



VIRGINIA

DECA™



# CHAPTER MANAGEMENT GUIDE

EXPAND YOUR HORIZONS

@VADECA | 2026-2027



OUR  
MISSION

DECA PREPARES EMERGING  
LEADERS AND ENTREPRENEURS IN  
MARKETING, FINANCE,  
HOSPITALITY AND MANAGEMENT

## OUR GUIDING PRINCIPLES

### DECA'S COMPREHENSIVE LEARNING PROGRAM

#### INTEGRATES INTO CLASSROOM INSTRUCTION

An integral component of classroom instruction, DECA activities provide authentic, experiential learning methods to prepare members for college and careers.

DECA members put their knowledge into action through rigorous project-based activities that require creative solutions with practical outcomes.

#### APPLIES LEARNING

#### CONNECTS TO BUSINESS

Partnerships with businesses at local and broader levels provide DECA members realistic insight into industry and promote meaningful, relevant learning.

As in the global economy, a spark of competition drives DECA members to excel and improve their performance.

#### PROMOTES COMPETITION

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### DECA PREPARES THE NEXT GENERATION TO BE

#### ACADEMICALLY PREPARED

DECA members are ambitious, high-achieving leaders equipped to conquer the challenges of their aspirations.

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

#### COMMUNITY ORIENTED

#### PROFESSIONALLY RESPONSIBLE

DECA members are poised professionals with ethics, integrity and high standards.

DECA members are empowered through experience to provide effective leadership through global setting, consensus building and project implementation.

#### EXPERIENCED LEADERS





## Virginia DECA

### 2026-2027 Association Officer Team

**Grace Zook** | President  
**Carl Prince** | VP of Leadership  
**Will Allen** | VP of Career Development  
**Kaylee West** | VP of Marketing  
**Varsha Shankar** | VP of Hospitality  
**Harsha Dinesh** | Region 1 Vice President  
**Elizabeth Yoo** | Region 2 Vice President  
**Nathalie Abrego** | Region 3 Vice President  
**Lily DeRosie** | Region 4 Vice President  
**Claire Ricketts** | Region 5 Vice President

### Virginia DECA Staff

**Shannon Tual** | Chartered Association Advisor  
**Jordan Brown** | Communications & Programs Specialist  
**Regina Warriner** | Sponsorships Coordinator  
**Jason Uhry** | Director of Association Officer Elections  
**Ellen Saunders** | Scholarship Director  
**Dr. Nikki Finley** | Marketing & Related Cluster Specialist

### VIRGINIA DECA BOARD OF TRUSTEES

**Heather VanDyke** | Briar Woods | Board Chair  
**Briana Eifler** | Dominion | Region 1  
**Mel Barrow** | Oakton | Region 2  
**Kay Walters** | Fairfax | Region 2  
**Dee Strauss** | King George | Region 3  
**Ellen Saunders** | Massaponnax | Region 3  
**Carol Wolgamot** | Great Bridge | Region 4  
**Julia Dieter** | Kempsville | Region 4  
**Nathan Hunt** | Hidden Valley | Region 5  
**Christina Underwood** | Pulaski | Region 5  
**Amy Granahan** | Fairfax County | Local Admin

## DECA prepares emerging leaders and entrepreneurs

DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management in high schools and colleges around the globe. DECA prepares the next generation to be academically prepared, community oriented, professionally responsible, experienced leaders.

## Virginia DECA Chapter Management Guide 2026-2027



### WELCOME FROM VIRGINIA DECA PRESIDENT

Hello Virginia DECA!

On behalf of your Association Officer Team, I am so excited to welcome you to another incredible year of DECA!

Whether you're joining us for the first time or returning for another year, I hope you take advantage of every opportunity that comes your way. This year will be filled with competition, leadership, community service, networking, and experiences that you'll remember long after the school year ends.

More than anything, I hope Virginia DECA is a place where you feel like you belong. Our goal this year is to create an organization that is not only engaging and impactful, but also one where every chapter feels connected and supported. We want every member to know that they have a place in this association.

As the year goes on, don't forget to enjoy the little moments too. Celebrate the wins, learn from the challenges, and make memories with your chapter along the way. Some of the best parts of DECA happen outside of competition—through the friendships you build, the people you meet, and the confidence you gain by trying something new.

I truly believe every one of you has something valuable to contribute to Virginia DECA, and I'm excited to see what you'll accomplish this year. If there's ever anything I can do to help, please don't hesitate to reach out. Team 82 is here to support you, celebrate your successes, and help you make the most of your DECA experience.

Make sure to follow Virginia DECA on Instagram to ensure that you are updated and have access to all information regarding the association.

Thank you for being a part of Virginia DECA. I'm so grateful to serve as your State President, and I can't wait to see everything we'll accomplish together this year.

Here's to an amazing year!

Grace Zook  
VA DECA Team 82 President  
president@vadeca.org

**@virginiadeca**  
stateadvisor@vadeca.org  
(757) 206-2770 | www.vadeca.org

DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management in high schools and colleges around the globe.

DECA is a 501(c)(3) nonprofit with over 322,000 members in over 4,700 high school and college chapters in nearly all 50 United States, Canada, Puerto Rico and Germany. The United States Congress, the United States Department of Education and state, district and international departments of education authorize DECA's programs.

## ABOUT DECA

DECA extends the teaching and learning of National Curriculum Standards in four career clusters.

DECA's Comprehensive Learning Program integrates into classroom instruction, applies learning, connects to business and promotes competition.

DECA prepares the next generation to be academically prepared, community oriented, professionally responsible and experienced leaders.



## IMPACT

# 83%

of DECA members report they gained skills to **improve personal and professional behavior.**

# 80%

of DECA members report they learned how to **communicate thoughts and ideas**.

# 76%

of DECA members report they **gained skills in problem solving.**

# 66%

of DECA members report that participation in DECA **prepared them academically for college and a career.**

## MEMBERSHIP

# 322,248

TOTAL MEMBERS

# 4,733

TOTAL CHAPTERS

| COLLEGE MAJOR                                                                                             | DECA  | National |
|-----------------------------------------------------------------------------------------------------------|-------|----------|
|  Business/Management   | 38.2% | 15.0%    |
|  Marketing/Advertising | 21.4% | 3.0%     |
|  Finance/Accounting    | 21.2% | 6.0%     |
|  Entrepreneurship      | 12.0% | 5.0%     |
|  Economics             | 9.2%  | 3.0%     |
|  Communications        | 3.4%  | 2.0%     |
|  Hospitality           | 2.4%  | 2.0%     |

When selecting an intended college major or career, DECA members are more likely to select a path in marketing, finance, hospitality or business management.

| CAREER                                                                                                       | DECA  | National |
|--------------------------------------------------------------------------------------------------------------|-------|----------|
|  Business/Management      | 44.2% | 18.0%    |
|  Entrepreneurship         | 41.0% | 21.0%    |
|  Marketing Communications | 31.8% | 10.0%    |



**VIRGINIA DECA WILL PROVIDE DECA+ TO CHAPTERS THAT AFFILIATE  
BY SEPTEMBER 30, 2026 FOR FREE!**



# PREPARING EMERGING LEADERS AND ENTREPRENEURS

INTRODUCING AN ALL-NEW PORTAL TO HELP DECA MEMBERS  
EXPLORE CAREERS AND PREPARE FOR COMPETITION

## CLASSROOM INTEGRATION

Bring Your Classroom to Life

- Nearly 100 case studies and exams to easily incorporate into classroom instruction
- Exemplar research projects, business plans, integrated marketing campaigns, project management plans and more
- Aligned to National Curriculum Standards and Career Clusters®

## STUDENT-CENTERED LEARNING

Learn Anytime, Anywhere, at Your Own Pace

- Explore career fields and industry trends
- Master key industry terminology and key performance indicators
- Learn strategies for test taking, executive summaries, presentations and more.

## COMPETITION PREPARATION

Everything You Need in One Place

- Get help selecting a competitive event that will motivate you to succeed
- Access all the 411 for your competitive event in one place
- Engage with interactive preparation tools

## CAREER DEVELOPMENT

Innovative resources for these career fields:

- Accounting
- Apparel and Accessories Marketing
- Automotive Services Marketing
- Business Finance
- Business Law and Ethics
- Business Operations Research
- Business Services Marketing
- Buying and Merchandising
- Entrepreneurship
- Financial Consulting and Services
- Food Marketing
- Hospitality Services
- Hotel and Lodging Management
- Human Resources Management
- Marketing Communications
- Marketing Management
- Personal Financial Literacy
- Professional Selling
- Project Management
- Quick Serve Restaurant Management
- Restaurant and Food Service Management
- Retail Merchandising
- Sports and Entertainment Marketing
- Travel and Tourism

## \$295 ANNUAL SUBSCRIPTION PER DECA CHAPTER

Includes 2021 association and ICDC exams (14 total), 2021 association and ICDC scenarios (81 total), and sample entries from 2021 ICDC written event winners (31 total) – a previous value of over \$600. Members can simultaneously access the platform on multiple devices with your chapter's subscription. Subscriptions expire on June 30 of each year.



# DECA ONLINE MEMBERSHIP SYSTEM

CHAPTER ID

## DUES

|                     | Chapter | Association | DECA Inc. | Total |
|---------------------|---------|-------------|-----------|-------|
| <b>Student</b>      |         | \$8.00      | \$8.00    |       |
| <b>Alumni</b>       |         | \$8.00      | \$8.00    |       |
| <b>Professional</b> |         | \$8.00      | \$8.00    |       |
| <b>Advisor</b>      |         | \$8.00      | \$8.00    |       |

Learn about your association dues at [deca.org/associations](http://deca.org/associations).

## DEADLINES

|                    | Initial     | Final        |
|--------------------|-------------|--------------|
| <b>Chapter</b>     |             |              |
| <b>Association</b> |             |              |
| <b>DECA Inc.</b>   | November 15 | February 15* |

\*February 15 is the ICDC Competitor Deadline; however, members may be added until June 30. Associations may set earlier deadlines, which supersede DECA Inc. deadlines.

## INSTRUCTIONS



### LOGIN

- Go to [www.deca.org/register](http://www.deca.org/register) to log into the membership system.
- Enter your Chapter ID as your username, and password.



### CONFIRM YOUR CHAPTER INFORMATION

- When you login for the first time each school year, confirm your chapter's information.
- Set the **Student Password** used by your paid student members to access their student portal at [www.deca.org/studentportal](http://www.deca.org/studentportal)
- **Principal's Information and CTE (Career and Technical Education) Director's Information.** Leave blank if not applicable.
- Select Your **Graduation Preferences.**
  - Select the highest grade level at your school.
  - Select what happens to your graduated seniors at the beginning of the next school year—see options in box to the right.
- Confirm your **DECA District, Region or Area.** If you do not know, contact your Chartered Association Advisor.
- Confirm your **School District.** If your district is not listed, contact [membership@deca.org](mailto:membership@deca.org).
- Click **Confirm** to advance to the next screen.



### GRADUATE + PROMOTE YOUR PREVIOUS MEMBERS

- Any **RED** tabs should be clicked first, starting with **Graduate**.
- **Students Tab - Graduate**
  - Click the Select All button, and select one option:
    - Click Graduation Completed - Students will move based on what appears in the Graduating School column.
    - OR click Drop Selected - Everyone on the screen will move into Inactive Status.
- **Students Tab - Edit Students**
  - Click the Bulk Grade Rollforward button and confirm on the pop-up.
  - Click the Bulk Edit Complete button and confirm on the pop-up.

#### TIP

If you forgot your username or password, click the appropriate Forgot button.

#### TIP

#### GRADUATING SENIORS

At the beginning of each year, graduate your graduated seniors.

Options for Graduating:

- Move onto the Same Chapter - Select your City and Chapter from the drop-down lists. Use this if you will be joining them the next year as your alumni/professional group.
- Eligible for Alumni/Professional - Used so that those members can join as an Alumni/Professional Member and connect back to your chapter or the chartered association.
- Move on to Various Chapters - Used so that those seniors can join a Collegiate DECA chapter.

#### PROMOTING UNDERCLASSMEN

Update the grade level of the remaining students from the previous year. If a student is not returning, drop them by clicking the Drop button on the right of the student's row.

# ONLINE MEMBERSHIP SYSTEM

For additional support, please contact [membership@deca.org](mailto:membership@deca.org).



## CHAPTER + ADVISOR INFORMATION

### Chapter Information

- Make any necessary changes from the information populated from the confirmation screen.
- Verify your chapter website and social media.
- Indicate if your chapter operates a SBE (school-based enterprise). If yes, indicate: Food, Retail or Food and Retail.
- Verify your chapter address.

### Chapter Advisors

- Update all chapter advisors on this screen. Select preference to receive e-mails from DECA's partners.
- If a chapter advisor is not joining, make their status inactive, or they will be submitted and cannot be voided.
- Add chapter advisors by clicking on the Add Chapter Staff.
- Chapter advisors will automatically submit when students are submitted.



## ADD STUDENT, ALUMNI AND PROFESSIONAL MEMBERS

- In the appropriate tab (**Students, Alumni, Professional**), click the Add button.
- The following information is required when adding a student member.
  - First Name and Last Name
  - Grade In School (9 through 12)
  - Gender (Female, Male, Other, Opt-Out)
  - Demographic (Opt-Out option)
  - Member Title (Chapter Member, Chapter Officer, Association Officer, etc.)
  - Years as a DECA member

#### TIP

Upload your members using an Excel template found in the Bulk CSV Upload section.



## SUBMIT YOUR MEMBERSHIP

- Click on **Students**.
- Select the checkbox next to students you wish to submit or Select All.
- Click **Submit Membership** button.
- Complete the disclaimers and confirmation process to finalize.

#### TIP

**Only submit members who paid membership dues. Once members are submitted, payment is required. Members cannot be deleted.**

**Note:** Unsubmitted chapter advisors will automatically submit with the students. If you do not want to submit them, make their status inactive.



## SUBMIT PAYMENT

- Once you have submitted membership, click the **Invoice History** tab.
- To pay with a check:
  - Click the eye under the View column.
  - Click the Download button to print.
  - Follow your school's check processing procedure.
  - Mail check with a copy of the invoice to: DECA Membership, 1908 Association Drive, Reston, VA 20191.
- To pay online with a credit card:
  - Click the **RED** Pay Invoices button and select the invoice(s) to pay.
  - Fill in all the required fields and click the Pay button.



## HOW TO

### Request Additional Membership Stickers

If your membership exceeds the number of stickers received, click the "Additional Stickers Request" button and enter the number requested. DECA Inc. will verify with your membership and send them to your chapter.

### Print Membership Cards

Under the "Students" tab, click "Print Membership Cards," select paid members, then scroll to the bottom and click "Print Membership Cards." A PDF will download.

### Print Membership Certificates

Under the "Students" tab, click "Print Membership Certificates," select paid members, then scroll to the bottom and click "Print Membership Certificates." A PDF will download.

### Correct a Misspelled Name

To correct a misspelling of a student member name, click the blue person icon beside the student's name under the Request Change column. The request will be sent to our chartered association to approve or deny.

### Check Your Chapter's Membership History

Click the down arrow on the Membership Information bar in the top right of your screen to access current year membership compared to previous years.





# THIS IS HOW *we do* DECA

GET STARTED WITH DECA

1

## Let's Talk About DECA

Familiarize yourself with an overview of DECA by reviewing "This Is How We Do DECA," the ultimate DECA guidebook.

[deca.org/classroom](https://deca.org/classroom)

2

## Get Connected

Connect with your association advisor for information specific to your association.

Your chartered association advisor is one of your most valuable assets in providing you leadership and connecting you to your association's DECA activities.

[deca.org/associations](https://deca.org/associations)

3

## Understand Advisor Roles + Responsibilities

Learn roles and responsibilities that are

special to DECA and how you can make the most impact as a DECA advisor.

[deca.org/serve](https://deca.org/serve)

4

## Recruit Members

DECA members are the key to DECA chapters, and our digital recruitment toolkit will help you introduce DECA to potential members through posters, social media and more. Additionally, use DECA's Chapter Campaigns to guide your chapter's member recruitment activities.

[deca.org/recruit](https://deca.org/recruit)

5

## Submit Your Roster

Make your chapter members official by registering them in DECA's online membership system and submitting their dues.

[deca.org/register](https://deca.org/register)

6

## Select Student Leadership Team

Structure, select and train your student officers to help guide your chapter's members.

[deca.org/elevate](https://deca.org/elevate)

7

## Develop a Program of Leadership

Design your chapter's program of leadership to bring together your leadership team, DECA goals and action items for the school year.

[deca.org/elevate](https://deca.org/elevate)

8

## Implement Your Program of Leadership

Take action on your chapter's program of leadership to engage your members and achieve your yearly goals through meetings and activities.

[deca.org/elevate](https://deca.org/elevate)

9

## Integrate Competitive Events into the Classroom

Develop a framework to use DECA's Competitive Events Program in your classroom while also preparing your members for competition.

[deca.org/advisors](https://deca.org/advisors)

10

## Attend Educational Conferences

Extend learning beyond the classroom by registering your members to participate in DECA's educational conferences at all levels. Check with your association advisor for local and association opportunities.

[deca.org/conferences](https://deca.org/conferences)

## Ask Us

No question is too big or too small.

Communications + Marketing  
[communications@deca.org](mailto:communications@deca.org)

Comprehensive Learning Program  
including Competitive Events  
[education@deca.org](mailto:education@deca.org)

Educational Conferences  
[conferences@deca.org](mailto:conferences@deca.org)

Membership & Registration  
[membership@deca.org](mailto:membership@deca.org)

## REGION 1

### District 8 | Region 1

- John Champe High School
- Potomac Falls High School
- Riverside High School

### District 10 | Region 1

- Academies of Loudoun
- Dominion High School
- Freedom High School - Loudoun
- Heritage High School - Loudoun
- Stone Bridge High School
- North Star Academy

### District 11 | Region 1

- Briar Woods High School
- Broad Run High School
- Lightridge High School
- Loudoun County High School
- Loudoun Valley High School

### District 17 | Region 1

- Independence High School
- Park View High School - Loudoun
- Rock Ridge High School
- Tuscarora High School
- Woodgrove High School

## REGION 2

### District 12 | Region 2

- Annandale High School
- Chantilly High School
- Edison High School
- Falls Church High School
- James Madison High School
- South County High School
- South Lakes High School

### District 13 | Region 2

- Fair Oaks Classroom-on-the-mall
- George C. Marshall High School
- Justice High School
- Oakton High School
- Robinson Secondary School
- Thomas Jefferson High School

### District 14 | Region 2

- Hayfield Secondary School
- Lake Braddock Secondary School
- Langley High School
- Skyview High School
- West Potomac High School
- Westfield High School
- Woodson High School

### District 15 | Region 2

- Centreville High School
- Fairfax High School
- Herndon High School
- John Lewis School
- McLean High School
- Mount Vernon High School
- West Springfield High School

### District 33 | Region 2

- Alexandria City High School
- Wakefield High School
- Washington Liberty High School
- Yorktown High School

## REGION 3

### District 9 | Region 3

- Clarke County High School
- Fauquier High School
- James Wood High School
- John Handley High School
- Kettle Run High School
- Liberty High School - Fauquier
- Millbrook High School
- Sherando High School
- Skyline High School
- Warren County High School

### District 18 | Region 3

- Chancellor High School
- Courtland High School
- Culpeper County High School
- Eastern View High School
- James Monroe High School
- Massaponax High School
- Orange County High School
- Riverbend High School
- Spotsylvania High School

### District 19 | Region 3

- Brooke Point High School
- Caroline High School
- Colonial Forge High School
- King George High School
- Mountain View High School
- North Stafford High School
- Stafford High School
- Hartwood High School

### District 23 | Region 3

- Atlee High School
- Hanover High School
- King William High School
- Mechanicsville High School
- New Kent High School
- Patrick Henry High - Hanover

### District 31 | Region 3

- Battlefield High School
- Colgan High School
- Gainesville High School
- Gar-Field High School
- Osbourn High School
- Osbourn Park High
- Patriot High School
- Woodbridge Senior High School

## REGION 4

### District 20 | Region 4

- Colonial Heights High School
- Dinwiddie High School
- Hopewell High School
- Petersburg High School
- Prince George High School

### District 21 | Region 4

- Churchland High School
- I.C. Norcom High School
- Lakeland High School
- Manor High School
- Nansemond River High School
- Smithfield High School
- Southampton High School
- Windsor High School

### District 25 | Region 4

- Kecoughtan High School
- Phoebus High School
- Poquoson High School
- Tabb High School

### District 26 | Region 4

- Denbigh High School
- Heritage High School - NN
- Jamestown High School
- Lafayette High School
- Menchville High School
- Middlesex High School
- Warhill High School
- Woodside High School

### District 27 | Region 4

- Deep Creek High School
- Grassfield High School
- Great Bridge High School
- Hickory High School
- Indian River High School
- Oscar F. Smith High School
- Western Branch High School

### District 28 | Region 4

- Booker T. Washington High
- Granby High School
- Lake Taylor High School
- Norview High School

## REGION 4

### District 29 | Region 4

- First Colonial High School
- Landstown High School
- Marketing & Entrep. at Lynnhaven
- Ocean Lakes High School

### District 30 | Region 4

- Bayside High School
- Catholic High School
- Floyd E. Kellam High School
- Frank W. Cox High School
- Kempsville High School
- Salem High School - VA Beach

### District 32 | Region 4

- Nandua High School

## REGION 5

### District 1 | Region 5

- Eastside High School
- Lee County Career & Tech Center
- Ridgeview High School
- Union High School
- Wise Central High School

### District 2 | Region 5

- Abingdon High School
- Fort Chiswell High School
- Galax High School
- George Wythe High School
- Graham High School
- Marion Senior High School
- Richlands High School
- Rural Retreat High School
- Tazewell High School
- Virginia High School

### District 3 | Region 5

- Blacksburg High School
- Cave Spring High School
- Christiansburg High School
- Glenvar High School
- Hidden Valley High School
- Lord Botetourt High School
- Northside High School
- Pulaski County High School
- Salem High School - Roanoke
- William Byrd High School

## REGION 5

### District 5 | Region 5

- Bassett High School
- Franklin County High School
- Magna Vista High School
- Patrick Henry High School
- William Fleming High School

### District 6 | Region 5

- Dan River High School
- Gretna High School
- Halifax County High School
- Mecklenburg County High School
- Tunstall High School

### District 7 | Region 5

- Auburn High School
- Broadway High School
- East Rockingham High School
- East Montgomery High School
- Fort Defiance High School
- Harrisonburg High School
- Louisa County High School
- Spotswood High School
- Stuarts Draft High School
- Turner Ashby High School
- William Monroe High School

### District 22 | Region 5

- Clover Hill High School
- Cosby High School
- James River High School
- LC Bird High School
- Manchester High School
- Matoaca High School
- Meadowbrook Academy
- Midlothian High School
- Monacan High School
- Thomas Dale High School

### District 24 | Region 5

- ACE Center at Hermitage
- Armstrong High School
- Deep Run High School
- Douglas Freeman High School
- Glen Allen High School
- Henrico High School
- Hermitage High School
- Highland Springs High School
- Huguenot High School
- John Randolph Tucker High School
- Maggie Walker Governor's School
- Mills E. Godwin High School
- Richmond High Schools of Arts



**Advisor Statement of Compliance From:**

- Signed forms should be sent to Jordan via email [jordan@vadeca.org](mailto:jordan@vadeca.org) by October 2.

