattoos, excessive or facial piercing, hairstyles or colors, etc.)

2. The dress code has specific requirements. The best rule to follow is that if you have any questions pertaining to the appropriateness of your dress; do not wear the item(s) in question.

2. Blazers or suits are required for all sessions starting with the Opening Session, except for the dances. This will be the code for the state conference only. At the International Conference, business attire will be required for the orientation/manual submission meeting and an official DECA blazer is required for interaction with the judges.

3. Judges will be given a copy of the *Pennsylvania DECA Dress Code*. They will make the final decision on whether dress is appropriate and follows our standards. If they consider a student's dress not to be within

the guidelines, they will deduct ten points from the student's score. Students will not be disqualified; however, they will receive penalty points.

4. A copy of both the *Pennsylvania DECA Dress Code* and the *International DECA Dress Code* follow this page. Please review them carefully with your students and feel free to call the office with any questions you may have.

PENNSYLVANIA DECA

Dress Code

Chapter Advisor Responsibility:

Advisors are responsible for reviewing the following dress code with students and discussing the consequences of infractions.

- FEMALES:**
- a. Business suit with blouse, shell or turtleneck **OR**
 - b. Blazer with skirt or dress slacks and with blouse, shell or turtleneck **OR**
 - c. Business dress with jacket, dress shoes and stockings
- MALES:**
- a. Business suit with collared dress shirt and necktie **OR**
 - b. Sport coat/dress slacks, collared shirt and necktie, dress shoes and socks

NOTE: No shorts, jeans, denim, cut-offs, sweatshirts, sneakers, mini-skirt, mini-dress or T-shirt clothing will be permitted during the workshops, general sessions, meetings, and competitive events and meal functions.

- Casual wear will be acceptable only during certain social functions or where otherwise specified.
- Dress code attire is required for the award sessions. Students dressed improperly or carrying any items will not be permitted on stage.
- Dress code attire is required for all meal functions beginning with breakfast the 2nd day. Any student who does not wear the proper attire will be turned away at the door.
- A DECA blazer is appropriate for all occasions.

NOTE: Students should be aware that points may be deducted because the judge considers their dress to be inappropriate or non-businesslike in appearance. (Examples of this may include visible tattoos, excessive or facial piercing, hairstyles or colors, etc.)

We hope this information will make it easier for you to help your student(s) prevent being penalized. The following points of thought were taken into consideration for development of the dress code policy:

- | | |
|--------------------------|--------------------------------------|
| * Current fashion trends | * Impressions of judges and sponsors |
| * Time constraints | * Other CTSO dress codes |
| * Cost | * Fairness between males and females |

Student signature/date

Parent/guardian signature/date

NATIONAL DECA

Official Dress Code for ICDC

DECA's Board of Directors has developed the following official dress standards for the International Career Development Conference. Students, advisors, and chaperones must follow the dress code.

An official DECA blazer is required to receive recognition/an award on stage.

DECA General Sessions, Meal Functions, Event Briefing, Manual Registration & Testing:

- Business suit or sport coat or blazer (blazer optional)
- Dress slacks, dress skirt, or business dress
- Collared dress shirt, dress blouse, or dress sweater
- Blazer optional
- Dress shoes
- Necktie/scarf (optional)

When Appearing Before Judges and On-Stage:

- Official DECA Blazer
- Dress slacks or dress skirt or business dress
- Collared dress shirt and appropriate neckwear (necktie, ascot, scarf)
- Dress shoes

DECA Business Casual:

- Casual slacks (e.g., Dockers), blouse or shirt, socks and casual shoes.
- Jeans, t-shirts and athletic shoes are **not** included in business casual attire.

The following is unacceptable during DECA activities:

- Clothing with printing that is suggestive, obscene or promotes illegal substances
- Skin-tight or revealing clothing
- Midriff-baring clothing
- Athletic clothing
- Swimwear

PENNSYLVANIA DECA

Chapter Allotment

State Competitive Event Entries

Chapters must adhere to the established ratios listed below when submitting competitive event registration for the State Career Development Conference.

- The chart below was developed to help you in determining the number of competitors allowed for your chapter. Utilize the chart for all events on the Competitive Events General Information pages that refer to the Chapter Allotment chart.
- All allotments are based on student membership received by November 15 of the current year. The membership number used to determine chapter allotment is the number of students joining both state and national DECA.

NUMBER OF CHAPTER MEMBERS	COMPETITORS ALLOWED
1-26	1
27-52	2
53-122	3
123-157	4
158-192	5
193-227	6
228-262	7

Allotments were revised and adopted by the Board of Trustees in July 1999.

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PENNSYLVANIA DECA
Competitive Events
General Information Charts

PRINCIPLES OF BUSINESS ADMINISTRATION EVENTS							
REGISTRATION CODE	SPECIFIC NAME OR TYPE OF EVENT	PARTICIPANTS IN EVENT	DISTRICT LEVEL	STATE LEVEL	CHAPTER ENTRIES FOR STATE CONFERENCE	INTER-NATIONAL LEVEL	PA ENTRIES FOR ICDC
PBM	Principles of Business Management & Administration	1	YES	YES	One per 100 district members	YES	4
PFN	Principles of Finance	1	YES	YES	One per 100 district members	YES	4
PHT	Principles of Hospitality and Tourism	1	YES	YES	One per 100 district members	YES	4
PMK	Principles of Marketing	1	YES	YES	One per 100 district members	YES	4

ENTREPRENEURSHIP EVENTS							
REGISTRATION CODE	SPECIFIC NAME OR TYPE OF EVENT	PARTICIPANTS IN EVENT	DISTRICT LEVEL	STATE LEVEL	CHAPTER ENTRIES FOR STATE CONFERENCE	INTER-NATIONAL LEVEL	PA ENTRIES FOR ICDC
ESB	Start-Up Business Plan	1-3	NO	YES	Chapter allotment chart plus one	YES	4
EIB	Entrepreneurship Written Event	1-3	NO	YES	Chapter allotment chart plus one	YES	4
IBP	International Business Plan Event	1-3	NO	YES	Chapter allotment chart plus one	YES	4
EIP	Innovation Plan	1-3	NO	YES	Chapter allotment chart plus one	YES	4
EBG	Business Growth Plan	1-3	NO	YES	Chapter allotment chart plus one	YES	4
EFB	Franchise Business Plan	1-3	NO	YES	Chapter allotment chart plus one	YES	4

PROJECT MANAGEMENT EVENTS							
REGISTRATION CODE	SPECIFIC NAME OR TYPE OF EVENT	PARTICIPANTS IN EVENT	DISTRICT LEVEL	STATE LEVEL	CHAPTER ENTRIES FOR STATE CONFERENCE	INTER-NATIONAL LEVEL	PA ENTRIES FOR ICDC
PMBS	Business Solutions Project	1 – 3	NO	YES	Chapter allotment chart plus one	YES	4
PMCD	Chapter Development Project	1 – 3	NO	YES	Chapter allotment chart plus one	YES	4
PMCA	Community Awareness Project	1 – 3	NO	YES	Chapter allotment chart plus one	YES	4
PMCG	Community Giving Project	1 – 3	NO	YES	Chapter allotment chart plus one	YES	4
PMFL	Financial Literacy Project	1 – 3	NO	YES	Chapter allotment chart plus one	YES	4
PMSP	Sales Project	1 – 3	NO	YES	Chapter allotment chart plus one	YES	4

BUSINESS OPERATIONS RESEARCH EVENTS							
REGISTRATION CODE	SPECIFIC NAME OR TYPE OF EVENT	PARTICIPANTS IN EVENT	DISTRICT LEVEL	STATE LEVEL	CHAPTER ENTRIES FOR STATE CONFERENCE	INTER-NATIONAL LEVEL	PA ENTRIES FOR ICDC
BOR	Business Services Operations Research	1 – 3	NO	YES	Chapter allotment chart plus one	YES	4
BMOR	Buying and Merchandising Operations Research	1 – 3	NO	YES	Chapter allotment chart plus one	YES	4
FOR	Finance Operations Research	1 – 3	NO	YES	Chapter allotment chart plus one	YES	4
HOR	Hospitality and Tourism Operations Research	1 – 3	NO	YES	Chapter allotment chart plus one	YES	4
SEOR	Sports and Entertainment Marketing Operations Research	1 – 3	NO	YES	Chapter allotment chart plus one	YES	4

INDIVIDUAL SERIES EVENTS							
REGISTRATION CODE	SPECIFIC NAME OR TYPE OF EVENT	PARTICIPANTS IN EVENT	DISTRICT LEVEL	STATE LEVEL	CHAPTER ENTRIES FOR STATE CONFERENCE	INTER-NATIONAL LEVEL	PA ENTRIES FOR ICDC
ACT	Accounting Applications	1	YES	YES	One per 100 district members	YES	4
AAM	Apparel & Acc. Marketing	1	YES	YES	One per 100 district members	YES	4
ASM	Automotive Services Marketing	1	YES	YES	One per 100 district members	YES	4
BFS	Business Finance Series	1	YES	YES	One per 100 district members	YES	4
BSM	Business Services Marketing	1	YES	YES	One per 100 district members	YES	4
ENT	Entrepreneurship	1	YES	YES	One per 100 district members	YES	4
FMS	Food Marketing Series	1	YES	YES	One per 100 district members	YES	4
HLM	Hotel & Lodging Management	1	YES	YES	One per 100 district members	YES	4
HRM	Human Resources Management	1	YES	YES	One per 100 district members	YES	4
MCS	Marketing Communications	1	YES	YES	One per 100 district members	YES	4
QSRM	Quick Serve Restaurant Management	1	YES	YES	One per 100 district members	YES	4
RFSM	Restaurant & Food Service Management	1	YES	YES	One per 100 district members	YES	4
RMS	Retail Merchandising	1	YES	YES	One per 100 district members	YES	4
SEM	Sports & Entertainment Marketing	1	YES	YES	One per 100 district members	YES	4

