



VIRGINIA DECA ADVISOR ACADEMY

www.VADECA.org

@VirginiaDeca



TODAY'S AGENDA

SESSION 1

- INTRODUCTIONS
- DECA OVERVIEW
- NEW & VETERAN SPEED MENTORING
- DECA RESOURCES & CALENDAR
- Q & A

SESSION 2

- COMPETITIVE EXCELLENCE: THE BUTTERFLY EFFECT

SESSION 3

- COACHING STUDENTS FOR AN EPIC PERFORMANCE



INTRODUCTIONS

- NAME
- SCHOOL
- YEARS AS AN ADVISOR
- CLASSES YOU TEACH
- LOOKING TO LEARN
- SPECIAL ROLE WITH VA DECA





DECA.org



Competitive
Events



Elevate



Scholarships



Executive
Officers



Partners



Make Your Chapter the Next Big Thing with New Back-to- School Resources

Featured Stories

View All Articles

Question of the Day

Communication Skills

Which of the following is an effective strategy to use before beginning to

Consult a glossary.

Think about what you want to learn.

Take notes.

Summarize the information.

Announcements



DON'T
FORGET!

OUR MISSION

 **DECA**
PREPARES
EMERGING
LEADERS
& ENTREPRENEURS





Apparel and Accessories Marketing Series **AAM**
Automotive Services Marketing Series **ASM**
Business Services Marketing Series **BSM**
Buying and Merchandising Operations Research **BMOR**
Buying and Merchandising Team Decision Making **BTDM**
Food Marketing Series **FMS**
Integrated Marketing Campaign-Event **IMCE**
Integrated Marketing Campaign-Product **IMCP**
Integrated Marketing Campaign-Service **IMCS**
Marketing Communications Series **MCS**
Marketing Management Team Decision Making **MTDM**
Principles of Marketing **PMK**
Professional Selling **PSE**
Retail Merchandising Series **RMS**
Sports and Entertainment Marketing Series **SEM**
Sports and Entertainment Marketing Operations Research **SEOR**
Sports and Entertainment Marketing Team Decision Making **STEM**
Virtual Business Challenge-Fashion **VBCFA**
Virtual Business Challenge-Retail **VBCRT**
Virtual Business Challenge-Sports **VBCSP**

CAREER PATHWAYS
 Communications • Marketing Management
 Research • Merchandising • Professional

CAREER PATHWAYS

Marketing Communications • Marketing Management
Marketing Research • Merchandising • Professional Selling

INSTRUCTIONAL AREAS

Management • Marketing information Management
Planning • Pricing • Product/Service Management
Promotion • Selling

LEADERSHIP • 21ST C

INSTRUCTIONAL AREAS

Human Resource Management • Marketing-Information Management
 Planning • Pricing • Product/Service Management
 Promotion • Selling

ENTREPRENEURSHIP • 21ST CENTURY

Channel Management • Marketing-Information Management
Market Planning • Pricing • Product/Service Management
promotion • Selling

ENTREPRENEURSHIP • ENTREPRENEURSHIP

21ST CENTURY EDUCATION

D

BUSINESS AND CORE INSTRUCTION



DECA

**BUSINESS ADMINISTRATION
CORE INSTRUCTIONAL AREAS**

Business Law	Human Resources Management
Communication Skills	Information Management
Customer Relations	Marketing
Economics	Operations
Emotional Intelligence	Professional Development
Entrepreneurship	Strategic Management
Financial Analysis	

- Human Resources Management
- Information Management
- Marketing
- Operations
- Professional Development
- Strategic Management

CAREER PATHWAYS

CAREER PATHWAYS
 Administrative Services • Business Information Management
 General Management • Human Resources Management
 Operations Management

INSTRUCTIONAL AREAS
 Knowledge Management • Project Management
 Quality Management • Risk Management

TECHNICAL SKILLS
ENTREPRENEURSHIP

INSTRUCTIONAL AREAS

Business • Human Resources • Operations Management • Project Management • Risk Management • Quality Management • Knowledge Management • Entrepreneurship • Leadership • Critical Thinking • Communication Skills

INSTRUCTIONAL AREAS

- REPRESENTATION
- Collaboration & Teamwork
- Emotional Intelligence
- Entrepreneurship
- Financial Literacy
- Product/Service Management
- Risk Management
- Marketing
- Promotion
- Sales
- Purchasing
- Travel Management
- Management

CAREER PATHWAYS

- Event Management
- Restaurant Management
- Travel and Tourism
- Lodging
- Product/Service Management

INSTRUCTIONAL AREAS

- Marketing
- Sales
- Business Planning
- Promotion
- Risk Management
- Quality Management
- Product/Service Management
- Knowledge Management
- Entrepreneurship
- Collaboration & Teamwork
- Financial Analysis
- Emotional Intelligence
- Customer Relations
- Economics

ENTREPRENEURSHIP

CAREER PATHWAYS
 Accounting • Banking Services • Corporate Finance
 Insurance • Securities and Investments
CONSTRUCTION ARE
 Entrepreneurship

CAREER PATHWAYS
Accounting • Banking Services and Investments • Corporate Finance • Insurance • Securities and Investments

CAREER PATHWAYS
Accounting • Banking Services • Corporate Finance • Insurance • Securities and Investments

Financial-Information Management
Risk Management

REPRESENT

CAREER PATHWAYS
Event Management • Lodging
Travel and Transportation

MENTION

ENTREPRENEURSHIP



Business Growth Plan **EBG**
 Entrepreneurship Series **ENT**
 Entrepreneurship Team Decision Making **ETDM**
 Franchise Business Plan **FBP**
 Independent Business Plan **IBP**
 Innovation Plan **EIP**
 International Business Plan **IBP**
 Start-Up Business Plan **SBP**
 Virtual Business Challenge-Entrepreneurship **VBCEN**