**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
- 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 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
- 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 page 4.**

**Event Discontinuations**

- SBE Exploring
- VA DECA Emerging Events

**Chaperones / Judges**

- Chaperone registration is \$138
- Chapters will still receive a \$40 credit toward ICDC for each chaperone judge recruited.
- Chapters will be billed the \$40 difference if their chaperone is unable to attend or doesn't show up.

**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
- See ICDC timeline below.
- 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 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.

## DECA Inc. Educational Program Updates

The following changes to DECA's Educational Program are effective for the 2026-2027 school year.

### 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. See pages 40-41.
- 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: <https://www.decadirect.org/articles/deca-announces-competitive-event-topics-and-updates-for-2026-2027>
- [www.DECA.org/compete](http://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 advisor.
- Payment must be received to complete the Gold Certification or Gold Re-certification process.



## DLC to SLC ADVANCEMENT

| Advancement to SLC                      | District Total Membership |
|-----------------------------------------|---------------------------|
| 1 <sup>st</sup> Place                   | 11-350 members            |
| 1 <sup>st</sup> - 2 <sup>nd</sup> Place | 351-599 members           |
| 1 <sup>st</sup> - 3 <sup>rd</sup> Place | 600-849 members           |
| 1 <sup>st</sup> - 4 <sup>th</sup> Place | 850+ members              |

## TEAM DECISION MAKING EVENTS \*Maximum of 2 Teams PER Event

| Membership        | Entries for TDM Events |
|-------------------|------------------------|
| 11 - 150 members  | 4 entries              |
| 151 - 300 members | 6 entries              |
| 301 - 450 members | 8 entries              |
| 451 members       | 10 entries             |

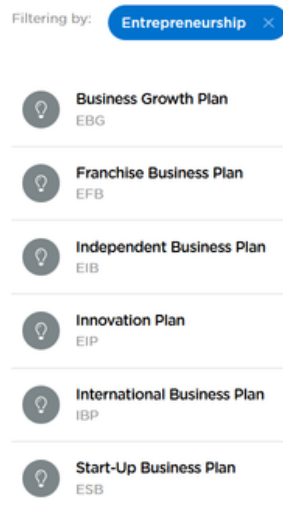
## PREPARED EVENTS ALLOCATIONS

| Membership        | Allocations per Prepared Event |
|-------------------|--------------------------------|
| 11 - 150 members  | 2 entries                      |
| 151 - 350 members | 3 entries                      |
| 351 - 550 members | 4 entries                      |
| 551 - 800 members | 5 entries                      |
| 800+ members      | 6 entries                      |



FAQ: If my chapter has 175 members, is the allocation of three entries applied per category or per event?

A: **It is per event.** For example, within a multi-event category like Entrepreneurship, your chapter could submit up to 18 entries total across all of its specific events.



**This section covers forms a chapter advisor may need throughout the school year.**  
**All forms can be found in the advisor section of the Virginia DECA website.**

### **1. Advisor Statement of Compliance and Advisor Rules and Responsibilities**

- Every advisor must complete the Statement of Compliance & Advisor Rules and Responsibilities and must be signed in ink by both the advisor and a school administrator. Signed forms need to be emailed to [Jordan@vadeca.org](mailto:Jordan@vadeca.org) no later than **October 2, 2026**.

### **2. Virginia DECA Comprehensive Consent Form/Medical/ Waiver of Liability/Code of Conduct/ Dress Code**

- The Comprehensive Consent Form, complete with all required information and signatures, must be collected by the advisor for each DECA member before attending any district, region, state, or international DECA function.
- The original forms must be on file in the local school and must be retained for one calendar year.
- The DECA Chapter Advisor must have available a copy of the form at each district, region, state, and international function.
- The Comprehensive Consent Form does not replace the completion of forms required by the local school/division. Neither does the completion of local school/division forms substitute for the completion of the Comprehensive Consent Form.
- The completion of these forms is mandatory for a student's participation in district, region, state, and international DECA functions.
- **The DECA Inc Attendance Form** must also be completed for all participants at ICDC. This form will be sent to advisors once it is made available from DECA Inc.

### **3. Virginia DECA Incident Report Form (Found on the website in Advisor Section)**

- This form should be used and submitted immediately to the VADECA Chartered Association Advisor or Marketing and Related Cluster Specialist if any violation of the Conduct Code occurs. Hard copies are available at every conference.

#### **Additional Forms:**

- DECA Day
- Friend of DECA
- Honor Society
- Merit Award
- Outstanding Advisor
- DECA Diamond Fund
- Request an Officer Visit
- Officer Advisor Responsibility

#### **Board of Trustee Communication**

##### **Virginia DECA Board of Trustees Recommendation**

- Advisors may submit questions and recommendations directly to Regional Board Members. Recommendations will be discussed at the next Board of Trustees Meeting (September & May). To find your board representative, go to: <https://www.vadeca.org/bot>

##### **Virginia DECA District Realignment Recommendation**

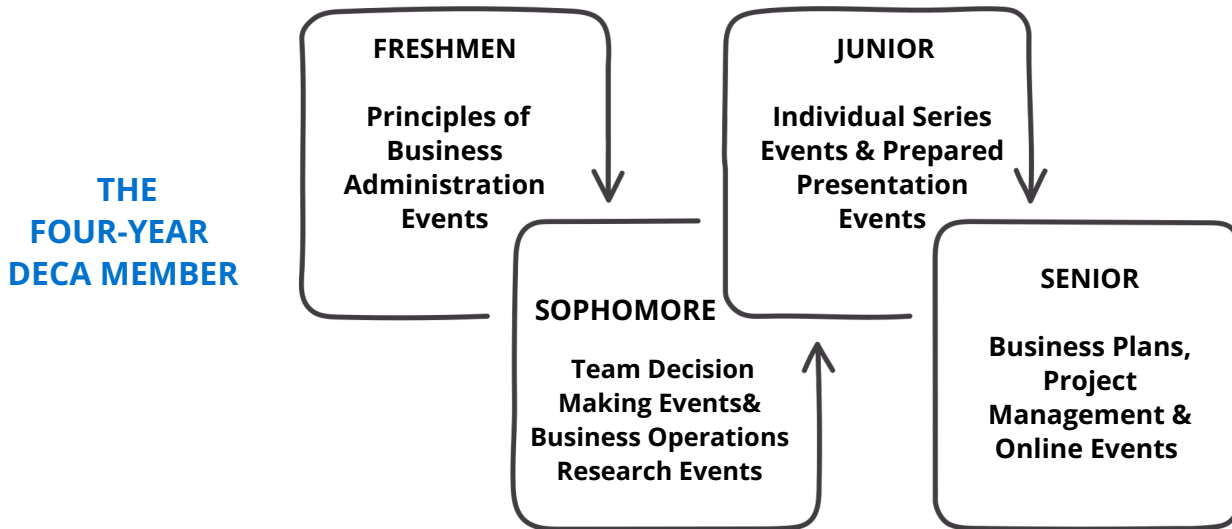
- This request should be submitted to the VA DECA Chartered Association Advisor by any District who would like to request that the District be considered for realignment for the following school year. The VA DECA Chartered Association Advisor in conjunction with a Board of Trustees Committee will determine the appropriate action (if any) to be taken.

DECA's industry-validated competitive events are an integral part of the classroom curriculum and are aligned with the National Curriculum Standards within the career clusters of marketing, business management and administration, finance, and hospitality and tourism.

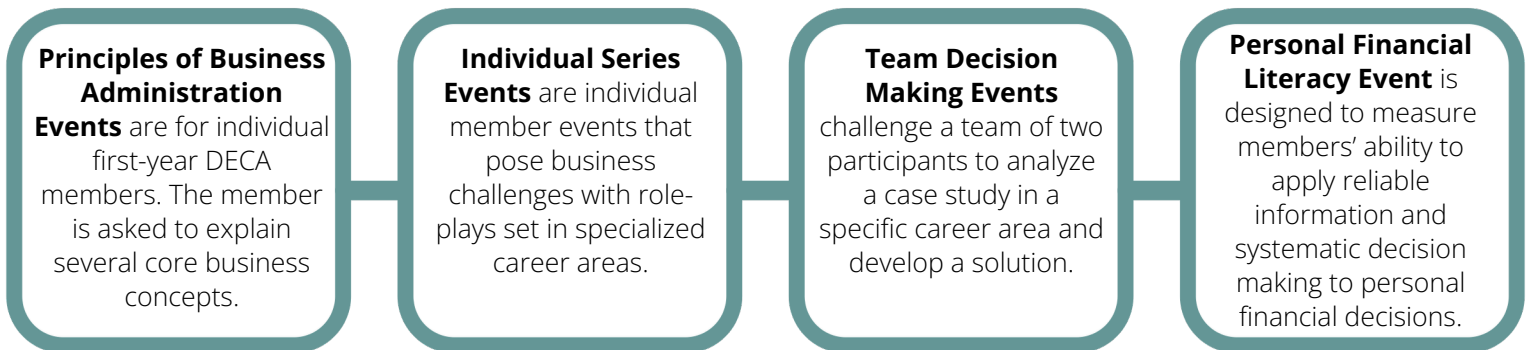
## EXPLANATION OF COMPETENCY-BASED COMPETITIVE EVENTS

Current Virginia DECA student members are eligible for DECA's Competitive Event Program. It is suggested that advisors assist students in the selection of an occupational area they believe will provide the most benefit for their students. Competitive events are not restricted to specific courses but to student career interests and investigation. Students are limited to participation in one competitive event at each conference.

**The following model can be used to place students in appropriate competitive events.**



DECA's role-play and case study events involve a multiple-choice career cluster exam and a role-play or case study provided on-site with a judge. They are classified by industry and career cluster.



**Performance Indicators:** Performance indicators are used to define the parameters of the comprehensive written career cluster exam and other activities that are part of the overall competition. The following diagram illustrates where performance indicators are used.

**Business Administration Core:** Used in all exams; Used in content interviews for PBA Events; Used in case studies for Team Decision Making Events; Used in role-plays for Individual Series Events.

**Cluster Core:** Used only in the cluster exams (not used for PBA Events exam); Used in case studies for Team Decision Making Events; Used in role-plays for Individual Series Events.

**Pathways:** Not used in any exams; Used only in role-plays for Individual Series Events

## 2026- 2027 VA DECA SLC COMPETITION ELIGIBILITY LIST

### Category 1: Individual Role Play Events | Begins at District Leadership Conference

#### Individual Series Events

ACT|AAM|ASM|BFS|BSM|FMS|ENT|HLM|  
HRM|MCS|QSRM|RFSM|RMS|SEM

#### Principles Events

**\*1st Year DECA Members Only**

PBM|PEN|PFN|PHT|PMK

#### Personal Financial Literacy

PFL

#### VA Only Events - Freshmen Only

VA-JI|VA-SEL

#### REVISED NUMBERS 26-27 SY

1st Place: Districts with 11-350 total members

1st & 2nd Place: Districts with 351-599 total members

1st, 2nd & 3rd Place: Districts with 600-849 total members

1st, 2nd, 3rd, & 4th Place: Districts with 850+ total members

### Category 2: Team Decision Making Events | Begins at State Leadership Conference

\*Updated for 26-27 SY: NO Districts will offer these events at DLC.

#### Team Decision Making Events:

BLTDM|BTDM|ETDM|FTDM|

MTDM|HTDM|STDM|TTDM

Each chapter is permitted a limited number of entries:

#### REVISED NUMBERS 26-27 SY

Chapters with 11 - 150 total members: 4 teams

Chapters with 151-300 total members: 6 teams total

Chapters with 301-450 total members: 8 teams total

Chapters with 405+ total members: 10 teams total

There is a limit of two entries in a single category.

*Chapters may decide where teams may be submitted*

### Category 3: Prepared Events | Begins at State Leadership Conference

#### Business Operations Research Events

BOR|BMOR|FOR|HTOR|SEOR

#### Entrepreneurship Events

EBG|EFB|EIB|EIP|IBP|ESB

#### Project Management Events

PMBS|PMCD|PMCA|PMCG|PMFL|PMSP

#### Integrated Marketing Events

IMCE|IMCP|IMCS

#### Professional Selling/Consulting Events

FCE|HTPS|PSE

Each chapter is permitted a limited number of entries:

#### REVISED NUMBERS 26-27 SY

Chapters with 11-150 total members: 2 entries in each event

Chapters with 151 - 350: 3 entries in each event

Chapters with 351 - 550: 4 entries in each event

Chapters with 551 - 800: 5 entries in each event

Chapters with 801+: 6 entries in each event

### Category 4: School-Based Enterprise| Begins at State Leadership Conference

\*These events do not advance to ICDC from SLC. This is a practice round for SBE at ICDC

**SBE Retail**

**(1) Team of 1-2 Members**

**SBE Food**

**(1) Team of 1-2 Members**



# 2026-2027 Competitive Event Overview

## PRINCIPLES OF BUSINESS ADMINISTRATION EVENTS - 1<sup>ST</sup> YEAR DECA MEMBERS ONLY

### INDIVIDUAL EVENT | 10 MINUTE PREP | 10 MINUTE ROLE PLAY

(Begins at the District Level; winners move on to the State Level; winners move onto the International level)

| Event                                                                | Event Code | Cluster Exam        | Summary                                                                                                                                                                                                 |
|----------------------------------------------------------------------|------------|---------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <a href="#">Principles of Business Management and Administration</a> | PBM        | Business Admin Core | The business situation will use language associated with careers in Administrative Services, Business Information Management, General Management, Human Resources Management and Operations Management. |
| <a href="#">Principles of Entrepreneurship</a>                       | PEN        | Business Admin Core | This business situation will use language important to business owners & entrepreneurs.                                                                                                                 |
| <a href="#">Principles of Finance</a>                                | PFN        | Business Admin Core | The business situation will use language associated with careers in Accounting, Banking Services, Business Finance, Insurance and Securities, and Investments.                                          |
| <a href="#">Principles of Hospitality and Tourism</a>                | PHT        | Business Admin Core | The business situation will use language associated with careers in Hotels, Restaurants, and Tourism and Travel.                                                                                        |
| <a href="#">Principles of Marketing</a>                              | PMK        | Business Admin Core | The business situation will use language associated with careers in Marketing Communications, Marketing Management, Marketing Research, Merchandising and Professional Selling.                         |

## VIRGINIA ONLY - FRESHMEN EVENTS: JOB INTERVIEW & SELLING

### INDIVIDUAL EVENT | 10 MINUTE PREP | 10 MINUTE ROLE PLAY

Begins at the District Level; winners move on to the State Level; 1st-3rd place winners at States attends ICDC in Emerging Leaders Series Slots (no ICDC competition due to VA ONLY)

| Event         | Event Code | Cluster Exam                           | Summary                                                                                                                                                                                 |
|---------------|------------|----------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Job Interview | VA-JI      | Job Application DURING event prep time | The business situation is a mock interview for a position as presented in the role play.                                                                                                |
| Selling       | VA-SE      | No Exam                                | The business situation involves the Seven Steps of Selling. Competitors will be asked to role play selling a particular product to the judge in a setting as outlined in the role play. |

# 2026-2027 Competitive Event Overview

## INTERACTIVE ROLE PLAY SITUATION

### INDIVIDUAL SERIES EVENTS | 10 MINUTE PREP | 10 MINUTE ROLE PLAY

(Begins at the District Level; winners move on to the State Level; winners move onto the International level)

| Event                                                           | Event Code | Cluster Exam     | Summary                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
|-----------------------------------------------------------------|------------|------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <a href="#"><u>Accounting Applications Series</u></a>           | ACT        | Finance          | Students will be challenged to perform management functions and tasks focusing on the application of financial data to business planning, including collection and organization of data, development and use of reports, and analysis of data to make business decisions. Concepts include understanding the source and purpose of financial statements, the impact of management decisions on statements, and the analysis and interpretation of data for planning purposes. |
| <a href="#"><u>Apparel and Accessories Marketing Series</u></a> | AAM        | Marketing        | Students will be challenged to perform marketing and management functions and tasks in retail establishments, wholesale establishments and/or manufacturing firms primarily engaged in the marketing of clothing and related articles for personal wear and adornment.                                                                                                                                                                                                        |
| <a href="#"><u>Automotive Services Marketing Series</u></a>     | ASM        | Marketing        | Students will be challenged to perform marketing and management functions and tasks related to auto dealers, service stations and related businesses or auto parts stores.                                                                                                                                                                                                                                                                                                    |
| <a href="#"><u>Business Finance Series</u></a>                  | BFS        | Finance          | Students will be challenged to perform management functions and tasks focusing on high-level financial and business planning, including collection and organization of data, development and use of reports, and analysis of data to make business decisions. Concepts include understanding the source and purpose of financial statements, the impact of management decisions on statements, and the analysis and interpretation of data for corporate planning purposes.   |
| <a href="#"><u>Business Services Marketing Series</u></a>       | BSM        | Marketing        | Students will be challenged to perform marketing functions and tasks involved in providing services to businesses on a fee or contract basis or providing services to consumers.                                                                                                                                                                                                                                                                                              |
| <a href="#"><u>Entrepreneurship Series</u></a>                  | ENT        | Entrepreneurship | Students will be challenged to perform the ability to recognize opportunities and to act on them, determine needs, identify markets, utilize marketing research, identify sources of capital and use management skills.                                                                                                                                                                                                                                                       |

| Event                                                                | Event Code | Cluster Exam            | Summary                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
|----------------------------------------------------------------------|------------|-------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <a href="#"><u>Food Marketing Series</u></a>                         | FMS        | Marketing               | Students will be challenged to perform marketing and management functions and tasks in retail establishments, wholesale establishments and manufacturing forms resulting in the sale of food.                                                                                                                                                                                                                                                                                      |
| <a href="#"><u>Hotel and Lodging Management Series</u></a>           | HLM        | Hospitality and Tourism | Students will be challenged to perform marketing and management functions and tasks in hotels, motels, lodging services, convention services, and food and beverage services.                                                                                                                                                                                                                                                                                                      |
| <a href="#"><u>Human Resources Management Series</u></a>             | HRM        | Business Mgmt and Admin | Students will be challenged to perform management functions and tasks focusing on staffing, recruitment, selection, training, performance appraisal, compensation and safety training.                                                                                                                                                                                                                                                                                             |
| <a href="#"><u>Marketing Communications Series</u></a>               | MCS        | Marketing               | Students will be challenged to perform marketing communications and functions and tasks that inform, persuade, or remind a target marketing of ideas, experiences, goods or services.                                                                                                                                                                                                                                                                                              |
| <a href="#"><u>Quick Serve Restaurant Management Series</u></a>      | QSRM       | Hospitality and Tourism | Students will be challenged to perform marketing and management functions and tasks in retail establishments, wholesale establishments and manufacturing firms primarily engaged in the quick-serve restaurant industry.                                                                                                                                                                                                                                                           |
| <a href="#"><u>Restaurant and Food Service Management Series</u></a> | RFSM       | Hospitality and Tourism | Students will be challenged to perform marketing and management functions and tasks in a full-service restaurant or a food-service business.                                                                                                                                                                                                                                                                                                                                       |
| <a href="#"><u>Retail Merchandising Series</u></a>                   | RMS        | Marketing               | Students will be challenged to perform marketing and management functions and tasks that can be applied in any retail establishment.                                                                                                                                                                                                                                                                                                                                               |
| <a href="#"><u>Sports and Entertainment Marketing Series</u></a>     | SEM        | Marketing               | Students will be challenged to perform marketing and management functions and tasks related to amateur or professional sports or sporting events, entertainment or entertainment events, selling or renting of supplies and equipment (other than vehicles) used for recreational or sporting purposes, products and services related to hobbies or cultural events, or businesses primarily engaged in satisfying the desire to make productive or enjoyable use of leisure time. |

