

COLLEGIATE DECA



DECA
**HERE
WE**

Chapter Guide
Mississippi DECA
2019-2020

Mississippi Collegiate DECA Information for 2019 – 2020

Membership Dues

Student/Professional/Advisor Dues

Mississippi DECA Dues	\$ 10.00
International DECA Dues	\$ 10.00
Total Dues	\$20.00

Mississippi Alumni Dues	\$ 0
International Alumni Dues	\$ 10.00

Exceptions to the rule: Mississippi Lifetime Alumni Dues \$100.00
(mail to **Jim Bowers**)

Register & Renew Members online at www.deca.org. Send payment with invoice to

DECA, Inc.
Attn: Membership Department
1908 Association Drive
Reston, VA 20191

In addition to an official membership card and pin, DECA members receive access to DECA direct, have opportunities to attend conferences designed to prepare them for college and careers, can earn recognition and prove their knowledge in DECA's Competitive Events Program, can earn their share of more than \$300,000 in scholarships and more. DECA membership is for one school year. The National minimum chapter size is ten (10) student members and one (1) advisor (or any combination of 11 paid members).

Membership Deadlines

Mississippi (initial membership roster)	November 15
National Membership (initial membership roster)	December 2
State CDC Testing Events	February 3-14
State Career Development Conference	February 26 - 28
International Career Development Conference	April 22 – April 25

Does NOT include travel days

New or Reactivating Chapters

If you are a new chapter or need to reactivate, contact the national office or send an email to mcollegiatedeca@gmail.com to receive more information. Please include your name, school address, and school email address.

State & National Theme

The 2019-2020 State & National Theme is:
Logos supporting this theme are available now



National DECA Website:

www.deca.org
The National DECA website is maintained by the national office. Check this site to renew your membership, register for national conferences, and browse the resources section.

Important Contact Information

Jane Eastland-Foreman
MS Collegiate DECA Interim State Advisor
Hinds Community College
Email: mississippihsdeca@gmail.com
Email: jeforeman@hindscc.edu
Phone: 601-936-5502 CELL 601-946-0471

Jerry Ainsworth - Culinary Advisor

Hinds Community College
Phone: 601-833-2566 jlainsworth@hindscc.edu

Mail all Payments except ICDC & membership to:

MDE - Attn: Collegiate DECA
P.O. Box 771
Jackson, MS 39205-0771
Phone: 601-359-2371

Website:

<https://www.mdek12.org/CTE/SO/collegiate-deca>

Registration for all Conferences:

<https://webportal.registermychapter.com/>

MS DECA Foundation Director

Jim Bowers
bowersjr3@aol.com
1441 Marwood Road
Byram, MS 39272-9684
Fax: 601-371-0310 (call first)
Home: 601-371-0310 Cell: 601-506-3051

National Office:

DECA, Inc
1908 Association Drive :
Reston, VA 20191
(703) 860-5000
Fax: (703) 860-4013

Interim Executive Director:

Frank Peterson frank@deca.org

High School Division Director: **Christopher Young**
christopher@deca.org

Membership:

Matthew Arnett matthew_arnett@deca.org

Mississippi Collegiate DECA Executive Officer Team 2019-2020

President

Zetella Gooch
MSU Meridan Campus
Advisor: Dr. Stacey McNeil
zwg21@msstate.edu

1st Vice President

Margaretta Campbell
MSU Meridan Campus
Advisor: Dr. Stacey McNeil
mc1363@msstate.edu

2nd Vice President

Shelena Pace
MSU Meridan Campus
Advisor: Dr. Stacey McNeil
space9@enet.meridiancc.edu

Chairman of the Board

Steven Miller
MSU Meridan Campus
Advisor: Dr. Stacey McNeil
scm368@msstate.edu

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Disclaimer: All dates, rates, and deadlines listed in this guide are subject to change based on availability and other factors. MS Collegiate DECA will notify the chapters of any changes as quickly as possible.

MS COLLEGIATE DECA STATE PRESIDENT



Greetings Mississippi Collegiate DECA. Thank you once again for allowing me to serve as your president for 2019-2020. It has definitely been an honor to have you trust me and the rest of the Executive Team to lead this outstanding organization.

During the rest of my tenure, I will continue to help develop and mentor current and new members of our organization that are striving to discover new pathways, experience new opportunities in their current field, and explore additional options with the ultimate DECA experience. The possibilities for success are limitless with this great opportunity. There is always something to participate in from the competitive events, different career conferences, and leadership opportunities. This organization prepares emerging leaders to develop your college and career goals as well as your professional skills. We are so proud of the recognition and record awards achieved by our competing members representing Mississippi Collegiate DECA at our International Career Development Conference this past April in Disney Springs, Florida. We commend all of you that competed. You are all winners!

Our summer executive meeting has been the highlight of this year moving forward and we had great attendance from our officers and advisors. We had a chance to meet and network with the high school officers and their advisors while painting a vision for the upcoming year. We are looking forward to record growth in membership and to expand on the new opportunities available to us. Each year we choose an organization that we support and gift charitable donations. This year's State Action Team chose Blair E. Batson Hospital for Children. Batson Children's Hospital treats about 150,000 children each year in more than 30 specialty areas, including newborn medicine, pediatric cardiology, neurology, and surgery. It houses the state's only pediatric intensive care unit and emergency department along with Mississippi's only pediatric treatment programs for cancer, cystic fibrosis, sickle cell anemia, congenital heart defects, and more. Based off of last year's philanthropy project, we are setting the same goal of \$100.00 per chapter to help support and give back to this cause that has helped so many children.

We are looking forward to the State Fall Leadership, Engage, and State Career Development Conferences that lead up to the International Career Development Conference in Atlanta on April 22-25. Your Executive Team hopes that all of you have an opportunity to enhance your education, personal growth and professional skills with the experience that these conferences provide. As a team, we strive to do everything possible to help Mississippi Collegiate DECA in preparations for this upcoming year. This is an incredible journey to embark on with unlimited resources. We encourage you to take this journey with us. As with this year's State and International Theme, "*Here We Go*". Please feel free to contact me at any time if I can be of assistance to you. I can be reached at zwg21@msstate.edu. I look forward to seeing you at the State Fall Leadership Conference!