PERSONAL FINANCIAL LITERACY

Personal Financial Literacy PFL
Virtual Business Challenge-Personal Finance VBCP

FINANCE



HOSPITALITY + TOURISM

Hospitality and Tourism Operations Research **HTOR**
Hospitality and Tourism Professional Selling **HTPS**
Hospitality Services Team Decision Making **HTDM**
Hotel and Lodging Management Series **HLM**
Principles of Hospitality and Tourism **PHT**
Quick Serve Restaurant Management Series **QSRM**
Restaurant and Food Service Management Series **RFSM**
Travel and Tourism Team Decision Making **TTDM**
Virtual Business Challenge—Hotel Management **VBCHEM**
Virtual Business Challenge—Restaurant **VBCRES**

Virginia DECA

- 4th Largest DECA Association
- 17,959 Members
 - Home to two of the largest chapters
- Team 82
- 434 Advisors | 211 Chapters
- 75 Gold Certified SBE
- Largest VA State Conference
- DECA Day at the State Fair
- VA DECA Day – November



In comparison....

- William & Mary total enrollment = 9,818
- Hanover County Public Schools = 16,768
- DECA ICDC = 16,000 competitors
- **Virginia DECA = 17,958**
- Univ. of Virginia = 18,000 undergrads



EXPAND YOUR
HORIZONS

VIRGINIA DECA

2026 • 2027

NEXT BIG THING



MYSTERY BOX OPENING



www.VADECA.org

@VirginiaDeca 



DECA MEMBERSHIP PORTAL

VIRGINIA DECA - 147H-3717

Every chapter has a unique chapter ID.

HomeState/Province AdminScholarshipsLogout

Membership Information ↓

StudentsAlumniProfessionalsChapter InformationChapter Advisor(s)ConferencesInvoice HistoryEmerging Honor Award

Add StudentsMembership DownloadStudents With Access To PortalPrint Membership CardsPrint Membership Certificates

Previous Year CountEmail All

Show Inactive

Status	Select	Membership ID	Last Name	First Name	Gender	Grade	Member Title	Submitted Date	Membership Date	Invoice Number	Transcripts	Edit	Request Change	Transfer History	Delete
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Virginia DECA Deadlines

- November 15 - Initial Membership
- December 4 - Blazer Challenge Deadline
- December 31 - Final membership to determine the number of voting delegates
- June 30, 2027 - End of membership year

Dues: \$16
\$1 > DECA
Diamond Fund

DECA PROGRESSION OF ENGAGEMENT

There's no one way to do DECA! The menu below can serve as an annual progressive guide for new chapter advisors to implement DECA programs. However, there are many factors to consider such as history of the chapter, courses offered, enthusiasm of the student members, engagement level of the chapter advisor, support of the school leadership, support of the chartered association, and resources available. The model DECA chapter is one that integrates DECA activities into the classroom to support local curriculum standards. DECA can help you increase your course enrollment, drive engagement, earn recognition, and promote your program and DECA chapter.

For more classroom resources, visit deca.org/classroom

**THIS IS
HOW
we do
DECA**

**Page
10 & 11**

	DECA CONNECTS	CHAPTER STRATEGY	CHAPTER CAMPAIGNS	COMPETITIVE EVENTS	EDUCATIONAL CONFERENCES	SCHOOL-BASED ENTERPRISES	ADVISOR PROFESSIONAL LEARNING
YEAR 1	Use DECA Direct's Question of the Day. Use DECA Direct's Case Study of the Week. Use DECA Case Studies in the Classroom. Use "DECA At The Bell" video series.	Elect chapter officers. Collaborate with chapter officers to develop a Program of Leadership. Nominate senior DECA members for the Emerging Leader Honor Award in February or March.	Complete the Promotional Campaign. Complete the Membership Campaign - new chapters with 20 or more members instantly earn recognition. Participate in DECA Month activities in November.	Participate in Principles of Business Administration Events. Participate in Team Decision Making Events. Participate in Individual Series Events. You may focus on events in only one Career Cluster® that best aligns with your courses or student interest.	Participate in district/region conferences. Attend "DECA Career Days," if offered locally. Attend association-level conferences.	If your chapter has an SBE, ensure you are in compliance with your school and district policies.	Participate in DECA's Virtual Advisor Conference in July. Access on-demand professional learning modules at deca.org/advisors. Get connected to your chartered association advisor and appropriate district/regional level contacts.
BONUS ★	Participate in the Piper Sandler Taking Stock With Teens Market Research Survey Engage local business and industry for guest speakers or tours.	Utilize the DECA Chapter Strategy Guidebook. Begin implementing fundraisers.	Complete the Community Service Campaign.	Practice competitive events by inviting business and industry to your classroom to serve as judges. Utilize DECA+ to help prepare members for competition.	Attend DECA's International Career Development Conference.	Utilize the SBE Instructional Units. If your chapter operates a gold-certified SBE, verify submission type and due date.	Find a DECA mentor. Attend the Advisor Professional Learning Series at DECA's International Career Development Conference.
YEAR 2	Participate in DECA Challenges that align with your courses. Engage local business and industry in competitive events preparation.	Take your Program of Leadership to the next level. Utilize the Diamond Fundraising Model.	Complete two chapter campaigns: Promotional Campaign, Community Service Campaign, or Ethical Leadership Campaign. Complete the Advocacy Campaign.	Participate in Integrated Marketing Events Participate in the Virtual Business Challenge. Develop competition preparation teams by Career Cluster®.	Attend association-level conferences. Attend DECA's International Career Development Conference.	Review SBE manager selection process and training procedures.	Attend association-level professional development.
YEAR 3-5	Review your course sequence and offerings, as well as alignment to standards. Convene a local business advisory board. Connect all DECA activities to curriculum standards to demonstrate alignment.	Review your officer selection process to ensure it still meets the needs of your chapter. Consider nominating members to run for association office. Encourage your members to apply for DECA scholarships.	Complete Thrive Level in the Membership Campaign. Complete all Chapter Campaigns and Membership Campaign.	Participate in other prepared events such as the Business Operations Research Event, Project Management Events or Entrepreneurship Events. Participate in the Stock Market Game.	Attend a regional or career pathway conference.	If your school operates an SBE that is not certified, discuss the certification process with your student managers. If your chapter does not have an SBE, consider starting one. Review SBE procedures and determine any necessary changes based on yearly profit and trends.	Review your philosophy on how you implement DECA programs. Attend a conference such as MBAResearch Conclave or ACTE CareerTech Vision.

