

October 26, 2026

Welcome Virginia DECA Advisors!

Need a place to start? Check out DECA's Chapter Strategy Guide
DECA's chapter strategy guidebook is intended for advisors to use with their chapter members and includes modules with lesson plans and student worksheets. It can be used as a road map of how DECA advisors and members can implement to manage their DECA chapter effectively.

Example: Google Form- Membership Form - Make a copy!

Motivational Membership Monday

Virginia DECA's membership has reached 15,181

Help your students expand their horizons—register new DECA members today and open doors to endless opportunities!
https://membership.decaregistration.com/deca#

2026 - 2027 CALENDAR

OCTOBER

- 27 New Advisor Training
- 30 DECA Inc Executive Officer Interest Form Due

NOVEMBER - DECA MONTH

- **3 - State Officer Applications Due**
- 3 - New Advisor Training - 7pm
- 10 - Online State Officer Candidate Test, 5:00pm
- 10 - New Advisor Training - 7pm
- **12 Virginia DECA Day**
- **15 Initial Online Membership Roster Due** | deca.org/register
- New Advisor Training - 7pm
- 16-22 Global Entrepreneurship Week | genglobal.org/gew
- 20-22 The Ultimate Power Trip | Louisville, KY | deca.org/power

NOVEMBER IS DECA MONTH!

DECA Month Calendar

Join the Social Media Challenge

The #DECAMonth Social Media Challenge is the perfect way to share DECA with your friends and followers. Each day in November, there will be a different DECA-related theme and we challenge you to join us in celebrating by posting content each day.
Download the full calendar, daily graphics for Instagram Stories and weekly graphics for Instagram Posts to start planning and participating this November.

Weekly Feature



The Next Big Thing On Your Calendar: DECA Month 2026 | DECA Direct Online

#DECAMonth is the ultimate celebration of all things DECA. Throughout November, members reflect on their favorite DECA memories, take part in DECA's programs and showcase the many reasons they love being a DECA member.

decadirect.org

Sign up for the DECA Direct Newsletter!

Click here to subscribe. Scroll down until you see the blue subscribe box.

DECA Amped Boston!

Virginia DECA advisors recently joined 50 educators from across the nation in Boston for an inspiring few days of professional development. We kicked things off exploring the city by trolley,

taking a deep dive into experiential marketing at View Boston, and examining unique hospitality models at Barcelona Wine Bar. We even stopped by Fenway Park to see firsthand where sports and business intersect! From there, we jumped straight into high-gear learning—focusing on New Advisor Essentials, School-Based Enterprises, classroom role-plays, and fresh strategies to bring back to our members. We're energized and ready to put these ideas into action!



Access AMPED materials & resources here!

New DECA Advisor Training – Join Us on Tuesdays This Fall!





New for 2026–27: The AP Business Challenge Pilot

DECA and College Board are piloting a new competition for students enrolled in AP Business with Personal Finance.

Students build and present a Business Canvas project that ties directly to what they're learning in the course. To be eligible, **students must be current DECA members currently enrolled in the AP Business course.** If your school offers the course but you don't teach it, please pass this information along to the teacher who does. College Board won't know every school offering the course until exam orders are placed, and we don't want any Virginia students to miss out!

How to get started: Complete the chapter activation form as soon as possible, before your chapter competition: https://deca.formstack.com/forms/ap_business_challenge_activation_form. Then hold your chapter competition by December 1. The guidelines and Level 1 and 2 rubrics are now available, and the ICDC rubric will be released later. Students complete and upload the Business Canvas Project template (a link will be provided for you to make a copy). A separate follow-up form will collect your participation numbers after your chapter competition.

The Awards! College Board is funding cash awards, paid by DECA directly to students:

- State level: 1st place: $750 per student (up to $2,250 per team). 2nd place: $375 per student (up to $1,125). 3rd place: $200 per student (up to $600).
- ICDC: 1st place: $10,000. 2nd place: $5,000. 3rd place: $2,500. Each award is per team and is split among the members presenting in finals.

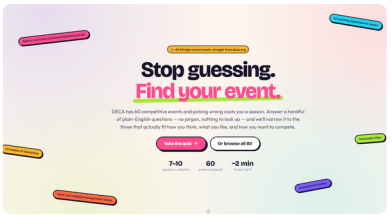
State awards depend on turnout. At least 3 schools must compete for 1st place to be awarded, 10 schools for 2nd place, and 15 schools for 3rd place. The more Virginia chapters that participate, the more money our students can win, so please sign up!