Sincerely,
 Zetella Gooch
 2019-2020
 MS Collegiate DECA Association President

MS COLLEGIATE DECA CHAIRMAN OF THE BOARD



Hello all in Mississippi Collegiate DECA. I hope you all have gotten off to a great start for this 2019-2020 school year and I cannot wait to see all of you in competition and state conferences. I am very thankful for the hard work I see from each of our chapters in the state and for several who have also responded and joined the International Executive leadership group on Facebook. If you haven't joined yet, I personally invite you to search for Collegiate DECA Members, Advisors, and Alumni. This helps you to create a networking base with other chapters across the nation.

We as the Executive Officer Team are excited for the new updates which are coming down and the things we have worked on to make DECA even better for the Collegiate division while also creating a working relationship with the High School State Action Team to enable high school students to "Take DECA to College".

We want to thank each and every one of our chapters, advisors, and alumni for their support and continued confidence in the state action team. As a collective group, let's strive to always stay in the mode of **"Here We Go DECA!"**. Well, until our next meeting, let's keep striving for excellence and continued growth for Mississippi Collegiate DECA!

Sincerely,

Steven Miller
2019-2020
MS Collegiate DECA Chairman of the Board

DECA Online Conference Registration Instructions



All students must be preregistered in the National DECA Membership system prior to registering for conferences. To register your members, visit: <https://membership.decaregistration.com/deca#>

1. In your web browser, go to the registration URL:

Fall Conference registration: <https://www.decaregistration.com/ms-col-fall>

State CDC registration: <https://www.decaregistration.com/ms-cdc>

ICDC registration: <https://www.decaregistration.com/ms-c-icdc>

2. Click the REGISTRATION button to begin registration. You will be brought to the log in screen, but if you have never registered before, you'll notice text that says, "If you have never registered this chapter before, please click add school to add your school. If you have registered before, please log in with your previous User Name and Password. If you add a duplicate school record to the database it will cause additional work and confusion for yourself and possibly your state advisor. If you have forgotten your user name and/or password, type in your e-mail address in the blank provided at the bottom of the screen, and click Submit. Your user name and password will be e-mailed to you at your last listed e-mail address.

3. The first time in, you will be asked to verify your school information. Please look all of the information over and correct anything that needs to be corrected. Click Submit when you're finished, and you'll be presented with the registration screen.

4. The advisor will be automatically registered.

5. Click the ADD NEW NAME button to add a new name to the list. Provide the participant's last name, first name, and select their status from the drop down list. You may also be asked to select a t-shirt size, or other information. Be sure to check all contests that this individual will participate in. Remember, you may need to select voting delegates (depending on administrative settings), so be sure to select the correct Status as you enter names.

6. To enter Team events, be sure to select the correct team number. Most team events only allow you to enter one team. However, some events allow you to enter more than one team after all events have been entered. In such cases, a separate team # should be designated for each team. The first team will be number 1, the second team will be #2, etc. Place the same team # on each team member for each contest as you enter them. For instance, if Billy and Suzy are on a team together, their team # will both be 1 for that contest. If you enter a second team in this event, and John and Phil are on that team, then the team # should be 2.

7. Continue adding names until you have entered all of your participants. As you add participants, if you attempt to enter more participants in an event than are allowed, you will be informed, and not allowed to exceed the event maximum. At any point, you may press the VIEW REGISTRATION button to get an idea of your total invoice amount, and a better understanding of who is registered for which events.
8. When you are finished, click the FINISHED REGISTERING button at the bottom. At this point, you may have several red messages at the top of the screen. Please read these carefully. Your registration will not be complete until these problems have been resolved. For instance, you may be informed that you must have 2 voting delegates. To correct this problem, click the Back To Registration link at the bottom, select the student(s) you want to be voting delegates and click the Edit link beside each student. Change the Status field to Voting Delegate and press Submit to save. You may also need to correct issues with contest entries (having too many, or not enough for a team). When you're finished making these changes, press the FINISHED REGISTERING button again.
9. If you get a message that states that you have not met the minimum requirements for a team event, then you must click the Back To Registration link, and either add students to those contests that are short, or remove students from those contests that may have too many. When you're finished making those changes, press the FINISHED REGISTERING button again.
10. After you have corrected any problems that may have appeared, and re-submitted your registration, be sure to Print a copy of this invoice to send in with your payment. Next, press the CONFIRM link at the bottom to confirm that the invoice is correct. A copy of the invoice will be e-mailed to you, and to the site administrator.
11. If you need to edit your registration, you may come back to this location and make changes up until the registration close date. In order to make changes, click on the REGISTRATION button at the left and log in using your user name and password. The list of registered individuals will appear. Simply click the Edit link, and make any changes you need. When you do this, remember to click the FINISHED REGISTERING button to check for problems, and to resubmit the invoice. Be sure to also click the Confirm link to confirm that the changes are correct.
12. Once you are finished with your registration, be sure to either click the LOG OUT link to make sure that the connection is securely closed, or exit your browser. This will ensure that no one can get in and make changes to your registration.

STUDENT ORGANIZATIONS OFFICE POLICY

Conference Registration and Payments



For conference registration, a 1) check, 2) money order, or 3) purchase order must be mailed – postmarked on or before the published deadline date. If one of these three cannot be provided, then a letter stating that the registration amount will be forthcoming must be included. This letter must be on school letterhead, state the specific amount that will be sent, and include the signature of the Dean, VP, or Financial Office. If you do not mail, on or before the published deadline date, a 1) check, 2) money order, 3) purchase order, or 4) letter stating that the payment will be made, then your students will not be registered for the conference.

No refunds will be made after the registration deadline date.



Conference Rules

- All advisors and students MUST stay in conference hotel(s) for ALL DECA conferences if more than 60 miles away. All outstanding balances MUST be paid prior to attending any DECA activities. All Dues must be paid prior to registering for any DECA competitive event.
 - All registration and hotel fees for ICDC MUST take place through MDE – MS COLLEGIATE DECA to register for the International Career Development Conference and hotel rooms. All students are to remain in their assigned rooms and may not change rooming situations once registration has been submitted to the hotel.
 - Please review the dress code with each student making certain that all are aware of the required dress. Each participant should be made aware that they MUST be dressed in professional attire or they will be disqualified at any level of competition.
 - § NO LEGGINGS OF ANY TYPE ARE ALLOWED EVEN IF UNDER A DRESS FOR COMPETITION
 - A DECA Blazer is not required at the district or state, or ICDC levels; however, a professional blazer and tie is encouraged for all males competing at ICDC.
 - Please note when registering students for ANY conference without the inclusion of a check, money order, purchase order, or letter from your college stating the money will be forthcoming, Collegiate DECA is acting in "good faith you will pay. When you register your students, we prepare for that number and our expense does not decrease if your students do not attend.
 - Payment is required for all who are registered but not in attendance. The amount of registration will not change for any students or advisors not participating in all activities. All payments should be made payable to MS COLLEGIATE DECA.
 - Any Advisor or student caught cheating will be immediately disqualified by the Interim State Advisor and all decisions final.
- Cell phone usage at CDC will follow all ICDC rules.



