GUIDING PRINCIPLES

DECA's Comprehensive Learning Program

INTEGRATES INTO
CLASSROOM
INSTRUCTION

APPLIES
LEARNING

PROMOTES
COMPETITION

CONNECTS
TO BUSINESS

GUIDING PRINCIPLES

DECA prepares the next generation to be

ACADEMICALLY
PREPARED

COMMUNITY
ORIENTED

PROFESSIONALLY
RESPONSIBLE

EXPERIENCED
LEADERS

Corporate Challenges

<https://www.deca.org/challenges>



Important Info

- 12 Different Challenges
- Various Due Dates
- Individual and Team Events
- Videos
- Virtual Simulations
- Presentations
- Top performer recognition at ICDC
- Many have cash prizes

Chapter Campaigns

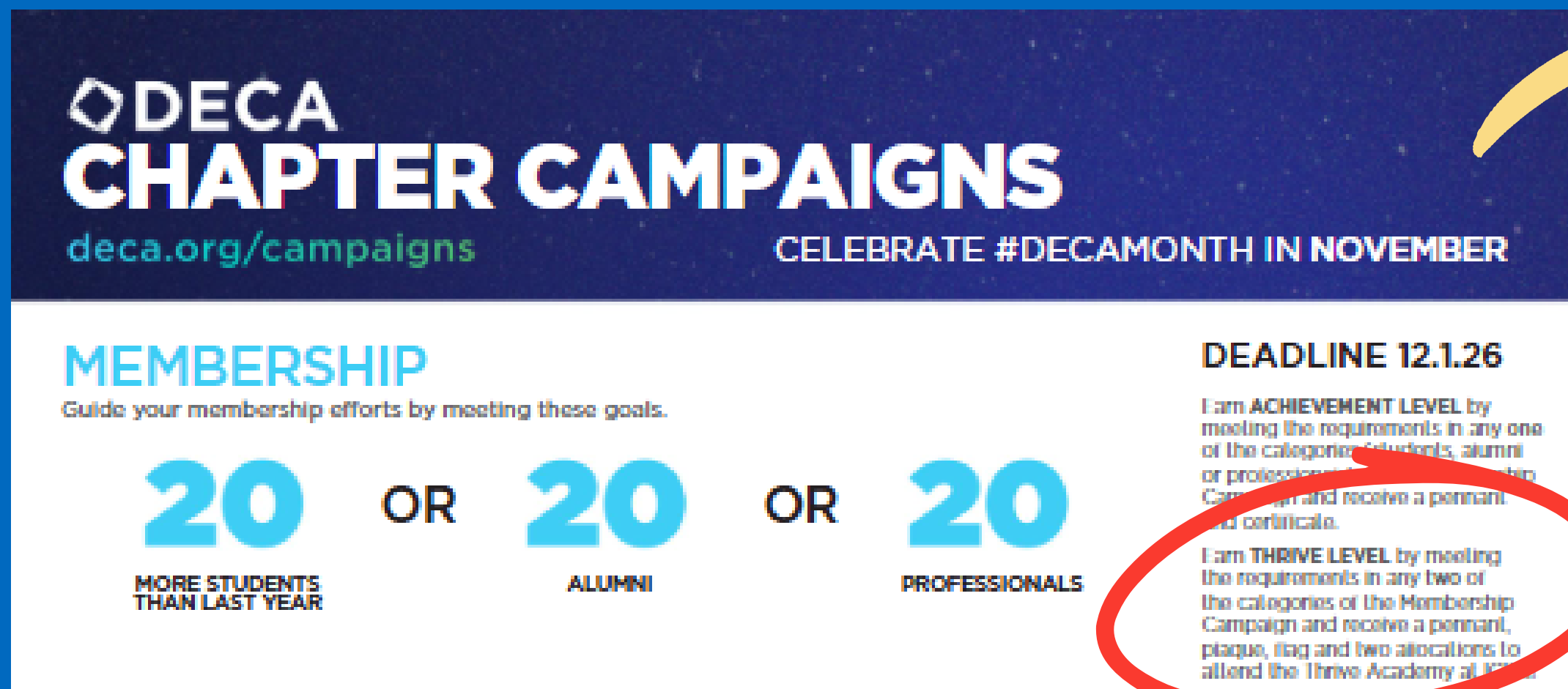
Grow your chapter & build partnerships
<https://www.deca.org/campaigns>

Pages
23 & 74

Submissions due by December 1.

- Community Service
- Innovation + Entrepreneurship
- Membership Campaign
- Promotional Campaign

- Advocacy - Due March 1, 2027



DECA
CHAPTER CAMPAIGNS
[deca.org/campaigns](https://www.deca.org/campaigns) CELEBRATE #DECAMONTH IN NOVEMBER

MEMBERSHIP
Guide your membership efforts by meeting these goals.

20 OR **20** OR **20**
MORE STUDENTS THAN LAST YEAR ALUMNI PROFESSIONALS

DEADLINE 12.1.26
Earn **ACHIEVEMENT LEVEL** by meeting the requirements in any one of the categories: Students, alumni or professional membership. Campaign and receive a pennant, plaque, flag and certificate.
Earn **THRIVE LEVEL** by meeting the requirements in any two of the categories of the Membership Campaign and receive a pennant, plaque, flag and two allocations to attend the Thrive Academy at K2022.