**TEAM DECISION MAKING EVENTS - CASE STUDY ANALYSIS**  
**TEAMS OF TWO | 30 MINUTE PREP | 15 MINUTE ROLE PLAY**

(Begins at the State Level; winners move onto the International level)

| Event                                                                          | Event Code | Cluster Exam            | Summary                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
|--------------------------------------------------------------------------------|------------|-------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <a href="#"><u>Business Law and Ethics Team Decision Making</u></a>            | BLTDM      | Business Mgmt and Admin | For the purposes of this event, business law is U.S. law and will include contracts, product liability, employment and types of business ownership. The ethics component involves evaluating competing social values that may reasonably be argued from either side.                                                                                                                                                                                                                 |
| <a href="#"><u>Buying and Merchandising Team Decision Making</u></a>           | BTDM       | Marketing               | Employees in buying and merchandising positions get the product into the hands of the customer. This process includes forecasting, planning, buying, displaying, selling and providing customer service.                                                                                                                                                                                                                                                                             |
| <a href="#"><u>Entrepreneurship Team Decision Making</u></a>                   | ETDM       | Entrepreneurship        | Entrepreneurship includes the ability to recognize opportunities and to act on them, determine needs, identify markets, utilize marketing research, identify sources of capital and use management skills.                                                                                                                                                                                                                                                                           |
| <a href="#"><u>Financial Services Team Decision Making</u></a>                 | FTDM       | Finance                 | Financial services refers to services offered in the finance industry by financial institutions. Concepts include understanding the source and purpose of financial statements, the impact of management decisions on statements, and the analysis and interpretation of data for planning purposes.                                                                                                                                                                                 |
| <a href="#"><u>Hospitality Team Decision Making</u></a>                        | HTDM       | Hospitality and Tourism | Hospitality services include marketing and management functions and tasks that can be applied in hotels, motels, lodging services, related convention services, and related food and beverage services.                                                                                                                                                                                                                                                                              |
| <a href="#"><u>Marketing Management Team Decision Making</u></a>               | MTDM       | Marketing               | Marketing management includes marketing and management functions and tasks that can be applied broadly in a non-retail marketing environment.                                                                                                                                                                                                                                                                                                                                        |
| <a href="#"><u>Sports and Entertainment Marketing Team Decision Making</u></a> | STDM       | Marketing               | Sports and entertainment marketing includes marketing functions and tasks that can be applied in amateur or professional sports or sporting events, entertainment or entertainment events, selling or renting of supplies and equipment (other than vehicles) used for recreational or sporting purposes, products and services related to hobbies or cultural events, or businesses primarily engaged in satisfying the desire to make productive or enjoyable use of leisure time. |
| <a href="#"><u>Travel and Tourism Team Decision Making</u></a>                 | TTDM       | Hospitality and Tourism | Travel and tourism includes marketing and management functions and tasks that can be applied in enterprises engaged in passenger transportation, travel service, attracting and serving the traveling public, arranging tours or acting as independent ticket agencies, and other services incidental to the travel or tourism industry.                                                                                                                                             |



**PERSONAL FINANCIAL LITERACY EVENT**  
**ROLE PLAYS ARE BASED AROUND MAKING PERSONAL FINANCIAL DECISIONS**

**INDIVIDUAL EVENT | 10 MINUTE PREP | 10 MINUTE ROLE PLAY**

(Begins at the District Level; winners move on to the State Level; winners move onto the International level)

| Event                                       | Event Code | Cluster Exam                | Summary                                                                                                                                                                                                                                   |
|---------------------------------------------|------------|-----------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <a href="#">Personal Financial Literacy</a> | PFL        | Personal Financial Literacy | Students will be assessed on their knowledge of areas such as: financial responsibility and decision making, income and careers, planning and money management, credit and debt, risk management and insurance, and saving and investing. |

**BUSINESS OPERATIONS RESEARCH EVENTS: STUDENTS CONDUCT RESEARCH STUDIES**

**20 PAGE PAPER | 15 MINUTE PRESENTATION | TEAMS OF 1-3 MEMBERS**

(Begins at the State Level; winners move onto the International level)

The **2026-2027** topic for each career category is for participants to collaborate with a local business or organization to research what drives customer loyalty and repeat engagement. Using the research findings, participants will develop a strategic plan to strengthen customer retention through loyalty programs, personalized experiences or relationship-building initiatives.

| Event                                                                  | Event Code | Cluster Exam | Summary                                                                                                             |
|------------------------------------------------------------------------|------------|--------------|---------------------------------------------------------------------------------------------------------------------|
| <a href="#">Business Services Operations Research</a>                  | BOR        | No Exam      | Business Services includes human resources, information technology and personal and contracted services businesses. |
| <a href="#">Buying and Merchandising Operations Research</a>           | BMOR       | No Exam      | Buying and Merchandising includes retail and wholesale businesses that provide consumer goods.                      |
| <a href="#">Finance Operations Research</a>                            | FOR        | No Exam      | Finance includes banks, credit unions, accounting, investments and other financial businesses.                      |
| <a href="#">Hospitality and Tourism Operations Research</a>            | HTOR       | No Exam      | Hospitality and Tourism includes hotels, restaurants and tourism-related businesses.                                |
| <a href="#">Sports and Entertainment Marketing Operations Research</a> | SEOR       | No Exam      | Sports and Entertainment Marketing includes businesses that conduct sporting and/or entertainment events.           |

## PROJECT MANAGEMENT EVENTS

**USE PROJECT MANAGEMENT SKILLS TO SUCCESSFULLY COMPLETE A PROJECT.**

**20 PAGE PAPER | 15 MINUTE PRESENTATION | TEAMS OF 1-3 MEMBERS**

(Begins at the State Level; winners move onto the International level)

| Event                                              | Event Code | Cluster Exam | Summary                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
|----------------------------------------------------|------------|--------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <a href="#"><u>Business Solutions Project</u></a>  | PMBS       | No Exam      | The Business Solutions Project uses the project management process to work with a local business to identify a specific problem with the current business operations and implement a solution. Examples include talent inquisition, employee on-boarding, policies and procedures, technology integration, customer service improvement, safety operations, marketing and promotion activities, and productivity and output enhancement.                |
| <a href="#"><u>Career Development Project</u></a>  | PMCD       | No Exam      | The Career Development Project uses the project management process to promote/educate the knowledge and skills needed for careers in marketing, finance, hospitality, management and entrepreneurship. Examples include career fairs, summer boot camps, professional dress seminars, resume development workshops, career exploration initiatives, mock interviews, educational paths, workplace re-entry and mentor programs.                         |
| <a href="#"><u>Community Awareness Project</u></a> | PMCA       | No Exam      | The Community Awareness Project uses the project management process to raise awareness for a community issue or cause. Examples include day of service, distracted driving, driving under the influence, bullying, disease awareness, mental illness awareness, drug awareness, ethics, environmental and green issues, and vaping.                                                                                                                     |
| <a href="#"><u>Community Giving Project</u></a>    | PMCG       | No Exam      | The Community Giving Project uses the project management process to raise funds or collect donations to be given to a cause/charity. Examples include food bank donations, homeless shelters, 5K's, sports tournaments, auctions, banquets, item collections, holiday drives, adopt families, etc.                                                                                                                                                      |
| <a href="#"><u>Financial Literacy Project</u></a>  | PMFL       | No Exam      | The Financial Literacy Project uses the project management process to promote the importance of financial literacy, including spending and saving, credit and debt, employment and income, investing, risk and insurance and financial decision making. Examples include organizing and implementing seminars for students (elementary, middle, high and post- secondary), tax preparation assistance, retirement planning, and student loan workshops. |
| <a href="#"><u>Sales Project</u></a>               | PMSP       | No Exam      | The Sales Project uses the project management process to raise funds for the local DECA chapter. Examples include sports tournaments, t-shirt sales, 5K's, school merchandise sales, catalog sales, sponsorship development initiatives, fashion shows, pageants, restaurant nights, value cards, and yearbook sales.                                                                                                                                   |

# ENTREPRENEURSHIP EVENTS - EXPLORE ENTREPRENEURIAL CONCEPTS FROM IDEA GENERATION TO GROWING A BUSINESS

**SLIDE DECK OR PAPER | 15 MINUTE PRESENTATION | TEAMS OF 1-3 MEMBERS**

(Begins at the State Level; winners move onto the International level)

| Event                                                                  | Event Code | Cluster Exam | Summary                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
|------------------------------------------------------------------------|------------|--------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <a href="#"><u>Innovation Plan</u></a><br>(20 Slide Pitch Deck)        | EIP        | No Exam      | The Innovation Plan Event involves the idea generation and opportunity recognition needed to take advantage of market opportunities to introduce a new business, product or service. Any type of business, product or service may be used.                                                                                                                                                                                                                                                                                                  |
| <a href="#"><u>Start-Up Business Plan</u></a><br>(20 Slide Pitch Deck) | ESB        | No Exam      | The purpose of the Start-Up Business Plan Event is to provide an opportunity for the participant to develop and present a proposal to form a business. The event provides an opportunity for a participant to develop and demonstrate mastery of essential knowledge and skills as they apply to the analysis of a business opportunity.                                                                                                                                                                                                    |
| <a href="#"><u>Independent Business Plan</u></a><br>(20 pages)         | EIB        | No Exam      | The Independent Business Plan Event involves the development of a comprehensive proposal to start a new business. Any type of business may be used.                                                                                                                                                                                                                                                                                                                                                                                         |
| <a href="#"><u>International Business Plan</u></a><br>(20 pages)       | IBP        | No Exam      | The International Business Plan Event involves the development of a proposal to start a new business venture in an international setting. Any type of business may be used.                                                                                                                                                                                                                                                                                                                                                                 |
| <a href="#"><u>Business Growth Plan</u></a><br>(20 pages)              | EBG        | No Exam      | The Business Growth Plan involves the idea generation and strategy development needed to grow an existing business. Participants in this event will analyze their current business operations and identify opportunities to grow and expand the business. Options may include franchising, expanding into new markets, opening a second location, licensing agreements, merging with or acquiring another business, diversifying product lines, forming strategic alliances with other businesses, expanding to the internet, etc.          |
| <a href="#"><u>Franchise Business Plan</u></a><br>(20 pages)           | EFB        | No Exam      | In the Franchise Business Plan event participants present a comprehensive business plan proposal to buy into an existing franchise, seeking to become a franchisee. This event includes the development and presentation of various aspects of a plan to form a business. It provides an opportunity for a participant to develop and demonstrate mastery of essential knowledge and skills as they apply to the analysis of a business opportunity, the development of a marketing/promotion plan and the development of a financial plan. |

## INTEGRATED MARKETING CAMPAIGNS

### 20 SLIDES PITCH DECK | 15 MINUTE PRESENTATION | TEAMS OF 1-3 MEMBERS

(Begins at the State Level; winners move onto the International level)

| Event                                                          | Event Code | Cluster Exam | Summary                                                                                                                                                                                                                                |
|----------------------------------------------------------------|------------|--------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <a href="#"><u>Integrated Marketing Campaign - Product</u></a> | IMCP       | Marketing    | Integrated Marketing Campaign - Product includes a campaign that is related to any hard/soft line retail products including e-commerce. Examples include apparel and accessories, retail products, etc.                                |
| <a href="#"><u>Integrated Marketing Campaign - Service</u></a> | IMCS       | Marketing    | Integrated Marketing Campaign - Service includes a campaign that is related to any service or intangible product. Examples may include pet services, golf lessons, health care services, salons, restaurants, amusement parks, etc.    |
| <a href="#"><u>Integrated Marketing Campaign - Event</u></a>   | IMCE       | Marketing    | Integrated Marketing Campaign - Event includes a campaign that is related to any sports and entertainment event and/or company event. Examples include concerts, festivals, fairs, tournaments, pet adoption day, charity events, etc. |

## PROFESSIONAL SELLING AND CONSULTING EVENTS - ORGANIZE AND PRESENT A SALES PRESENTATION OR CONSULTATION | 15 MINUTE PRESENTATION | INDIVIDUAL EVENT

(Begins at the State Level; winners move onto the International level)

| Event                                                               | Event Code | Cluster Exam            | Summary                                                                                                                                                                                                              |
|---------------------------------------------------------------------|------------|-------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <a href="#"><u>Financial Consulting</u></a>                         | FCE        | Finance                 | Check back for the 2026-2027 topic description.<br><a href="https://www.deca.org/compete/financial-consulting">https://www.deca.org/compete/financial-consulting</a>                                                 |
| <a href="#"><u>Hospitality and Tourism Professional Selling</u></a> | HTPS       | Hospitality and Tourism | Check back for the 2026-2027 topic description.<br><a href="https://www.deca.org/compete/hospitality-and-tourism-professional-selling">https://www.deca.org/compete/hospitality-and-tourism-professional-selling</a> |
| <a href="#"><u>Professional Selling</u></a>                         | PSE        | Marketing               | Check back for the 2026-2027 topic description.<br><a href="https://www.deca.org/compete/professional-selling">https://www.deca.org/compete/professional-selling</a>                                                 |

## ONLINE EVENTS ARE A SEPARATE CATEGORY AND ARE NOT HELD AT THE DISTRICT OR STATE LEVEL.

These are all online with top competitors being invited to the International Level

| Event                                                                | Event Code | Summary                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|----------------------------------------------------------------------|------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <a href="#"><u>Stock Market Game</u></a>                             | SMG        | Participants in the Stock Market Game develop and manage an investment portfolio. Each participating team manages all aspects of the portfolio including stock selection, buying and selling. The goal of the competition is to increase the value of the beginning portfolio.                                                                                                                                                                                                                                                                                                                                         |
| <a href="#"><u>Virtual Business Challenge - Accounting</u></a>       | VBCAC      | In the VBC Accounting track, participants will use forensic accounting to identify fraud & errors and use managerial accounting techniques to maximize profits. Participants will analyze accounting documents such as T-accounts, worksheets, journals & the general ledger as well as source documents such as time sheets, customer invoices, pay records and more in order to identify issues.                                                                                                                                                                                                                     |
| <a href="#"><u>Virtual Business Challenge - Entrepreneurship</u></a> | VBCEN      | In the VBC Entrepreneurship track, participants will conduct market research, spot new business opportunities and take the plunge by embarking on their very own entrepreneurial venture with 20 different businesses to choose from. Participants will implement new business strategies via requesting financing, building their team, acquiring resources, setting prices, developing their marketing and more. Participants will analyze market data, interpret financial reports and apply critical thinking and decision making skills in order to make their entrepreneurial venture as successful as possible. |
| <a href="#"><u>Virtual Business Challenge - Fashion</u></a>          | VBCFA      | In the VBC Fashion track, participants will scour runway and street blogs for emerging and viral fashion trends; manage marketing, business and fashion-specific concepts such as design, buying, pricing and markdowns, social media promotion, window display and merchandising within their own fashion design business; and interpret actions, charts and reports, such as the Income Statement and the "Instatrend" report in order to make strategic marketing decisions for their fashion business to optimize profitability.                                                                                   |
| <a href="#"><u>Virtual Business Challenge - Hotel Mgt</u></a>        | VBCHM      | In the VBC Hotel Management track, participants will manage various aspects of a hotel such as determining room rates, making bids on group sales and setting front desk and housekeeping staffing schedules. Participants will monitor their competitors, analyze various reports and financial information as well as keep a close watch on ratings and social media feedback.                                                                                                                                                                                                                                       |
| <a href="#"><u>Virtual Business Challenge - Personal Finance</u></a> | VBCPF      | In the VBC Personal Finance track, participants will manage bank accounts, credit and debit cards, bills, credit scores, taxes, insurance and investing. Participants will interpret actions, charts and graphs to make strategic financial decisions and optimize net worth.                                                                                                                                                                                                                                                                                                                                          |
| <a href="#"><u>Virtual Business Challenge - Restaurant</u></a>       | VBCRS      | In the VBC Restaurant track, participants will manage specific marketing and business concepts such as market research, menu design and pricing, advertising strategies and purchasing within a restaurant. Participants will interpret actions, reports and financial information in order to make strategic marketing decisions for their restaurant to optimize profitability.                                                                                                                                                                                                                                      |
| <a href="#"><u>Virtual Business Challenge - Retail</u></a>           | VBCRT      | In the VBC Retailing track, participants will manage specific marketing concepts such as pricing, purchasing and promotion within a convenience store. Participants will interpret actions, charts and graphs in order to make strategic marketing decisions for their store to optimize profitability.                                                                                                                                                                                                                                                                                                                |
| <a href="#"><u>Virtual Business Challenge - Sports</u></a>           | VBCSP      | In the VBC Sports track, participants will manage specific marketing concepts such as ticket pricing, media planning and sponsorships within a football franchise. Participants will interpret actions, charts and graphs in order to make strategic marketing decisions for their franchise to optimize profitability.                                                                                                                                                                                                                                                                                                |





## DECA Chapter Leadership Team

Student leaders are essential to the success of your DECA chapter. Just like in business, it's important to identify roles and responsibilities for critical leaders that have a purpose in supporting your DECA chapter's overall mission and goals.

DECA members are empowered through experience to provide effective leadership through goal setting, consensus building and project implementation. The DECA Leadership Team is the core group of DECA members that provides leadership to the entire DECA chapter. The DECA Leadership Team should have defined roles and responsibilities that support the chapter's mission and goals.

There are plenty of leadership opportunities to engage more chapter members than just a few officers. Putting together an effective team may include various teams, committees and directors to help share responsibilities and focus on specific duties.

### DECA'S MISSION-BASED CHAPTER OFFICER POSITIONS

The DECA chapter officer positions reflect a corporate leadership structure rather than the typical positions utilized in student clubs and organizations. As emerging leaders, DECA encourages chapters to practice real-world leadership by adopting a structure that mirrors business and industry. DECA officer positions are aligned with the DECA mission to ensure that each aspect of the mission is represented with great leadership. Depending on your chapter's size, each leadership position can be developed into teams and committees to give more members opportunities to develop leadership abilities and engage in chapter activities.

#### PERFORMANCE INDICATORS

This module's activities connect to the following National Curriculum Standards:

- Explain the concept of leadership
- Collaborate with others
- Participate as a team member
- Use consensus-building skills
- Motivate team members



CEO (Advisor)



President



VP of Leadership



VP of Career Development



VP of Marketing



VP of Finance



VP of Hospitality

# DECA CHAPTER LEADERSHIP TEAM

## SELECTION PROCESS

After you have identified the leadership positions within your chapter, you must then determine how you will select members to serve these key roles throughout the year. The advisor and the members should recognize the importance of choosing leaders who can effectively fulfill their responsibilities to grow the chapter and achieve its goals. You should consider the important components in a selection process and develop a clear, written description of how the selection process will be managed.

The process may include a combination of various selection criteria.

- Written application. Includes the potential officer's qualifications, explanation of desire to serve or an essay of their leadership abilities, a letter of recommendation, and student and parent signatures supporting a code of conduct and expectations.
- A scored interview with a nominating committee. This could be a panel of outgoing officers, faculty or DECA alumni.
- An exam on DECA knowledge and leadership.

It is important to avoid an election process that resembles a popularity contest in which leaders are elected with little or no consideration given to leadership characteristics.