INDIVIDUAL CASE STUDY EVENTS

CORPORATE FINANCE	FINANCE EXAM	 1 STUDENT	 1 CASE STUDY <small>Laptop, tablet, mobile and internet allowed.</small>	 PREPARATION TIME	 PRESENTATION TIME
ENTREPRENEURSHIP OPERATIONS	ENTREPRENEURSHIP EXAM				
FASHION MERCHANDISING AND MARKETING	MARKETING EXAM				
FINANCIAL ACCOUNTING	FINANCE EXAM				
HOTEL AND LODGING	HOSPITALITY AND TOURISM EXAM				
HUMAN RESOURCE MANAGEMENT	BUSINESS MANAGEMENT AND ADMINISTRATION EXAM				
MANAGERIAL ACCOUNTING	FINANCE EXAM				
MARKETING MANAGEMENT	MARKETING EXAM				
RESTAURANT AND FOOD SERVICE MANAGEMENT	HOSPITALITY AND TOURISM EXAM				
RETAIL MANAGEMENT	BUSINESS MANAGEMENT AND ADMINISTRATION EXAM				
SALES MANAGEMENT MEETING	MARKETING EXAM				
TRAVEL AND TOURISM	HOSPITALITY AND TOURISM EXAM				

TEAM CASE STUDY EVENTS

BUSINESS ETHICS	 2 STUDENTS	 1 CASE STUDY <small>Laptop, tablet, mobile and internet allowed.</small>	 PREPARATION TIME	 PRESENTATION TIME
BUSINESS-TO-BUSINESS MARKETING				
EVENT PLANNING				
FINANCIAL STATEMENT ANALYSIS				
INTERNATIONAL MARKETING				
MARKETING COMMUNICATIONS				
SPORTS AND ENTERTAINMENT MARKETING				

PREPARED BUSINESS PRESENTATION EVENTS

ADVERTISING CAMPAIGN	 1 TO 3 STUDENTS	 PAGES ALLOWED	 PRESENTATION TIME <small>Laptop, tablet, mobile and internet allowed.</small>
BUSINESS RESEARCH	 1 TO 3 STUDENTS	 PAGES ALLOWED	 PRESENTATION TIME <small>Laptop, tablet, mobile and internet allowed.</small>
EMERGING TECHNOLOGY MARKETING STRATEGIES	 1 TO 3 STUDENTS	 PAGES ALLOWED	 PRESENTATION TIME <small>Laptop, tablet, mobile and internet allowed.</small>
ENTREPRENEURSHIP - STARTING A BUSINESS	 1 TO 3 STUDENTS	 PAGES ALLOWED	 PRESENTATION TIME <small>Laptop, tablet, mobile and internet allowed.</small>
ENTREPRENEURSHIP - GROWING A BUSINESS	 1 TO 3 STUDENTS	 PAGES ALLOWED	 PRESENTATION TIME <small>Laptop, tablet, mobile and internet allowed.</small>
PROFESSIONAL SALES	 1 STUDENT	 PAGES ALLOWED	 PRESENTATION TIME <small>Laptop, tablet, mobile and internet allowed.</small>

Consult the *Collegiate DECA Guide* for complete details.

Fall Leadership Conference

This year's Fall LDC will be held **October 17 - 18, 2019** at the FFA Center in Raymond, MS. On Friday, October 18, we will tour McClain Lodge in Brandon, MS. McClain Lodge has become one of the South's leading destination retailers; offering a general store, restaurants, a wedding venue, overnight accommodations, and a safari! Get ready for an exciting adventure as McClain Lodge shows you how they market this unique Southern experience!

McClain is an unique Southern experience from the time you arrive to your departure. We are nestled just east of Jackson Mississippi on approximately 2,000 beautiful acres in Brandon, Mississippi. Complete with a welcoming, tranquil lake, and acres of scenic wilderness, McClain offers a number of services within it's acres. From flawless weddings to delicious home cooked foods at the restaurants, to exotic wildlife on the Safari tour; McClain has an experience for everyone and any occasion. Featuring a variety of settings, entertainment, and overnight accommodations, McClain is ideal for corporate meetings and events, weddings and receptions, family reunions and get-togethers, church retreats and so much more

- Who:** All Affiliated DECA Advisors & Student Members
- When:** October 17 - 18, 2019
- Where:** McClain, 874 Holly Bush Road, Brandon, MS 39047
<https://www.mcclain.ms/>
- Housing:** FFA Center Lodging - no charge. Housing application must be completed
 1580 7 Springs Rd #1504, Raymond, MS 39154
- Cost:**
- | | |
|----------------------------------|-----------------------------|
| Student Registration | \$20 does not include lunch |
| Advisor & Chaperone Registration | \$20 does not include lunch |

Registration Deadline: October 14, 2019

Housing Deadline: October 14, 2019

Payment Deadline: October 14, 2019 (due in the state office).

State CDC T-Shirt & ICDC Pin

In order to promote the "Take DECA to College" tag line, Collegiate DECA t-shirts will be included in this years **state** conference registration. The shirts will be designed by the high school division and modified for collegiate. High school will again design the state pin this year and Collegiate DECA will be able to purchase pins. Collegiate DECA can capitalize on economies of scale by ordering shirts with the high school

Where to Register: <https://www.decaregistration.com/ms-col-fall>

Online Testing for State Conference

When: February 3 – 14, 2020 Instructions for testing including the website will be sent separately.

TESTED EVENTS:

Any student registered to compete in the below events are required to take a test. Please make certain to register their proctor. Advisors cannot proctor their own students nor can they proctor other Advisors students. Any Advisor breaking this rule will have their students disqualified.