TEAM DECISION MAKING EVENTS							
REGISTRATION CODE	SPECIFIC NAME OR TYPE OF EVENT	PARTICIPANTS IN EVENT	DISTRICT LEVEL	STATE LEVEL	DISTRICT ENTRIES FOR STATE CONFERENCE	INTER-NATIONAL LEVEL	PA ENTRIES FOR ICDC
BLTDM	Business Law & Ethics Team Decision Making	2	YES	YES	1 per district plus 1 for every 150 district members or major fraction thereof; minimum of 2	YES	4
BTDM	Buying & Merchandising Team Decision Making	2	YES	YES	1 per district plus 1 for every 150 district members or major fraction thereof; minimum of 2	YES	4
ETDM	Entrepreneurship Team Decision Making	2	YES	YES	1 per district plus 1 for every 150 district members or major fraction thereof; minimum of 2	YES	4
FTDM	Financial Services Team Decision Making	2	YES	YES	1 per district plus 1 for every 150 district members or major fraction thereof; minimum of 2	YES	4
HTDM	Hospitality Services Team Decision Making	2	YES	YES	1 per district plus 1 for every 150 district members or major fraction thereof; minimum of 2	YES	4
MTDM	Marketing Management Team Decision Making	2	YES	YES	1 per district plus 1 for every 150 district members or major fraction thereof; minimum of 2	YES	4
STDm	Sports & Entertainment Marketing Team Decision Making	2	YES	YES	1 per district plus 1 for every 150 district members or major fraction thereof; minimum of 2	YES	4
TTDM	Travel & Tourism Marketing Team Decision Making Event	2	YES	YES	1 per district plus 1 for every 150 district members or major fraction thereof; minimum of 2	YES	4

PERSONAL FINANCIAL LITERACY EVENT							
REGISTRATION CODE	SPECIFIC NAME OR TYPE OF EVENT	PARTICIPANTS IN EVENT	DISTRICT LEVEL	STATE LEVEL	CHAPTER ENTRIES FOR STATE CONFERENCE	INTER-NATIONAL LEVEL	PA ENTRIES FOR ICDC
PFL	Personal Financial Literacy	1	YES	YES	One per 100 district members	YES	4

INTEGRATED MARKETING CAMPAIGN EVENTS							
REGISTRATION CODE	SPECIFIC NAME OR TYPE OF EVENT	PARTICIPANTS IN EVENT	DISTRICT LEVEL	STATE LEVEL	CHAPTER ENTRIES FOR STATE CONFERENCE	INTER-NATIONAL LEVEL	PA ENTRIES FOR ICDC
IMCE	Integrated Marketing Campaign-Event	1 – 3	NO	YES	Chapter allotment chart	YES	4
IMCP	Integrated Marketing Campaign-Product	1 – 3	NO	YES	Chapter allotment chart	YES	4
IMCS	Integrated Marketing Campaign-Service	1 – 3	NO	YES	Chapter allotment chart	YES	4

PROFESSIONAL SELLING & CONSULTING EVENTS							
REGISTRATION CODE	SPECIFIC NAME OR TYPE OF EVENT	PARTICIPANTS IN EVENT	DISTRICT LEVEL	STATE LEVEL	CHAPTER ENTRIES FOR STATE CONFERENCE	INTER-NATIONAL LEVEL	PA ENTRIES FOR ICDC
FCE	Financial Consulting	1	NO	YES	Chapter allotment chart	YES	4
HTPS	Hospitality and Tourism Professional Selling	1	NO	YES	Chapter allotment chart	YES	4
PSE	Professional Selling Event	1	NO	YES	Chapter allotment chart	YES	4

ONLINE EVENTS							
REGISTRATION CODE	SPECIFIC NAME OR TYPE OF EVENT	PARTICIPANTS IN EVENT	DISTRICT LEVEL	STATE LEVEL	CHAPTER ENTRIES FOR STATE CONFERENCE	INTER-NATIONAL LEVEL	PA ENTRIES FOR ICDC
SMG	Stock Market Game	1-3	NO	NO	N/A	YES	N/A
VBCAC	Virtual Business Challenge – Accounting	1-3	NO	NO	N/A	YES	N/A
VBCFA	Virtual Business Challenge - Fashion	1-3	NO	NO	N/A	YES	N/A
VBCHM	Virtual Business Challenge -Hotel Management	1-3	NO	NO	N/A	YES	N/A
VBCPF	Virtual Business Challenge - Personal Finance	1-3	NO	NO	N/A	YES	N/A
VBCRS	Virtual Business Challenge- Restaurant	1-3	NO	NO	N/A	YES	N/A
VBCRT	Virtual Business Challenge – Retail	1-3	NO	NO	N/A	YES	N/A
VBCSP	Virtual Business Challenge -Sports	1-3	NO	NO	N/A	YES	N/A

STATE ONLY EVENTS							
REGISTRATION CODE	SPECIFIC NAME OR TYPE OF EVENT	PARTICIPANTS IN EVENT	DISTRICT LEVEL	STATE LEVEL	CHAPTER ENTRIES FOR STATE CONFERENCE	NATIONAL LEVEL	PA ENTRIES FOR ICDC
CAP	Chapter Awards Project	1-3	NO	YES	1 entry per chapter	NO	---
CBE	Chapter Banner Event	2-4	SOME	YES	1 entry per chapter	NO	---
DQB	DECA Quiz Bowl	1-4	NO	YES	1 entry per chapter	NO	---
DAE	Digital Advertising Event	1	NO	YES	2 entries per chapter	NO	---
JOB	Job Interview	1	SOME	YES	2 entries per chapter	NO	---
LOG	Logistics Series Event	1	SOME	YES	Chapter allotment chart	NO	---
MODB	Modeling – Male	1	SOME	YES	1 entry per chapter	NO	---

MODG	Modeling – Female	1	SOME	YES	1 entry per chapter	NO	---
PSPK	Public Speaking	1	NO	YES	2 entries per chapter	NO	---
SBE	School-Based Enterprise	1-3	NO	YES	1 team per chapter	NO	---

MISCELLANEOUS REGISTRATIONS

REGISTRATION CODE	SPECIFIC NAME OR TYPE OF EVENT	PERMITTED TO REGISTER AT SCDC	CHAPTER VOTES FOR STATE CONFERENCE	NATIONAL LEVEL	PA VOTES FOR ICDC
CP	Chapter President	Must be registered in another area	N/A	N/A	N/A
MCE	Marketing Cluster Exam	Voting delegates, school store event, chapter banner event, and modeling	N/A	N/A	N/A
PSCH	PA DECA Scholarship Applicant	Must be registered in another area	N/A	N/A	N/A
NSCH	National DECA Scholarship Applicant	Must be registered in another area	N/A	6	N/A
OC	State Officer Candidate	Must be registered in another area	N/A	N/A	N/A
CSO	State Officer – Current	Current officers	N/A	YES	N/A

VOTE	Voting Delegate	1 only	1 vote per chapter plus one vote per 10 members or major fraction thereof (maximum of 15)	YES	7
ADV	DECA Advisors as registered on membership reports	N/A	N/A	N/A	N/A
CHAP	Other Teachers or Chaperones	N/A	N/A	N/A	N/A
GUEST	Judges or Other People who are not chaperones	N/A	N/A	N/A	N/A

PENNSYLVANIA DECA—2019-2020 COMPETITIVE EVENTS

EVENT	DISTRICT TEST	STATE TEST
Principles of Business Management & Admin.	Business Administration Core Exam	Business Administration Core Exam
Principles of Finance	Business Administration Core Exam	Business Administration Core Exam
Principles of Hospitality and Tourism	Business Administration Core Exam	Business Administration Core Exam
Principles of Marketing	Business Administration Core Exam	Business Administration Core Exam
Accounting Applications	Finance Cluster Exam	Finance Cluster Exam
Integrated Marketing Campaign Events	N/A	Marketing Cluster Exam
Apparel & Accessories Marketing	Marketing Cluster Exam	Marketing Cluster Exam
Automotive Services Marketing	Marketing Cluster Exam	Marketing Cluster Exam
Business Finance	Finance Cluster Exam	Finance Cluster Exam
Business Law/Ethics Team	Business Management & Admin. Cluster Exam	Business Management & Admin. Cluster Exam
Business Services Marketing	Marketing Cluster Exam	Marketing Cluster Exam
Buying and Merchandising - Team	Marketing Cluster Exam	Marketing Cluster Exam
	Marketing Cluster Exam	Marketing Cluster Exam
Financial Services Team	Finance Cluster Exam	Finance Cluster Exam
Food Marketing Series	Marketing Cluster Exam	Marketing Cluster Exam
Hospitality & Tourism Professional Selling	N/A	Hospitality and Tourism Cluster Exam
Hospitality Services Team	Hospitality and Tourism Cluster Exam	Hospitality and Tourism Cluster Exam
Hotel & Lodging Management Series	Hospitality and Tourism Cluster Exam	Hospitality and Tourism Cluster Exam
Human Resources Management	Business Management & Admin. Cluster Exam	Business Management & Admin. Cluster Exam
Marketing Communications - Team	Marketing Cluster Exam	Marketing Cluster Exam
Marketing Management Series	Marketing Cluster Exam	Marketing Cluster Exam

Quick Serve Restaurant Management Series	Hospitality and Tourism Cluster Exam	Hospitality and Tourism Cluster Exam
Quiz Bowl	N/A	Marketing Cluster Exam
Restaurant & Food Service Event	Hospitality and Tourism Cluster Exam	Hospitality and Tourism Cluster Exam
Retail Merchandising	Marketing Cluster Exam	Marketing Cluster Exam
Sports & Entertainment Individual Series	Marketing Cluster Exam	Marketing Cluster Exam
Sports & Entertainment Marketing - Team	Marketing Cluster Exam	Marketing Cluster Exam
Professional Selling	N/A	Marketing Cluster Exam
Travel & Tourism Marketing Team Decision Making	Hospitality and Tourism Cluster Exam	Hospitality and Tourism Cluster Exam
Modeling, Voting Delegates, Chapter Banner Event	N/A	Marketing Cluster Exam
Personal Financial Literacy	N/A	Financial Literacy Cluster Exam
Financial Consulting	N/A	Finance Cluster
Entrepreneurship	Entrepreneurship Cluster Exam	Entrepreneurship Cluster Exam
Entrepreneurship Team Decision Making	Entrepreneurship Cluster Exam	Entrepreneurship Cluster Exam

PENNSYLVANIA DECA

State Only Competitive Events



“Dream BIG with PA DECA!”

School Year
2019-2020

Chapter Awards Project Event

Project Format and Guidelines

Five Goals of CAP (Chapter Awards Project)

1. To encourage chapters to conduct activities
2. To build member involvement.
3. To encourage membership in local, state and DECA, Inc.
4. To build school and community recognition for the Marketing Education program and DECA Chapter.
5. To hold activities which strengthen the local chapter.

Any PA DECA Chapter may complete the Chapter Awards Project.