It is also important for students to be involved in the selection process, but they shouldn't be the only factor in choosing your chapter leaders. Involving chapter members helps them understand the qualities of leaders, their commitment and the roles and responsibilities of those elected.

## STUDENT ACTIVITY INSTRUCTIONS:

### Step 1:

Review the example chapter officer duties and structure (*Activity 4A*) on page 21 with your student leadership team. Have the team review the responsibilities under their related officer position and list some ideas they may have for your chapter while serving in their leadership role.

### Step 2:

Have your student leadership team complete the chapter organizational structure (*Activity 4B*) on page 22, and fill in the information to design a structure to fit the unique needs, size and goals of your DECA chapter.

### Step 3:

The officer responsibility activity (*Activity 4C*) on page 23 is intended to be completed by your student leadership team to help them better understand your chapter organizational structure and their leadership roles.

## CHAPTER OFFICER DUTIES AND STRUCTURE

|                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Advisor(s)</b>                                                                                                                                                        |  <b>CEO (Advisor)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>DECA Student Leader</b>                                                                                                                                               |  <b>President</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| President Position Overview                                                                                                                                              | Practice the "Entrepreneurial" and "Management" elements of DECA's Mission Statement. Responsible for connecting with chartered association officers and establishing chapter vision, management and organization that ensures each chapter officer has the training, support, accountability and resources to deliver a powerful DECA experience for each DECA member.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>Model Chapter Executive Team</b>                                                                                                                                      | <div>  <b>VP of Leadership</b>  <b>VP of Career Development</b>  <b>VP of Marketing</b>  <b>VP of Finance</b>  <b>VP of Hospitality</b> </div>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| Position Overview                                                                                                                                                        | <div> <div>Practices the "Emerging Leaders" element of the DECA mission. Responsible for all non-competitive event career and leadership activities.</div> <div>Practices the "Careers" element of the DECA mission. Responsible for chapter participation, preparation and performance in competitive events.</div> <div>Practices the "Marketing" element of the DECA mission. Responsible for initial member recruitment, branding and promotions.</div> <div>Practices the "Finance" element of the DECA mission. Responsible for chapter budgeting, accounting and fund development efforts.</div> <div>Puts into practice the "Hospitality" element of the DECA mission. Responsible for connecting members to a welcome, value-filled, fun educational experience.</div> </div>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Team Structure</b>                                                                                                                                                    | <div>  <b>Leadership</b>  <b>Career Development</b>  <b>Marketing</b>  <b>Finance</b>  <b>Hospitality</b> </div>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Sample Project Manager/Leadership Positions<br><br><i>These could be appointed positions to committees or positions that fit your chapter size, goals and interests.</i> | <div> <div> <ul style="list-style-type: none"> <li>• DECA Campaigns Director</li> <li>• Community Service Director</li> <li>• School Service Director</li> <li>• Conference Director</li> <li>• Recognition/Scholarships Director</li> <li>• Leadership Training Director</li> <li>• Freshman Class Director</li> <li>• Sophomore Class Director</li> <li>• Junior Class Director</li> <li>• Senior Class Director</li> </ul> </div> <div> <ul style="list-style-type: none"> <li>• DECA Challenges Director</li> <li>• Principles of Business Administration Events Director</li> <li>• Team Decision Making Events Director</li> <li>• Individual Series Events Director</li> <li>• Business Operations Research Events Director</li> <li>• Project Management Events Director</li> <li>• Integrated Marketing Campaign Events Director</li> <li>• Professional Selling Events Director</li> <li>• Online Events Director</li> </ul> </div> <div> <ul style="list-style-type: none"> <li>• Creative Director</li> <li>• Member Recruitment Director</li> <li>• Digital Media Director</li> <li>• Public Relations Director</li> <li>• School Relations Director</li> <li>• Community Relations Director</li> <li>• Social Media Director</li> <li>• Website Director</li> <li>• Chapter Newsletter Director</li> </ul> </div> <div> <ul style="list-style-type: none"> <li>• Partnerships Director</li> <li>• Local Advocacy Director</li> <li>• Event Fundraising Director</li> <li>• Member Fundraising Director</li> <li>• School-based Enterprise Director</li> <li>• Budget Director</li> <li>• Accounting Director</li> </ul> </div> <div> <ul style="list-style-type: none"> <li>• New Member Director</li> <li>• Member Experiences Director</li> <li>• Chapter Meetings Director</li> <li>• Chapter Events Director</li> <li>• Alumni &amp; Professional Member Director</li> <li>• Ambassador Director</li> <li>• DECA Mentor Director</li> </ul> </div> </div> |

Review the responsibilities under your officer position. List some ideas you have that correlate to your position for your chapter this year.

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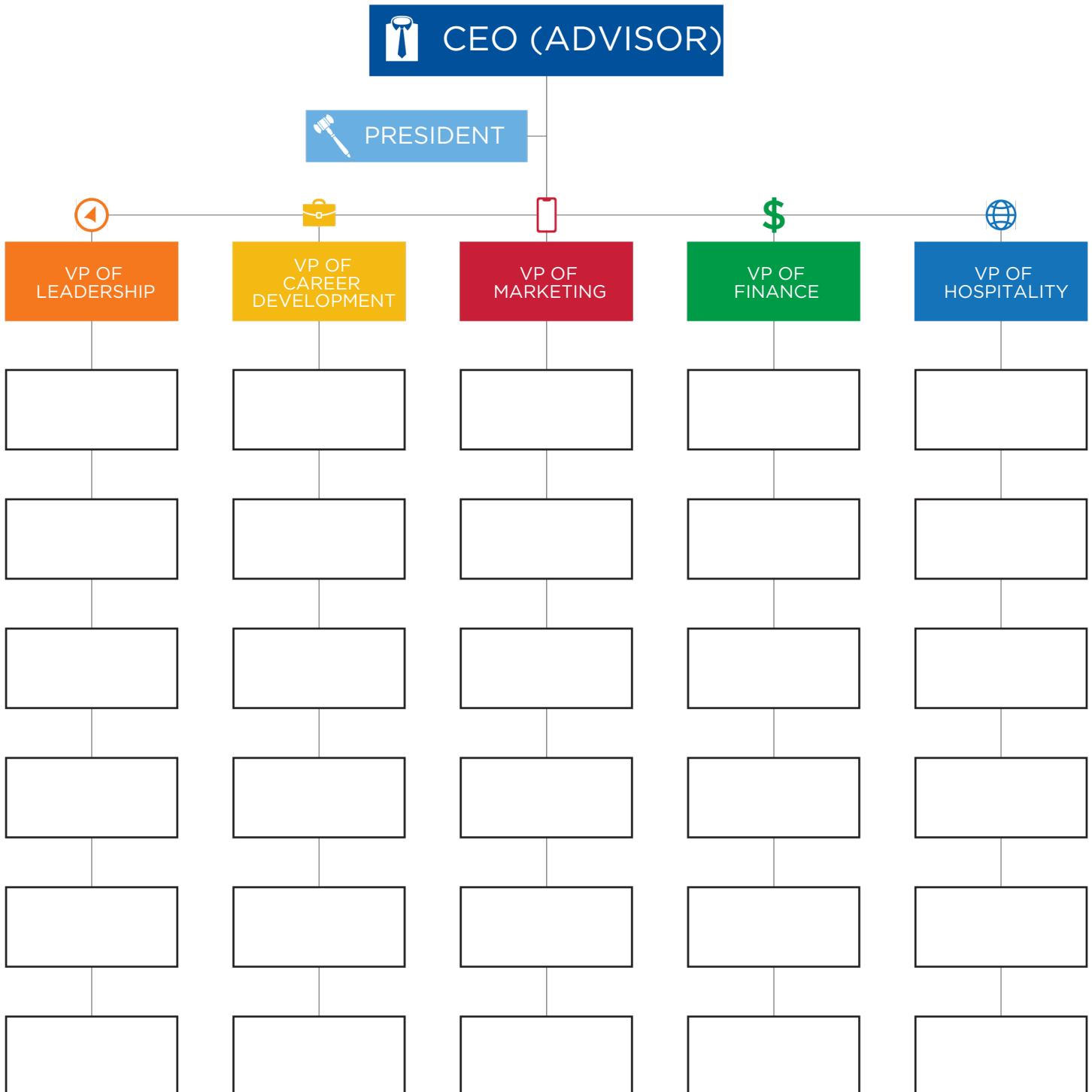
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## DESIGN YOUR DECA CHAPTER ORGANIZATIONAL STRUCTURE

**Instructions:** Using the organizational chart structure below, design a structure to fit the unique needs, size and goals of your DECA chapter. The boxes indicate elected positions that make up the executive leadership team. The blank boxes should be filled in to reflect the “director” level positions that make up teams (or committees) that provide support to the mission-based leadership positions. Select director positions from the DECA Chapter Officer Duties and Structure grid on the previous page—or feel free to create your own director positions.



## OFFICER RESPONSIBILITY DESCRIPTION

**Instructions:** With your leadership position in mind, complete each prompt in the chart below.

|                                                |                                                                                                 |
|------------------------------------------------|-------------------------------------------------------------------------------------------------|
| <b>I am the DECA chapter...</b>                | List your leadership position.                                                                  |
| <b>I report to the chapter...</b>              | List who your position reports to in the organizational chart.                                  |
| <b>I work with the chapter...</b>              | List the other chapter leadership positions you will work with to achieve your chapter's goals. |
| <b>I am responsible for...</b>                 | List all the projects, events, activities, campaigns, and efforts your position leads/supports. |
| <b>We will be successful this year if I...</b> | Create your Chapter Contribution Success Statement.                                             |





# DECA Program of Leadership

Developed by the chapter officer team, the Program of Leadership is a strategic plan that sets the direction and goals for the chapter and includes detailed work plans to achieve those goals.

The DECA Program of Leadership brings together the leadership team, DECA goals and action items for the year into one strategic leadership plan. The program of leadership provides a comprehensive plan of the chapter’s goals and activities for the school year. Each goal is aligned with a mission area, assigns overall responsibility to a leader and indicates the key project initiatives, success criteria, time frame and project leaders.

Developing a Program of Leadership is much like an organization’s approach to its strategic planning process that results in a formal strategic plan. The Program of Leadership will result in defining your chapter strategy for your officer team and should include a formal plan with goals, action plans and resource allocations to keep the chapter on track.

In some cases, you may also develop project management plans depending on the size and scope of your goals and activities. The Program of Leadership should guide your priorities and activities for the year while yielding the largest greatest possible for your chapter.

**Goals are great. Results are better.**

## PERFORMANCE INDICATORS

This module’s activities connect to the following National Curriculum Standards:

- Determine the nature of organizational goals
- Ascertain employee’s role in meeting organizational goals
- Organize and prioritize work
- Coordinate work with that of team members
- Monitor and ensure completion of delegated tasks
- Streamline work processes
- Evaluate project success

## TIPS TO GET STARTED

As you begin to think about creating your Program of Leadership, here are some careful considerations for developing one that is powerful and impactful.

### Be Realistic, Attainable and Inclusive

Every great idea needs to be assessed to ensure it's feasible. Your goals should be realistic and attainable. Does it require additional resources (funding, people, etc.)? Is there enough time to complete the activities and goals? It's better to be results-driven than to create grand ideas that won't materialize. When developing your goals and activities, you should consider accessibility for all DECA members in your chapter, flexibility that will allow students to participate and be successful and adaptability for multiple levels of participation and experiences.

### Be Data-Driven

You should determine your end goals (both quantitative and qualitative) as well as benchmarks throughout the year. Designate the checkpoints early so that you know when to check in on your progress toward your goals.

### Be Proactive

Get as much of a head start on completing the actual action items as possible. Consider which activities are going to need a full project management plan in order to be successful.

## BRAINSTORMING

Brainstorming can be a highly effective way to encourage creative thinking for developing a chapter Program of Leadership. Below are a few ideas to use to get started.

- **Mind Mapping:** Use mind mapping techniques to represent ideas and concepts visually. Provide your students with a topic (leadership, recruitment, fundraising, etc.), and have them create branches with related ideas, further expanding on each branch.
- **Brainwriting:** Instead of speaking aloud, DECA members write their ideas on sticky notes or a shared digital platform. Then, they build upon each other's ideas.
- **Gallery Walk:** Post different topics around the room DECA members will walk around and add their ideas and activities related to the topic.
- **Reverse Brainstorming:** Instead of generating ideas for a desired outcome, brainstorm ideas to achieve the opposite result. DECA members can identify potential obstacles and find solutions to overcome them.
- **Time-Limited Brainstorming:** Set a specific time limit for brainstorming sessions to encourage quick thinking and prevent overthinking.

Remember to create a positive and supportive environment where all ideas are encouraged and respected. These brainstorming techniques can stimulate creativity and foster active engagement in creating a chapter program of leadership.

## STUDENT ACTIVITY INSTRUCTIONS:

### STEP 1

Refer back to the DECA Goals (*Module 5*) created by your student leaders. Review the elements of a Program of Leadership with your student leadership team and have them complete each statement in the Pre-Planning Worksheet (*Activity 6A*) on page 30.

### STEP 2

Review the DECA Chapter Program of Leadership Example with your student leadership team, then have them create their own DECA Program of Leadership (*Activity 6B*) using the worksheet on page 32. This can be done by students working independently or in small groups.

To engage more DECA members, have your student leadership team share their DECA Program of Leadership goals with your chapter. Then use feedback and input from the members to finalize your chapter Program of Leadership.

### STEP 3

Have your student leadership team complete the DECA Program of Leadership Model worksheet (*Activity 6C*) on page 33 to follow the process for each initiative from start-up to evaluation.

DECA members can be put into small groups led by a chapter officer (project leader) and begin to complete the worksheet for a project under the chapter's program of leadership.

The project leader should collect and keep the worksheets as a reference and can use the evaluation section to evaluate how successful the project was and any improvements they would suggest.



Student Name \_\_\_\_\_

## DECA CHAPTER PROGRAM OF LEADERSHIP PRE-PLANNING WORKSHEET

| ELEMENT                       | DEFINITION                                                                                                                                            |
|-------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|
| DECA<br>GOAL AREA             | List one DECA goal based on your chapter's mission. Consider the following areas: leadership, career development, marketing, finance and hospitality. |
| GOAL VISION<br>STATEMENT      | What does success "look like" for each goal area?                                                                                                     |
| EXECUTIVE<br>TEAM LEAD(S)     | Who is the team member in charge of this goal?                                                                                                        |
| KEY PROJECT<br>INITIATIVES    | What activities and initiative will you do to achieve your goal?                                                                                      |
| SUCCESS<br>CRITERIA           | How will you measure the success of this initiative?                                                                                                  |
| TIME<br>FRAME                 | When will this action take place? Consider the start time and deadline.                                                                               |
| PROJECT<br>LEADER(S)          | Who is the project leader(s) on this goal?                                                                                                            |
| PROJECT<br>MANAGEMENT<br>PLAN | Your final plan which brings all the pieces together.                                                                                                 |



Student Name \_\_\_\_\_

DECA CHAPTER PROGRAM OF LEADERSHIP

| GOAL VISION STATEMENT   |                  |            |                   |
|-------------------------|------------------|------------|-------------------|
|                         |                  |            |                   |
| EXECUTIVE TEAM LEAD(S)  |                  |            |                   |
| KEY PROJECT INITIATIVES | SUCCESS CRITERIA | TIME FRAME | PROJECT LEADER(S) |
|                         |                  |            |                   |
|                         |                  |            |                   |
|                         |                  |            |                   |
|                         |                  |            |                   |
|                         |                  |            |                   |
|                         |                  |            |                   |
|                         |                  |            |                   |
|                         |                  |            |                   |



Student Name \_\_\_\_\_

# DECA PROGRAM OF LEADERSHIP MODEL

| START UP                     |               |                       |               |
|------------------------------|---------------|-----------------------|---------------|
| KEY PROJECT INITIATIVE       |               | DESCRIPTION           |               |
|                              |               |                       |               |
|                              |               |                       |               |
|                              |               |                       |               |
|                              |               |                       |               |
| Start Date                   |               | Project Leader(s)     |               |
| End Date                     |               | Approvals Needed      |               |
| Connection to Other Projects |               | Expected Outcomes     |               |
| PLANNING                     |               | IMPLEMENTATION        |               |
| Logistics Action Team        | Who Will Lead | Deadline              | Status        |
|                              |               |                       |               |
|                              |               |                       |               |
|                              |               |                       |               |
|                              |               |                       |               |
|                              |               |                       |               |
|                              |               |                       |               |
|                              |               |                       |               |
|                              |               |                       |               |
| Communications Action Team   | Who Will Lead | Deadline              | Status        |
|                              |               |                       |               |
|                              |               |                       |               |
|                              |               |                       |               |
|                              |               |                       |               |
|                              |               |                       |               |
|                              |               |                       |               |
|                              |               |                       |               |
|                              |               |                       |               |
| EVALUATION                   |               |                       |               |
| Actual Results               | What Worked   | What Would We Improve | File Location |
|                              |               |                       |               |



## **Purpose & Objective**

The Virginia DECA Annual Report is a comprehensive instructional project designed to encourage chapters to develop a well-rounded, year-long program of leadership. Grounded in DECA's mission and guiding principles, the report highlights individual participation, group projects, community engagement, and overall chapter achievements. By aligning activities with the foundational aims of Virginia DECA, this report serves as the standard of excellence for all chapters across the commonwealth, culminating in state-level recognition and awards.

## **Beyond the Competition: A Strategic Tool**

Mirroring the structure and professionalism of a corporate annual review, the Annual Report serves as a historical record of your year and a powerful marketing asset. Chapters are highly encouraged to utilize their completed reports as:

- An Administrative Showcase: A formal update to present to school administrators, school boards, and guidance personnel.
- A Public Relations Tool: A promotional document to share with parents, business partners, and community stakeholders.
- A Recruitment Asset: An engaging tool to attract prospective students and new DECA members.
- An Instructional Resource: A real-world classroom example illustrating how businesses format and present their annual financial and operational reports.

## **Educational Philosophy**

As a co-curricular organization integrated into the Marketing Education curriculum, DECA reinforces classroom competencies and hands-on occupational experiences. The Annual Report framework ensures that chapters implement a diverse, balanced program of work, guaranteeing that all members benefit directly from Virginia DECA's educational objectives.

Structure & Recognition (The "Share" System)

To evaluate and reward chapter success, the Annual Report is organized around Key Metrics.

- Each metric is assigned a predetermined number of shares, which symbolize the investment a local chapter makes toward maintaining an active, high-performing DECA chapter.
- Upon successful completion and documented proof of a metric, the chapter is awarded its full share value.
- Total accumulated shares are calculated at the end of the year to determine the chapter's final award achievement level.

## **Submission & Evaluation**

To claim credit, chapters must emphasize the activities outlined in this manual throughout the school year. Evidence of these activities must be documented and submitted at the state level during SLC registration. All submissions undergo a verification and evaluation process by designated Annual Report judges to determine final award tiers.



- **When registering for the State Leadership Conference (SLC), chapters must submit the Annual Report under an individual student's registration.**
- **The Annual Report will be submitted in the Judge Pro System as a PDF.**
- **DUE: JANUARY 20, 2027**
- **Example can be found at <https://www.vadeca.org/advisors>**

## GENERAL INFORMATION & SPECIFICATIONS

### 1. Eligibility & Timeline

- **Eligible Window:** Activities conducted immediately following the conclusion of the previous State Leadership Conference (SLC) up until the start of the current SLC are eligible for inclusion.
- **Anticipated Activities:** Chapters may claim credit for activities planned to occur between the report's submission deadline and the official start of SLC.
- **Non-Duplication Policy:** Activities may not be counted in multiple sections. If a judge identifies duplicate entries, the shares for those events will be deducted from the chapter's total. Furthermore, existing events may not be altered or repackaged to qualify as separate activities.

### 2. Awards & Scoring Tier System

Chapters earn shares for each key metric successfully completed and correctly documented. Awards are determined by the total number of accumulated shares out of 1,425 available shares:

| Award Tier        | Required Shares   |
|-------------------|-------------------|
| Blue Chip Award   | 1,100+ shares     |
| Preferred Award   | 800 – 1099 shares |
| Fortune 500 Award | 500 – 799 shares  |

### 3. Format & Design Specification

**Chapters are granted complete creative freedom in the layout, design, and software utilized to produce the report (e.g., Canva, Adobe, Microsoft Publisher).**

- **Visual Design:** A balanced mix of professional text and supportive graphics is highly recommended. Incorporating creative layout designs, decorative artwork, and color is strongly encouraged.
- **Page Dimensions:** Standard 8.5 x 11 inches.
- **Page Limit:** Maximum of 20 pages of content.

#### **Mandatory Elements (Excluded from the 20-page limit):**

- **Cover / Title Page:** Must clearly feature the official chapter name and the title **"Annual Report 2026-2027"**.
- **Table of Contents**

#### **Page Rules:**

- Page numbering must begin on the first page of actual content.
- Do not number the Cover Page or Table of Contents.
- Eligible Report Sections

To streamline evaluation, chapters should only include the specific sections for which they are actively claiming shares.