Individual Case Study Tested/Roll Play Events:

- Corporate Finance – Finance exam
- Entrepreneurship Operations – Entrepreneurship exam
- Fashion Merchandising and Marketing – Marketing exam
- Financial Accounting – Finance exam
- Hotel and Lodging – Hospitality and Tourism exam
- Human Resource Management – Business Management and Administration exam
- Managerial Accounting – Finance exam
- Marketing Management – Marketing exam
- Restaurant and Food Service Management – Hospitality and Tourism exam
- Retail Management - Business Management and Administration exam
- Sale Management Meeting – Marketing exam
- Travel and Tourism - Hospitality and Tourism exam

EVENT CHANGES:

Please make sure to review the attached “quick reference guide” for Collegiate. Changes for the 2019-2020 year:

ENGAGE: The Engage Conference will be held in Chicago, IL. Collegiate DECA members will attend general sessions covering all industries and have the opportunity to attend up to two off-site edu TOURS. The conference will also provide a collaborative case study component requiring the presentation in front of a business professional.

COMPETITIVE EVENTS CHANGES:

The presentation time for all Prepared Business Presentation events is now **15 minutes** (instead of 20 minutes) making all presentation times for Collegiate DECA Competitive events consistent.

Entrepreneurship-Growing Your Business has been changed to Entrepreneurship-Growing A Business. This event will challenge participants to serve in a consultant capacity to propose expansion opportunities to a business owner.

One to three participants can compete in one entry of the Emerging Technology Marketing Strategies.

FOR STATE COMPETITION:

Culinary Students:

1. Culinary Arts Academy

AND

2. Business Simulations or Case Studies or Prepared Business Presentations (choose one)

Marketing Students:

1. Individual Case Study Events

AND

2. Prepared Business Presentation Events

OR

1. Team Case Study Events

AND

2. Prepared Business Presentation Events

Students may not compete in Individual Case Study Events AND Team Case Study Events.

State Career Development Conference

This year's State Career Development Conference will be held February 27 – 28, 2020 at the MSU Meridian Campus Division of Business (Deen Building), The Riley Center, and Meridian Community College Culinary.

All State CDC Housing will be handled by each chapter. Online testing will take place prior to State Competition. Any student not testing prior to competition must take the test during the assigned make-up time at state or risk a score of "0" and/or disqualification.

Important Region Competition Facts & Dates

Who: All Affiliated DECA Advisors & Student Members

When: February 26 – 28, 2020

Where: MSU Meridian Division of Business, Deen Building and the Riley Center.
Culinary Competition - Meridian Community College Culinary

*Please note there is ample parking for school vans and food options within walking distance of both.

Cost: Student Registration \$65 includes a t-shirt
Advisor & Chaperone Registration \$65 includes a t-shirt

Hotel Cost: responsibility of chapters

Registration Deadline: February 12, 2020 (Late fee of \$15 per participant after deadline)

Payment Deadline: February 21, 2020

Hotel Information and Rates:

Holiday Inn Meridian, 100 North Frontage Road, Meridian, MS 39301

601-693-0160 Fax: 601-693-0260

Contact: Mindy Withers

Email: mindywithers@lalaenterprises.com

****Note** - when you submit your online housing registration to Collegiate DECA, a copy will be emailed directly to Mindy Withers at the hotel. You will **NOT** need to email or fax a paper registration form!

Room rates:

2 - Queen Beds: \$109.00 (1 to 4 persons) limit of 30 rooms

1 - King Bed: \$99.00 (limit of 10 rooms)

Eligibility for tax exemption requires a MS Tax Exempt Form and payment made with College/University check or College/University credit card.

4 total free breakfast vouchers are included with each queen room.

2 total free breakfast vouchers are included with each king room.

Complimentary WiFi

Check in - 3:00pm Check out - 12:00pm

Online booking group rate code: DEC

https://www.ihg.com/holidayinn/hotels/us/en/meridian/meihi/hoteldetail?cm_mmc=GoogleMaps_-_HI_-_US_-_MEIHI

ROOM BLOCK RATES HONORED UNTIL 2/3/20

Where to Register: <https://www.decaregistration.com/ms-cdc>



ENGAGE:

All registration, hotel bookings and payments for ENGAGE goes directly through National DECA, not MS Collegiate DECA.

For more information on ENGAGE, or to register, visit:

Registration Guide: <https://www.deca.org/wp-content/uploads/2019/08/DECA-2019-ENGAGE-Registration-Guide-Web.pdf>

Online Registration: <https://membership.decaregistration.com/deca#>

International Career Development Conference

The 2020 International Career Development Conference will be held in Atlanta! This will be an exciting and affordable venue for Collegiate DECA as Atlanta is within driving distance to MS. Competitors registering for ICDI are allowed one competitive entry and one challenge/ institute such as Sales Challenge, Entrepreneurship Challenge, or Management Institute.

Important Region Competition Facts & Dates:

Who: All Affiliated DECA Advisors & Student Members, or Chaperones

When: April 22 – April 25, 2020 **does not include travel days**

Where: Atlanta Marriott Marquis
265 Peachtree Center Avenue
Atlanta, GA 30336
404-521-0000
<https://www.marriott.com/hotels/travel/atlmq-atlanta-marriott-marquis/>

Registration: \$150 per student
\$150 for working advisors and chaperones
**MS Collegiate DECA is a recognized Chartered Association with National DECA. This registration fee also includes a MS Collegiated DECA registration fee.
\$0 per non working family members

Hotel Cost: \$175 per night per room. Includes a \$5 per room per night "other fee" that is not tax exempt.
A Georgia Sales Tax Exempt application has been requested from MDE by Jane Foreman. Should this application not be completed by MDE by the deadline, state taxes of 16.9% will be added to the room fee. All housing will be handled by MS Collegiate DECA..

Housing Deadline: March 16, 2020

Registration Deadline: March 16, 2020 (Late fee of \$15 per participant after deadline)

Payment Deadline: April 1, 2020

Parking: Valet parking \$45.00 / \$50.00 oversized

Ammenities: in room coffee maker, refrigerator, hairdryer, iron/ironing board, safety deposit box. ATM, pool, fitness center, gift shop, and business center also available. **NO free in-room Wifi**

Membership Eligibility Deadline: February 15, 2020 (must be posted by nationals). PAYMENT MUST BE POSTED IN MEMBERSHIP SYSTEM

All Written Events: The portfolio (written event) must be submitted in a DECA portfolio binder. ALL written events MUST be turned in by student at ICDC at checkin.