Chapters will claim credit for activities by submitting a notebook consisting of activity reports and visual documentation. The following pages list the requirements for these activities.

Participating chapters that meet the CAP requirements will be recognized at the State Career Development Conference.

A copy of the judge's evaluation sheet must be filled out by Chapter Awards Project representatives and submitted with the Chapter Awards Project book. Advisors will submit their Chapter Awards Project to the registration table upon arrival at the PA DECA Career Development Conference.

One to three representatives may attend the state conference for each project. Representatives will be required to present to a judge(s) during the State Career Development Conference. This presentation is a demonstration of the representatives' leadership and communication skills, knowledge of the project, and oral presentation skills.

*In order to improve your project each year, we recommend that at least one of the students working on the project is not a senior.

Chapter Awards Project

Overview of Project

1. **Project Dates:** The project must include activities conducted after **February 22, 2019** and before the submission deadline on **February 19, 2020**.
2. **Due Date:** This project is to be submitted by the chapter advisor at the time of registration at the PA DECA Career Development Conference.
3. **Binder:** You must submit the original project in a white 3-ring binder (NOT the Blue DECA folio or the DECA logoed binder). The three ring binder must have an inside pocket and clear protective “view” cover.
4. **Cover and Spine:** Create a cover page and a spine to place inside the clear front cover of the binder. The cover page and the spine must follow the same guidelines and have the same information as the title page.
5. **Sheet Protectors:** Sheet protectors must be used on all pages, including the section Dividers
6. **Handwriting:** No handwriting is allowed in the project. (Handwriting is only acceptable in the form of original documentation that was handwritten, i.e. a thank you note, cards, etc.
7. **Page Limit:** The project is limited to 90 pages. The Statement of Authenticity, title page, table of contents and section dividers are not included in the total number of pages and should not have page numbers.
- 8 **Content:** The project consists of six sections. Please make sure you include all required items for each section according to the guidelines.
9. **Section Dividers:** Each section must have a section divider that includes the full section title name and typed tab. Attach the tab to the outside of the sheet protector so it extends beyond the pages of documentation and can easily be seen. Make sure the tabs are secure.
10. **Documentation:** Each activity must have detailed visual documentation as evidence of the project completion. All visual documentation, including photos, must be from activities that occurred after **February 22, 2019 and before February 19, 2020**. Do not use photos from past years. Note: Documentation may be resized to better fit the layout of a page (i.e.: shrinking letters of recognition or thank you letters). Evidence should tell a story, not confuse it. The write ups should support the story told by the evidence.
11. **Unique Information:** Each activity in the project can be used only one time.
12. **Creativity:** A high quality Chapter Awards Project will look like a professional marketing tool to showcase your chapter. Use your creativity when creating your documentation and section heading pages. CAP is a book that you should want to show off to future marketing classes to explain and show what your DECA year should be remembered for.
12. **Statement of Authenticity:** The first page of the project MUST be the Written Statement of Authenticity; this is located in the DECA Guide and is also available online at www.deca.org Do not number this page.
13. **Title Page:** The second page of the project is the Title Page. Do not number this page. List the following on the title page in the listed order:

Chapter Awards Project**Name of DECA Chapter and/or School****School Address****City/State/Zip Code****Date of Submission****Name(s) of Presentation Team**

14. Table of Contents: The third page is the Table of Contents. This must list every activity and section. The page number for each must also be listed. An example is below.

Section 1: Membership

Membership Roster Page 1

Picture of Chapter Members Page 2

Section 2: Chapter Standards

Chapter Meetings and Minutes Page 5

Chapter Program of Work Page 6

Chapter Constitution Page 7

Chapter Elections Page 8

Marketing Advisory Committee Page 9

15. Body of Entry: The body of the entry starts with "Section 1: Membership" and continues in the sequence outlined below. The first page of the Membership content (not section divider) is numbered "Page 1" and all following pages are numbered in sequence.

Section 1: Membership

Section 2: Chapter Standards

Section 3: Promotion/Public Relations

Section 4: Community Service

Section 5: Chapter Activities

Section 6: DECA Month

16. Section Headings: Every activity in each section must include the following heading items:

Section Name

Name of Activity

Description of Activity

*You may add other categories to the section heading, but each section heading must be the same.

Do not add a category for just one section.

Sample: *Your description does not have to be formatted in this exact way.

Section 5: Chapter Activities**Name of Activity:** *Fall Leadership Conference***Description of Activity:**

Our chapter attended the PA DECA Fall Leadership Conference at the Wells Fargo Center in Philadelphia, PA on Thursday, November 5, 201X. DECA members from Pennsylvania, Delaware, and New Jersey attended workshops conducted by members of the Philadelphia Sixers staff members. During the workshop, members of our chapter did a

case study and discussed our ideas with the Sixers staff members. After the workshop, a member from our chapter got to participate in a free show contest. Our members also got to watch the Sixers warm up before the game and then we all watched the Sixers play. We had fun while learning about the sports business. This is one of our chapter's favorite events.

(Use pictures, flyers, or other documents to represent the activity)

Project Guidelines:

I. Section 1-Membership: The Membership section should prove that you have a working DECA chapter.

***Items Required:**

- a. Official Membership Roster: This is printed from the National DECA registration website.
- b. Picture of Chapter Members: Picture can be a collage of members in the chapter or a picture of the entire chapter.

Items Recommended/Optional:

- a. Chapter Picture
- b. Classroom Picture

II. Section 2-Chapter Standards: The Chapter Standards section shows the strength and community backing of your DECA chapter.

***Items Required:**

- a. Chapter Meetings and Minutes: Include when meetings were held and visual documentation of at least one meeting taking place. A picture of those listening to the Chapter President speak is suggested visual documentation. Include the minutes from your meetings inside the sheet protector, behind your documentation. The minutes should be stapled for easy removal and review.
- b. Chapter Program of Work: This is your Chapter's goals for the year. Decide what you want to accomplish and why.
- c. Constitution: Each DECA Chapter must have a constitution. Ask your advisor for an existing constitution or contact PA DECA if you are working to create a new chapter. This may be multiple pages and therefore can be stapled and placed inside a sheet protector, counting as just one page.
- d. Chapter Elections: Each year your Chapter should elect an officer team. You may use any model to structure your officer positions. Documentation should include *at least* one of the following: voting ballot, photos of candidates, candidates giving speeches, photo of elected officer team.
- e. Marketing Program Advisory Committee: Every PDE approved marketing program must have an Advisory Committee. This is a body of community members who support your program. Documentation should include *at least* one of the following: picture of each member and who they are, picture of an Advisory Committee meeting, roster of Advisory Committee members, detailed description of how each Advisory Committee member has assisted the chapter during the year, or other evidence the committee meets during the school year.

III. Section 3-Promotion/Public Relations: The Promotions/ PR section is about how you promoted the brand "DECA" through a number of activities in your school and community.

***Items Required:**

- a. Activities: A minimum of six Promotions/PR activities. In order to be considered a Promotion/PR activity DECA needs to be mentioned in the description AND the name or logo of DECA should appear somewhere in the documentation.
- b. Print Material: This can be in a school, district, local, regional newspaper/publication. You may have a maximum of two newspaper articles if they are in different types of publications (i.e. school and local newspaper) and on different topics.

Ideas: *Each of the below items cannot be combined in one activity to count as multiple activities.

- a. News article on DECA members who qualified for the state or national conference
- b. Media coverage on a local TV broadcast.
- c. School visitation promoting DECA to students not in the program, grade school students or middle school students.
- d. Handing out DECA flyers during a freshman orientation or at school events.
- e. Having a parent night to tell DECA parents about what members are involved in and opportunities for them to become involved.
- f. Teacher appreciation day (for all teachers in the school-not just your DECA Advisor).
- g. DECA store give-a-way day (i.e. Give away cookies for anyone who wants to learn more about DECA, etc.).
- h. Bulletin Board in your school.
- i. DECA promotional posters.
- j. PA Announcements (all announcements count as only one activity).
- k. Marquee message on your school/community reader board.
- l. Have a designated day to wear DECA apparel.
- m. DECA displays.
- n. Participating in a fair, parade or festival.
- o. Presentation to a Rotary Club or other civic organization.
- p. Billboard in your community.
- q. Social Media Posts: Twitter, Facebook, Snapchat, Instagram

IV. Section 4-Community Service: One of the most important points in DECA is Community Service. DECA teaches that giving back to the community is vital to the success of a business. This section focuses on community responsibility and involvement.

***Items Required:**

- a. Activities: A minimum of four activities are required in this section. These activities must be unique to this section and exhibit what your DECA Chapter has done to promote community service. The activities may promote the same organization (such as the Make-a-Wish Foundation) but must occur at four different times during the year and be unique.
- b. Unique Activities: The four community service activities may also be included in the Promotion section* if there was a news article or news coverage about what your DECA Chapter was doing for the civic organization. DECA and the activity must be mentioned in the article.
- c. *This is an exception to the rule that each activity may be used only once.

Ideas:

- a. Activity for a charity of your chapter's choice
- b. Blood drive for Red Cross.
- c. Activity for PA DECA Plan of Action Chosen Charity: The Anthony Myers Movement
- d. General fundraising for the Make-a-Wish Foundation, MDA, etc.
- e. Holiday gift giving for the needy.
- f. Local park or community clean-up.
- g. Brochure creation for a non-profit.
- h. Drives for needy causes: (i.e. Food drive for the local food bank, Blanket collection for baby care centers, clothing drive.)
- i. Other community service projects approved by DECA advisor with documentation

V. Section 5-Chapter Activities: Chapter Activities are any activity that your Chapter or Chapter Members participate in that does not directly promote DECA. These need to be organized activities, not impromptu gatherings.

***Items Required:**

- a. Activities: A minimum of six activities are required in this section.
- b. Leadership: At least one activity must center on leadership development, training or team building.

Ideas:

*Each type of activity may be used only once.

- a. Attending a district, state or national conference.
- b. Attending a leadership conference.
- c. Guest speaker.
- d. State Officer Visitation
- e. Holiday gift wrapping.
- f. Operating a school store during the school year.
- g. Activities with alumni.
- h. Sales projects.
- i. Members only social activity.
- j. Organizing a school-wide event.
- k. Members only social event
- l. Other

VI. Section 6-DECA Month: DECA Month occurs during the month of November and is designed to intensively promote DECA to your school and community. DECA Inc. publishes activities and ideas on their website with themes and ideas for promoting DECA. You are encouraged to conduct at least five activities during DECA Month.