Each included section must be clearly labeled as follows:

- Message from Chapter Leadership
- Chapter Operations and Leadership
- Chapter Marketing and Related Clusters Career Experiences
- State and National DECA Activities
- Chapter Public Relations
- Project Management Activities
- Participation in Competitive Events
- Chapter Social Events
- High-Quality Work-Based Learning Activities / Business Partnerships

### 5. Registration & Submission

- **SLC Registration:** Chapters must register the Annual Report under a specific student's name when completing their overall SLC conference registration.
- **Digital Submission:** Final annual reports must be saved and uploaded as a PDF file through the Judge Pro System.

## 2026-2027 VA DECA Annual Report Chapter Statement of Assurances

Blue Chip

Preferred

Fortune 500

Chapter Name: \_\_\_\_\_

Level Claimed: \_\_\_\_1100+ \_\_\_\_800-1099 \_\_\_\_500-799

**We verify that all information contained in this annual report has taken place exactly as reported.  
All Chapter Advisors listed on your submitted membership roster must sign this document.**

\_\_\_\_\_  
President Name

\_\_\_\_\_  
President Signature

\_\_\_\_\_  
Advisor Name

\_\_\_\_\_  
Advisor Signature

\_\_\_\_\_  
Advisor Name

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Advisor Signature

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Advisor Signature

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Advisor Name

\_\_\_\_\_  
Advisor Signature

\_\_\_\_\_  
Advisor Name

\_\_\_\_\_  
Advisor Signature

**Please print the rubric and signature page.  
Sign and claim shares.**

**Upload to submission site as a separate document.**

## **VA DECA Annual Report Key Metrics and Shares**

### **1. Front (1a & 1b)**

1a. Title Page / Cover Page

1b. Table of Contents

### **2. Message from Chapter Leadership**

- **Shares: 25 Shares**
- Requirements: Include an opening message to chapter stakeholders.
- Suggested Content: Briefly highlight the year, introduce the chapter, or express gratitude to stakeholders for their support.

### **3. Chapter Operations and Leadership**

- **Shares: Up to 550 Shares total**

#### **Sub-Section Breakdown:**

- Description of Chapter and School Community (50 Shares):
  - 25 Shares awarded for describing the chapter and school community.
  - Membership data must be included in this section.
- Installation Ceremony (50 Shares):
  - Must include a description of how officers were installed.
- Initiation Ceremony (50 Shares):
  - Must include a description of how new members were initiated.
- Marketing / DECA Membership Recruitment Activities (200 Shares):
  - 50 Shares per completed activity (Maximum of 4 activities).
  - *Examples of Recruitment Activities:* Brochures, television spots, news releases, open houses, bulletin boards, website updates (banner/photo/article), visual presentations, school announcements, or events promoting membership.
- Chapter Meetings (100 Shares):
  - 25 Shares per meeting (Maximum of 4 meetings).
  - Requirement: Include the date and theme for each meeting.
- Officer Training (50 Shares):
  - Shares awarded for chapter participation in officer/member leadership training.
  - Eligible Training: District DECA events, local chapter retreats, regional training provided by the Chartered Association Advisor (e.g., Officer Leadership Retreat), or combined CTSO leadership training within a geographic area.
- Officer and Leadership Team Meetings (50 Shares):
  - 25 Shares per meeting (Maximum of 2 meetings).

### **4. Chapter Marketing and Related Clusters Career Experiences**

- **Shares: Up to 50 Shares total (25 Shares per experience, maximum of 2 experiences)**
- Eligible Activities: Field trips or career experiences that enhance members' understanding of marketing, finance, management, hospitality, or entrepreneurship.
  - Examples: Sports career days outside the classroom, Marketing Day at the State Fair, in-house field trips with guest speakers, or other experiences arranged by marketing teachers for DECA members.
- Key Requirement: These events cannot be used anywhere else in the Annual Report.

**BONUS (+50 Shares): Advisors who have 75% of their students complete the DECA Encourage Survey can claim 100 additional shares. (Reference: [DECA Encourage Preference Form Timeline](#))**

## 5. State and National DECA Promotional Activities

- **Shares: Up to 100 Shares total**
- **Purpose:** Recognize and promote the Marketing program and DECA within the school and community (e.g., leadership programs, guest speakers, information booths, displays, receptions, gifts to teachers, news releases).
- **Breakdown:**
  - Virginia DECA Day Events: 50 Shares awarded for hosting Virginia DECA Day events.
  - DECA Month Activities: 50 Shares awarded for conducting additional promotional activities during October and/or November.
- **Key Requirement:** These events cannot be counted in any other Annual Report activity.

## 6. Chapter Public Relations

- **Shares: Up to 75 Shares total (15 Shares per item/activity)**
- **Requirement:** Chapters must participate in at least two of the categories below and provide examples or documentation. Promotions can highlight any aspect of the DECA/Marketing program.
- **Categories (15 Shares each):**
  - Print / Broadcast Public Information:
    - Articles in local or school newspapers, trade publications, or school division publications.
    - Features via television, online video clips, radio spots, or school announcement spots.
  - Online Documentation:
    - Features on chapter websites, district/state/national newsletters, the Virginia DECA website, DECA Direct, etc.
  - Social Media:
    - Active use of official chapter social media accounts (15 updates = 15 shares).
    - Posts must be spread throughout the year.
      - Note: Must use official chapter accounts, **NOT** personal accounts.
- **Public Appearances:**
  - Presentations or appearances made before civic, trade, or parent associations (e.g., Chamber of Commerce, Rotary Club, School Board, PTSO, Advisory Councils, etc.). Must be at a legitimate group meeting.

## 7. Project Management Activities

**Total Possible Shares: 250 Shares (100 base + 50 bonus + 100 additional projects)**

### Primary Community Service Project (100 Shares)

- **Limit:** Credit is given for only one activity.
- **Eligible Types:**
  - Community Giving OR
  - Community Awareness
- **Key Requirements:**
  - Must be a chapter-wide project.
  - Must be a separate community service activity (cannot be claimed anywhere else in the VA DECA Annual Report).
  - The date of the activity must be included.

**BONUS (+50 Shares): An additional 50 points can be earned if this project is completed using Virginia DECA's Community Service Campaign in relationship with the Gweedo Memorial Foundation.**

<https://www.connergweedo.com/>

### Additional Chapter Projects

- **Shares: 25 Shares per project**
- **Limit:** Maximum of 4 projects (25 shares × 4 = 100 shares)
- **Key Requirement:** Written projects do NOT need to be submitted for state competition to claim these shares.
- **Eligible Projects Include:**
  - An additional Community Service Project (if not already claimed for Section 1)
  - Business Solutions Project
  - Career Development Project
  - Financial Literacy Project
  - Sales Project
  - School-Based Enterprise (SBE) Certification

## 8. Participation in Competitive Events

- **Shares: Up to 125 Shares total**
- **Documentation Requirement:** Document who attended each conference (if space allows) or summarize how the chapter participated at each conference.

### Breakdown by Conference:

- **District Leadership Conference:**
  - **Claim 10 Shares per event** in which the chapter participates (Maximum of 5 events counted).
  - Specialized Program Chapters (not affiliated with a high school): Shares are awarded proportionately based on the percentage of participation relative to actual eligibility.
- **State Leadership Conference**
  - **Claim 50 Shares** if the chapter was represented at the prior SLC by at least one of the following:
    - Scholarship Finalist
    - State Officer Candidate
    - SLDA Participant
    - Voting Delegate
    - Competitor
- **International Career Development Conference:**
  - **Claim 25 Shares** if the chapter was represented at the prior ICDC by at least one of the following:
    - Scholarship Finalist
    - State Officer
    - Academy Participant
    - Voting Delegate
    - Competitor

## 9. Chapter Social Events

- **Shares: Up to 75 Shares total**
- Limit: Maximum of 2 activities
  - 1st Activity: 50 Shares
  - 2nd Activity: 25 Shares
- Key Requirements:
  - Must be chapter-wide social activities.
  - Briefly describe when it took place, where it took place, and who attended.
  - Must be a separate social activity (cannot be claimed anywhere else in the VA DECA Annual Report).

## 10. High-Quality Work-Based Learning Activities / Business Partnerships

- **Shares: 100 Shares**
- Limit: Shares are awarded for 1 category only.
- Qualifying Categories:
  - Work-Based Learning Event / Employer Recognition Event: Recognizing work-based learning partners using a method chosen by the chapter.
  - Work-Based Learning Activity Participation: Describing and documenting the Work-Based Learning activities in which chapter members participated.
  - Profile of a Maintained Business Partnership: Profiling a business partnership maintained by the chapter during the reporting period.
  - Business Partner Recognition: Recognizing key program supporters.
    - Requirements: Recognize all partners at the same time. Recognition must be made public, visible to the public, or provided in multiple forms (e.g., certificates presented at public events, plaques for places of business, or recognition during school/community events).

## 11. Virginia DECA Merit & Honors Awards

- **Points: 25 Points**
- Requirement: 4 or more individual members must apply for the Virginia DECA Merit Award and/or Virginia DECA Honors Award.
  - Note: Must be 4 distinct members (e.g., 2 members applying for both awards does not qualify).



| School:                                                                                     | Advisor:     |         |         |
|---------------------------------------------------------------------------------------------|--------------|---------|---------|
| ACTIVITIES                                                                                  | SHARES       | CLAIMED | AWARDED |
| Message from Chapter Leadership                                                             | 25           |         |         |
| <b>Chapter Operations and Leadership</b><br><i>*See sub-sections below to claim shares.</i> | 550          |         |         |
| <i>Description of Chapter and School Community</i>                                          | 50           |         |         |
| <i>Installation Ceremony</i>                                                                | 50           |         |         |
| <i>Initiation Ceremony</i>                                                                  | 50           |         |         |
| <i>Marketing/DECA Membership Recruitment Activities</i>                                     | 200          |         |         |
| <i>Chapter Meetings</i>                                                                     | 100          |         |         |
| <i>Officer Training</i>                                                                     | 50           |         |         |
| <i>Officer and Leadership Team Meetings</i>                                                 | 50           |         |         |
| Chapter Marketing and Related Career Experiences                                            | 50           |         |         |
| <i>Bonus: Encourage Survey</i>                                                              | 50           |         |         |
| State and National DECA Promotional Activities                                              | 100          |         |         |
| Chapter Public Relations                                                                    | 75           |         |         |
| Project Management Activities                                                               | 200          |         |         |
| <i>Bonus: Gweedo Memorial Foundation</i>                                                    | 50           |         |         |
| Participation in Competitive Events                                                         | 125          |         |         |
| Chapter Social Events                                                                       | 75           |         |         |
| High Quality Work-Based Learning Activities/Business Partnerships                           | 100          |         |         |
| VA DECA Honor Award & Merit Award                                                           | 25           |         |         |
| <b>Total Shares Available</b>                                                               | <b>1,425</b> |         |         |

Virginia DECA recognizes VA DECA our chapters through our awards program. Below you will find a summary of all awards offered at the state level.

## CHAPTER RECOGNITION

Since membership in our organization is a vital link to our success, we will acknowledge chapters for the strength of their chapter size. The following awards will be presented at SLC in March. Chapters will receive a plaque on stage as well as priority seating.

- Largest Chapter from each region.
- Largest % increase from each region.
- Largest # increase from each region.

## MEMBERSHIP RECOGNITION

All chapters surpassing last year's membership goals will receive the following recognition:

[Membership Goals can be found here.](#)

| LEVEL                                                     | QUALIFICATIONS                                                                                                                                                           | REWARD                                                                |
|-----------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------|
| STAR                                                      | Increase membership by 5 members.                                                                                                                                        | Ribbon at SLC                                                         |
| SUPER STAR                                                | Increase membership by 10 members.                                                                                                                                       | Ribbons at SLC<br>Star swag                                           |
| PLATINUM                                                  | Increase membership by 15 members.                                                                                                                                       | Ribbons at SLC<br>Star swag<br>Surprise DECA swag                     |
| DIAMOND                                                   | Platinum level + meet two areas of DECA's Membership Campaign                                                                                                            | Ribbons at SLC<br>Star Swag<br>Surprise DECA swag<br>Priority Seating |
| <b>Seating at SLC is assigned in the following order:</b> | <ul style="list-style-type: none"> <li>• Membership Award Winners</li> <li>• Diamond Chapters</li> <li>• By Submission date of at least 10 Members + Advisors</li> </ul> |                                                                       |

## **VA DECA DAY RECOGNITION - Due December 4, 2026.**

Virginia DECA Day celebrates our tradition of excellence in helping Marketing students learn marketable skills and research careers. November 13th has been designated as Virginia DECA Day. See the following page for suggested activities for your celebrations. When submitting your form please include "action photos," and we may publish them in a newsletter, place them on our Web page, or use them for SLC! All participating chapters will be recognized. Make VA DECA Day a true celebration of DECA pride at your school. Start planning your public relations work now!

Submit your entries here: <https://bit.ly/VADECADay>

### **SAMPLE NEWSPAPER RELEASE**

*Please tailor this release to your local chapter. Add specifics about students involved, DECA activities for the community, etc.*

*Wednesday, November 12th is VIRGINIA DECA DAY. Virginia DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality, and management. As part of a comprehensive Marketing program, DECA helps students research potential careers in marketing and management, as well as understand the education and training requirements to pursue business careers.*

*(This is a good place to add local information.)*

*Students in Marketing courses learn skills in selling, human resource management, administration, career planning, job acquisition, buying, promotion, marketing principles, and economics. Many students also work in marketing-related fields and receive on-the-job training. DECA is a co-curricular student organization that exposes its members to leadership training and a competitive events program to evaluate marketing skills and knowledge. Virginia DECA has a \_\_\_\_ year (since 1943) tradition as part of a strong marketing curriculum in high schools throughout Virginia*

### **EXAMPLES OF VA DECA DAY ACTIVITIES**

- Hall display featuring "Happy Virginia DECA Day" message
- Give teachers a DECA Diamond button or sticker to wear for the day
- Each member creates a DECA button and wore it to promote DECA.
- Give goodie bag or sweet treat to faculty & staff
- Host a carnival or fun event featuring games, Wheel of DECA, etc.
- Information sheets in teacher mailboxes.
- Fly or display the DECA flag in a prominent location.
- Members dress in profession business attire.
- Trivia contests for DECA members or whole school.
- VA DECA scavenger hunt in marketing classes
- DECA Diamond Hunt – hide paper diamonds around the building, invite all students or just DECA members.
- Rent a cotton candy machine to promote how "sweet" it is to be a VA DECA member.
- School wide video or audio announcements with DECA facts/details of VA DECA Day.
- Provide posters or signs to local businesses to promote VA DECA Day.
- Kick off a food donation drive.
- Chapter officers place lollipop bouquets under lunch seats and then announce during lunch that the special treat is from DECA.
- Conduct a "miracle minute" for a charity.
- Hold a reception for faculty and staff
- DECA-rate the Marketing hallway as a celebration.
- Give a DECA presentation at the Middle School 8th graders.
- Members T-Shirt day wearing their chapter shirt.
- Hold an ice cream social or pizza party during lunches or after school.

**VA DECA HONOR SOCIETY - Due December 4, 2026**

The Virginia DECA Honor Society was developed to recognize outstanding, active DECA members who have maintained a cumulative grade point average of at least 3.2 on a 4.0 scale and who have excelled in their work and in their marketing classes. The award is designed to acknowledge academic achievement and DECA involvement. Only a select few will achieve this distinction. A student may apply in both the junior and senior year for this award. Refer to the guidelines below to clarify who in your chapter may qualify. There is no limit to the number of members who can be nominated from your chapter for this award. Students do not have to attend SLC to participate. Students will be given an Honor Society ribbon to wear on the SLC name badge.

**GUIDELINES:**

- The applicant must be a junior or senior who is enrolled in a marketing course.
- The applicant must have maintained a cumulative grade point average of at least 3.2, as verified with an official transcript from the school's guidance department.
  - The transcript must be from the conclusion of the previous school year.
- An online application must be completed indicating a minimum of eight of the listed DECA activities and include an uploaded file containing a transcript.
- Advisors will receive a list of students who submitted for the VA DECA Honor Society after the deadline.
  - Advisors will be given instructions on how to verify each student's submission.
- Applicants do not have to attend the State Leadership Conference to qualify for acceptance into the society.

**VA DECA Honor Society Application:** <https://bit.ly/VADECAHonorSociety>

**VA DECA MERIT SOCIETY - Due December 4, 2026**

Virginia DECA is comprised of many outstanding members who deserve recognition. The Merit Award recognizes outstanding participation and leadership in Virginia DECA. A student may apply in sophomore, junior, and senior year for this award. Refer to the guidelines below to clarify who in your chapter may qualify. There is no limit to the number of members who can be nominated from your chapter for this award. Students do not have to attend SLC to participate. Students will be given an Merit Award ribbon to wear on the SLC name badge.

**GUIDELINES:**

- The applicant must have completed at least two years of marketing or be a graduating senior in marketing.
- An online application must be completed indicating a minimum of four DECA activities and giving a detailed description of the participation. See the application for DECA activities.
- The student must prepare a 300-500 word, typed essay on the topic given on the online application.
- Advisors will receive a list of students who submitted for the VA DECA Merit Award after the deadline.
  - Advisors will be given instructions on how to verify each student's submission.
  - Applicants do not have to attend the State Leadership Conference to qualify for acceptance into the society.

**VA DECA Merit Society Application:** <https://bit.ly/VADECAMerit26>

## **OUTSTANDING ADVISOR AWARD - Due January 20, 2027**

### **Virginia DECA Outstanding Advisor Award**

Virginia DECA honors advisors who demonstrate active leadership, dedicated service, and strong integration of DECA within their local chapters and marketing programs.

### **Award Levels & Eligibility Requirements**

Awards are presented at three levels based on participation across all activity categories:

- Gold Level: Participate in at least 3 activities in each category.
- Silver Level: Participate in at least 2 activities in each category.
- Bronze Level: Participate in at least 1 activity in each category.

### **Activity Categories**

- Local & District Level: Chapter leadership, community involvement, and district events.
- State Level: Participation and engagement in state-wide Virginia DECA initiatives.
- Classroom Integration: Embedding DECA learning, projects, and activities into the curriculum.
- Professional Development: Continuous learning, conferences, and advisor training.

**Outstanding Advisor Submission:** <https://bit.ly/advisor2627>

### **Advisor Recognition Updates**

- Announcement & Recognition: Advisor recognition will be highlighted via stage announcements rather than an on-stage presentation.
- Award Pick-up: Awards will be included and available inside your chapter's registration packet.

## **FRIEND OF DECA AWARD - Due January 20, 2027**

The Friends of DECA Award recognizes an individual or business that has demonstrated outstanding support for DECA and Marketing Education at the local level.

### **Nomination Guidelines:**

- Each chapter may nominate ONE individual or business per year.
- It is highly recommended that nominees hold a Professional or Alumni DECA membership.
- Note: Attendance at the state/district conference is not required to receive this award.

### **Eligibility & Contributions**

Nominees should have made significant contributions to the local chapter through actions such as:

- Leadership Support: Consistently participating in the local Program of Leadership.
- Event Coordination & Judging: Providing ongoing assistance with competitive events as a judge, event coordinator, or practice session consultant.
- Student Mentorship: Assisting students with chapter projects or classroom activities throughout the year.
- Volunteer Service: Donating significant time and effort to support chapter activities.
- Financial Support: Providing financial contributions or sponsorships to the local chapter.

**Submit a Nomination:** <https://bit.ly/VAFriendofDECA>

**VA DECA SCHOLARSHIP PROGRAM**

The Virginia DECA Foundation makes the Virginia DECA Scholarship Program possible through donations and dues. DECA is an organization of students enrolled in marketing programs and is designed to prepare emerging leaders and entrepreneurs in Marketing, Management, Hospitality, and Finance.

**PURPOSE OF THE SCHOLARSHIP PROGRAM**

The DECA Scholarship Program is designed to assist DECA members who wish to further their education in pursuit of their career goals. All VA DECA members are encouraged to apply.

**APPLYING**

Step 1: Apply online: <https://bit.ly/VADECAScholarship>

Step 2: Electronically attach the required documentation to the application.

**Application AND Required Documentation MUST BE RECEIVED by DECEMBER 11, 2026**

Finalist and advisors will be notified by January 26, 2027.

Please save all files using the format: Last Name First Initial - Document Name

Examples:

- [SimpsonH\\_Transcript](#)
- [SimpsonH\\_Certification Page](#)

**WHO IS ELIGIBLE?**

Any high school senior who:

- is an active DECA member,
- has a minimum GPA of 2.5,
- and intends to pursue a postsecondary education/technical training program.