Where to Register: <https://www.decaregistration.com/ms-c-icdc>

Future ICDC Locations:

2021 | TBD

April 9-12, 2022 | Baltimore, MD | Marriott Baltimore Waterfront

April 15-18, 2023 | Orlando, FL | Hilton Orlando Lake Buena Vista – Disney Springs Area

ICDC QUALIFICATIONS

1. All participants must be active members of DECA with the current year's dues on file with DECA Inc. prior to March 1 of the current school year.
2. All participants and written entries must be approved and authorized for entering competition by their chartered association through official competitive events registration forms.
3. All participants and written entries must meet the specifications set forth for each activity.
4. All participants must have participated in chartered association, district and/or local competition, or qualified through online competition.
5. All entry forms and creative entries must be submitted by the chartered association advisor or designee according to announced deadlines.
6. A participant may enter only one of the competitive events with a participatory component during DECA's International Career Development Conference.
7. No additions or substitutions may be registered for competition after the deadline set forth by DECA Inc.
8. A written entry may not be entered in more than one ICDC competitive event during a given year.
9. Once a written entry is entered in ICDC competition, the identical content material may not be entered in ICDC competition again.
10. All participants must attend the briefing sessions scheduled for their competitive event during the ICDC.
11. Participants are required to follow the official DECA dress code outlined on this page.
12. All written entries must include a signed copy of DECA's Written Event Statement of Assurances and Academic Integrity (page 53).
13. Participants must bring a photo ID to all event briefings, testing sessions and presentations. If a photo ID is not available, an advisor must verify the participant's identity.

DRESS CODE

Professional appearance is an important aspect of the overall preparation of DECA members for the business world. To that end, DECA supports a dress code for its career-based functions that exemplifies the highest standards of professionalism while being non-discriminatory between genders.

DECA's board of directors has developed the following official dress standards for the International Career Development Conference. Students, advisors and chaperones must follow the dress code.

Competitors must wear an official DECA blazer during interaction with the judges. While official DECA blazers are not required during briefing and testing, professional business dress is required. Professional dress should also be worn to all conference sessions including workshops and special meal functions such as luncheons.

For a more polished, professional appearance, it is recommended that attendees wear appropriate hosiery/socks.

All skirts and dresses must be at or below the knee.

AN OFFICIAL DECA BLAZER IS REQUIRED TO RECEIVE RECOGNITION OR AN AWARD ON STAGE.

WHEN APPEARING BEFORE JUDGES AND ON-STAGE

- Official DECA blazer
- Dress slacks or dress skirt or business dress
- Collared dress shirt and appropriate neckwear (necktie, ascot, scarf) or Dress blouse
- Dress shoes

DECA GENERAL SESSIONS, MEAL FUNCTIONS, EVENT BRIEFING, MANUAL REGISTRATION AND TESTING

- Business suit or sport coat or blazer (blazer optional)
- Dress slacks, dress skirt or business dress
- Collared dress shirt, dress blouse or dress sweater
- Blazer optional
- Dress shoes
- Necktie/scarf (optional)

DECA BUSINESS CASUAL

- Casual slacks (e.g., Dockers), blouse or shirt, socks and casual shoes.
- Jeans, t-shirts and athletic shoes are not included in business casual attire.

UNACCEPTABLE DURING DECA ACTIVITIES

- Skin-tight or revealing clothing
- Midriff-baring clothing
- Swimwear
- Athletic clothing
- Leggings or graphic designed hosiery/tights
- Clothing with printing that is suggestive, obscene or promotes illegal substances
- Unacceptable types of dress shoes include boat shoes, canvas or fabric shoes, flip flops or casual sandals, athletic shoes, industrial work shoes and hiking boots.

During adherence to the dress code, DECA asks that advisors, teachers and chaperones use observation as the tool for assessing compliance. DECA does not support or condone the touching of students or their clothing as a means of determining whether or not a student is following the dress code

State Executive Officer Candidates

Applications: Due to Interim State Advisor via email, fax, or mail by February 1, 2020. Interested candidates should contact their advisor for an application.

Jane Foreman
jeforeman@hindsc.edu

Hinds Community College - Rankin Campus
Clyde Muse Center
515 Country Place Parkway
Pearl, MS 39208
601-936-5502
Fax 601-936-1863

Mississippi Collegiate DECA Requirements Candidates for State Office

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1. Each candidate must have had a 2.0 grade point average the previous semester before the upcoming State Conference.
2. Each candidate must be a college student enrolled in at least 12 semester hours in the current semester.
3. Each candidate must exhibit enthusiasm and be able to participate in activities sponsored by Collegiate DECA when asked to do so.
4. Each candidate must be able to give a speech during the Officer Candidate Session of the Opening Session at the State Conference (maximum – 3 minutes).
5. Each candidate must complete the Officer Candidate Application/Contract and return it to the State Advisor's office by the required date in order to be selected for the office of President. If it is late, that officer may not serve as president.
6. Each candidate must take the Officer Candidate Test and receive a rating of 6 on the interview (rating scale of 1 – 10) to be an approved candidate and before campaigning for office. One third of the officer candidate score will be based on the Officer Candidate Test while the other two thirds will be based on the votes of the delegates.
7. Each candidate must be able to communicate and work with others effectively.
8. Each candidate must have paid Collegiate DECA state and international dues by required deadlines.

National Executive Officer Candidates

Students interested in running for Collegiate DECA national office should have their advisor, contact the Interim State Advisor listed at the top of this page.

Intent to Run For National Executive Office form is due: February 1, 2020.
Applications for Executive Office are due: MARCH 4, 2020.