VA DECA BLAZER CHALLENGE

20 Professional Members +
20 Alumni Members
= 1 FREE DECA Blazer (max 2)



Competitive Events

- Aligned with National Career Clusters Framework
- More than 60 competitive events
- Potential for travel
- On stage recognition at SLC & ICDC



<https://www.deca.org/compete>

Virginia Competition Pathway



Multiple Choice Career Cluster Exam

10 Minutes
Prep Time

30 Minutes
Prep Time*

10 Minutes
Interview
Time

15 Minutes
Interview
Time*

Role Plays + Case Studies

1. Principles of Business Events (5)
2. Individual Series Events (14)
3. Team* Decision Making Events (8)
4. Personal Financial Literacy (1)

Virginia Only

- Job Interview - 9th
- Selling - 9th
- School Based Enterprise

Prepared Events

Pages 12-13 & 24-25

DECA's prepared events require a written project as well as a prepared presentation, and some require participants to take a career cluster exam. All of these events should be started early in the school year because of the preparation involved. See the DECA Guide for exact offerings and guidelines.

<https://www.deca.org/compete>



- **Business Operations**
- **Project Management Events**
- **Entrepreneurship Events**
- **Integrated Marketing Campaign Events (3)**
- **Professional Selling & Consulting Events**

Online Simulations

DECA's online events challenge members in online business simulations. Using an online program, members compete against other members in their region from their seats in the classroom to earn the opportunity to compete at the international level.



Stock Market Game (1)

**Virtual Business
Challenge (8)**

<https://www.deca.org/compete>

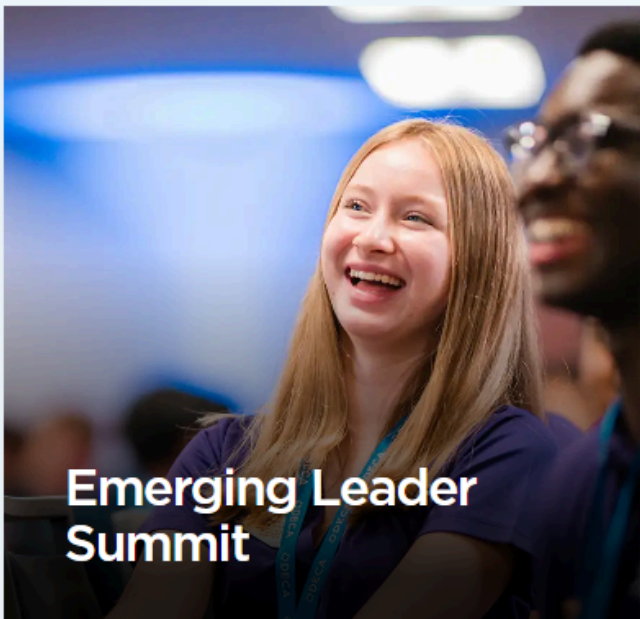
Educational Conferences

Leadership
Conferences

Career
Pathways
Conferences

Association
Career
Development
Conferences

International
Career
Development
Conference



Emerging Leader
Summit

July 11-13, 2026

Tysons, VA



Ultimate DECA
Power Trip

November 20-22, 2026

Louisville, KY



Sports and
Entertainment
Marketing
Conference

January 27 - January
31, 2027

Orlando, FL



DECA International
Career
Development
Conference

April 17-20, 2027

Anaheim, CA



www.deca.org/conferences



 DECA

EMERGING LEADER

SERIES

DECA's Emerging Leader Series provides leadership training at the **International Career Development Conference** and **Emerging Leader Summit**.



IGNITE

BE THE ULTIMATE DECA MEMBER.



ELEVATE

BE THE ULTIMATE DECA CHAPTER LEADER.



EMPOWER

BE THE ULTIMATE DECA ASSOCIATION LEADER.



ASPIRE

BE THE ULTIMATE DECA GRADUATE.



THRIVE

BE THE ULTIMATE DECA CHAPTER.

INTERNATIONAL
CAREER
DEVELOPMENT
CONFERENCE



EMERGING
LEADER
SUMMIT



SCHOOL-BASED ENTERPRISE

- A school-based enterprise (SBE) is an entrepreneurial operation in a school setting that provides goods/services to meet the needs of the market.
- Managed and operated by students as hands-on learning laboratories
- Retail | Food
- **INDIVIDUAL CERTIFICATION**
- **CERTIFICATION**
- **RE-CERTIFICATION**



DECA SPEED MENTORING

3 QUESTIONS

3 ROUNDS

THIS IS
HOW
we do
DECA

www.VADECA.org



@VirginiaDeca

ROUND 1

THE FIRST 60 DAYS



Newer Advisor: What is one thing I should focus on in August/September, and one thing I can safely ignore for now?

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ROUND 2

ENGAGEMENT & RECRUITMENT



Veteran asks: What trends, communication tools, or ideas are you seeing with students today that I should try?

www.VADECA.org

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ROUND 3

PITFALLS & PRO-TIPS



Both discuss: What is one mistake you made (or want to avoid) regarding competition registration, fundraising, or travel?

www.VADECA.org



@VirginiaDeca

ADVISOR'S ROLES & RESOURCES

Expand Your Horizons



ADVISOR'S ROLE



LEADER
LEADER
FUNDRAISER
CONNECTOR
COMPETITOR
TRAVEL AGENT
PROFESSIONAL



CEO

- Guide the chapter
- Provide a vision for the chapter
- Ensure resources and utilized effectively

CEO

Examples of the role in action:

- Meets with chapter officers to develop a mission for the year and approve chapter goals and program of leadership.
- Leads and encourages chapter members to develop partnerships with businesses in the community.
- Organizes all registration, logistics and travel to educational conferences.
- Responsible for the overall management of the chapter.

DECA LEADERSHIP TEAM

DECA prepares **emerging leaders** and **entrepreneurs** for **careers** in **marketing, finance, hospitality** and **management**.