Each chapter is limited to no more than five (5) applicants per school year. Chapter advisor(s) should determine which applications are submitted to the Virginia DECA Scholarship Committee, ensuring that each chapter does not exceed its allocation of applicants.

**WHAT IS THE SELECTION PROCESS?**

- Applications are reviewed and ranked in order of merit with other applicants based on the included rubric. The scholarship committee will select finalists based on the score earned on each submitted application packet.
- The top students will be invited to a virtual panel interview.
- The pre-screening score will be added to the interview score to determine the recipients of the scholarships. Students are applying for a pool of scholarships, not a specifically named scholarship. No renewal of scholarships will be awarded.
- Scholarship finalists are encouraged to attend SLC competitors or SLDA participants.
- **VIRTUAL INTERVIEWS WILL BE SCHEDULED ON FEBRUARY 16 AND FEBRUARY 17, 2027.**
- Scholarship recognition will be presented at SLC.
- Funds will be disbursed directly to the postsecondary education/technical training program after proof of program enrollment and a copy of a thank you letter to the donor has been received by the Marketing and Related Cluster Specialist.



## Virginia DECA Scholarship Program: Empowering Emerging Leaders & Entrepreneurs

The Virginia DECA Scholarship Program is made possible by the Virginia DECA Foundation through generous donations and membership dues. Designed to assist active DECA members in pursuing postsecondary education and achieving their career goals, all eligible senior members are strongly encouraged to apply.

### Eligibility Criteria

To apply, students must meet the following criteria:

- Membership: Must be an active, paid Virginia DECA member.
- Grade Level: High school senior (Grade 12).
- Academic Standing: Minimum cumulative GPA of 2.5.
- Future Plans: Intend to pursue postsecondary education or a technical training program.

 **Chapter Limit:** Each high school chapter is limited to a maximum of five (5) applicants per school year. Chapter advisors must determine which five applications are officially submitted to the scholarship committee.

| Event                                      | Date                    |
|--------------------------------------------|-------------------------|
| Application & Document Submission Deadline | December 11, 2026       |
| Finalists & Advisors Notified              | January 26, 2027        |
| Virtual Finalist Interviews                | February 16 & 17, 2027* |
| Scholarship Recognition                    | February 26-28, 2027    |

\*Interview dates subject to change based on committee's availability

### How to Apply

1. Online Application: Complete and submit the online application form at <https://bit.ly/VADECAScholarship>.
2. File Naming Format: Save all electronic files using the standard naming format before attaching:
  - Format: Last Name First Initial - Document Name
  - Examples: SimpsonH\_Transcript, SimpsonH\_SignaturePage
3. Attach Required Documents: All supporting documentation must be submitted with the online application by **December 11, 2026**.

## Required Application Documents

**All required documents must be attached electronically to your online application:**

- **Cover Letter / Letter of Introduction (Max 1 page)**
  - Addressed to the Scholarship Committee and signed by the applicant.
  - Introduces yourself, outlines your specific career objective, and details actions taken or planned to accomplish your goals (including education and employment).
- **Two (2) Letters of Recommendation (Must be signed in ink)**
  - DECA Reference: Letter from your DECA Chapter Advisor.
  - Professional/Academic Reference: Letter from an employer, school counselor, coach, or professional who can speak to your professionalism, teamwork, and drive to succeed.
  - Recommendation letter should be sent from the recommender to **[scholarships@vadeca.org](mailto:scholarships@vadeca.org)**.
- **Current High School Transcript**
  - Must include final grades through the end of 11th grade (Junior year) and show current 12th-grade course enrollment.
  - Must include an explanation of grading terms and scale.
- **Completed Signature Page**

## Selection Process & Awarding

1. Pre-Screening Review: Applications are evaluated and scored against a rubric based on merit.
2. Virtual Interviews: Top scoring applicants are selected as finalists and invited to a virtual panel interview on February 16 or 17, 2027.
3. Final Scoring: Pre-screening and virtual interview scores are combined to determine final scholarship recipients.
4. Conference Participation: Scholarship finalists are strongly encouraged to attend SLC as competitors or SLDA participants.
5. Disbursement of Funds: Scholarships are non-renewable and drawn from a general scholarship pool. Funds are disbursed directly to the recipient's postsecondary institution after providing:
  - Proof of postsecondary/technical program enrollment.
  - A copy of a thank-you letter written to the scholarship donor (submitted to the Marketing and Related Cluster Specialist)

**VIRGINIA DECA FOUNDATION SCHOLARSHIP PROGRAM****Application Checklist & Certification Signature Form (2026–2027)**

⚠ Important: Incomplete applications or those missing required signatures will not be considered by the scholarship committee.

**Part 1: Application Documents Checklist**

Please verify that all of the following items are completed and attached electronically before submitting your application:

- ☐ Online Application Form (Submitted via [bit.ly/VADECAScholarship](https://bit.ly/VADECAScholarship))
- ☐ Cover Letter / Letter of Introduction (Addressed to the committee; max 1 page)
- ☐ Two (2) Recommendation Letters (Signed in ink: 1 DECA Advisor reference, 1 Professional/Academic reference)
- ☐ Current High School Transcript (Must include final 11th-grade marks, current 12th-grade course enrollment, and grade scale explanation)
- ☐ Completed & Signed Certification Form (This document)

**Part 2: Certifications & Required Signatures****Student Applicant Certification**

I certify that all information submitted in this application is accurate and true. If selected as a finalist, I agree to attend the State Leadership Conference (SLC) for the required interview. I understand that scholarship funds will be disbursed directly to my postsecondary institution only after I submit proof of program enrollment and a copy of my donor thank-you letter to the VDOE CTE Marketing & Related Cluster Specialist (or designee). I agree to request these funds no later than December 31, 2027, unless an extension is granted by the Virginia DECA Board of Trustees.

Student Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Parent / Guardian Certification**

*I have reviewed this application packet and confirm that all statements contained within are true, complete, and correct to the best of my knowledge.*

Parent/Guardian Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**DECA Chapter Advisor Certification**

I certify that the applicant is an active member in good standing in our marketing program and that all statements provided are true, complete, and correct to the best of my knowledge. I further certify that, if selected as a finalist, the applicant will be officially registered as an SLC competitor or SLDA participant.

Advisor Signature: \_\_\_\_\_ Date: \_\_\_\_\_

| Value % | Criteria                                      | <i>Suggested Evidence</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
|---------|-----------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 20      | <b>Related Occupational Experiences</b>       | <ul style="list-style-type: none"> <li>• Required letter signed by applicant (4pts)</li> <li>• Clearly stated career goal (4pts)</li> <li>• Clearly stated area of study (4pts)</li> <li>• DECA Participation (4pts)</li> <li>• Paid/unpaid occupational/work-based learning/volunteer or community service experience (3pts)</li> <li>• Application checklist with required signatures (1pt)</li> </ul>                                                                                                                                                                                                                                                                                                                                |
| 10      | <b>Academics</b>                              | <ul style="list-style-type: none"> <li>• Transcripts including junior year/current enrollment verification (4pts)</li> <li>• Cumulative GPA of 2.5 or higher (3pts)</li> <li>• Marketing GPA of 3.0 or higher (3pts)</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| 20      | <b>Financial Documentation</b>                | <ul style="list-style-type: none"> <li>• Statement of need (5pts)</li> <li>• Application includes personal/family contributions (5pts) The application includes estimated program costs (5pts) The application includes other scholarships or sources of financial assistance (5pts)</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| 40      | <b>DECA Participation and Accomplishments</b> | <ul style="list-style-type: none"> <li>• Held a position as a Chapter, District, or State Officer (4pts) Attended chapter meetings (3pts)</li> <li>• Participated in chapter recreational or social events (2pts) Attended DLC (4pts)</li> <li>• Attended SLC (3pts)</li> <li>• Attended ICDC (3pts)</li> <li>• Attended a leadership or competitive training conference (3pts)</li> <li>• Participated in a competitive event (4pts)</li> <li>• Participated in DECA Month activities (3pts)</li> <li>• Participated in Virginia DECA Day activities (4pts)</li> <li>• Assisted with the membership campaign or other recruitment activities (4pts)</li> <li>• Participated in an installation or induction ceremony (3pts)</li> </ul> |
| 10      | <b>(2) Letters of Recommendation</b>          | <ol style="list-style-type: none"> <li>1. Letter from chapter DECA Advisor (6pts)</li> <li>2. Personal reference letter from an employer, school counselor or official, coach, or other professional individual (4pts)</li> </ol> <p><b>Letters of recommendations should be sent to <a href="mailto:Scholarships@vadeca.org">Scholarships@vadeca.org</a></b></p>                                                                                                                                                                                                                                                                                                                                                                       |

## Section 1: District Advisor Guidebook – Best Practices & Training

### 1. Role & Core Responsibilities

District Advisors (DAs) serve as regional operational liaisons between Virginia DECA leadership and local chapter advisors. Core responsibilities include:

- Coordinating District Leadership Conferences (DLCs).
- Managing regional online testing windows and proctoring compliance.
- Add educational testing accommodations in DLG for the students in your district.
- Facilitating district president student officer elections and leadership development.
- Coordinating volunteer judges and competitive event evaluation.
- Managing medal orders and award logistics for participating chapters.

### 2. Best Practices for District Leadership Conference (DLC) Management

- **Venue & Date Selection:** Secure event venues well in advance and confirm DLC dates prior to winter break (December 18, 2026).
  - Coordinate with local division calendars to minimize testing conflicts.
- **Testing Security & Logistics:** Enforce strict adherence to online testing windows and makeup testing protocols.
  - Distribute student and advisor/proctor testing agreement.
  - Distribute testing tickets to participating chapter advisors.
- **Volunteer & Judge Recruitment:** With all advisors assistance, recruit local business leaders, community partners, and DECA alumni early.
  - Conduct a pre-conference orientation on DECA performance indicators and standardized rubrics.
- **Medal & Award Processing:** Verify registration rosters and shipping addresses prior to conference day to ensure timely award distribution.

### 3. Advisor Training & Onboarding Guidelines

- **New Advisor Orientation:** Host early-season onboarding check-ins to assist new marketing educators with membership submission, DECA Direct resources, and competitive event preparation.
- **Communication Protocols:** Maintain active email communication with district chapter advisors regarding key deadlines, venue rules, and schedule updates.
- **Student Officer Mentorship:** Guide District Officers through meeting facilitation, event hosting, and parliamentary procedure.

## Section 2: District Advisor Directory & DLC Schedule

The following pages include the directory of District Advisors, confirmed DLC dates, locations, testing windows, and contact emails for the 2026–2027 school year. These dates are subject to change and you should reach out to your district advisor for more information.

| District | Testing Window | Makeup Testing | Date of DLC | Location of DLC                 | District Advisor (DA) | Email Address                 |
|----------|----------------|----------------|-------------|---------------------------------|-----------------------|-------------------------------|
| 1        |                |                |             |                                 |                       |                               |
| 2        |                |                |             |                                 |                       |                               |
| 3        | 3 weeks before | 2 weeks before | 11/11/2026  | Roanoke College                 | Nathan Hunt           | nhunt@rcps.us                 |
| 4        |                |                |             |                                 |                       |                               |
| 5        | October 19-23  | Oct 2026       | 10/29/2026  | Abingdon VA                     | Aimee Thomas          | athomas@bvps.org              |
| 6        |                |                |             |                                 |                       |                               |
| 7        | November 2-6   | November 9-13  | 11/20/2026  | Blue Ridge Community College    | Mallory Cromer        | mcromer@rockingham.k12.va.us  |
| 8        | November 10-13 | November 11-16 | 12/5/2026   | Briar Woods High School         | Drew Douglas          | drew.douglas@lcps.org         |
| 9        | October 26-30  | November 2     | 11/10/2026  | Apple Blossom Mall, Winchester) | Rick Gardner          | rgardner@wcps.k12.va.us       |
| 10       | November 10-13 | November 16-17 | 12/5/2026   | Briar Woods High School         | Morgan St. Laurent    | morgan.st.laurent@lcps.org    |
| 11       | November 10-13 | November 16-17 | 12/5/2026   | Briar Woods High School         | Chris Kohlasch        | christopher.kohlasch@lcps.org |
| 12       |                |                | 10/11/2026  | Oakton High School              |                       |                               |
| 13       |                |                | 10/11/2026  | Oakton High School              |                       |                               |
| 14       |                |                | 10/11/2026  | Oakton High School              |                       |                               |
| 15       |                |                | 10/11/2026  | Oakton High School              |                       |                               |

\*District 16 is inactive.



| District | Testing Window   | Makeup Testing | Date of DLC | Location of DLC                 | District Advisor (DA)  | Email Address                   |
|----------|------------------|----------------|-------------|---------------------------------|------------------------|---------------------------------|
| 17       | November 10-13   | November 16-17 | 12/5/2026   | Briar Woods High School         | Rachael Vesely         | rachael.vesely@lcps.org         |
| 18       | November 9-13    | Nov 2016       | 11/18/2026  | Spotsylvania Towne Center       | Michelle Pacheco       | mpacheco@spotsylvania.k12.va.us |
| 19       | October 26-30    | November 4-5   | 11/10/2026  | Spotsylvania Towne Center       | Dee Strauss            | dstrauss@kgcs.k12.va.us         |
| 20       |                  |                |             |                                 |                        |                                 |
| 21       | November 9-13    | Nov 2016       | 11/19/2026  |                                 | Candace Credle         | candacecredle@spsk12.net        |
| 22       |                  |                | 12/2/2026   |                                 | Lisa Gurley (Perkins)  | lisa_gurley@ccpsnet.net         |
| 23       |                  |                | 11/14/2026  | Atlee High School               | Aimee Walters          | awalters@nkcps.k12.va.us        |
| 24       | November 3-6     | November 10-13 | 11/20/2026  | Regency Square Mall             | Kimberly Thompson      | krthompson@henrico.k12.va.us    |
| 25       | November 2-6     | November 9-10  | 11/20/2026  | TBD                             | Lynn Pitchford         | lpitchford@ycsd.york.va.us      |
| 26       |                  |                |             |                                 |                        |                                 |
| 27       | November 16-20   | November 23-27 | 12/8/2026   | Chesapeake Conference Center    | Carol Wolgamot         | carol.wolgamot@cpschools.com    |
| 28       | Nov. 30-Dec. 4th | December 3-4   | 12/11/2026  | NORFOLK NTC.                    | Dr. Christopher Thomas | cthomas412@nps.k12.va.us        |
| 29       | Nov. 30-Dec. 4th | December 7-9   | 12/10/2026  |                                 | Bethany Crowder        | bethany.crowder@vbschools.com   |
| 30       | Nov. 30-Dec. 4th | December 7-9   | 12/10/2026  |                                 | Julia Dieter           | julia.dieter@vbschools.com      |
| 31       |                  |                |             |                                 | Ben Stodol             | StodolBT@pwcs.edu               |
| 32       |                  |                |             |                                 |                        |                                 |
| 33       | October 26-30    | November 2     | 11/3/2026   | Arlington Mill Community Center | Thomas Corbin Harmon   | thomas.harmon@apsva.us          |

**VIRGINIA DECA DISTRICT PRESIDENT RESPONSIBILITIES****Mandatory Officer Training****Date: September 8, 2026 at 7:00 PM****Zoom: [viriniatech.zoom.us/j/viriniadeca](https://viriniatech.zoom.us/j/viriniadeca)***Note: District Presidents who attend training in full will receive an official Virginia DECA DP name badge.***1. District Event Leadership & Event Participation**

- Attend and actively participate in the Fall Leadership Training Conference (FLTC).
- Assist in planning and presiding over fall district leadership events and training sessions.
- Work alongside the District Advisor to plan, prepare scripts for, and preside over the District Leadership Conference.
- Attend and participate in the State Leadership Conference (SLC) and represent the district in activities.
- Attend local chapter general membership meetings, committee meetings, and officer installations within the district.
- Meet regularly with chapter officers and chapter advisors across the district to offer guidance and support.

**2. Membership Growth & Chapter Engagement**

- Actively promote membership recruitment and retention strategies throughout the district.
- Encourage high chapter participation in DECA competitive events at DLC and SLC.
- Mobilize chapters to participate in DECA Month (November), Virginia DECA Day, and DECA initiatives.
- Promote participation in DECA Chapter Campaigns (Membership, Promotional, Community Service) and state recognition programs.
- Support newly chartered chapters or struggling chapters within the district.

**3. Communication & Liaison Duties**

- Serve as the primary liaison between local chapters, the Virginia DECA State Officer Team, and the District Advisor.
- Keep chapters updated on the latest developments, deadlines, and news from Virginia DECA and National DECA through monthly updates (e.g., district newsletters, social media, or email blasts).
- Maintain regular communication and submit required reporting to the District Advisor.

**Be sure to check with your advisor about the process used in your district.**

**DISTRICT PRESIDENT SELECTION PROCESS**

*Overview:* Each district determines its own method for selecting a District President. The guidelines below offer a recommended selection framework, though individual districts may adapt this process as needed.

**Selection Guidelines****1. Application Submission**

- Eligibility: Each chapter may nominate one candidate. Candidates must maintain a minimum cumulative GPA of 2.5 for the preceding three semesters. Submission: Submit the official application and standard academic transcript to the District Advisor by the specified deadline.

**2. Qualification Verification**

- The District Advisor is responsible for verifying that all candidates meet the minimum GPA, academic standing, and eligibility requirements prior to the interview stage.

**3. Candidate Interview**

Candidates will participate in an interview evaluated by the selection committee. Interviews focus on assessing proficiency in:

- Marketing & Economics Concepts
- DECA Knowledge & History
- Parliamentary Procedure

Recommended Preparation: Review the Virginia DECA District Presidents Handbook, Robert's Rules of Order, and core business/marketing concepts.

**4. Final Selection**

Based on the evaluation results, the committee will select one District President and designate two Alternates.

# VIRGINIA DECA ASSOCIATION OFFICER APPLICATION & GUIDELINES

Chapter Management  
Section I

2026-2027



**CANDIDATES SEEKING OFFICE FOR THE  
2026-2027 SCHOOL YEAR**

# Virginia DECA Association Officer Campaign Guidelines

## Goals of Virginia DECA

### 1. Academic & Career Preparation

- Integrate classroom learning with real-world business and industry experiences.
- Develop occupational competencies needed for careers in marketing, finance, hospitality, management, and entrepreneurship.
- Prepare emerging leaders and entrepreneurs to succeed in a modern, global economy.

### 2. Business Ethics & Systems

- Cultivate an understanding of our competitive, free-enterprise system.
- Foster high ethical standards in personal, academic, and business relationships.

### 3. Leadership & Personal Growth

- Develop leadership, self-confidence, and professional communication skills.

### 4. Partnerships & Networking

- Build strong corporate, community, and educational partnerships.
- Promote effective local, statewide, and global networking opportunities for members.

## Benefits of Serving as a Virginia DECA State Officer

### 1. Statewide Leadership & Impact

- Represent thousands of DECA members across the Commonwealth of Virginia.

### 2. Specialized Training & Development

- Participate in high-level executive leadership training, including Emerging Leader Summit (ELS).

### 3. Core Professional Skill-Building

- Develop elite public speaking, workshop facilitation, and presentation skills before large audiences.
- Gain strategic project management, planning, and decision-making capabilities.
- Strengthen conflict resolution and executive communication skills.

### 4. Stakeholder & Industry Engagement

- Engage directly with corporate partners, business leaders, state policymakers, and educational stakeholders.

### 5. Academic & Career Advancement

- Enhance college applications, scholarship candidacy, and career résumés with executive-level experience.

### 6. Lifelong Connections

- Build lifelong friendships and establish valuable professional mentorship connections.