***Items Required:**

- a. Activities: A minimum of five activities must be completed during the week.
- b. Heading: The section heading/divider page must state the dates of your DECA Week.

Ideas:

- a. Proclamation (from a government agency only).
- b. Open House.
- a. Guest speaker.
- b. Media appearance/news article.

- c. Lunchtime games and promotions.
- d. Fundraisers.
- e. Teacher appreciation.
- f. Spirit day/week activity
- g. DECA night at a local restaurant.
- h. Social Media Posts, Twitter, Facebook, Snapchat, Instagram

Chapter Awards Project - State Career Development Conference Requirements

***Competitors:** A maximum of three CAP participants present to a judge at the State Career Development Conference in February.

***Activities/Events:** Activities and events must be current (**March 2019-February 2020**). Once an activity or event has been used in a section, it may not be used again in another section.

***Orientation:** The first night of the conference CAP participants attend an orientation. During this orientation participants be given their presentation time, visuals will be checked and paperwork for the event will be completed.

***Presentation Length:** The presentation should be a total of 15 minutes: 10 minutes to present and 5 minutes for questions.

***Purpose:** The purpose of the presentation is to share with the judge what your DECA Chapter achieved during the year; what was learned and what was most enjoyed.

***Materials:** There are no set requirements for the CAP presentation. You will have your CAP (binder) to show the judges. Use your creativity!

***Scoring:** Each CAP team will receive a score on their project and oral presentation. The project is worth 170 points and the oral presentation is worth 80 points. Penalty points will be deducted from the combined project/oral score to determine the overall score.

Report writing is an important element of modern business activities. Great care must be taken to assure that the highest ethical standards are maintained. To reinforce the importance of these standards, all Chapter Awards Projects must submit this statement as part of the entry. The first page of this document is the Written Statement of Assurances (see p. 34), it must be signed by the participants from the chapter and the chapter advisor must also sign the document.

PA DECA CHAPTER AWARDS PROJECT RATING SHEET

School: _____

Participant 1: _____

Participant 2: _____

Participant 3: _____

<u>General Guidelines: 20 points possible</u>		
Activity	Max. Score	Score
Project presented in a 3 ring binder or a DECA Scrapbook	5 points	
Materials in sheet protectors or laminated	5 points	
Pages are numbered	5 points	
Statement of Written Assurances is included	5 points	
Subtotal		

<u>Organizational Information: 10 points possible</u>		
Activity	Max. Score	Score
Title page	5 points	
Table of contents	5 points	
Subtotal		

Membership Development: 10 points possible

♦ Print or type the page number in the book where the activity can be found

Activity, Page Number	Max. Score	Score
DECA Membership Roster	5 points	
Picture of Chapter Members	5 points	
Subtotal		

Chapter Standards: 25 points possible

♦ Print or type the page number in the book where each of the standards can be found

Standard, Page Number	Max. Score	Score
Chapter Meetings and Minutes	5 points	
Chapter Program of Work	5 points	
Chapter Constitution	5 points	
Chapter Elections	5 points	
Marketing Advisory Committee	5 points	
Subtotal		

Promotions/Public Relations: 30 points possible

♦ Print or type the name of six promotions/public relations activities in the appropriate boxes, along with the page number in the book where the activity can be found

♦ Include only six activities, no matter how many activities you have documented in this section. Choose what you consider your best six

Activity, Page Number	Max. Score	Score
	5 points	
	5 points	
	5 points	
	5 points	
	5 points	
	5 points	
Subtotal		

Community Service: 20 points possible

♦ Print or type the name of four community service activities in the appropriate boxes, along with the page number in the book where the activity can be found

♦ Include only four activities, no matter how many activities you have documented in this section. Choose what you consider your best six

Activity, Page Number	Max. Score	Score
	5 points	
	5 points	
	5 points	
	5 points	
Subtotal		

Chapter Activities: 30 points possible

♦ Print or type the name of six chapter activities in the appropriate boxes, along with the page number in the book where the activity can be found

♦ Include only six activities, no matter how many activities you have documented in this section. Choose what you consider your best six

Activity, Page Number	Max. Score	Score
	5 points	
	5 points	
	5 points	
	5 points	
	5 points	
	5 points	
Subtotal		

DECA Month: 25 points possible

♦ Print or type the name of five DECA Month activities in the appropriate boxes, along with the page number in the book where the activity can be found

♦ Include only five activities, no matter how many activities you have documented in this section. Choose what you consider your best five

Activity, Page Number	Max. Score	Score
	5 points	
	5 points	
	5 points	
	5 points	
	5 points	
Subtotal		

<u>Overall Impression of the Presentation</u> 65 points possible		
Category	Max. Score	Score
Presentation of Selected Activities	15 points	
Overall impression of the students presentation	15 points	
Response to questions	20 points	
Presentation Visuals and Support Materials	15 points	
Subtotal		

<u>Event Score Tally</u>		
Section	Max. Score	Score
General Guidelines	20 points	
Organizational Information	10 points	
Membership Development	10 points	
Chapter Standards	25 points	
Promotions/Public Relations	30 points	
Community Service	20 points	
Chapter Activities	30 points	
DECA Month Activities	25 points	
Evaluation sheet (completed and submitted at registration)	15 points	
Overall Impression of Presentation	65 points	
Total Score (250 Possible)		

Pennsylvania DECA Digital Advertising Event

Purpose: This event will help students learn how to advertise a designated product with the use of technology. Students will improve their advertising, marketing, and creative skills while creating a professional video.

Eligibility: Individual competitor event

Judging: The project will consist of four parts:

1. The body of the outlined facts sheet is limited to five numbered pages.
2. Creation of a brandmark/logo for DECA Energy Drink that will be used in the digital media campaign.
3. A two-three-minute promotional video via a lap top, chromebook, surface, ipad or tablet device. Competitors **cannot** use any type of smartphone for this competition.
4. The oral presentation can be a maximum of 10 minutes in length—the presentation, video and judges questions must be completed within the 10 minute presentation time.

Product: The product for the 2020 PA DECA Digital Advertising Event is: **DECA Energy Drink.**

Awards: The top six winners will be recognized during the awards ceremonies at the State Career Development Conference. First, second and third place winners will receive trophies indicating their placement. The remaining winners will receive finalist trophies.

Event Overview:

- For this event, the following must be created, a brandmark/logo for DECA Energy Drink, a concept paper, an oral presentation, and a digital media video.
- Each event entry will be composed of one member of a DECA chapter. All participants must present the project to the judges.
- The body of the written entry must be limited to 5 numbered pages, including the appendix (if an appendix is attached), but excluding the title page and the table of contents.
- The Written Event Statement of Assurances and Academic Integrity must be signed and submitted with the entry. Do not include it in the page numbering.
- The oral presentation may be a maximum of 10 minutes in length, including time for the video (2- 3 minutes), and judge's questions.
- The judge will evaluate the presentation, focusing on the effectiveness of the digital advertising and presentation skills and how well the participant responds to questions that the judge may ask during the presentation.

Written Entry Guidelines

The written entry must follow these specifications. Refer also to the Penalty Point Checklist and the Written Entry Evaluation Form.

WRITTEN EVENT STATEMENT OF ASSURANCES AND ACADEMIC INTEGRITY. This must be signed and submitted with the entry. Do not include it in the page numbering.

TITLE PAGE. The first page of the written entry is the title page. It must include in any order, but is not limited to, the following:

- DIGITAL ADVERTISING EVENT
- Name of DECA chapter
- Name of high school
- School address
- City, State, ZIP/Postal Code
- Name of participant
- Date

Title page will not be numbered.

TABLE OF CONTENTS. The table of contents should follow the title page. The table of contents may be single-spaced and may be one or more pages long. The table of contents page(s) will not be numbered.

BODY OF THE WRITTEN ENTRY. The body of the written entry begins with Section I, Executive Summary, and continues in the sequence outlined here. The first page of the body is numbered “1” and all following pages are numbered in sequence. Page numbers continue through the bibliography (required) and the appendix (optional).

This outline must be followed. Points for each section are included on the Written Entry Evaluation Form. Each section must be titled, including the bibliography and the appendix.

- I. **EXECUTIVE SUMMARY** One-page summary of the advertising method.
- II. **OBJECTIVE(S)/PURPOSE OF THE CAMPAIGN**
- III. **IDENTIFICATION OF THE TARGET MARKET**
 - a. **Primary markets**
 - b. **Secondary markets**
- IV. **LIST OF DIGITAL MEDIA SELECTED FOR CAMPAIGN.** Identify the forms of digital media selected for the campaign (television, banner, social media, company websites, text/email).
- V. **SCHEDULE OF DIGITAL MEDIA CAMPAIGN.** What is the time frame for the different forms of digital media being used for the campaign(timeframe for campaign is one year)
- VI. **DIGITAL MEDIA CAMPAIGN EXPECTATIONS/GOALS.** For each type of digital media being used for the campaign, identify and explain the impact it will have on the product, DECA Energy Drink. (How will it grow the product or company over the course of the year?)
- VII. **CONCLUSION.** Summary of key points.
- VIII. **BIBLIOGRAPHY.** Include a list of the sources of information used in the written document.
- IX. **APPENDIX.** An appendix is optional. If additional material is appended, all pages must be numbered as noted previously. Include in an appendix any exhibits appropriate to the written entry, but not important enough to include in the body. These might include sample questionnaires used, letters sent and received, general background data, minutes of meetings, etc.

PRESENTATION GUIDELINES

- Prior to the presentation, the judge will evaluate the written portion of the entry. The major emphasis of the written entry is on the content. Drawings, illustrations and graphic presentations (where allowed) will be judged for clarity, not artistic value.
- The participants will present the project to the judge in a 10-minute presentation worth 100 points. (See Presentation Judging.)
- The presentation begins immediately after the introduction of the participant to the judge by the adult assistant.
- Each participant may bring a copy of the written entry or note cards pertaining to the written entry and use as reference during the presentation.
- Video must be presented on one of the following devices: ipad, chromebook, laptop, surface, or tablet device. Competitors cannot use any type of smartphone for this competition.
- If time remains, the judge may ask questions pertaining to the project.
- Only visual aids that can be easily hand carried to the presentation by the actual participant(s) will be permitted. The participants themselves must set up the visuals. Wheeled carts, moving straps or similar items may not be used to bring visuals into the area. Set up time is included in the total presentation time. Participants must furnish their own materials and equipment. No electrical power or internet connection will be supplied. Alternate power sources such as small generators are not allowed. Sound may be used, as long as the volume is kept at a conversational level.
- Materials appropriate to the situation may be handed to or left with judges in all competitive events. Items of monetary value may be handed to but may not be left with judges. Items such as flyers, brochures, pamphlets and business cards may be handed to or left with the judge. No food or drinks allowed.
- If any of these rules are violated, the adult assistant must be notified by the judge.