Questions? Contact the state lead teacher Aimée Walters, Marketing Teacher & DECA Advisor, New Kent High School, at awalters@nkcps.k12.va.us

AP + DECA Competitive Events Toolkit

Competitive Events Prep

Stop guessing. Find your perfect event!



Choosing the right competitive event can feel overwhelming, but we've got you covered! **Charlie Del Grande, Woodgrove DECA's Vice President of Competition**, has created an incredible interactive quiz and website designed to match you with the competitive event best suited to your strengths and skills.

Ready to discover your winning path? Take the quiz today at decacomp-dc45a.web.app!

DECA Exam Blueprints

Competitive Events District Instructional Areas

Business Research Operations - Advisor Guide & Student Workbook

Team 82's Program of Leadership

***NEW* DECA Competitive Events Guide - Video by Team 82**

We encourage all advisors and members to participate in Team 82's Program of Leadership. Download the guidebook for complete details!



Go to: https://www.vadeca.org/pol

SERVE

Virginia DECA's Serve Through 75 both raises money and promotes community service across the state. To be recognized at SLC, chapters must complete at least 75 hours of service or raise $75.

COMPETION

We are going to expand Virginia DECA's presence in the space of competition to ensure every member has access to the resources to become the Next Big Thing. We are going to do this through videos and expanding DECA+ content.

COMMUNITY & CULTURE

Community & Culture within DECA is vital; it transforms chapters into an unified, supportive, and professional ecosystem. Shared resources and community can bridge chapter gaps and lead to collective growth that elevates every student's experience beyond what exists today, along with focusing on what is possible tomorrow.

Dominate DECA+ Video Series by Team 82

Episode 2: Finding Your Competitive Event is now available!

All episodes are located in the Student Hub

The **Dominate DECA+** video series is your go-to guide for introducing all that DECA+ has to offer and helping members prepare for competition.

Team 82's Program of Leadership Guidebook

Check out the Student Hub on VADECA.org

T-Shirt Design Contest - Sponsored by VA DECA Foundation

Winning design will appear on a 2027 Virginia DECA t-shirt in the Commonwealth Collective Store at SLC.

All entries must be submitted to carol.wolgamot@cpschools.com by November 20, 2026 with the email subject line: VA DECA T-shirt Design Entry 26-27

T-Shirt Contest Rules & Guidelines



Candidate Corner | Run for Office | Application DUE November 3

Upcoming Timeline

- **Online Application Due: November 3, 2026**
- ***New*** - Online Test: November 10, 2026 at 5:00PM (via Zoom/DLG at school with Advisor present)
- CAA Interview: December 7-9, 2026 (Sign Up Genius, via Zoom)
- Slating Interview: January 12-13, 2027 (via Zoom)

Full details and application can be found here: https://www.vadeca.org/runforoffice

Association Officer Application & Guidelines

Prepping for an Association Officer Interview.

Advisors here are some tips to prepare your association officer candidate for their upcoming interview.

Do's

- **Know the DECA Brand and Structure Inside Out:** Be prepared to answer detailed questions about DECA's mission, theme, Program of Leadership (POL), strategic goals, initiatives, and key event dates. State advisors expect you to understand the organization at a state and international level, not just your local chapter.
- **Use the STAR Method for Behavioral Questions:** Frame your leadership experiences using **Situation, Task, Action, and Result**. When asked about past challenges or team dynamics, give concrete examples that highlight your problem-solving, communication, and conflict-resolution skills.
- **Articulate a Clear, Actionable Vision:** Don't just say you want to "boost engagement." Have specific, realistic ideas for state initiatives, social media strategies, chapter outreach, or membership growth that align with current state priorities.
- **Dress for Executive Success:** Wear full DECA official attire (or standard professional business attire matching officer guidelines) with neat hair, minimal distractions, and a well-fitting blazer.
- **Demonstrate Adaptability and Time Management:** State advisors want officers who can balance heavy academic workloads with state officer duties, travel schedules, and public speaking engagements. Highlight how you organize your priorities and manage stress.
- **Show Real Enthusiasm and Authenticity:** Smile, maintain eye contact, and let your genuine love for DECA shine through. State advisors look for leaders who can inspire members across the entire association.