SEPTEMBER

23
**STOCK MARKET GAME
BEGINS | ROUND 1**
deca.org/competitions/college

OCTOBER

4-7
MBA RESEARCH CONCLAVE
Louisville, KY
mbaresearch.org/conclave

18
**ENGAGE CONFERENCE
REGISTRATION + HOUSING
DUE**

NOVEMBER

DECA MONTH

1
**HONORARY LIFE MEMBERSHIP
AWARD CANDIDATE
NOMINATION DUE**

**OUTSTANDING SERVICE
AWARD CANDIDATE
NOMINATION DUE**

15
**DECA IDEA CHALLENGE
BEGINS**
deca.org/challenges

**INITIAL ONLINE MEMBERSHIP
DUES DEADLINE**
membership.decaregistration.com

18-24
**GLOBAL ENTREPRENEURSHIP
WEEK**
genglobal.org

21-23
ENGAGE CONFERENCE
Chicago, IL
deca.org/engage

24
**DECA IDEA CHALLENGE
ENTRIES DUE**

29
**STOCK MARKET GAME ENDS |
ROUND 1**

DECEMBER

3
**HONORARY LIFE
MEMBERSHIP AWARD
APPLICATION PACKET DUE**

**OUTSTANDING SERVICE
AWARD APPLICATION
PACKET DUE**

4-7
ACTE CAREERTECH VISION
Anaheim, CA
acteonline.org/careertech

JANUARY

17
**STUDENT SCHOLARSHIP
APPLICATIONS DUE ONLINE**
deca.org/collegescholarships

21
**DECA IDECA CHALLENGE
GLOBAL WINNERS
ANNOUNCED**

FEBRUARY

CTE MONTH

1
**INTENT TO RUN FOR
EXECUTIVE OFFICE FORM DUE**
deca.org/collegiateofficers

3
**STOCK MARKET GAME
BEGINS | ROUND 2**
deca.org/competitions/college

15
**COLLEGIATE DECA
MEMBERSHIP SUBMISSION +
DUES DEADLINE FOR ICDC
EVENT COMPETITORS**

**COLLEGIATE DECA
ACADEMIC HONOR AWARD
APPLICATIONS DUE**
deca.org/collegeawards

**LEADERSHIP PASSPORT
AWARD SUBMISSION
DEADLINE**
deca.org/passport

**CHAPTER LEADERSHIP
AWARD SUBMISSION
DEADLINE**
deca.org/collegeawards

**COMMUNITY SERVICE AWARD
SUBMISSION DEADLINE**
deca.org/collegeawards

MARCH

1
**ASSOCIATION ADMINISTRATOR
OF THE YEAR AWARD
RECIPIENTS DUE**

**ASSOCIATION CHAPTER
ADVISOR OF THE YEAR
AWARD RECIPIENTS DUE**

4
**ADVISOR SCHOLARSHIP
APPLICATIONS DEADLINE**
deca.org/advisorscholarships

**EXECUTIVE OFFICER
CANDIDATE APPLICATIONS
DUE**
deca.org/collegiateofficers

4
**ADVOCACY CAMPAIGN
SUBMISSION DEADLINE**
deca.org/collegecampaigns

19
**COLLEGIATE DECA ICDC
REGISTRATION DUE TO DECA
INC.**

**COLLEGIATE DECA ICDC
HOTEL RESERVATIONS DUE
TO ATLANTA MARRIOTT
MARQUIS**

24
**ONLINE TESTING FOR
COLLEGIATE ICDC BEGINS**

29
**RECIPIENTS OF STUDENT,
ADVISOR + CHAPTER
RECOGNITION ANNOUNCED**

APRIL

2
**ONLINE TESTING FOR
COLLEGIATE DECA ICDC
ENDS**

9
**STOCK MARKET GAME ENDS |
ROUND 2**

22-25
**COLLEGIATE DECA
INTERNATIONAL CAREER
DEVELOPMENT CONFERENCE**
Atlanta, GA
deca.org/cicdc

FREQUENTLY ASKED QUESTIONS ABOUT DECA MEMBERSHIP

Who can be a DECA member?

A change was made to the International DECA Constitution. Now DECA membership is available to all students in grades nine through twelve. (middle school will begin next year) DECA membership is also open to DECA advisors, alumni and professional members. Students who are in college may join Collegiate DECA.

Who should join DECA?

All students who participate in DECA activities at the local, district, state and/or international levels MUST pay state/provincial/territorial and DECA Inc. dues. These activities include, but are not limited to, conferences, competitive events, online challenges, scholarship applications and more. Board policy states that all members, including advisors, must pay membership dues.

Who is a professional member?

Professional members are individuals from the community (i.e., business leaders, judges, internship sponsors, counselors, administrators) who are active with the chapter. They must pay the appropriate DECA Inc. and state/provincial/territorial dues. Professional members receive a pin and card, one year subscription to Dimensions (if a current address is provided) and the value of supporting an organization that prepares emerging leaders and entrepreneurs to be college and career ready.

Who is an alumni member?

Alumni members are individuals who have graduated and wish to remain involved with the program by paying the appropriate DECA Inc. and state/provincial/territorial dues. Alumni members receive a pin and card, one year subscription to Dimensions (if a current address is provided) and the value of supporting an organization that has impacted them and additional emerging leaders and entrepreneurs.

Where do I login to submit my members?

The site can be accessed through our website at <https://www.deca.org/high-school-programs/membership-high-school/>

What is included in DECA membership?

In addition to an official membership card and pin, DECA members receive four issues of *Dimensions* magazine, have opportunities to attend conferences designed to prepare them for college and careers, can earn recognition and prove their knowledge in DECA's Competitive Events Program, can earn their share of more than \$300,000 in scholarships and more. DECA membership is for one school year.

What is the deadline for submitting membership?

DECA membership is open year around; however, DECA encourages all chapters to activate their chapter by submitting initial membership by November 15. This ensures that the chapter continues to receive communication, publications and services from DECA Inc. The deadline for members to be eligible to compete at the International Career Development Conference is March 1. Each state/provincial association may have additional membership deadlines.

What is the minimum number of members needed on a roster?

The minimum chapter size is ten (10) student members and one (1) advisor (or any combination of 11 paid members). The only exception is in the case of a new or reactivated chapter, which has two years to obtain the minimum chapter size. Please let me know if you are requesting an exception for a new chapter or a classroom with fewer than 10 students in the classroom.

Collegiate DECA MEMBERSHIP Guidelines

Collegiate DECA Membership Guidelines

Student members must be enrolled in a college or university on either a full- or part-time basis at some time during the academic year. State associations (or territories, provinces, etc.) may further define their own membership qualifications. In turn, local chapters may set more detailed membership guidelines. Some schools even have multiple chapters to serve different areas of study (ex. fashion chapter, management chapter and marketing chapter).

DECA Inc. (national) membership is \$10 per year (July 1 - June 30).

States/Provinces/Territories usually charge additional dues to help offset operating costs. \$10 per year is the current Mississippi dues fee.

Chapter-Level Membership (campus-based)

Chapters are made up of individual members at a college or university. Membership pins and cards are given to each member (students, advisors, alumni, administrators and businesspersons) upon joining. Most chapters also charge a small amount of dues to help offset chapter operating costs.

Individual Membership

Students who do not have a chapter on their campus may join under the individual membership status.

DECA College Connection

Once high school DECA members have been accepted to their college or university, they have the option of paying DECA Inc. and "state" dues prior to arriving on campus. (Available in most states, territories and provinces.)

State, Provincial and Territorial Associations

Multiple chapters may come together under the umbrella of a Chartered Association of DECA Inc. according to established guidelines. ([link to current http://www.deca.org/aboutus_organization.html](http://www.deca.org/aboutus_organization.html))

All association allocations are based on the previous year's membership dues as indicated below.