Know the DECA Dress Code

THIS IS
HOW
we do
DECA



www.VADECA.org

@VirginiaDeca



DECA GOALS

DECA GOALS WORKSHEET

Follow these steps to set DECA Goals for your chapter:

1. Review the list of goals with your chapter advisor and chapter officer team.
2. Choose the goals most relevant for your chapter this year by placing an “X” next to that item.
3. Once you’ve selected your goals, establish a range of success for each of them using the below levels as guidance:
 - Duty: Absolute lowest level of success your chapter will accept
 - Exceptional: The real goal you are seeking for your chapter
 - Champion: Your chapter’s “stretch goal,” which would place your chapter among the DECA elite
4. Once you’re done setting the goals, use the “Actual” column to write down your current level of achievement and track your chapter’s success.

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 - **Champion:** Your chapter’s “stretch goal,” which would place your chapter among the DECA elite
4. Once you’re done setting the goals, use the “Actual” column to write down your current level of achievement and track your chapter’s progress at each DECA Executive Team meeting throughout the year.

CHAPTER GOALS	DUTY	EXCEPTIONAL	CHAMPION	ACTUAL
MEMBERSHIP				
Recruit Members				
Active Members				
Professional Members				
Long Chapter Members				
LEADERSHIP				
DECA Membership Campaign				
DECA Advisory Campaign				
DECA Recruitment Campaign				
DECA Officer Leadership Conference				
DECA Community Service Campaign				
Attendee at DECA Region Leadership Conference				
Attendee at Career Development Conference				
Attendee at International Career Development Conference				
Host Chapter Week of School/Community Service				
Funds Raised for School/Community Service				
Total Number of DECA Scholarships Applications				
Number of Qualifying Hours of Training for Members				
Total Career/Leadership Training Activities Held in the Chapter				
CAREER DEVELOPMENT				
Number of State Market Entry Teams				
Number of DECA Challenge Events				
Number of DECA Business Challenge Teams Entered				
Number of Members at National Conference				
Number of Top 5 Members at National Conference				
Number of Members at Regional Conference				
Number of Top 5 Members at Regional Conference				
Number of Competitor Qualifiers to 2025				
Number of Members at 2025				

2024-2025 DECA GOALS WORKSHEET



Advisor Resources

ADVISOR RESOURCES

As a DECA advisor, you have access to materials, events and activities that make everything you do in the classroom more relevant. Throughout the year, DECA provides timely resources to help you and your members succeed.

ADVISOR RESOURCE CENTER

Use the resource center to identify activities from DECA's Comprehensive Learning Program and implement them as authentic learning experiences to help DECA members develop and apply skills outlined in your curriculum. In addition, advisor professional learning modules are available to assist you in your role as a chapter advisor.

■ deca.org/resources

BRAND RESOURCE CENTER

Browse DECA's online library of downloadable logos, templates, videos, animations and more to use in your chapter's recruitment efforts and communications.

■ deca.org/brand

CLASSROOM CONNECTION

Delivered to your inbox on special Thursdays, emails feature a lesson plan or activity easily implemented into classroom instruction. Content may include a video presentation, digital article, online activity or more. Each email is connected to National Curriculum Standards.

■ deca.org/classroomconnection

CLASSROOM HUB

Use DECA's Classroom Hub to explore ideas and suggested monthly activities, view upcoming events, find resources, discover professional learning opportunities and more.

■ deca.org/classroom

DECA DIRECT ONLINE

DECA Direct Online is the one-stop location for news, tips and resources for members and advisors, making it an exceptional member benefit. The resource includes information on career insights, chapter strategy, college success, conferences, competition tips, member spotlights, leadership advice, partner opportunities and more. Featured articles also have a "Classroom Connection" ideal for use in the classroom, and the "Exam Item of the Day" can serve as a bell ringer activity.

■ decadirect.org

DECA DIRECT WEEKLY

Delivered directly to your inbox each Tuesday, DECA Direct Weekly emails inform chapter advisors of the latest DECA happenings and share articles on classroom and chapter strategies.

■ decadirect.org

DECA GUIDE

The DECA Guide is your year-long resource for DECA's Comprehensive Learning Program, including competitive events.

■ deca.org/guide

DECA WEBSITE

Comprising a wealth of information, DECA's website is the one-stop source for all DECA programs, information and guidelines.