Don'ts

- **Don't Rely on Generic or Vague Answers:** Avoid cliché responses like "I want to give back to DECA" without explaining *how* you plan to do so or *why* your unique background equips you to make that impact.
- **Don't Badmouth Local Chapter or Peer Dynamics:** Never complain about past chapter issues, advisor disagreements, or former team friction. Keep all discussions centered on positive lessons learned and constructive leadership growth.
- **Don't Over-Promise Unrealistic Goals:** Avoid pitching huge, unfeasible overhauls that require massive budget increases or complete structural policy changes. Stick to strategic, measurable, and achievable initiatives.
- **Don't Wing the Logistics:** Avoid arriving late, failing to test tech early, or coming unprepared.
- **Don't Forget to Ask Insightful Questions:** When asked if you have questions, do not say "No." Ask thoughtful questions about state leadership priorities or officer expectations—such as *"What is the biggest goal the state association hopes to accomplish this year?"* or *"What qualities have made past officer teams most successful in working with state leadership?"*

Request an official DECA CHAPTER LOGO

Membership Incentives: Virginia DECA Blazer Campaign

DECA Blazer Campaign

- Incentive: Earn one official DECA Blazer for every 20 Professional and 20 Alumni members added to your chapter.
  - Limit: Maximum of 2 blazers per chapter.
  - Deadline: December 2, 2026



DECA Inc. Membership Incentives can be found here.

State Leadership Conference 2027

For more information go to: https://www.vadeca.org/slc

SLC Preview and Hotel Guide

SLC EVENT: Safe Driving Marketing Campaign with the Gweedo Memorial Foundation

New Virginia Only SLC Event

Challenge Overview
The Virginia DECA Safe Driving Marketing Campaign is an exclusive marketing campaign initiative for Virginia DECA chapters, presented in partnership with the Gweedo Memorial Foundation. This project challenges student teams to apply strategic marketing and campaign planning principles to address teen traffic safety—the leading cause of preventable deaths among teenagers.



Safe Driving Marketing Campaign Event Guidelines



District Leadership Conference Updates

DLC:

- Team Decision Making will no longer be offered at the district level.
- District Advisors Directory | Testing & DLC Dates
- District Medals are being sent directly to the District Advisor's school of record.

Testing:

- Online DLC Test Resets: only 2 resets per student at DLC and only 1 reset per student at SLC
- To advance from DLC to SLC: Students must achieve a minimum score of 60% on their exam.
- To advance from SLC to ICDC: All participants must score at least 70% on their exam to be eligible for ICDC. This includes individuals that are in team type events.
- Integrity Code: All students are required to sign an Integrity Code of Conduct prior to testing.

Proctoring Requirements:

- All testing rooms must have a minimum of 2 proctors, one of those individuals must be the chapter advisor/teacher.

BayPort Credit Union

Teacher Grants, Student Grants, Financial Education, HQWBL, Scholarships!

High-Quality Work-Based Learning Ambassador Program

Students develop hands-on marketing skills and gain insight into the financial industry. Flexible hours designed to meet your school's HQWBL internship requirements.

What students do:

- Develop marketing content and campaigns.
- Build skills in branding, social media, & financial literacy.
- Work with industry professionals to create a portfolio.

https://www.bayportcu.org/financial-wellness/youth-school-programs/



COSTELLO COLLEGE OF BUSINESS
George Mason University®

Join our Virginia DECA Advisor Facebook group!



Virginia DECA Advisors

Private group · 186 members



Where can I find....? Most likely in the CMG!

Virginia DECA Chapter Management Guide

Chapter Mangement Guide (ALL)	Intro, Section A: Updates & Section B: Forms	Section C: Competitive Events with Links	Section D: Chapter Leadership Team
Section E: Program of Leadership	Section F: Annual Report Due: Jan 20	Section G: Awards/Recognition	Section H: Scholarships
Section I: Association Officer Application	Section J: DLC Dates, Advisors, President	SBE Events at SLC	DECA Chapter Stategy Guide
LOGOS	Brand Guidelines	Membership System Instructions	Testing Integrity Script & Forms

Advisor Resources

Virginia DECA

Access all past weekly newsletters in the Advisor Portal.

Advisor Portal
Chapter Management Guide
Request an Officer Visit
Facebook Group
Marketing Brew

DECA

Membership Portal
DECA Guide
DECA Direct
Competitive Events
Membership Campaigns
School Based Enterprise
Chapter Strategy Guide
Business Operations Research Events

Virginia DECA 2026-2027 Calendar

Virginia DECA

Use buttons to direct readers to different pages, Google Drive files or any other URL. Buttons are great for the important things you want people to click on.

DECA

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Shannon Tual

www.vadeca.org

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