Additional slots may be earned for increasing membership over the previous year. Competitive Event allocations are based on the year-end membership dues for the previous year. Additional competitor slots in each event are given for every 50 members (51-100, 101-150, etc.).

Management Institute allocations are based on the year-end membership dues for the previous year. Associations receive additional slots in each institute for every 50 members (51-100, 101-150, etc.).

Voting delegates at the annual conference are allocated according to the current bylaws.

MS COLLEGIATE DECA HONORARY LIFE MEMBERS

The highest honor that can be bestowed upon an educator or business executive by DECA is the Honorary Life Membership. Annually recommendations are made to the Executive Council and they are reviewed. A secret ballot is taken and the results are known at the annual Awards Banquet. Below is a list of those who have received this honor in the past years:

Mr. John M. Turner, Past DECA Advisor, Meridian Community College
Mr. M.P. Carter, Retired Director of Vocational Education, Jones County Junior College
Mr. George A. Wilkinson, Jackson
Dr. Robert Mayo, Former President, Hinds Community College
Mr. Wilson Partlow, Retired DECA Advisor, Jones County Junior College
Mr. William Pace, Former State DECA Advisor
Mr. Mac Baker, Former Collegiate DECA Advisor, Hinds Community College
Mr. James R. Bowers, Former State Collegiate DECA Advisor and Former FFA Center Director
Mr. Charles Jones, Former Collegiate DECA Advisor, Hinds Community College
Mr. Roy Bailey, Former Collegiate DECA Advisor, Northeast MS Community College HRM
Mr. D.R. Davis, Former DECA Advisor, Pearl River Community College
Dr. James Patton, Former Marketing & Co-op Teacher/Educator, Mississippi State University
Mr. Elwyn Wheat, Former Associate State Superintendent of Vocational & Technical Education
Mrs. Jerry Roberts, Hinds Community College
Mr. Ken Oberle, Clarksdale
Ms. Lynn Collier, Collegiate DECA Advisor, Itawamba Community College
Mr. Kyle Mize, Former Collegiate DECA Advisor, Hinds Community College
Mr. Dennis Fondren, Former Collegiate DECA Advisor, Northwest MS Community College
Mr. Richard Redd, CEO, Redd Pest Control, Jackson
Mrs. Marilyn VanCourt, Collegiate DECA Advisor, MS Gulf Coast Community College, Jeff Davis Campus
Mr. Lyman Smith, Former Collegiate DECA Advisor, East MS Community College, Golden Triangle Campus
Mrs. Vicki Waggoner, Former Office Manager for Mississippi DECA
Mr. Carey Lee, Former Collegiate DECA Advisor, Southwest MS Community College
Mr. DeWayne Siegal, Former Chairman, DECA Advisory Council
Mrs. Linda Duckworth, Former Collegiate DECA Advisor, Northeast MS Community College BMMT
Mr. Rick Carpenter, Former V.P. and Director of Corporate Recruiting, Kenney Shoe Co., New York City

MS COLLEGIATE DECA HONORARY LIFE MEMBERS

Mrs. Betty Posey, Director of Employment & Employee Benefits, Jitney Jungle Stores of America

Mr. Larry Richardson, Former Collegiate DECA Advisor, Hinds Community College, Jackson Campus HTM

Mr. Ron Cannady, Former State Collegiate DECA President and Lifetime Alumni Division Member, Texas

Mr. Tim Gilmore, Former Collegiate DECA Advisor & State Advisor, Northeast MS Community College Hospitality Management

Mrs. Mary Sellers, Former Collegiate DECA Advisor, Jones County Junior College

Mr. Bill Hughes, Former Collegiate DECA Advisor, Meridian Community College

Mrs. Lynn Wright, Former Collegiate DECA Advisor, Holmes Community College, Ridgeland

Ms. Alice Ann Sisco, Former Collegiate DECA Advisor, Holmes Community College, Ridgeland

Ms. Marsha Cluff, Former Collegiate DECA Advisor, MS Gulf Coast Community College Jackson County, Gautier

Ms. Sondra Luke, Former Collegiate DECA Advisor, Meridian Community College, MMT

Mr. Ronnie Lee, Former Collegiate DECA Advisor, MS Gulf Coast Community College, Jeff Davis Campus

* Ms. Vickie Huggins, Collegiate DECA Advisor, Northeast MS Community College Business Marketing

Ms. Cindy Young, Former Collegiate DECA Advisor, East MS Community College MMT

Ms. Bonnie Griffin, Former Collegiate DECA Advisor, Meridian Community College HRT

Mrs. Nan Woods, Former Collegiate DECA Advisor, Hinds Community College, Rankin Campus

Mr. Neil Palmer, Former Collegiate DECA State Officer Coordinator

Mrs. Rachel Bickerstaff, Former Collegiate DECA Advisor, Holmes Community College, Ridgeland MMT

Mrs. Janet Gullett, Collegiate DECA Advisor, East Mississippi Community College, Banking & Finance

Ms. Becky Neville, Former Collegiate DECA Advisor, Copiah-Lincoln Community College, Natchez

Mr. Herbert Thigpen, Former Collegiate DECA Advisor, Pearl River Community College

Mrs. Anna Cuevas, Former Collegiate DECA Advisor, MS Gulf Coast Community College, Jeff Davis Campus

Mrs. Carol Williams, Former Collegiate DECA Advisor, Pearl River Community College

Ms. Barbara Nielsen, Former Collegiate DECA Advisor & State Officer Coordinator, Coahoma Community College

Mrs. Sandy Jumper, Former State Collegiate DECA Officer Coordinator

MS COLLEGIATE DECA HONORARY LIFE MEMBERS

Mrs. Jo Hinton, Former Collegiate DECA Advisor, Copiah-Lincoln Community College, Natchez

Mr. Stan Benson, Former Mississippi Collegiate DECA State Advisor

Mrs. Carole Armstrong, Former Mississippi Marketing and Co-op Program Coordinator

* Mr. Jerry Ainsworth, Collegiate DECA Advisor, Hinds Community College Jackson

* Ms. Sandy Clark, Collegiate DECA Advisor, Meridian Community College

* Mr. Mark Chandler, Collegiate DECA Advisor, Meridian Community College

Ms. Katherine Mistilis, Former Collegiate DECA Advisor, Northwest MS Community College

Dr. Linda Farrar, Former Collegiate DECA Advisor, East MS Community College, Mayhew

* Ms. Sally Porter, Collegiate DECA Advisor, Hinds Community College Jackson, HTM

* Ms. Jane Foreman, Collegiate DECA Advisor, Hinds Community College, Rankin Campus

Ms. Dana Bailey, Former Collegiate DECA Advisor, Hinds Community College, Raymond Campus

Ms. Kristy Nielsen, Former Collegiate DECA State Officer Coordinator

*Ms. Melinda Laird, Collegiate DECA Advisor, Co-Lin Community College, Natchez Campus

*Mrs. Deanna Martin, Collegiate DECA Advisor, Southwest Community College, Summit

* Denotes Current Advisor



GUIDELINES FOR USE OF DECA LOGO

Please be advised that DECA Incorporated has registered all of its designating emblems, logos and insignia. All presentations or representations of DECA emblems, logos and insignia found in DECA publications, DECA's website and on DECA Images products are the intellectual property of DECA Incorporated and may not be reproduced or used in any way without the consent of DECA Incorporated.