■ deca.org

SHOP DECA

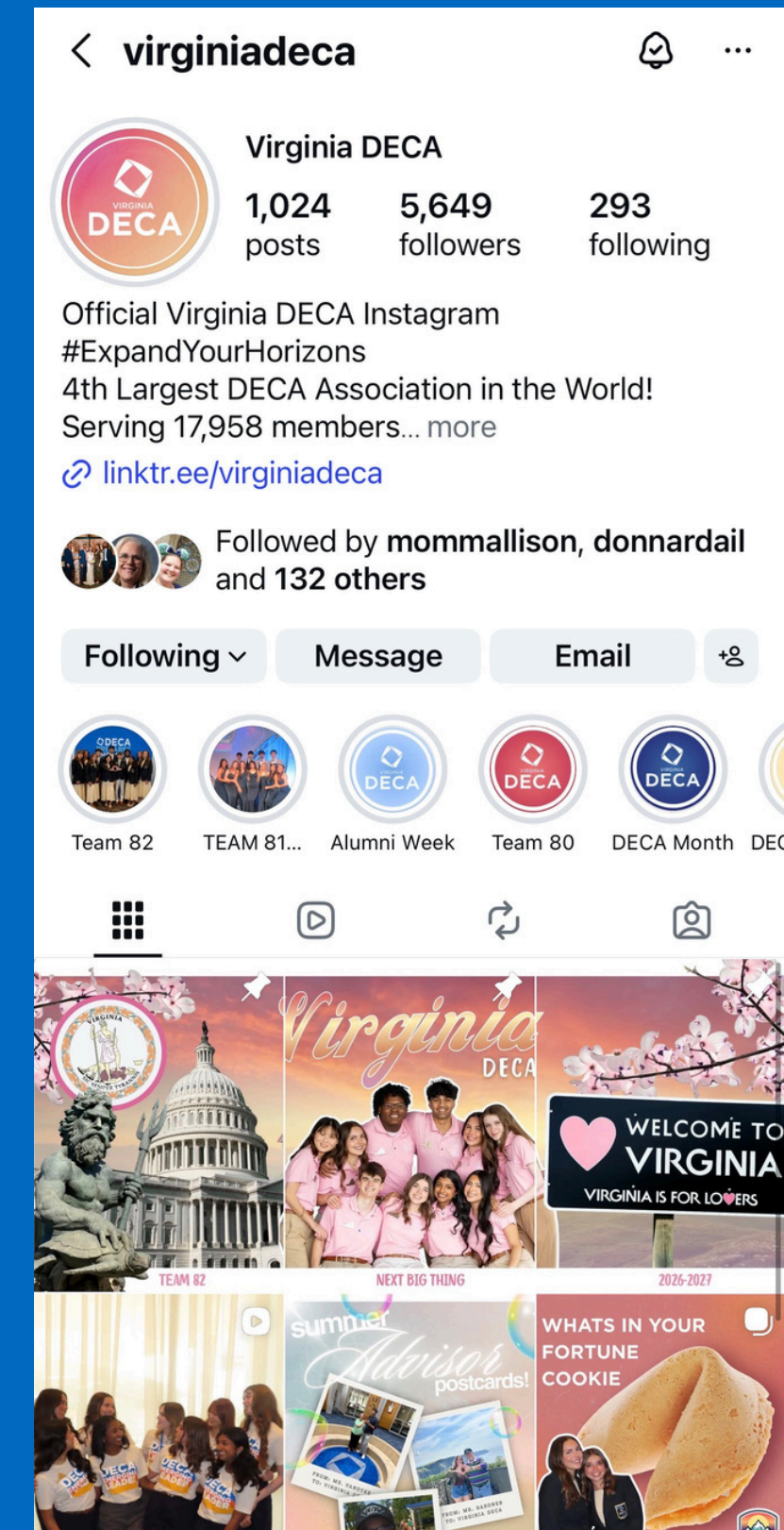
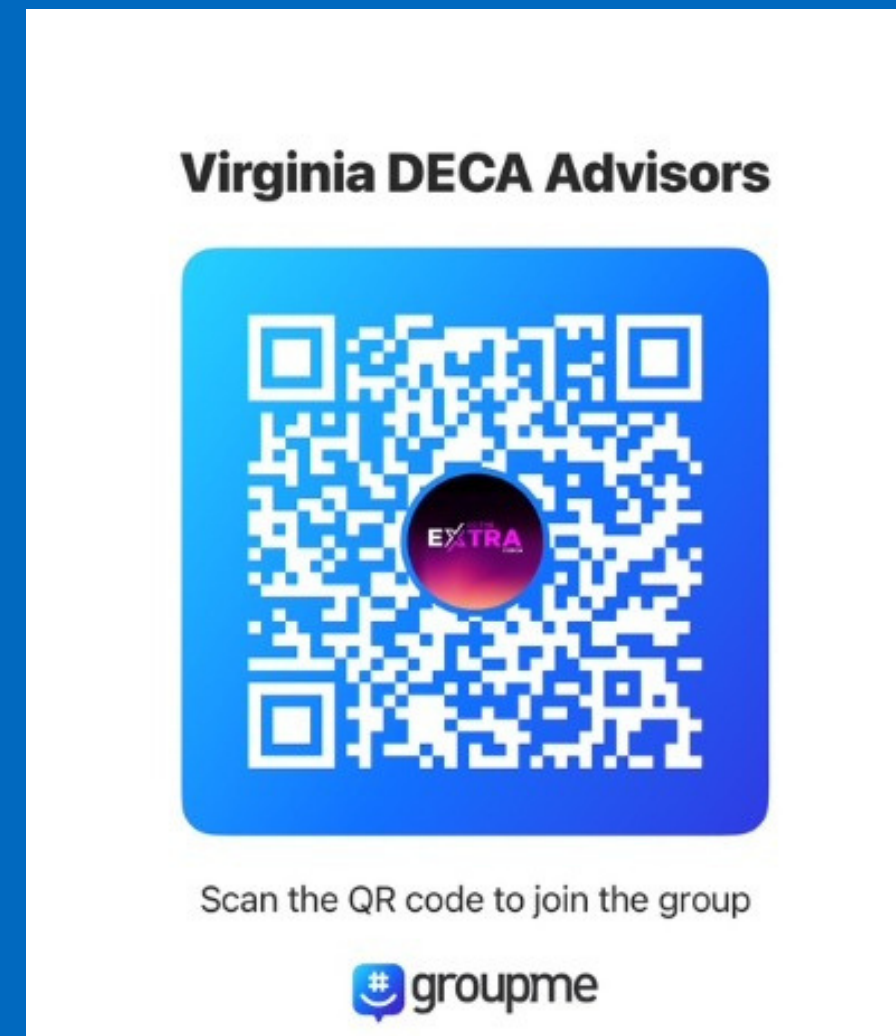
Teaching resources and curriculum materials relating to DECA's competitive events and career areas are available through Shop DECA.