Digital Advertising Event (DAE) Rating Sheet

Participant's Name:

School:

Fact Sheets and Presentation Evaluation Form

	Little /No Value	Below Expectation s	Meets Expectatio ns	Exceeds Expectation s	Judged Score
1. The oral presentation expands and develops the objectives as written in the facts sheet.	0-1-2	3-4	5-6	7-8	
2. The target market is clearly and accurately analyzed for the product and media selected. The secondary target markets are accurately considered.	0-1-2	3-4	5-6	7	
3. The digital media selected for the campaign is identified and explained. Reasoning for selecting the media is included.	0-1-2	3-4-5	6-7-8	9-10	
4. The timeframe for each of the digital media selected is identified.	0-1-2	3-4	5	6	
5. The digital media scheduled exhibits continuity and logical order.	0-1-2	3-4-5	6	7-8	
6. The campaign expectations/goals for each form of digital media used is identified and explained	0-1-2	3-4-5	6-7-8	9-10	
7. The digital media campaign stresses benefits that appeal to the target markets described.	0-1-2	3-4-5	6	7-8	
8. The logo/brandmark created for DECA Energy Drink is creative and unique.	0-1-2	3-4-5	6	7-8	
9. The digital media video shows real creativity and uses a unique and effective approach.	0-1-2	3-4-5	6-7-8	9-10	
10. The digital media show a basic understanding of production technique, are consistent in the campaign and are original.	0-1-2	3-4-5	6-7-8	9-10	
11. The written and oral presentations show evidence of realistic knowledge of digital media and are well-organized and presented in a logical order.	0-1	2-3	4-5	6-7	
12. Appearance of fact sheets and word usage. Professional layout, neatness, proper grammar, spelling and word usage.	0-1	2	3	4	
13. Overall performance, professional appearance, poise, confidence, presentation technique, effective use of visuals, professionalism of participant.	0-1	2	3	4	

Total Points (100)

Less Penalty Points

Total Score

Comments:

Judge's Initials:

Pennsylvania DECA Chapter Banner Contest

The Chapter Banner Contest is a two to four member team event. Members participating in this event take the Marketing Cluster Exam. Students registered for this event cannot participate in other competitions at the conference. This contest is a State only competition—winners in this event are not eligible to move onto the DECA International Career Development Conference in this event. First Place Team will qualify for a leadership academy at DECA ICDC.

Contest Guidelines:

1. The theme for the contest this year is “***Dream BIG with PA DECA.***”
2. Each team will be provided with one white banner that is 8ft long and 3ft wide.
3. Teams will prepare the rough draft of their banner design on a piece of 8 ½” X 11” white paper in advance of the competition and bring it to the conference. It will be submitted to the event coordinator to be checked before the team begins working on their banner.
4. Each team will be responsible for bringing their own supply kit to contest. The supply list must be checked in at the start of the competition. The table at the bottom of the page has a list of supplies that can be used for the competition. These are the only supplies that can be used to construct and create the banner. *No other materials can be used to prepare the banner.*
5. Teams must utilize the theme of the contest, have PA DECA on the banner, and can only use the materials that are listed in supply section for the creation of the banner.
6. Pre-made and pre-printed materials **CANNOT** be used in the creation or construction of the banner.
7. Each team will be provided with a set of PA DECA pre-cut 4 inch letters at the start of the contest.
8. Each team will be given 90 minutes to create their banner.
9. Have fun, be creative, and good luck.

Supply List for Chapter Banner Contest

Markers—thin and thick	Chalk--pastels
Pencils—regular and colored pencils	Construction paper
Adhesive—glue, rubber cement, clear tape and masking tape	Scissors, rulers, measuring tape

Chapter Banner Contest Evaluation Sheet

Chapter Name: _____

Team Member Names: _____

Content	Possible Point Values	Points Awarded
Team prepared a rough draft on a piece of 8 ½" X 11" white paper and submitted it to the event coordinator when the team checked in with the event coordinator.	Yes: 15 points No: 0 points	
Team banner supplies met the contest guidelines	Yes: 10 points No: 0 points	
Team creatively implemented the Banner Theme Dream BIG with PA DECA	Excellent 10; Very Good 7-9; Good 4-6; Fair 0-3	
Team used elements of design, line, and color effectively	Excellent 10; Very Good 7-9; Good 4-6; Fair 0-3	
Team used elements of design, balance and contrast	Excellent 10; Very Good 7-9; Good 4-6; Fair 0-3	
Team utilized the supplies for the Banner in a creative manner	Excellent 10; Very Good 7-9; Good 4-6; Fair 0-3	
Banner was created using ONLY supplies from the guidelines and supply list.	Excellent 10; Very Good 7-9; Good 4-6; Fair 0-3	
Creativity utilized in the layout and space in the banner	Excellent 10; Very Good 7-9; Good 4-6; Fair 0-3	
Final banner appearance is neat and clean.	Excellent 10; Very Good 7-9; Good 4-6; Fair 0-3	
Team cleaned up their banner area and checked out with the event coordinator at the completion of their banner.	Excellent 5; Very Good 4; Good 3; Fair 0-2	
Total possible points is 100		

Pennsylvania DECA Job Interview Event

Sponsor: Pennsylvania DECA Board of Trustees

Eligibility: Each chapter may enter two participants.

Judging: Competitors will be judged on appearance, communication skills and knowledge of marketing. The overall top winners will be selected by totaling their scores for all three segments (application, interview A and interview B) of the competition.

Awards:

The overall top six winners will be recognized during the awards ceremonies at the State Career Development Conference. First, second and third place winners will receive trophies indicating their placement. The remaining winners will receive finalist trophies. The top winner will be considered for a leadership academy or voting delegate position to attend the national conference.

Specifications:

- Every participant must complete a job application during the scheduled written testing/orientation on the first day of the State Career Development Conference.
- Every participant must bring a pen to complete his/her application.
- Every participant must submit a résumé plus two copies at the scheduled written testing/orientation on the first day of the State Career Development Conference. Participants may take an additional copy of their résumé to the interviews.
- The position being applied for will be a sales associate in a convenience store. The store sells gasoline, ice, snack foods and limited groceries. It also has self-service beverages and limited sandwich items. It is similar to a Turkey Hill, 7-11, Sheetz or Wawa store.
- Each participant will complete two job interviews

Job Interview (JOB)

Participant's Name: _____

Rating Sheet

I.D. Number: _____

<u>Evaluation Form - Interview A</u>	Excellent	Very Good	Good	Fair	Judged Score
Interests and Attitude: 1. Chosen career field and interests	10-9	8-7	6-5-4	3-2-1	
Presentation: 1. Expressed self clearly 2. Proper vocabulary 3. Proper judgment	15-14-13	12-11-10	9-8-7-6	5-4-3-2-1	
Appearance: 1. Grooming 2. Businesslike appearance	15-14-13	12-11-10	9-8-7-6	5-4-3-2-1	
Self-Confidence: 1. Honesty 2. Poise 3. Tact 4. Maturity	15-14-13	12-11-10	9-8-7-6	5-4-3-2-1	
Non-Verbal Behavior: 1. Posture 2. Active listening 3. Eye contact 4. Smile	20-19-18-17-16	15-14-13-12-11	10-9-8-7-6	5-4-3-2-1	
Leadership Skills: 1. Ability to be a team player 2. Demonstrates mature behavior	10-9	8-7	6-5-4	3-2-1	
Communications Skills: 1. Meaning is clearly understood 2. Ability to relate ideas effectively	15-14-13	12-11-10	9-8-7-6	5-4-3-2-1	
Total Score (100 pts.)					

Comments: _____

Judge's Initials:

Job Interview (JOB)

Participant's Name: _____

Rating Sheet

I.D. Number: _____

<u>Evaluation Form - Interview B</u>	Excellent	Very Good	Good	Fair	Judged Score
Preparation: 1. Understanding of position	10-9	8-7	6-5-4	3-2-1	
Leadership: 1. Self-assurance 2. Leadership potential 3. Resourcefulness 4. Practicality	20-19-18-17-16	15-14-13-12-11	10-9-8-7-6	5-4-3-2-1	
Self-Confidence: 1. Sociability 5. Poise 2. Enthusiasm 6. Maturity 3. Sincerity 7. Personality 4. Tact	20-19-18-17-16	15-14-13-12-11	10-9-8-7-6	5-4-3-2-1	
Stability: 1. Team work 2. Understanding human nature 3. Loyalty	10-9	8-7	6-5-4	3-2-1	
Communication Skills: 1. Ability to express self effectively 2. Articulation 3. Proper grammar 4. Mental alertness	20-19-18-17-16	15-14-13-12-11	10-9-8-7-6	5-4-3-2-1	
Problem solving skills: 1. Identified problems and developed solutions	20-19-18-17-16	15-14-13-12-11	10-9-8-7-6	5-4-3-2-1	
Total Score (100 pts.)					

Comments: _____

Pennsylvania DECA Modeling Competitive Event

Sponsor: Pennsylvania DECA Board of Trustees

Eligibility: Each chapter may enter a total of two participants - one male and one female.

Judging: The event will be divided into two categories - male and female. Both categories will be judged separately.

Competitors will be judged on the presentation and overall look of each outfit, as well as modeling techniques (i.e. turns, walk, poses), eye contact, confidence, grooming and originality.

The event coordinator is responsible for the details and format of the event. Additionally, he/she reserves the right to limit the number of outfits modeled. This may be necessary to remain within the time constraints of the conference.

Awards: The top six winners in each category will be recognized during the awards ceremonies at the State Career Development Conference. First, second and third place winners will receive trophies indicating their placement. The remaining winners will receive finalist trophies.

Specifications:

- All competitors must report for orientation and a rehearsal the first evening of the conference.
- Clothing required:
 - 1) Job interview /businesslike attire
 - 2) Formal Attire
- Props may be used if desired (i.e. pocketbooks, briefcases, tennis rackets, etc.)
- Each competitor must bring one script for his/her job interview outfit and one script for his/her casual attire outfit. Script must describe outfit and accessories. Scripts must be typed, double-spaced, on a 5" x 8" index card and may not exceed one card per outfit. The name and school of the competitor must be placed on the back of each card and will be collected at the rehearsal.
- **Please note:** The modeling event is not only a competitive event, but also a fashion show as well. The fashion show is open to spectators.
- The modeling event involves rehearsal time as well as the fashion show. Refer to your conference program for exact times and locations of all related activities.