# Virginia DECA Association Officer Campaign Guidelines

## Virginia DECA Association Officer Candidates

Questions should be directed to [stateadvisor@vadeca.org](mailto:stateadvisor@vadeca.org) and [elections@vadeca.org](mailto:elections@vadeca.org)

### Potential Virginia DECA Association Officer candidates will find:

- Eligibility for running for a Virginia DECA Association Officer position
- Requirements for potential officer candidates
- Candidate processes and procedures
- Printable forms required with the online application

### Candidate Eligibility

- A chapter may enter only 2 candidates in state elections for all positions combined.
  - The candidate must have a minimum cumulative grade point average of 3.0 based on a 4.0 scale.
  - The candidate must be an active member in good standing in the local chapter and in Virginia DECA and must meet membership requirements set by VA DECA for the next school year.
  - An active member may seek any office for which he/she is eligible.
- 
- |                                        |                                                                          |
|----------------------------------------|--------------------------------------------------------------------------|
| • President                            | • Region 1 Vice President (Districts 8,10,11,17)                         |
| • Vice President of Leadership         | • Region 2 Vice President (Districts 12, 13, 14, 15, 33)                 |
| • Vice President of Career Development | • Region 3 Vice President (Districts 9, 18, 19, 23, 31)                  |
| • Vice President of Marketing          | • Region 4 Vice President (Districts 20, 21, 25, 26, 27, 28, 29, 30, 32) |
| • Vice President of Hospitality        | • Region 5 Vice President (Districts 1, 2, 3, 4, 5, 6, 7, 22, 24)        |

### Candidate Calendar

**Online Application Due:** November 3, 2026 (online application)

**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 - advisor does not need to be present)

**Slating Interview:** January 12-13, 2027 (via Zoom - Advisor does not need to be present)

### SLC Activities:

- **February 15, 2027** - Budget and receipts due to [elections@vadeca.org](mailto:elections@vadeca.org)
- **Friday, February 26, 2027** - Candidate Meet & Greet / Campaign Room / Display Boards - 11AM- 4PM
- **Saturday, February 27, 2027** - Meet & Greet / Campaign Room / Display Boards - 9AM-1PM
- **Saturday, February 27, 2027** - Candidate Speeches/Election Session 2:00PM (**see template**)
- **Sunday, February 28, 2027** - New Association Officer Team announced (Closing Session)



# Virginia DECA Association Officer Campaign Guidelines

## Step 1: Virginia DECA Association Officer Application (50 POINTS)

- Virginia DECA Association Officer Application - Due November 3, 2026
- Applicants will begin the process by completing the online application. The applicant will need to collect the following to complete the application.
  - Applicant Information
  - School Information
  - DECA Experience
  - Other Leadership Experience
- Transcript from the end of the 2025-2026 school year
- 4X6 Zoomed in Headshot (neck up) in DECA Blazer (tie or ascot must be worn in the headshot)
- Advisor Responsibilities Form
- Officer Responsibilities Form
- Parent/Guardian Form

The Virginia DECA Association Officer Application can be found here:

<https://bit.ly/VADECAOfficerApplication2027>

## Step 2: Test (100 POINTS)

Applicants will take a online test AT school with their Virginia DECA Officer Candidate Advisor present. The test will be administered by the Virginia DECA Chartered Association Advisor on a recorded Zoom in order to ensure candidates do not cheat.

Online Test will be on **Tuesday, November 10, 2026 at 5:00PM**. There will NOT be a make-up date or time for testing.

- Candidates will need a signed testing integrity statement at the start of the Zoom.
- The test is 50 questions (questions could be multiple choice, matching, or T/F)
- Applicants have 1 hour to complete the test.
- Applicants may not use any notes, websites, or other items while taking the test.
  - A calculator is not needed.
  - Phones will need to be put away during the test.
- The test will be proctored by the CAA & Virginia DECA Officer Candidate Advisor present.
- Candidate's must achieve a minimum score of 80% in order to advance to the Interview stage of the process.

## Study Guide

Begin by Reviewing this link in-depth

[https://issuu.com/decainc/docs/deca\\_student\\_leader\\_resource\\_guide](https://issuu.com/decainc/docs/deca_student_leader_resource_guide)

\*Information is pulled from the entirety of the guide including parliamentary procedure.

**STOP HERE - ALL CANDIDATES MAY NOT ADVANCE TO THE NEXT STEPS!**



# Virginia DECA Association Officer Campaign Guidelines

## **Step 3: VA DECA Chartered Association Advisor Zoom Interview - 100 points December 9 & December 10, 2026**

The video interview is a scheduled interview with the Chartered Association Advisor. The candidate will have up to 15 minutes to answer the questions posed. Video interviews will be completed during VA DECA office hours when possible.

**STOP HERE - ALL CANDIDATES MAY NOT ADVANCE TO THE NEXT STEPS!**

## **Step 4:**

### **Slating Committee Zoom Interview - January 12 & 13, 2027 - 100 points**

The Slating Committee, composed of the marketing and related cluster specialist, a former/current state officer from a school without a candidate, a board member (who does not have a candidate), and the Virginia DECA Chartered Association Advisor.

#### **The Slating Committee will:**

- Interview each candidate fairly and objectively to determine eligibility to seek office.
- Evaluate each candidate for office using interview scores as criteria
- Recommend slating a candidate to provide at least two candidates for each office.

#### **Procedures**

- Interviews will be conducted via Zoom and will last between 10 to 15 minutes depending on the number of candidates. Each candidate will have an equal amount of time for his/her interview. [virginiatech.zoom.us/my/virginiadeca](https://virginiatech.zoom.us/my/virginiadeca)
- Candidates should be dressed in a DECA Blazer and follow the competition dress code for the interview. This means that a tie/ascot is required if a collared shirt is worn.
- You will be given a time and link for your online interview with the slating committee. Candidates must have access to a computer with internet access and microphone/camera capabilities.

After the Slating Committee has finished their work, all candidates and their advisor will be sent the slate by email.

- Accept the slated position.
- Reject the slated position and removed from the process. (No longer a candidate)
- Candidates will have 24 hours to reply to the email with their decision. It is the candidate's responsibility to reply to the email. Advisors should NOT reply.

**STOP HERE - ALL CANDIDATES MAY NOT ADVANCE TO THE NEXT STEPS!**

# Virginia DECA Association Officer Campaign Guidelines

## Step 5: Campaigning at the State Leadership Conference (SLC)

Approved Campaigning Candidates cleared for the State Leadership Conference (SLC) may conduct limited campaigning only in the exhibit hall during these windows:

- **Friday: 11:00AM - 4:00PM and Saturday: 9:00AM - 1:00PM**

**Fair Election Standards:** To ensure an equal opportunity for all, districts and chapters are strictly prohibited from organizing or participating in pre-conference campaigning, unsanctioned meetings, or vote-trading/political "trade-offs." **Note: Violations will result in immediate candidate disqualification.**

### Budget:

- Candidates may not exceed \$100 for the campaign poster.
- Candidates must provide a budget with receipts to elections@vadeca.org by February 15th.
- The \$100 capped budget includes any in-kind contributions or donations. If a receipt is not available for donated materials, a letter from the donor with the value of the materials must be included with the candidate's receipts.
  - Example: My teacher has a poster board I can use. > *Great!* Teacher must provide a letter that states the poster board was donated and is worth X (realistic) value.

### Social Media Campaign Guidelines

- Account Creation: Candidates are strictly prohibited from creating individual social media accounts for campaign purposes.
- Official Announcement: Virginia DECA will officially announce all candidates on Instagram (@viriniadeca).
- Reposting Protocol: Once the official Virginia DECA announcement is live, the candidate's local chapter is permitted to repost it.
- General Sharing: Anyone is welcome to share the official announcement post.

### Campaign Room:

#### ● Allowed

- Table Space: Half of a shared 6-foot table with a table cloth will be provided.
- Table Space is chosen via a randomizer.
- Signage: Exactly 1 standard tri-fold board (science fair style).
- Assistance: Each candidate is limited to two campaign workers. (Advisors should not assist.)

#### ● Prohibited

- Decorations: table decorations, including string lights.
- Attire: Costumes, including campaign t-shirts.
- Games or activities at your table.
- Hand Outs: Toys, buttons, stickers, drinks, and food are restricted from being distributed.
- Disruption: Loud behavior or chanting inside the exhibit hall.
- Displaying or distributing materials outside the designated campaign room.
- Outside Events: Sponsoring receptions or social activities for conference participants.

### Dress Code:

- Candidates are required to be dressed in the official DECA blazer and follow the competition dress code. This means that if a candidate has on a collared shirt a tie/ascot must be worn.
- The campaign manager(s) must be in professional dress (competition dress code).

# Virginia DECA Association Officer Campaign Guidelines

## Virginia DECA Association Officer Speech Outline

### **Introduction**

- Hook
  - Grab the audience's attention immediately using a strong opening statement, relevant fun fact, or short personal anecdote.
- Introduce Yourself
  - State your Name, Grade, Chapter / High School, and the State Officer position you are running for.

### **Tell a Story**

- Personal DECA Experience
  - Share a brief story about your journey in Virginia DECA, such as attending your first District Leadership Conference or State Leadership Conference in Virginia Beach.
- Leadership & Achievements
  - Mention key leadership roles, competitive successes, or local chapter initiatives that prepared you for state office.
- Keep It Focused
  - Highlight 1-2 key experiences rather than reading through your entire resume to keep the audience engaged.

### **Point 1: Campaign Goal**

- Goal & Impact
  - Introduce your first campaign goal and explain how it will improve the experience for members across Virginia DECA.
  - Keep It Brief
  - Focus on clear, direct benefits to the members.

### **Point 2: Campaign Goal**

- Goal & Impact
  - Introduce your second campaign initiative and explain how it strengthens Virginia DECA

### **Point 3: Campaign Goal**

- Goal & Impact
  - Introduce your third campaign initiative and explain how it strengthens Virginia DECA
- **Campaign Structure**
  - Aim for up to 3 main goals. Present them through a cohesive theme or memorable acronym rather than just listing them numerically.
- **Wrap It Up**
  - State your Name, Campaign Slogan, and tie your goals directly back to how you will serve the voting delegates and members.
  - End with a clear, impactful closing idea or key takeaway that stays with the delegates when they cast their votes.
  - Final Thanks - Thank the audience for their time and consideration.

# Virginia DECA Association Officer Campaign Guidelines

## Election Schedule for Candidates

**January 19 | 7PM - Mandatory Candidate Briefing for Candidate and Advisor**

**February 15 | 10PM** - Campaign receipts due to elections@vadeca.org

**February 27 | 11 AM** Campaigns may officially begin. Candidates may begin setting up booths at 9 AM.

**February 27 | 11 AM - 4 PM** Meet the Candidates

**February 28 | 9 AM - 1 PM** Meet the Candidates. Tables must be cleaned by 1:30 PM

**February 28 | 3 PM Election Session**

**March 1 | New Team Announced at Closing Session**

- Newly elected officers must be in DECA blazers and in Dress Code when going on stage.
- Newly elected officers will meet backstage immediately after the awards ceremony.
- Newly elected officers will assume their official duties as officers after the kNOT Training.

## 1. Delegate Check-In & Voting Eligibility

- **Check-In:** Voting delegates must check in by their designated region and proceed directly to their assigned seats.
- **Roll Call & Deadlines:** Before speeches begin, the names of absent chapters will be called out. If a chapter is not present by the conclusion of this roll call, they forfeit their eligibility to vote.
- **Representation: Chapters can choose to send a single delegate to cast all of the chapter's entitled votes, or send individual delegates for each vote.**
- **Credentials:** Voting ribbons are not required to cast a ballot.

## 2. Speech Order & Timing

- **Candidate Introduction:** Officer candidates will be presented immediately following the roll call.
- **Order of Speeches:** Candidates will deliver their speeches in alphabetical order by last name.
- **Time Limits:** Each candidate is strictly limited to a three (3) minute campaign speech.
  - A timekeeper will give a signal at the 2-minute mark.
  - If a speech reaches the 3-minute limit, the candidate will be ordered to stop immediately.



## Speech Restrictions & Penalties

- **No Props:** The use of any props during the speech is strictly prohibited.
- **No Substitutions:** Candidates must speak for themselves; no other individual may speak on their behalf.
- **Immediate Disqualification:** Any violation of these campaign speech rules will result in the candidate's immediate removal from the election process.



## Chamber Etiquette & Voting Procedures

- **Campaigning is Over:** No campaign items for individual candidates may be displayed during this session. Chants, cheering, and shouting for candidates are strictly prohibited.
- **Cell Phone Policy:** All cell phones must be silenced. Using a phone at an inappropriate time will result in the voting delegate being removed from the room and their chapter's vote being forfeited.
- **Room Access & Seating:**
  - Guests must sit in the back of the room.
  - Once the doors are closed, no further entry is allowed.
  - Attendees may leave the room between speeches, but anyone who exits will not be permitted to re-enter.
- **Voting Method:** Balloting will be conducted using official paper ballots.
- **Emergencies & Concerns:**
  - In an emergency, notify a room attendant, the Director of Elections, or the Chartered Association Advisor to assist with voting procedures.
  - Any voting irregularities or concerns must be reported to the Director of Elections and the Chartered Association Advisor immediately.

# Virginia DECA Association Officer Candidate

## Required Conference Attendance for VA DECA Association Officers *(Dates subject to change.)*

VA DECA will cover lodging and registration for the following:

- VA DECA Association Officer Training | (before ICDC) Pigeon Forge, TN
- Emerging Leader Summit and VA Officer Training **(If a student cannot attend this training, in its entirety, he/she will not be permitted to serve as an officer.)** | July 12-15, 2027 Tysons Corner, VA
- Camp DECA | September 23-26, 2027 Williamsburg, VA
- DECA's Ultimate Power Trip | December 1-5, 2027 San Francisco, CA
- State Leadership Conference (officers arrive early for SLC) | February 22-27, 2028 Virginia Beach, VA

## Optional Officer Conference Attendance (VA DECA Will Not Cover Any Costs)

- Virginia DECA Day at the Virginia State Fair (officers living within a one hour radius are expected to be there)
- State Officer Invitations
  - Officers may be contacted by individual chapters or districts to attend an event.
  - The school or district extending the invitation should be prepared to cover the travel costs unless the officers would normally attend the event.

## DECA's International Career Development Conference

### Registration & Travel

- **Registration:** Registration costs for all Incoming & Outgoing VA DECA State Officers are fully covered by VA DECA.
- **Travel:** ALL State Officers (incoming and outgoing) must travel to and from ICDC with their local chapter.
- **Airfare:** Airfare is not covered by VA DECA and is the responsibility of the officer.

### Lodging & Accommodations

- **Outgoing Officers:** Outgoing Officers will room together, with lodging covered by VA DECA for officers in good standing.
- **Incoming Officers:** Incoming Officers will stay with their local chapter at their own expense.

### Financial Assistance

- Officers may apply for the VA DECA Diamond Fund to help cover conference expenses in cases of financial need.

### Duties & Leadership Programming

- **Voting Delegates:** Both Incoming and Outgoing State Officers are required to serve as voting delegates for Virginia. (This will not interfere with competition or the Emerging Leaders Series.)
- **Emerging Leaders Series:** Incoming Officers are required to attend the Emerging Leaders Series – Empower Pathway. (This will not interfere with competition.)

## Association Uniform Requirements

### Official Provided Uniform Items

VA DECA will provide the following official uniform items for officers:

- **Ladies:** Dress pants, polo shirt, blouse, dress/jumper, ascot, and name badge.
- **Men:** Two pairs of dress pants, polo shirt, button-down shirt, tie, and name badge.

### Officer Responsibilities

- **DECA Blazer:** Officers are responsible for providing their own DECA blazer featuring the current logo patch.
  - Tip: Check with your chapter advisor, as your chapter may already have an eligible blazer in stock.
- **Accessories & Footwear:** Officers are responsible for purchasing the team's designated shoes, matching socks, and belt.
- **SLC Evening Wear:** Officers are responsible for purchasing their evening wear outfit for the Saturday Award Ceremony at the State Leadership Conference (SLC).

# Virginia DECA Association Officer Checklist & Process

## All candidates must understand and meet following requirements to be eligible for candidacy:

- Candidates must be a current VA DECA member, must maintain VA DECA membership per current VA DECA membership policies.
- The candidate must have a minimum cumulative grade point average of 3.0 based on a 4.0 for an "A," 3.0 for a "B," 2.0 for a "C," 1.0 for a "D," and 0 for an "F."
  - An official transcript must be attached to the Virginia DECA Association Officer Application.
- The candidate must submit an online completed Virginia DECA Association Officer Application no later than December 11, 2026
- Candidates will identify their first and second choices for office on the Virginia DECA Association Officer Application.
  - The Slating Committee will determine the position best suited for each candidate and slate them in that position.
  - The candidate may accept the slated position or choose to reject the slated position. Candidates who reject their slated position are then removed from the running process.

## 6. Determining Election Results

- Winners will be determined based on the candidate with the most points.
- All four sections, the Application, Test, Video Interview, and Interview with the Slating Committee will be added together with the Popular Vote to result in the candidate's score.
- Tie-Breaking Procedure: Primary Tie-Breaker: In the event of a tie, the candidate with the higher Video Interview score will determine the winner. Secondary Tie-Breaker: If a tie remains, the Test score will be considered to break the tie.
  - Application (50)
  - Interview (100)
  - Test (100)
  - Slating Committee (100)
  - Number of Popular Votes x 2

**Application + Interview + Test + Slating  
Committee + Votes + Votes = Total Score**

## 7. Campaign Penalties

The following will result in a **5 vote (equivalent to 20 points) deduction** per infraction:

- Exceeding the \$100.00 budget (\$1 = 5 vote, \$2 = 10 votes, etc.)
- Not providing receipts and budget for campaign materials
- Placing materials outside of the provided table
- Campaigning outside of the timeframe and space given
- Campaign Manager or Assistant Manager not being in professional dress
- Missed deadlines during the application process will receive (1 vote per day) penalty
- Giving away any items including but not limited to candy, buttons, food, drink, toys, decorations, videos etc.
- Chapter posting on social media earlier than allowed.

The following will result in **disqualification** and removal from the campaign process

- Campaigning outside of the timeframe and space given
- Creating a campaigning social media account.
- Violating VA DECA's Comprehensive Consent Form
- Reaching out to current association officers for advise or with campaign questions.
- Engaging in any communication with delegates outside what is allowed in the campaign guidelines



# Virginia DECA Association Officer Checklist & Process

## 8. Procedures for Weather-Related Situations

In the case of extreme weather or other situations that threaten the length of the State Leadership Conference:

- When the Conference Continues to Operate as Scheduled with Weather Situations
- Officer elections will still go on.
- Candidates must be present on Friday to run for an elected office.

## When Chapters Must Leave Saturday Night or Sunday Morning Due to Weather

Chapters should plan to leave after the elections on Saturday evening.

If chapters cannot stay, Officer elections will be moved up earlier if needed to get the vote in.

If needed, speeches will be eliminated to expedite voting.

The voting session will follow this order:

- Voting delegates will check in and be seated in their region.
- Roll call will be taken.
- Following the roll call, officer candidates will be presented.
- Candidates will be introduced, and their videos will be shown. Candidates will not have the opportunity to speak to the audience directly.
- After all candidates are announced ballots will be handed out and collected by the Director of Elections and designated assistants
- Once all ballots are turned in the session is concluded & voting delegates are released.

## **Campaign Guidelines & Disqualification Policy**

By signing this agreement, I acknowledge that I have read and agree to adhere to all guidelines outlined in the Officer Candidate Packet. I understand that any violation of these rules will result in immediate disqualification from the election process.

Specifically, I understand and agree to the following:

- I am strictly prohibited from campaigning on social media platforms.
- VA DECA reserves the right to review candidates' public social media accounts prior to approving official candidacy.

## **Mandatory Attendance & Commitment**

If elected, I commit to attending all mandatory VA DECA events and activities. I understand that these events take full priority over local school functions, sporting events, dances, and extra-curricular activities.

### **Required Events Include:**

- VA DECA Team Trainings, DECA's Emerging Leader Summit (ELS), DECA's Ultimate Power Trip, Camp DECA, State Leadership Conference (SLC)

## **Media Release & Contact Information Consent**

Virginia DECA and the Virginia DECA Foundation maintain official websites and communication channels to share relevant updates with schools, advisors, and student members.

- Directory Information: Information regarding the State Action Team (including officer names, roles, and school contact information) may be published to facilitate communication with local chapters.
- Media Usage: Virginia DECA reserves the right to publish articles, photographs, videos, meeting agendas, and official statements involving officers at state-sanctioned events.
- A parent or legal guardian signature is required below to grant permission for media release and public listing.

---

(Signature of Candidate)

---

(Printed Candidate's Name)

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## **School Administrator Agreement**

By signing below, I grant official administrative approval for [Student Name] to run for a Virginia DECA State Office. If the student is elected, I approve the attendance of both the student and their designated Chapter Advisor at all required state officer functions, including those listed above. I confirm that I have read, understood, and agree to the requirements outlined for a Virginia DECA State Officer Candidate Advisor. Furthermore, in the event of an advisor transition or reassignment during the term of office, our school/district commits to appointing a qualified replacement advisor to fulfill all ongoing State Officer Advisor responsibilities.

---

(Signature of Principal)

---

(Printed Principal's Name)

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## **Chapter Advisor's Agreement**

I certify the information in this application packet gives a true and accurate picture of the applicant's record and therefore, recommend him/her for a state office in Virginia DECA. If this student is elected to a state office, I accept the responsibilities required in helping him/her fulfill all duties including accompanying the officer to sessions as requested.

---

(Signature of Chapter Advisor)

---

(Printed Advisor's Name)

# Virginia DECA Association Officer Candidate Statement of Responsibility Form 2026-2027

**PRINT AND SCAN**

Candidate: \_\_\_\_\_ Primary Advisor: \_\_\_\_\_

## Acceptance of Responsibility and Understanding of the Election Process

I recognize that the following obligations are essential responsibilities of a Virginia DECA State Officer. I agree to meet these expectations and any additional requirements set forth by the Virginia DECA Chartered Association Advisor and State Officer Advisors.

