



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

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.



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%

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

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

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.**

**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
Student		\$8.00	\$8.00	
Alumni		\$8.00	\$8.00	
Professional		\$8.00	\$8.00	
Advisor		\$8.00	\$8.00	

Learn about your association dues at deca.org/associations.

DEADLINES

	Initial	Final
Chapter		
Association		
DECA Inc.	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 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
- **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.
- 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 UNDERCLASSEMEN

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.



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

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

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

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

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

6

Select Student Leadership Team

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

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

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

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

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

Ask Us

No question is too big or too small.

Communications + Marketing
communications@deca.org

Comprehensive Learning Program
including Competitive Events
education@deca.org

Educational Conferences
conferences@deca.org

Membership & Registration
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 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

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 st Place	11-350 members
1 st - 2 nd Place	351-599 members
1 st - 3 rd Place	600-849 members
1 st - 4 th 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.



Filtering by: **Entrepreneurship** X

-  Business Growth Plan
EBG
-  Franchise Business Plan
EFB
-  Independent Business Plan
EIB
-  Innovation Plan
EIP
-  International Business Plan
IBP
-  Start-Up Business Plan
ESB

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 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.