Modeling - Girl or Boy (MODG or MODB)

Participants' Name:

Rating Sheets

I.D. Number:

Evaluation Categories	Job Interview Attire	Decade Attire	Total Score (200 max.)
1. Presentation and appropriateness (20)			
2. Appearance, grooming and style (20)			
3. Eye contact and confidence (20)			
4. Originality and clothing selection (20)			
5. Modeling techniques (20)			
TOTALS (100)			

Comments:

Judge's Initials:

Modeling - Girl or Boy (MODG or MODB)

Participants' Name:

Rating Sheets

I.D. Number:

Evaluation Categories	Job Interview Attire	Decade Attire	Total Score (200 max.)
1. Presentation and appropriateness (20)			
2. Appearance, grooming and style (20)			
3. Eye contact and confidence (20)			
4. Originality and clothing selection (20)			
5. Modeling techniques (20)			
TOTALS (100)			

Comments:

Judge's Initials:

Pennsylvania DECA Public Speaking Event

Purpose: To encourage development of the student's ability to organize and present information clearly and effectively on a specified topic related to the field of marketing.

Topic: "Dream BIG with PA DECA"

Eligibility: Each chapter may enter two participants.

Judging: Participants' speeches will be evaluated by a panel of judges. All decisions of the judges are final. The winners will be those who have the highest final scores.

Awards: The top six winners will be recognized during the awards ceremonies at the State Career Development Conference. First, second and third place winners will receive trophies indicating their placement. The remaining winners will receive finalist trophies.

Specifications:

- The length of the speech must be five minutes. Time will begin when the participant speaks the first word of the speech. Five points per full half minute over or under will be deducted from the final score. No deductions will be made for speeches between 4:31 and 5:29.
- The use of notes will be permitted while speaking.
- Participants will be allowed the use of personal watches. Time warning signals will not be used during competition.
- Participants **must submit one copy of their manuscript at the event orientation**. These will become the property of Pennsylvania DECA and will not be returned. The first-place winner may be duplicated and sent to chapters for promotional purposes.

Format and Organization of the Manuscript

1. Cover Page: Name of the event
Title of speech
Name of the participant
Date presented
2. An outline (topic or sentence format) of the manuscript must be included as the second page. This outline must not exceed one page.
3. Manuscript must be typed on white paper, double-spaced, with 1" margins. Staple manuscript in the upper left hand corner and submit without any type of folder or covering.
4. Last page: A bibliography must be included listing all use of reference books, printed material, quotes, phrases, etc. It may be single-spaced.

NOTE: Each participant's speech must be the result of his/her own efforts. Facts and working data may be secured from any source. The speeches must be prepared by student members, not by advisors. Local advisors should serve as consultants to ensure that the speeches are well organized, contain substantiated statements and are written in a business style. No visual aids may be used.

Speech Specifications

1. Participants must report for orientation and will be assigned speaking times prior to the day of the competition.
2. At the time of the speech, the event administrator will introduce each participant by name only and will announce the title of his/her speech.
3. When the speaker is finished, the timekeeper will record the time used by the participant.
4. All conference delegates may observe the event, **except individuals registered as participants.**

Public Speaking (PSPK)

Participant's Name:

Rating Sheet

I.D. Number:

Evaluation Form	Excellent	Very Good	Good	Fair	Judged Score
Content (50 points)	Points	Points	Points	Points	Points
Speech Development (structure, organization, support material, topic adequately developed)	20	14-19	9-13	0-8	
Effectiveness (achievement of purpose, interest reception)	15	11-14	6-10	0-5	
Speech Value (ideas, logic, original thought)	15	11-14	6-10	0-5	
Delivery (30 points)					?
Physical (appearance, body language, eye contact, gestures)	10	7-9	4-6	0-3	
Voice (quality, volume, diction)	10	7-9	4-6	0-3	
Manner (directness, assurance, enthusiasm)	10	7-9	4-6	0-3	
Language (20 points)					?
Appropriateness (to speech purpose, audience, sincerity, understandable)	10	7-9	4-6	0-3	
Correctness (grammar, pronunciation, word selection, clear language)	10	7-9	4-6	0-3	
Subtotal (100 pts.)					?
Minus Time Penalty Points (Deduct 5 points per full half minute over or under five (5) minutes. No deduction for speeches between 4:31 and 5:29)	TIME				—
Final Score					?

Comments:

Judge's Initials:

Pennsylvania DECA School-Based Enterprise Event

Each chapter may submit one team consisting of one to three members.



SCHOOL-BASED ENTERPRISES COMPETITION

SCHOOL-BASED ENTERPRISES | FOOD OPERATIONS **SBEF**

Sponsored by Intuit

SCHOOL-BASED ENTERPRISES | RETAIL OPERATIONS **SBER**

Sponsored by Intuit



The **School-based Enterprises** competitions provide an opportunity for participants to demonstrate knowledge and skills learned in a school-based enterprise through an oral presentation.

The SBE competition is available to gold certified and gold re-certified SBEs that are attending the SBE Academy at the International Career Development Conference. In order to attend ICDC, participants must have the approval of the chartered association advisor.

The guidelines for each school-based enterprise operation have been consolidated to facilitate the coordination of participant activities. This means the same topic, procedure, presentation guidelines and evaluation will be used for both categories.

The presentation must be entered in the category in which the written chapter certification project received certification – food operations or retail operations.

2020 TOPIC

The topic of competition rotates each year and is based on one of the 10 business standards in the written chapter certification project. This year's topic is **pricing**. The oral presentation should explain how the school-based enterprise achieves the following performance indicators.

- Determine cost of product (breakeven, ROI, markup)
- Describe pricing strategies
- Evaluate pricing decisions

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.

Participants will also develop many 21st Century Skills, in the following categories, desired by today's employers:

- Communication and Collaboration
- Creativity and Innovation
- Critical Thinking and Problem Solving
- Flexibility and Adaptability
- Information Literacy
- Initiative and Self-direction
- Leadership and Responsibility
- Media Literacy
- Productivity and Accountability
- Social and Cross-cultural Skills

EVENT OVERVIEW

- This event consists of one major part: the **oral presentation**.
- Each event entry will be composed of **one to two members** of a DECA chapter. Both participants must present the project to the judge.
- The participant(s) will organize appropriate information to explain how their school-based enterprise achieves the instructional area and performance indicators.
- The oral presentation may be a maximum of **10 minutes** in length.
- The judge will evaluate the presentation, focusing on the effectiveness of public speaking, the quality of visuals or other supplemental materials, and how well the participants address the performance indicators.

PRESENTATION GUIDELINES

- The competition consists of an oral presentation during which the participants will explain how their school-based enterprise achieves the instructional area and performance indicators.
- The participants will present to the judge in a 10-minute presentation worth 100 points. (See Presentation Judging.)
- The presentation begins immediately after the introduction of the participants to the judge by the adult assistant. Each participant must take part in the presentation.
- Each participant may bring note cards pertaining to the project to use as reference during the presentation.
- Participants must adhere to the dress code for when appearing before judges and on-stage.
- Only visual aids that can be easily hand carried to the presentation by the actual participant(s) will be permitted. The participants themselves must set up the visuals. Wheeled carts, moving straps or similar items may not be used to bring visuals into the area. Set up time is included in the total presentation time. Participants must furnish their own materials and equipment. No electrical power or internet connection will be supplied. Alternate power sources such as small generators are not allowed. Sound may be used, as long as the volume is kept at a conversational level.
- Materials appropriate to the situation may be handed to or left with judges in all competitive events. Items of monetary value may be handed to but may not be left with judges. Items such as flyers, brochures, pamphlets and business cards may be handed to or left with the judge. **No food or drinks allowed. This includes examples of products in the presentation.** Empty wrappers may be utilized but no actual food or drink are permitted in any capacity.
- If any of these rules are violated, the adult assistant must be notified by the judge.

PRESENTATION JUDGING

The participants will be evaluated according to the Presentation Evaluation Form.

After introductions, the participants will make a 10-minute presentation to a judge.

At the conclusion of the presentation, the judge will thank the participants. Then the judge will complete the Presentation Evaluation Form, making sure to record a score for all categories. The maximum score for the evaluation is 100 points.



SCHOOL-BASED ENTERPRISES

SCHOOL-BASED ENTERPRISES | FOOD OPERATIONS **SBEF**
SCHOOL-BASED ENTERPRISES | RETAIL OPERATIONS **SBER**

PRESENTATION EVALUATION FORM

DID THE PARTICIPANT(S):	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
1. Determine cost of product (breakeven, ROI, markup)?	0-1-2-3-4-5-6-7-8	9-10-11-12-13	14-15-16-17-18-19	20-21-22-23-24-25	
2. Describe pricing strategies?	0-1-2-3-4-5-6-7-8	9-10-11-12-13	14-15-16-17-18-19	20-21-22-23-24-25	
3. Evaluate pricing decisions?	0-1-2-3-4-5-6-7-8	9-10-11-12-13	14-15-16-17-18-19	20-21-22-23-24-25	
4. Use visuals that are appropriate and enhance the presentation?	0-1-2	3-4-5	6-7-8	9-10	
5. Communicate clearly?	0-1	2	3-4	5	
6. Overall impression of student(s) skill and performance.	0-1-2	3-4-5	6-7-8	9-10	

TOTAL SCORE

PENNSYLVANIA DECA
Ads & Patrons

“Dream BIG with PA DECA!”

School Year
2019-2020

Pennsylvania DECA Business Card Ads

All ads will be printed in the State Career Development Conference program.

Procedures:

1. Solicit business card ads from friends, parents, relatives, businesses, etc.
2. Program space will be limited to the size of a business card.
3. Type all information or attach an actual business card to avoid any errors.
4. Minimum donation of \$25.00 per ad.
5. Make checks payable to "PA DECA."

Name	Donation Amount	Date Paid
1.	\$	
2.	\$	
3.	\$	
4.	\$	
5.	\$	
6.	\$	
7.	\$	
8.	\$	
9.	\$	
10.	\$	
PAGE TOTAL	\$	

Submitted by:

DECA Chapter:

Mail this form with business cards and payment to:

Jerry DiGiovanni
920 Woodland Ave.
Norristown, PA 19403

DEADLINE DATE: Postmarked by January 17, 2020

Pennsylvania DECA Patron Lists

All names will be printed in the State Career Development Conference program.

