

ADVISOR WEEKLY NEWSLETTER



August 17, 2026

WELCOME BACK TO SCHOOL

Welcome back to another exciting year with Virginia DECA! As we kick off the 2026–2027 school year, we are thrilled to partner with you in empowering the next generation of emerging leaders and entrepreneurs. Whether you are preparing students for upcoming district leadership conferences, planning chapter campaigns, or guiding members toward state and international competitions, your dedication and mentorship make all the difference.

Thank you for your unwavering commitment to expanding horizons for Virginia DECA members!

Shannon



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!

2026 - 2027 CALENDAR

SEPTEMBER

- 15 DLC Instructional Areas Announced
- 18 State Fair Competition Registration Due

- 18-19 Board of Trustees Meeting | Richmond, VA
- 25-27 Camp DECA | Great Wolf Lodge, Williamsburg, VA
- 28-2 School-based Enterprise Week | deca.org/sbeweeek
- 30 DECA Day at State Fair | Doswell, VA
- 30 Activate Your Chapter Incentive Deadline

1 CHAPTER CHECKLIST: AUGUST & SEPTEMBER

🏠 Advisors: It's Time to Expand Your Horizons! 🏠

As we gear up for a brand-new school year, your chapter is officially on the trek toward **The Next Big Thing**. To help you and your student leaders navigate the busy months ahead, here is your official August & September checklist!

📅 AUGUST: Setting the Stage

🔗 **Expand Your Network:** Connect or reconnect with local DECA leaders, your state association advisor, and welcome any new advisors joining the ranks.

🔊 **Introduce the Vision:** Pass the torch to your students! Formally introduce [DECA](https://deca.org) in your classrooms and show them how they can expand their horizons this year.

🔧 **Build the Blueprint:** Meet with your [chapter leadership team](#) to design your annual [Program of Leadership \(POL\)](#).

🔍 **System Check:** Log into the [online membership portal](#) to verify your advisor and chapter information before the rush begins.

📅 SEPTEMBER: Launching "The Next Big Thing"

📺 **Ignite Recruitment:** Show the official [DECA membership video](#) and kick off your campaign to recruit student, alumni, and professional members.

🗒️ **Spark Competition:** Roll out [DECA's Competitive Events Program](#) and get members brainstorming their written projects.

👥 **Build Your Roster:** Log back into the online membership system and start officially submitting your members' names.

🌐 **Go Global:** Engage your chapter in DECA's high-impact online events and activities.

🚀 **Drive the Campaigns:** Map out your strategy to crush DECA's Promotional, Membership, Entrepreneurship, and Community Service Campaigns.

🔒 **Lock in Conferences:** Open up registration and prepare your students to travel, network, and compete at upcoming DECA conferences.

🎉 **Celebrate Growth:** Cap off the month by celebrating DECA's "**New Member Week**" to officially welcome your newest horizon-expanders!

2026-2027 DECA Inc. Updates

DECA Inc. 2026-2027 Educational Program Updates

[MEMBERSHIP VIDEO](#)

Chapter Campaigns:

- The use of Adobe Express as part of the chapter campaigns submissions is required. For the promotional campaign, Adobe Express must be used for one outreach activity. For the community service campaign, Adobe Express must be used for the form of publicity or promotion. Adobe Express for Education is available to all DECA chapters.



Competitive Events:

- After a three-year project, the evaluation forms for all competitive events in DECA's Competitive Events Program have been updated. As a result, outlines for Prepared Events have also been updated.
- New Evaluation Levels have been defined to provide more guidance to volunteer judges, and the exemplary score sets the standard. Career Competencies are now being evaluated in place of 21st Century Skills to align with Advance CTE's Career Ready Practices.
- Team Decision Making Event case studies will only include five performance indicators.
- Prepared Events with a written entry are now weighted 50% for the written entry and 50% for the presentation.
- Presentation Evaluation Forms now include a standardized section on presentation technique.

Find all of the DECA Competitive Events Updates [here](#):

www.DECA.org/compete

School-Based Enterprise

- A non-refundable \$25 application fee is required for each submission to the School-based Enterprise Certification Program.
- Following online submission, an invoice will be automatically generated and emailed to the chapter

2026-2027 Virginia DECA Updates



**2026-2027 VA DECA Advisor Statement of Compliance.docx
(2) (1).pdf**

Download
161.2 KB



ComprehensiveConsent26_27.pdf

Download
285.3 KB



Testing Integrity.pdf

Download
258.1 KB

*****Advisor Statement of Compliance From:** Signed forms should be sent to Jordan via email jordan@vadeca.org by October 2. [Found in Advisor Portal](#)



Virginia DECA Membership Campaigns

- DECA+ Early Bird Incentive
 - Incentive: Receive complimentary access to DECA+, provided free of charge by Virginia DECA.
 - Requirements: Register at least 10 student members and 1 advisor.
 - Deadline: September 30, 2026

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

District President:

- Mandatory Officer Training (not advisors)
- September 8, 2026 at 7:00 PM - Zoom link will be shared.

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.

State Leadership Conference

- \$138 - All attendees (estimate)
- No refunds issued for registration fees after January 17, 2026
- Chapters must pay for all students registered to attend a conference, even if they don't attend.
- Chapters will be charged a \$50.00 fee for all late payments
- Substitutions may be accepted for the same event/same gender/DECA member

SLC Registration timeline

- SLC Registration Window - January 11-17, 2027
- SLC Adjustment Week (true errors) - January 18-22, 2027
- Hard Lock Date - January 22, 2027

Event Numbers have been readjusted - [see section A, page 4 of chapter management guide](#).

Event Discontinuations

- SBE Exploring
- VA DECA Emerging Events

ICDC

- ICDC \$155 (estimate)
- Competitors must earn a minimum of 70% on the test to advance from SLC to ICDC.
- Advisors are expected to secure ICDC commitment forms from students prior to attending SLC.

Winners Placement List:

- To streamline operations, only places 1 through 12
- March 5, 2027 (ICDC Lock Date): Final ICDC registration lock date. Absolutely no changes, drops, or additions will be permitted after this day.
- Great Wolf Lodge Southern California - <https://www.greatwolf.com/southern-california>

ICDC Timeline:

- February 16-18 - Pre-registration: SBE, Virtual Events, and Emerging Leaders Series
- February 26-28: State Leadership Conference
- March 1–3: Advisors must complete the ICDC Google Form to accept or decline all initial student spots.
- March 1-4: Rolling bump-ups begin in real-time starting
- Monday, March 1st. As soon as a student spot is declined, the next student is automatically advanced. 24-Hour Window: Advisors have exactly 24 hours from the time of the (live) bump to accept or decline before the system auto-declines and moves to the next person.
- Friday, March 5 Deadline: The bump-up process ends strictly on Friday, March 5th at 5:00 PM. No bump-ups will occur over the weekend.

Membership portal opens Aug 1.

VADECA MEMBERSHIP INCENTIVE

Chapters who affiliate* by September 30th
will receive a DECA+ Subscription FREE!

*Affiliation is 10 students + 1 advisor



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

Virginia DECA Chapter Management Guide

[Chapter Management 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 Strategy Guide](#)

[LOGOS](#)

[Brand Guidelines](#)

[Membership System Instructions](#)

[Testing Integrity Script & Forms](#)

Advisor Resources

Virginia DECA

[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

DECA

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.



Shannon Tual

Shannon is using Smore to create beautiful newsletters

Unsubscribing means you'll miss out on our weekly newsletter and key Virginia DECA updates throughout the school year.