Please read and initial next to each statement below:

| Initials | Expectations and Policies                                                                                                                                                                                                                                          |
|----------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|          | <b>1. Membership:</b> I will maintain active, dues-paying membership status in local, state, and DECA Inc. (National DECA).                                                                                                                                        |
|          | <b>2. Bylaws Compliance:</b> I will meet and adhere to all VA DECA membership guidelines outlined in the official VA DECA Bylaws                                                                                                                                   |
|          | <b>3. Program of Leadership:</b> I will fulfill all duties assigned in the State Officer Program of Leadership and submit all required reports by established deadlines and specifications.                                                                        |
|          | <b>4. Required Conferences:</b> I will attend all mandatory conferences, retreats, and planning meetings as assigned by the Chartered Association Advisor.                                                                                                         |
|          | <b>5. Conduct &amp; Consent:</b> I will adhere strictly to the VA DECA Officer Professional Code of Conduct, official dress code, and the Comprehensive Consent Form.                                                                                              |
|          | <b>6. Academic &amp; Work Clearance:</b> I will obtain advance clearance from all teachers and employers for any school or work absences associated with official DECA duties.                                                                                     |
|          | <b>7. Official Attire:</b> I will adhere to all dress code guidelines established for State Officers at official functions.                                                                                                                                        |
|          | <b>8. Deadline Compliance:</b> I understand I will not be permitted to participate in the election process if this application packet is incomplete, inaccurate, or submitted after the deadline published on <a href="http://www.vadeca.org">www.vadeca.org</a> . |

\_\_\_\_\_  
(Signature of Applicant)

\_\_\_\_\_  
(Date)

Candidate: \_\_\_\_\_ Primary Advisor: \_\_\_\_\_

| Initials | Expectations and Policies                                                                                                                                                                                                                                                                                                              |
|----------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|          | <b>9. Candidate Qualification Process:</b> I understand that candidacy requires completing an application, video interview, slating committee interview, online test, campaigning, and delivering a 2–3 minute speech. I acknowledge that each stage is a prerequisite qualifier, and I may be eliminated at any point in the process. |
|          | <b>10. Blazer Requirement:</b> I understand that an official DECA blazer is mandatory during campaigning, interviews, and election sessions.                                                                                                                                                                                           |
|          | <b>11. Policy Acknowledgment:</b> I have read, understand, and agree to abide by all rules, guidelines, and responsibilities associated with serving as a Virginia DECA State Officer.                                                                                                                                                 |
|          | <b>12. Representation &amp; Integrity:</b> If elected, I promise to represent my chapter, region, and state with the highest standards of integrity, professionalism, and honor.                                                                                                                                                       |
|          | <b>13. Academic Eligibility:</b> I agree to maintain the required minimum cumulative GPA (3.0 or higher) throughout my candidacy and term of office.                                                                                                                                                                                   |
|          | <b>14. Communication &amp; Responsiveness:</b> I agree to check and respond to all official VA DECA communications (email, phone, group channels) within 24–48 hours.                                                                                                                                                                  |

**By signing below, I certify that I have read, understand, and agree to all expectations listed above.**

\_\_\_\_\_  
(Candidate Printed Name)

\_\_\_\_\_  
(Candidate Signature)

\_\_\_\_\_  
(Date)

# Virginia DECA Officer Candidate Advisor Statement of Responsibility Form - 2026-2027

PRINT AND SCAN

I recognize that the following obligations are essential responsibilities of a Virginia DECA State Officer Candidate Advisor. I agree to fulfill these expectations and any additional duties set forth by Virginia DECA.

**Please read and initial next to each statement below:**

| INITIALS | ADVISORS EXPECTATIONS & POLICIES                                                                                                                                                                                                                                                                                                                                    |
|----------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|          | <b>1. Professional Membership:</b> I will maintain active, dues-paying membership in local, state, and DECA Inc. (National DECA).                                                                                                                                                                                                                                   |
|          | <b>2. Absence Clearances:</b> I will complete all required school division paperwork to clear official absences for both myself and my student for all required Virginia DECA events.                                                                                                                                                                               |
|          | <b>3. Application Deadline Compliance:</b> I understand that my student will not be permitted to participate as a candidate if this application packet is incomplete, inaccurate, or received after the deadline posted on <a href="http://www.vadeca.org">www.vadeca.org</a> .                                                                                     |
|          | <b>4. Candidate Qualification Process:</b> I understand that candidate selection requires completing an application, video interview, slating committee interview, online test, campaigning, and delivering a 2–3 minute speech. I acknowledge that each stage is a prerequisite qualifier and my student may be eliminated at any step.                            |
|          | <b>5. Official Dress Requirement:</b> I understand that my student must wear an official DECA blazer during campaigning, interviews, and election sessions.                                                                                                                                                                                                         |
|          | <b>6. Student Event Coverage:</b> I understand that Virginia DECA covers registration, lodging, and meals for State Officers for all required conferences and official activities.                                                                                                                                                                                  |
|          | <b>7. Advisor Expense Reimbursement:</b> I understand that travel, lodging, and meal expenses incurred by the State Officer Advisor while accompanying the officer on required state activities will be reimbursed according to Virginia DECA's official travel policy ( <i>Note: Expenses incurred at SLC and ICDC after the chapter's arrival are excluded</i> ). |
|          | <b>8. Student Transportation Policy:</b> I understand I am responsible for arranging transportation for my student to all DECA functions. As high school students, State Officers must ride with an advisor or parent/guardian and are strictly prohibited from driving themselves to any DECA function, regardless of age or driver's license status.              |
|          | <b>9. Membership Eligibility:</b> I understand that my student must meet all VA DECA Bylaw membership requirements currently and throughout their full term of office if elected.                                                                                                                                                                                   |
|          | <b>10. Advisor Involvement:</b> The Advisor is required to meet weekly with the officer team to oversee academic progress and task completion. Any disciplinary or behavioral issues must be escalated directly to the Association Advisor.                                                                                                                         |

Advisor: \_\_\_\_\_ Candidate: \_\_\_\_\_

# SECTION K: PROSPECTIVE DECA EXECUTIVE OFFICER INFORMATION

## Overview & Eligibility

The DECA Inc. Executive Officer Team consists of one Executive President and four Regional Vice Presidents. Virginia DECA may run up to two candidates annually: one for Executive President and one for Southern Region Vice President.

Any interested candidate must submit required materials to Shannon Tual, Chartered Association Advisor. First consideration will be given to candidates with prior State Officer experience. For comprehensive executive office requirements, refer to [www.deca.org](http://www.deca.org).

## Position Descriptions & Duties

### 1. Executive President (High School Division) Duties:

- Serve the High School Division in any capacity as directed by DECA Inc. staff.
- Preside over meetings of the High School Division.
- Make all necessary committee appointments and individual assignments.
- Report progress on the Program of Leadership throughout the term.
- Promote the general welfare and mission of DECA Inc.
- Social Media Requirement: Executive Officers must dedicate their personal social media platforms (Instagram, TikTok, LinkedIn, Facebook, X, etc.) to communicating with and engaging their constituents during their term.

### 2. Southern Region Vice President Duties:

- Serve the High School Division in any capacity as directed by DECA Inc. staff.
- Promote the growth and development of DECA within the Southern Region in alignment with the Program of Leadership.
- Make themselves available to promote the general welfare and mission of DECA Inc.
- Social Media Requirement: Executive Officers must dedicate their personal social media platforms (Instagram, TikTok, LinkedIn, Facebook, X, etc.) to communicating with and engaging their constituents during their term.

## Qualification Criteria & Candidate Expectations

### General & Behavioral Requirements

- **Single Office Limitation:** Executive Officers may not serve as chartered association (state) or local chapter officers—in either the High School or Collegiate Division—during their term of office.
- **Conduct & Character:** Candidates agree to work closely with the Chartered Association Advisor. Candidate behavior (both in and out of the classroom, including digital presence) will be monitored. Virginia DECA reserves the right to pull candidate support at any time due to behavioral issues or non-compliance.
- **Exams & Scoring:** Candidates must obtain a score of 70% or better on the Executive Officer Candidate Exam. The combined average of the Nominating Committee interview score and the exam score must be at least 70%.
- **DECA Inc. Approval:** Notice of official candidate eligibility must be received from DECA Inc. prior to campaigning.



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### 2. Southern Region Vice President Duties:

- Serve the High School Division in any capacity as directed by DECA Inc. staff.
- Promote the growth and development of DECA within the Southern Region in alignment with the Program of Leadership.
- Make themselves available to promote the general welfare and mission of DECA Inc.
- Social Media Requirement: Executive Officers must dedicate their personal social media platforms (Instagram, TikTok, LinkedIn, Facebook, X, etc.) to communicating with and engaging their constituents during their term.

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### General & Behavioral Requirements

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- **DECA Inc. Approval:** Notice of official candidate eligibility must be received from DECA Inc. prior to campaigning.

## Individual Certification Recognition

Through the School-based Enterprise (SBE) Individual Certification, DECA members may pursue individual certification in SBE operations through the successful completion of an online exam that measures knowledge and understanding of business operations concepts. The certification program reinforces the integration of National Curriculum Standards and 21st Century employability skills into the SBE learning lab environment. The school or chapter will be responsible for paying the testing fee.

**\*New: Students who pass the exam prior to January 10<sup>th</sup> will be recognized at SLC.**

### CERTIFICATION PROGRAM

#### Individual Certification

Through the School-based Enterprise (SBE) Individual Certification, DECA members may pursue individual certification in SBE operations through the successful completion of an online exam that measures knowledge and understanding of business operations concepts. The certification program reinforces the integration of National Curriculum Standards and 21st Century employability skills into the SBE learning lab environment.

Guidelines



Instructions + FAQ



Exam Study Guide



Take the Exam



## SCHOOL-BASED ENTERPRISE-CERTIFIED | SBE-C - <https://www.deca.org/sbe>

- These teams will compete against each other in preparation for ICDC 2027.
- This group will compete using guidelines for the ICDC competition.
- Teams will be composed of one to two members of the DECA chapter. All participants must present the project to the judges.
- Consists of an oral presentation by the participants.
- The oral presentation may be a maximum of 10 minutes in length, including time for the judge's questions.
- **Intended for: Chapters that have certified SBEs.**

### 2027 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 Promotion.** The oral presentation should explain how the school-based enterprise achieves the following performance indicators.

- Explain the nature of a promotional plan.
- Explain the use of visual merchandising in retailing.
- Use cross-merchandising techniques.
- Plan special events.
- Identify ways to track marketing-communications activities.

### For the FULL EVENT information go to: [deca.org/sbe](https://www.deca.org/sbe)

- ICDC Academy + Competition
- Competition Guidelines

### GOLD CERTIFIED + RE-CERTIFIED

#### ICDC Academy + Competition

The School-based Enterprise Academy + Competition is held during DECA's International Career Development Conference. Gold Certified and Gold Re-certified SBEs are eligible to register up to two students for the academy and competition, with the approval of their chartered association advisor. During the academy, participants will experience dynamic professional development sessions specific to the entrepreneurship field, share ideas and learn from other SBEs. During the competition, the participants will present an oral presentation to a business professional judge based on one preselected business standard covered in the SBE Chapter Certification Project. Participants will participate in one of the two categories in which their SBE earned gold certification: Retail Operations or Food Operations. The competition rules, presentation guidelines, and performance indicators are identical for the two competition tracks. The top 10 winners will be recognized in both categories.

Competition Guidelines



## Virginia DECA Online Testing Integrity Statement

### Instructions for Advisors and Proctors

Please review the following reminders and script before permitting students to begin their test. Please print out a copy of the Student Instructions for each student taking a test. Each time a student takes a DECA test, a new Student Testing Integrity Statement should be completed and kept on file.

### Reminders

- Testing must be between the hours of 6:00 am and 7:00 pm Monday - Friday (no holidays). Note: Assistance may not be provided outside of regular office hours.
- Testing must be completed at a school. Testing is not permitted at home.
- Tests will be 100 questions.
- Students must use the calculator in the testing site.
- Macbooks are NOT recommended for testing.
- All advisors and students participating in a DLC must sign the Testing Integrity Agreement in ink prior to testing. Advisors will hold onto these agreements for the 2026-2027 school year.
- There must be a minimum of 2 proctors in each testing room. One of the proctors should be the teacher/advisor.
- Accommodations will be pre-set in the testing site. Advisors should submit any requests for accommodations to their District Advisor for their students at least 1 week prior to their testing window.
- **New 2026-2027 Students will be permitted a reset of the DLC exam 2 times and the SLC exam 1 time.**

## ADVISOR AND PROCTOR SCRIPT

**Please read all the text in BOLD.**

**Before we begin, please ensure any cell phones and smart watches are turned off and kept in a bag away from your person. Take a moment to check your battery and plug in if needed. Checking your battery level may trigger a security lock out. Before logging in, please listen to these instructions carefully.**

**Each test will be 100 questions and must be completed within 90 minutes. You MAY NOT navigate away from the testing site, doing so will result in your test being automatically submitted. Any use of unauthorized materials will result in disqualification. Please take a moment now to read and sign the Student Testing Agreement.** *Pause and collect testing agreements as students complete it.*

**Students who are partnered together should not be sitting next to each other. Please check your surroundings and move if needed. As a reminder, no one should be talking while others are testing and you may not discuss the test or any other related materials in the testing room.**

**When logging in to the test site, close all other windows and tabs to reduce the chance of accidentally navigating away from the testing site.** *Hand out testing tickets if you have not already done so. Before we begin, does anyone have any questions? Pause to answer if needed. Take a moment to ensure you have been given the correct testing ticket.*

**You may now log in to the URL that can be found on your testing ticket using your personalized Login ID and Password.**

## Student Testing Integrity Statement

Before you begin your Virginia DECA Competitive Events Exam, please read the following statement carefully. By checking the agreement box and signing your name, you acknowledge that you understand and agree to abide by these rules.

## Student Honor Code & Testing Agreement

As a proud member of Virginia DECA, I understand that integrity, ethics, and character are core values of leadership and the business community. I recognize that this exam measures my true knowledge and preparation for competitive events.

By initiating this exam, I pledge and agree to the following:

- **Independent Work:** I will complete this exam entirely on my own. I will not give assistance to, or receive assistance from, any other student, peer, or individual.
- **Authorized Resources Only:** I will not use any unauthorized resources during this test. This includes, but is not limited to: textbooks, study guides, notes, scrap paper, calculators (other than one if provided in the testing window), smart watches, search engines, artificial intelligence tools, or translation software.
- **No Copying or Sharing:** I will not take screenshots, photos, or notes of exam questions, nor will I share or discuss the contents of this exam with anyone during or after the testing window.
- **Single Window Policy:** I will keep only the testing window open on my device and will not navigate away to other browser tabs or applications.

## Consequences of Violation:

I understand that any violation of this agreement compromises the fairness of the competition. If I am found to have violated this code of conduct, I will face immediate disqualification from this competitive event, forfeiture of any awards or recognition, and my chapter advisor and school administration will be notified for further disciplinary action.

## Acknowledgment & Signature

[ ] I have read, understand, and agree to abide by the Virginia DECA Honor Code and Testing Agreement.

Student First and Last Name : \_\_\_\_\_

Student Signature : \_\_\_\_\_

DECA Chapter / High School: \_\_\_\_\_

Date: \_\_\_\_\_

## Virginia DECA Advisor & Prpctor Testing Integrity Agreement

Before administering or proctoring the Virginia DECA Competitive Events Exams, please read the following statement carefully. By signing this agreement, you acknowledge that you understand, agree to, and will enforce these rules to maintain testing security, fairness, and academic integrity.

### Advisor & Proctor Honor Code & Testing Integrity Policy

As a chapter advisor and educator representing Virginia DECA, I understand that integrity, ethics, and character are core values of leadership and the business community. I recognize my responsibility in safeguarding exam security and providing an equitable competitive environment for all students.

By proctoring or overseeing this exam, I pledge and agree to the following:

- **Supervision & Independent Work:** I will ensure that all students complete their exams entirely on their own in a proctored environment without receiving assistance from peers, advisors, or external sources.
- **Enforcement of Authorized Resources:** I will actively monitor the testing environment to ensure students do not access unauthorized resources, including textbooks, study guides, notes, unauthorized calculators, smartwatches, search engines, artificial intelligence tools, or translation software.
- **Exam Security & Non-Disclosure:** I will not capture, screenshot, copy, print, record, or retain any exam questions or materials. I will not discuss or disclose exam contents with students, other advisors, or third parties before, during, or after the testing window.
- **Single Window Policy Monitoring:** I will ensure students maintain only the active testing window on their devices and do not navigate to other browser tabs, software, or external applications during the exam.
- **Reporting Irregularities:** I will immediately report any suspected academic dishonesty, security breaches, or technical anomalies to Virginia DECA state leadership.

### Consequences of Violation

I understand that any failure to adhere to proctoring standards or compromise of exam materials severely impacts the integrity and fairness of the competition. Violations may result in the disqualification of affected students, invalidation of chapter testing results, and review by school administration and Virginia DECA leadership.

### Acknowledgment & Signature

**[ ] I have read, understand, and agree to uphold the Virginia DECA Advisor & Proctor Testing Integrity Agreement and enforce all testing regulations.**

Advisor/Proctor First and Last Name : \_\_\_\_\_

Advisor/Proctor Signature : \_\_\_\_\_

DECA Chapter / High School: \_\_\_\_\_

Date: \_\_\_\_\_

# MONTH-BY-MONTH

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The following calendar serves as a guideline of suggested activities for each month. Feel free to make changes and add any dates and deadlines listed on your association's calendar that require action on your part.

## JULY

- Develop your strategic plan, DECA calendar and budget.
- Examine the DECA Guide and new offerings from Shop DECA.
- Participate in Professional Learning Series activities.
- Put chapter activity and conference dates on your school calendar and begin to request permission to attend.
- Review DECA programs and determine how you can incorporate them into your classroom instruction.

## AUGUST

- Connect or reconnect with local DECA leaders, your association advisor and new advisors.
- Introduce DECA to your students.
- Meet with the chapter leadership team to develop the annual program of leadership.
- Verify your information in the online membership system.

## SEPTEMBER

- Begin chapter campaigns, show the membership video and recruit student, alumni and professional members.
- Introduce DECA's Competitive Events Program to your members and begin work on written events.
- Log in to the online membership system and submit members' names.
- Participate in DECA's online events and activities.
- Plan participation in DECA's Promotional Campaign, Ethical Leadership Campaign and Community Service Campaign.
- Register to attend DECA conferences.
- Celebrate DECA's "New Member Week"

## OCTOBER

- Continue working on your program of leadership goals.
- Ask your association advisor about the competitive events process and how to qualify to attend your association career development conference.

## NOVEMBER

- Celebrate DECA Month.
- Attend DECA's educational or regional conferences.
- Continue training and practice for competitive events.
- Participate in Global Entrepreneurship Week.

## DECEMBER

- Begin working with your members to gather information to complete scholarship applications.
- Conduct a mid-year evaluation of your chapter's progress.
- Plan and execute a chapter social activity.
- Touch base with your association advisor to determine registration procedures for your association's career development conference.

## JANUARY

- Ask business professionals to help your members prepare for competitive events.
- Log in to the online membership system and submit members' names by your association's deadline.
- Make plans to attend your association's career development conference.
- Participate in DECA's online events and activities.
- Polish and submit student scholarship applications.
- Recruit members who have joined your class during the second semester.
- Submit DECA Emerging Leader Honor Award applications.

## FEBRUARY

- Celebrate Career and Technical Education Month®.
- Participate in DECA's Advocacy Campaign.
- Promote DECA for next year's class registration.
- Verify that all DECA members are on a paid roster.

## MARCH

- Make plans now to attend advisor professional learning activities in the summer by submitting requests, securing funding and applying for scholarships.
- Continue preparing to attend DECA's International Career Development Conference by arranging travel, raising funds and ensuring competitors have official DECA blazers.

## APRIL

- Attend DECA's International Career Development Conference, including the Advisor Professional Learning Series.
- Celebrate success from ICDC.
- Thank sponsors and mentors for their contributions to your members who attended ICDC.

## MAY

- Conduct an annual evaluation of your DECA chapter with your chapter leadership team.
- Encourage graduating DECA members to explore Collegiate DECA.
- Recognize business and community partners.
- Recognize members' contributions and achievements.
- Download DECA transcripts for ICDC competitors.
- Select new chapter leadership team members.

## JUNE

- Schedule a meeting with your outgoing and incoming chapter leadership teams for a training and transition session.
- Send an end-of-year report and pride points to faculty, counselors, administrators and business partners.
- Train new chapter leadership team members.