Procedures:

1. Solicit patrons from friends, parents, relatives, businesses, etc.
2. Program space will be limited to name of sponsor only.
3. Type all patron names to avoid any misspellings.
4. Minimum donation of \$5.00 per patron.
5. Make checks payable to "PA DECA."

Name	Donation Amount	Date Paid
1.	\$	
2.	\$	
3.	\$	
4.	\$	
5.	\$	
6.	\$	
7.	\$	
8.	\$	
9.	\$	
10.	\$	
PAGE TOTAL	\$	

Submitted by:

DECA Chapter:

Mail this form with payment to:

Jerry DiGiovanni
920 Woodland Ave.
Norristown, PA 19403

DEADLINE DATE: Postmarked by January 17, 2020

NATIONAL DECA Competitive Events



“Dream BIG with PA DECA!”

**School Year
2019-2020**

PENNSYLVANIA DECA

National Guidelines Competitive Events

Pennsylvania DECA offers its members the opportunity to compete at the state level in all events provided by National DECA. These guidelines are found in the *DECA Guide*. Please review all guidelines and changes carefully.

The *DECA Guide* also provides a complete listing of the purposes of the competitive events program, national sponsors and an official list of national events. This *Competitive Events Supplemental Guide*, together with the *DECA Guide*, provide a complete source of guidelines and regulations for all competitive events offered in Pennsylvania.

An overview of the important guidelines for the current year is listed below.

GENERAL INFORMATION:

Every event indicates prominently in bold print how many DECA members may participate. This information is also included on the General Information Chart located in the first section of this *Supplemental Guide*.

MANAGEMENT TEAM DECISION MAKING EVENTS:

All teams must consist of two members. In the event of the absence of a partner, a team member may be replaced with a substitute. At least one member of original team must compete or the team will be disqualified. Substitutions must be registered properly.

Both team members will complete a written test. The top winning teams will be determined by averaging the two written test scores and adding it to the weighted score for the case study presentation. The case study is weighted at twice the value of the exam. Therefore, the averaged test score accounts for one third of the total score, and the case study score amounts to two thirds of the total score.

Laptop computers or hand-held digital organizers will not be allowed in event preparation or presentation.

WRITTEN EVENTS:

PLEASE NOTE: The state guidelines require all written event competitors to submit one original plus two copies of their written entry. This is only a state rule. Students do not need to submit any extra copies of the document for national competition. However, they may wish to keep one copy for their use during the interview portion of the event.

All written manuals going to national competition will be registered at the national conference. They do not have to be sent in advance.

Written documents and their ratings are returned to you after the state conference. It is expected that the document will be updated and corrected during the time prior to the national conference. Please utilize the time to improve the manual for national competition.

Generally speaking, visual aids such as posters, photographs, mounted charts and tables are allowed. Only the participant(s) is permitted to set up his/her visuals, and no separate set-up time is given. The use of note cards is permitted. Personal laptop computers may also be used, but students must bring their own battery power pack. An

electrical outlet will not be provided. Computers may not use sound and must be run on battery power. No other visuals other than those mentioned may be used. No materials may be passed to the judges.

Interview notes made in the margin or on the back of the report pages are acceptable on the participants' copies only.

INDIVIDUAL SERIES & PRINCIPLES OF BUSINESS ADMINISTRATION WRITTEN TESTS:

These require participants to take a 100-question, multiple-choice exam. There will be seven different exams.

DRESS CODE:

1. At the international conference, business attire will be required for the orientation/manual submission meetings and an official DECA blazer is required for interaction with the judges. This does differ with the requirements for the Pennsylvania State Career Development Conference. Be sure to advise your students properly to avoid any conflicts or disqualifications.

2. A copy of both the ***Pennsylvania DECA Dress Code*** and the ***International DECA Dress Code*** are included in this guide. Please review them carefully with your students and feel free to call the office with any questions you may have.

3. The International Career Development Conference dress code is also in the DECA Guide.

COMPETITIVE EVENTS

Scholarships/Awards



“Dream BIG with PA DECA!”

School Year
2019-2020

PENNSYLVANIA DECA School Specific Scholarships 2019-2020

THOMAS JEFFERSON UNIVERSITY

\$15,000.00 per year scholarship
for juniors who place top 4 in any of our National Competitive Events at our State CDC,
or by completing an essay (contact Justin Opella opellaj@philau.edu)

CENTRAL PENNSYLVANIA COLLEGE

\$1,000.00 scholarship
At least two years of DECA involvement, including senior year.
Contact Kelly Fox in Admissions at 1-800-759-2727 or kellyfox@centralpenn.edu

THE RESTAURANT SCHOOL AT WALNUT HILL COLLEGE

1st, 2nd and 3rd place Restaurant & Food Service Management
1st, 2nd and 3rd place Quick Serve Restaurant Management
1st, 2nd and 3rd place Hospitality Services Team Management

1st place receives a \$3000 scholarship;
2nd place receives a \$1800 scholarship and;
3rd place receives a \$1200 scholarship
Contact Kristen Taylor ktaylor@walnuthillcollege.edu

PITTSBURGH TECHNICAL COLLEGE

PTC awards three (3) partial tuition scholarships, valued at \$3,000 each, to high school seniors who are active in DECA. This scholarship can be renewed for the student's second year at PTC if a 3.0 grade average is maintained. Deadline for submission is **March 1**.. Contact Vince Gratteri via email: Gratteri.vince@ptcollege.edu or by phone: 1-800-644-7784, ext. 5323 or 412-809-5323.

JOHNSON & WALES UNIVERSITY*

Membership Scholarships are available to any student who is a past or present member of DECA. The scholarship awards are based upon the level of participation as well as high school transcript(s). The scholarship amounts (**between**

\$2,000 and \$7,500) may be awarded through an ongoing enrollment basis. *However, applications submitted prior to January 1 will be considered for full tuition.* Scholarships awarded to students are renewable for up to 4 years. *Application Process:* Apply for admission to JWU and indicate membership association with PA DECA organization. Questions on **membership scholarships** may be directed to the National Student Organizations office at 401-598-2345. For more information about Johnson and Wales University, visit the website at www.jwu.edu.

**As a reminder, Johnson & Wales University no longer award scholarships tied to events at the annual state conference. All DECA scholarships are now awarded through the admissions application process described above.*

FOX SCHOOL OF BUSINESS AND MANAGEMENT

The Temple University Fox School of Business and Management will offer a \$1,500 scholarship to an incoming freshmen student (with admission to Temple University and the Fox School). Candidates interested in the scholarship opportunity must submit GPA and SAT scores along with a short essay stating their career aspirations and how they feel the Fox School of Business will help the student achieve their goals. The scholarship application materials must be submitted to David Kaiser, Director of Enrollment Management via email: Kaiser@temple.edu, no later than **April 15**.

RIDER UNIVERSITY

To learn more about Rider University's Scholarship opportunities you may contact the university via phone at: (609) 896-5000 or visit website: <https://www.rider.edu/offices-services/financial-aid-scholarships/scholarships-grants/scholarships-and-financial-aid-freshmen>

FLORIDA INTERNATIONAL UNIVERSITY

The Chaplin School of Hospitality and Tourism Management offers three \$2,000 awards to incoming new students that are affiliated with DECA. Our degree programs can be completed on—campus-site or fully online (fully online tuition is discounted for out-of-state students). Please review our website at www.hospitality.fiu.edu.

COLORADO STATE UNIVERSITY

Colorado State University has an extensive list of scholarships opportunities that are available for its students. For more information and/or to schedule a campus tour, contact the undergraduate admissions office via email at: admissions@colostate.edu or by phone: (970) 491-6909.

NOVA SOUTHEASTERN UNIVERSITY

The H. Wayne Huizenga College of Business and Entrepreneurship at NSU offers the *High School Business Club Award*. It is a one-time award of \$1,000 for first time, undergraduate, freshman day students that enroll in a business program at NSU. Must show confirmed membership in Distributive Education Club of America (DECA). For more information contact Katelynn Graf via phone at (952) 262-5090 or email: kg777@nova.edu

DAVENPORT UNIVERSITY

DECA National Champion: \$12,500 annual / \$50,000 for four years (minimum 3.0 overall GPA; competitive; application). **DECA National Top 10 Finisher:** \$6,000 annual / \$24,000 for four years (minimum 3.00 overall GPA). **DECA State Champion:** \$4,000 annual / \$16,000 for four years (minimum 3.00 overall GPA). **DECA State Competition Participant:** \$3,000 annual / \$12,000 for four years (minimum 2.50 overall GPA). **DECA Regional Competition Participant:** \$2,000 annual / \$8,000 for four years (minimum 2.00 overall GPA). For more information email: www.davenport.edu/scholarships.

BERKELEY COLLEGE

Here's how to get started: Fill out the application on the right and mail to the corresponding address, or download and complete the DECA Scholarship Application (BerkeleyCollege.edu/DECA/index.htm). Submit a letter of recommendation from your DECA advisor. Submit your high school transcript. Scholarships are renewable yearly based on GPA and consecutive full-time enrollment*. For more information, call **800-446-5400 ext. GDG** or email info@BerkeleyCollege.edu

PENNSYLVANIA DECA Scholarship to College/University of your Choice

THE FOLLOWING SCHOLARSHIPS ARE FOR THE POST-SECONDARY SCHOOL OF YOUR CHOICE:

PENNSYLVANIA DECA SCHOLARSHIPS

Amount of the awards vary. See enclosed *Pennsylvania DECA Common Application*.

PENNSYLVANIA STATE BUSINESS PARTNERSHIP SCHOLARSHIPS

Amount of the awards vary. See enclosed *Pennsylvania DECA Common Application*.

PENNSYLVANIA FOOD MERCHANTS ASSOCIATION

One \$1,000.00 scholarship will be awarded. See enclosed *Pennsylvania DECA Common Application*.

STATE OFFICER OF THE YEAR SCHOLARSHIP

One \$1,000.00 scholarship will be awarded. See enclosed *Pennsylvania DECA Common Application*.

MEMBER OF THE YEAR SCHOLARSHIP

One \$1,000.00 scholarship will be awarded. See enclosed *Pennsylvania DECA Common Application*.

CHARLES R. MARIOTZ SCHOLARSHIP

One \$1,000.00 scholarship will be awarded to a state officer. See enclosed *Pennsylvania DECA Common Application*.