■ shopdeca.org

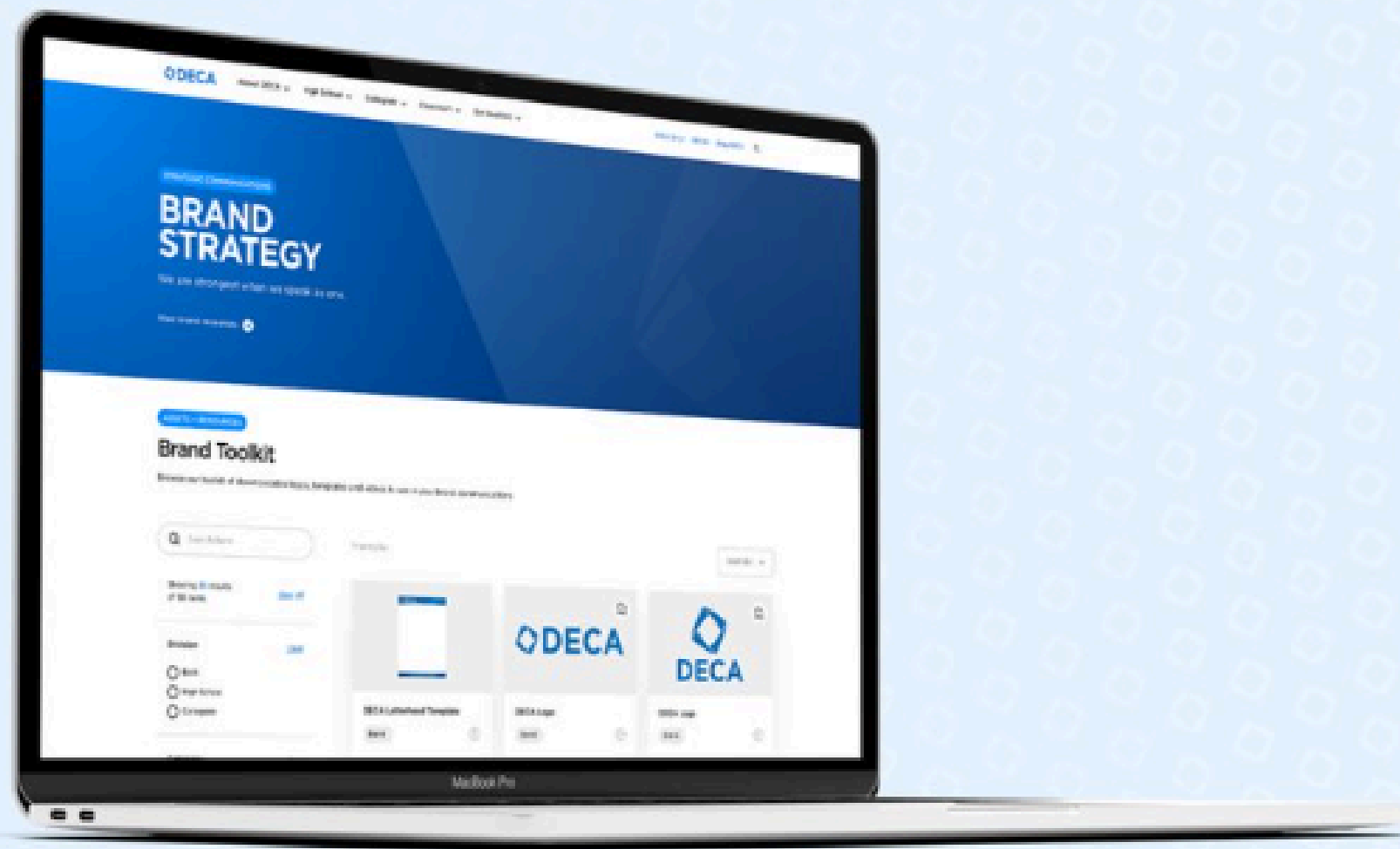


VA DECA Communication

- Website | Advisor Portal
- Weekly Newsletters
- IG @viriniadeca
- Virginia DECA Advisors Facebook Group
- Virginia DECA Advisors GroupMe



BRAND RESOURCE CENTER



PUT DECA'S BRAND RESOURCE CENTER TO WORK IN YOUR CHAPTER

These ready-to-use resources are designed to help your chapter maximize its branding and recruit new members to fuel your growth.

- Current and previous membership videos, including short edits sized for use on social media
- Social media graphics and sample posts
- Customizable graphic and video templates
- Annual membership theme downloads
- Virtual video backgrounds
- More publications and templates
- Personalized chapter logo requests

FIND RESOURCES
deca.org/brand

DECA Branding

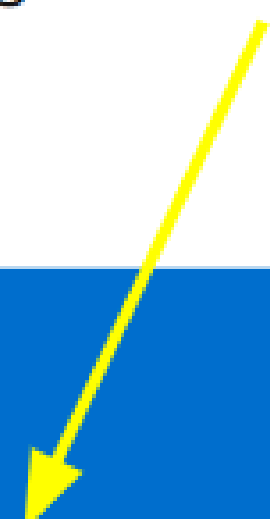
DECA's brand identifies a remarkable experience in the preparation of emerging leaders and entrepreneurs. Our messaging statements, logo and visual elements collectively define our image.

To attain maximum brand recognition, we must consistently use elements of the DECA brand and identify to reach our many audiences. We are strongest when we speak as one.