JERRY DIGIOVANNI SR SCHOLARSHIP

One \$1,000.00 scholarship will be awarded. See enclosed *Pennsylvania DECA Common Application*.

WHAT ARE PENNSYLVANIA DECA SCHOLARSHIPS?

Scholarships are financial awards made to worthy members of the Pennsylvania Association of DECA. Awards help students continue their preparation for a career in business, marketing or marketing education.

HOW MANY AWARDS ARE MADE?

The number of awards provided depends entirely on the amount of available funds. Normally, several awards will be given annually. However, the Board of Trustees reserves the right to determine the annual number. The Board of Trustees also reserves the right to make changes in eligibility criteria when necessary.

WHO IS ELIGIBLE?

Any DECA member is eligible.

HOW ARE THE AWARDS PAID?

These are one-year awards. Your award will be paid directly to the college of your choice. Upon receipt of an official letter of acceptance from the college and the requested personal information, the funds will be forwarded to your college account that you may draw upon for expenses as approved by school officials.

DO AWARDS VARY IN AMOUNT?

Yes. The amount of your award will depend on the following items:

1. The quality of your application.
2. The costs at the school you select.
3. The amount of your financial need.
4. The amount of scholarship money available.

HOW ARE AWARDS DETERMINED?

All application portfolios are reviewed and scored. Those that score 80% or above (based on a maximum score of 150 points) will be eligible for an interview at the State Career Development Conference. Final awards are made based on the top total scores.

WHAT DO I INCLUDE IN MY APPLICATION PORTFOLIO?

Application portfolios must include all the documents to be considered (as listed below). The documents must be submitted in a standard manila folder and should follow the order listed below. Do not use fancy folders or binders. Do not mail partial portfolios. Whenever possible, submit the portfolio through your guidance office so that your transcript can be mailed with the other required documents.

1. **The Pennsylvania DECA Scholarship Common Application.**
2. **Your Personal Statement** in 200 words or less as to why you deserve a scholarship from Pennsylvania DECA and/or its partners.
3. **Portfolio of Your Participation in DECA Activities.** Include your specific involvement with the state program of work, offices held, levels of competition and activities throughout your career in DECA. ***This portion of the application portfolio is limited to ten pages.*** Only 8 ½ X 11 paper is permitted. No fold-outs, tabs or attachments may be used to extend the size of the paper. Use of photos, documents and letters are permitted. Creativity is encouraged. This section must be stapled together and included in your manila folder.

4. **Your Scholastic Record.** You must furnish an official copy of your high school transcript and SAT scores or equivalent. An academic average of 2.5 or better is required. Highlight all marketing education and business or vocational classes you have completed.
5. **Your Participation in Other School and/or Community Organizations.**
6. **Recommendation Letter from a School Administrator and your DECA Advisor.**
7. **Your Employment Experience.**
8. **Estimate of your college expenses** – tuition, room and board, fees, books, etc.

WHERE AND WHEN DO I SEND MY APPLICATION?

Complete applications mailed to:
Jerry DiGiovanni
920 Woodland Avenue
Norristown, PA 19403

Postmarked by State Conference deadline date.

WHEN ARE AWARDS PRESENTED?

All awards will be presented at the State Career Development Conference.

PENNSYLVANIA DECA SCHOLARSHIPS

Common Application Page 1

Note: Students completing this application will be considered for Pennsylvania DECA Scholarships, State Business Partnership Scholarships, and the Food Merchants Scholarship.

Name: _____ Phone Number: _____

Full Address: _____

Date of Birth: _____ Social Security Number _____

E-Mail Address: _____

School Name: _____ DECA Advisor's Name: _____

If you are attending a comprehensive high school, please list all marketing and/or marketing-related or business-related courses taken during high school: _____

If you are attending a vocational school, please list your course of study:

Please indicate the number of years been enrolled in the program list above:

____ 1 year ____ 2 years ____ 3 years ____ 4 years

Explain how marketing education has assisted you in progressing toward your career objective: _____

Planned Post-Secondary School: _____

Have you been accepted? ____ Yes ____ No ____ Not at this time

What major field of study do you plan to pursue? _____

Are you presently employed? ____ Yes ____ No Position held: _____

Business: _____ Dates of Employment: _____

Address: _____ Phone Number: _____

If not presently employed, explain why: _____

PENNSYLVANIA DECA SCHOLARSHIPS

Common Application Page 2

STUDENT NAME:		1 YEAR	2 YEARS	3 YEARS	WINNER NOTATION/MISC. NOTES Please list event name and placement.
DECA PARTICIPATION					
CHAPTER:	ACTIVE MEMBER				
CHAPTER:	CHAPTER OFFICER				
CHAPTER:	PROGRAM OF WORK PARTICIPATION				
DISTRICT:	ATTENDED				
DISTRICT:	DISTRICT OFFICER				
DISTRICT:	COMPETED				
STATE:	ATTENDED				
STATE:	COMPETED				
STATE:	STATE OFFICER				
NATIONAL:	ATTENDED				
NATIONAL:	COMPETED				

I certify that the information given on this application is correct. Should I be awarded a scholarship, I agree to follow all procedures to activate my scholarship. I agree to give strict attention to my studies and the regulations of the college. If I should fail to make satisfactory grades in my college work, change my course objective from marketing, management, distribution, or marketing education or willfully violate college regulations, I agree to surrender all rights of ownership to the unused portion of the scholarship.

Signed: _____

Date: _____

PENNSYLVANIA DECA SCHOLARSHIPS

Common Application Page 3

CATEGORY	POSSIBLE POINTS	POINTS AWARDED
APPLICATION & PERSONAL STATEMENT		
Neatness/Accuracy		
0-3 errors	5	
4-6 errors	4	
7-10 errors	3	
11-12 errors	2	
13-15 errors	1	
Career Objective: entering a course of study in a...		
Field of Marketing	5	
Non-Marketing Field	0	
SUBTOTAL	10	
DECA PARTICIPATION		
Portfolio of Activities		
Overall involvement and documentation of activities	10	
Plan of Action participation for 3 years	10	
Plan of Action participation for 2 years	8	
Plan of Action participation for 1 year	5	
SUBTOTAL	20	
Chapter Involvement		
Active member for 3 years	10	
Active member for 2 years	8	
Active member for 1 year	5	
Chapter Officer	10	
SUBTOTAL	20	

PENNSYLVANIA DECA SCHOLARSHIPS

Common Application Page 4

DECA PARTICIPATION (continued)		
District Competitor		
District competitor for 3 years	10	
District competitor for 2 years	8	
District competitor for 1 year	2	
SUBTOTAL		10
State Participation (Please note that state participation points may only be claimed for attending <u>or</u> competing, not both. Officer points are claimed in addition to the above points.)		
Attended 2 state conferences	5	
Attended 1 state conference	2	
State competitor for 3 conferences	10	
State competitor for 2 conferences	8	
State competitor for 1 conference	5	
State officer for 2 years	10	
State officer for 1 year	5	
SUBTOTAL		20
National Competitor		5
SUBTOTAL		5
MARKETING EDUCATION CLASSES		
3 marketing classes taken	15	
2 marketing classes taken	10	
1 marketing class taken	5	
0 marketing classes taken	0	
SUBTOTAL		15
OTHER BUSINESS/VOCATIONAL CLASSES		
2 business/vocational classes taken	10	
1 business/vocational class taken	5	
0 business/vocational classes taken	0	
SUBTOTAL		10

PENNSYLVANIA DECA SCHOLARSHIPS

Common Application Page 5

SCHOLASTIC ABILITY		
Overall Scholastic Average (based on a 4.0 scale)		
3.5 & above	5	
3.0 to 3.4	4	
2.5 to 2.9	3	
2.3 to 2.4	2	
2.0 to 2.2	1	
Marketing Education Average (based on a 4.0 scale)		
3.5 to 4.0 for 2 years in marketing	5	
3.5 to 4.0 for 1 year in marketing	4	
3.0 to 3.4	3	
2.5 to 2.9	2	
2.3 to 2.4	1	
SUBTOTAL	10	
OTHER SCHOOL/COMMUNITY PARTICIPATION		
(not including DECA)		
Other organization may include, but are not limited to: band, sports, community groups, church groups, boy scouts, girl scouts, chorus, junior achievement, FBLA, Skills USA, FFA, FCCLA, TSA, HOSA, volunteering, student council, honor society.		
Member or officer of 3 other organizations	15	
Member or officer of 2 other organizations	10	
Member or officer of 1 other organization	5	
SUBTOTAL	15	
SCHOOL ADMINISTRATOR'S STATEMENT		
Strong/personal/outstanding letter	5	
Non-personal/form-type letter	2	
SUBTOTAL	5	
DECA ADVISOR'S STATEMENT		
Strong/personal/outstanding letter	5	
Non-personal/form-type letter	2	
SUBTOTAL	5	
EMPLOYMENT EXPERIENCE		
2 or more years	5	
1 full year	4	
less than 1 year	3	
SUBTOTAL	5	

PENNSYLVANIA DECA SCHOLARSHIPS

Common Application Page 6

COMMON APPLICATION TOTAL SCORE SHEET		
STUDENT NAME:		
CATEGORY	POSSIBLE POINTS	POINTS AWARDED
Application & Personal Statement	10	
DECA Participation		
Portfolio of Activities	20	
Chapter Involvement	20	
District Competitor	10	
State Participation	20	
National Competitor	5	
Marketing Education Classes	15	
Other Business/Vocational Classes	10	
Scholastic Ability	10	
Other School/Community Participation	15	
School Administrator's Statement	5	
DECA Advisor's Statement	5	
Employment Experience	5	
APPLICATION WORKSHEET TOTAL	150	

Applicants must score 80% or 120 points or higher to receive an interview.

PENNSYLVANIA DECA ADVISOR OF THE YEAR AWARD

<u>Purpose:</u>	To recognize outstanding efforts by a current PA DECA Advisor.
<u>Judging:</u>	Applications will be judged by a committee of Board Members.
<u>Award:</u>	One PA DECA Advisor of the Year Award will be presented at the Opening Ceremony at the State CDC.
<u>Deadline:</u>	Application to be submitted to jerry@padeca.org by State Conference Deadline.

Application Specifications:

Any student, advisor, or professional may nominate an advisor. The award application packet must include the following documentation:

- One-page biography that highlights key contributions and achievements that have advanced the mission of DECA and marketing or business education at the school.
- Three letters of recommendation in support of the candidate as a DECA award recipient.
- A high-resolution electronic portrait (executive headshot).