Brand Guidelines



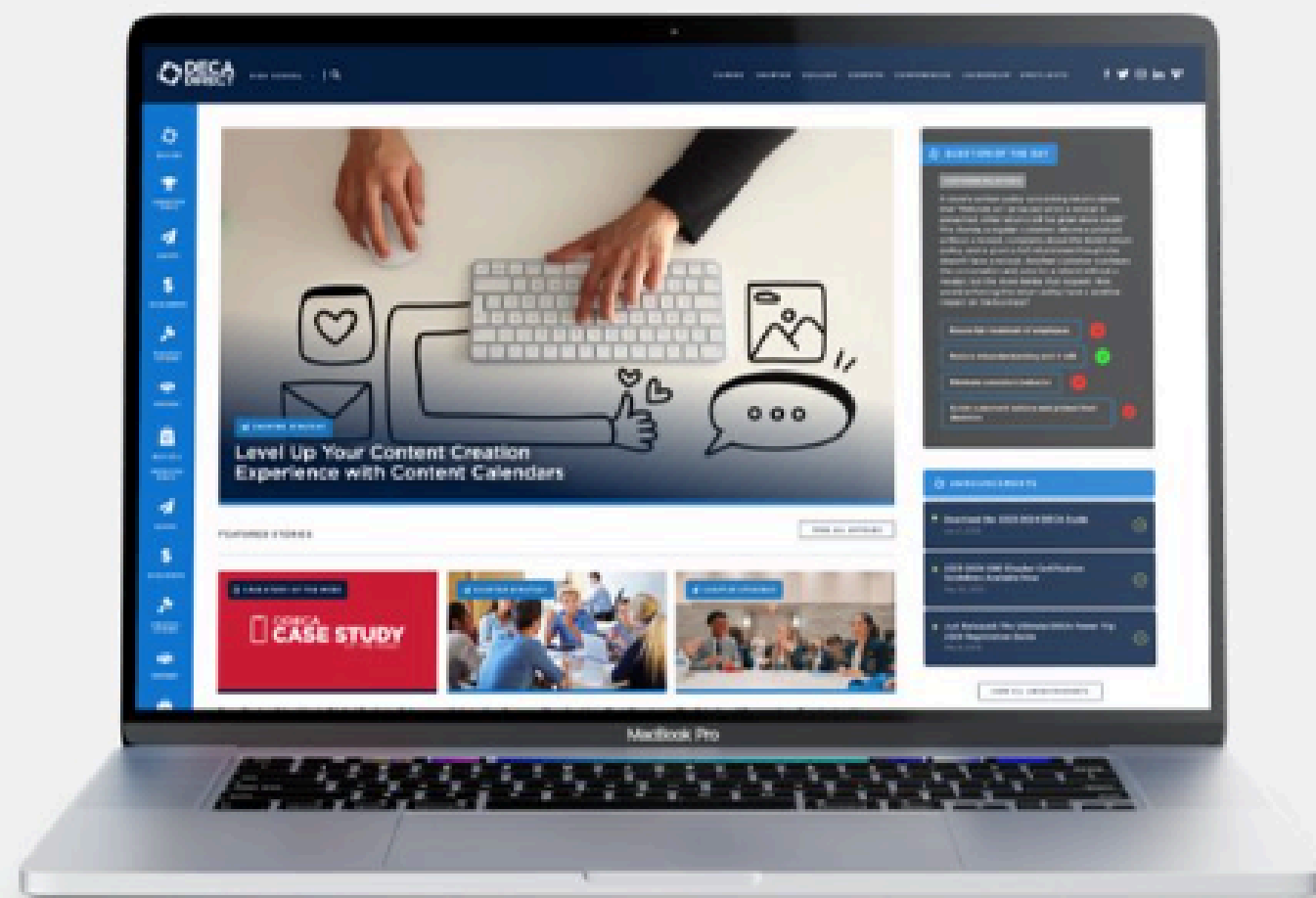
Request a
Customized
Chapter Logo



External Vendor
Request



DECA DIRECT ONLINE



EXPLORE THE ULTIMATE MEMBER HUB

DECA Direct Online is the one-stop location for news, tips and resources for members and advisors, making it an exceptional member benefit.

- Resources include information on career insights, chapter strategy, college success, conferences and events, competition tips, member spotlights, leadership advice, partner opportunities, and more
- Get information quickly through the Announcements and Calendar sections
- Practice for competitive events with the Exam Question of the Day and Case Study of the Week
- Apply your learning with Classroom Connection activities on select articles

EXPLORE ARTICLES
decadirect.org

Scroll down, towards the bottom

Sign Up For Our Email Updates

[View Archived Emails](#)

 **DECA**
DIRECT
WEEKLY

First Name

Last Name

Association



Email

Who are you?



SUBSCRIBE

Classroom Connection Emails

Classroom Resources

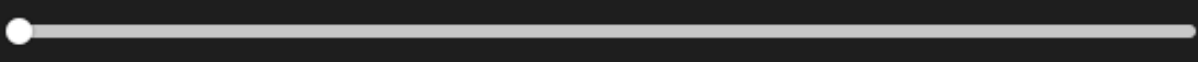
Delivered directly to your inbox on special Thursdays, these e-mails feature a lesson plan or activity easily implemented into classroom instruction. Content may include a video presentation, digital article, online activity or more. Each e-mail is connected to National Curriculum Standards.


[2025-2026 Emails](#)
[2024-2025 Emails](#)
[2023-2024 Emails](#)

Resources


[Sign Up for Emails](#)


- [Start a Class Discussion with this Value Proposition Exercise with Stukent CTE](#) (May 7, 2026)



Resources



Download Guide



Download PowerPoint





Educators

As educators, you are vital to the growth and development of students into competent, skilled graduates prepared to enter the workplace.

[Home](#) / [Educators](#)

Using Virginia's CTE Resource Center as an Educator

▼ ADDITIONAL COURSE INFORMATION

 [8139_Student Competency Record_2026.xlsx](#) 

 [8139 Printable Version with Standard Correlations](#)

 [Instructional Scenarios](#)

 [Teacher Resources](#)

 [Acknowledgements and Copyright](#)

DECA Resources

The following official DECA resources support the alignment outlined in this document and provide guidance for instructional integration and competitive event preparation:

- [Hospitality Services Team Decision Making Even](#) 
- [Hospitality and Tourism Operations Research Guidelines](#) 
- [Hospitality and Tourism Professional Selling](#) 
- [Hotel and Lodging Management Series](#) 
- [Principles of Hospitality and Tourism](#) 
- [Quick Serve Restaurant Management Series](#) 
- [Restaurant and Food Service Management Series](#) 
- [Travel and Tourism Team Decision Making](#) 
- [DECA Competitive Events Program Overview](#) 
- [DECA Advisor Professional Learning and Classroom Resources](#) 
- [DECA Direct](#) 
- [DECA Corporate Challenges](#) 

These resources provide detailed descriptions of competitive events, performance indicators, and instructional strategies that directly align with the competencies embedded in this course.

VIRGINIA DECA

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Board of Trustees

<https://www.vadeca.org/bot>

Association Officers

<https://www.vadeca.org/state-action-team>