Acceptable Use Policy

Chartered associations and local DECA chapters are permitted to use the trademarked official DECA logos and the DECA name on printed materials and websites. In order to use DECA logos and the DECA name on promotional items, such as accessories and clothing, prior permission must be obtained from DECA Inc.

- ADOPTED AUGUST 2010, DECA INC. BOARD OF DIRECTORS

Approved Printed Materials and Website Usage

- | | | |
|-------------------------------|---|---|
| 1. Advertisements | 15. Conference programs | 28. School handouts |
| 2. Association websites | 16. Conference promotion videos | 29. School marquees |
| 3. Association Facebook pages | 17. Conference session multimedia | 30. School monitors |
| 4. Banners | 18. Conference signs | 31. School programs |
| 5. Brochures promoting DECA | 19. Course guides | 32. School store kiosks |
| 6. Bulletin boards | 20. Flyers | 33. School walls |
| 7. Business cards | 21. Handbooks | 34. School websites |
| 8. Certificates | 22. Letterhead | 35. School yearbooks |
| 9. Chapter Facebook pages | 23. Membership videos | 36. Stickers and labels |
| 10. Classroom handouts | 24. Pamphlets promoting DECA | 37. Worksheets |
| 11. Classroom posters | 25. PowerPoint presentations | |
| 12. Classroom signage | 26. Public information to include newspapers, TV and multimedia | All other uses require permission from DECA Incorporated. |
| 13. Conference brief folios | 27. School calendars | |
| 14. Conference handouts | | |

In order to use DECA logos and the DECA name on promotional items, such as accessories and clothing, prior permission must be obtained from DECA Inc.

Chartered associations or affiliated chapters may purchase their promotional items and awards from DECA Images, a department of DECA Inc. or Awards Unlimited, DECA's licensed awards provider.

The latest catalog of items offered by DECA Images or Awards Unlimited is available online at www.deca.org/shop. Both DECA Images and Awards Unlimited will offer custom designed products upon request.

Permission to use suppliers other than DECA Images and Awards Unlimited will be granted provided the association or chapter can demonstrate:

1. Another supplier can provide the item at a lesser cost.
2. Another supplier can provide items that cannot be provided by DECA Images or Awards Unlimited.
3. A supplier is providing the item as an in-kind contribution to the DECA chapter or association.

Process for seeking permission to use suppliers other than DECA Images and Awards Unlimited.

1. Complete the application at www.deca.org/_docs/about-attachments/DECA_Logo_Guidelines.pdf
2. Submit the application to DECA Inc. in one of three ways:
e-mail: deca_images@deca.org
fax: (703) 860-4013
mail: DECA Inc., 1908 Association Drive, Reston, VA 20191
3. Applications will be reviewed as rapidly as possible. (Please allow 5 business days).
4. If the application is approved both the applicant and the supplier will be notified. The notification will include any limitations and restrictions that the supplier is required to meet.

Complete branding and logo guidelines are available at www.deca.org/resources



DECA

CONNECTING CURRICULUM, COURSES AND DECA

BY CHRISTOPHER YOUNG | DECA INC. STAFF

DECA's Comprehensive Learning Program integrates into classroom instruction, applies learning, connects to business and promotes competition. As an integral part of the classroom curriculum, DECA's industry-validated competitive events are aligned with National Curriculum Standards.

To prepare for a postsecondary program of study, DECA members are increasingly enrolling in business management and administration, finance, hospitality and tourism, and marketing courses during high school. These courses represent Career Clusters®, and DECA's competitive events program closely aligns with these career cluster areas, enabling teachers to better incorporate DECA into their classroom activities.

MAKING THE CONNECTION AMONG CURRICULUM, COURSES AND DECA

1. Align your program using Career Clusters® and create a course sequence.
2. Review and align the National Curriculum Standards to your curriculum.
3. Assist DECA members in identifying competitive events that match their knowledge and skills attained through classroom instruction.
4. Use DECA's transcripts generated for DECA competitors at the International Career Development Conference to demonstrate specific mastery of National Curriculum Standards.
5. Participate in DECA's Professional Learning Series.

CURRICULUM STRUCTURE

The curricular structure of the National Curriculum Standards starts at the Business Administration Core level, which serves as the foundation of knowledge and skills essential for all careers in the Business Management and Administration, Finance, Hospitality and Tourism, and Marketing Career Clusters.

Tier 1: Business Administration Core

The four career clusters share common skills and knowledge across thirteen instructional areas. For example, the ability to write professional e-mail messages or apply written directions to achieve tasks is essential whether you are in the finance field or marketing field.

Tier 2: Instructional Areas

Each cluster then has its own set of instructional areas unique to careers within that cluster.

For example, all careers in the marketing cluster require a strong foundation in the areas of channel management, marketing-information management, marketing planning, pricing, product/service management, promotion and selling — commonly referred to as the functions of marketing. In the Finance Core, for example, specialized content is divided into the areas of compliance, financial-information management, product/service management and risk management.

Tier 3: Career Pathways

Clusters are then separated into pathways, which group similar careers together into broad-based occupational opportunities. The Marketing Cluster, for example, contains common knowledge and skills for all professional selling professions, which might be different from those in marketing research.

Tier 4: Specialties

Finally, the specialty level addresses knowledge and skills needed for each specific career within the pathway. For example, in the professional selling pathway, specialty careers include advertising sales, pharmaceutical sales, real-estate sales and more.

Summary

The tiers do not necessarily indicate levels of rigor, but rather a progression from a broad career interest to a very specialized career focus. Rigor is measured by the curriculum planning level of each performance indicator.

For more information on the National Curriculum Standards, review the executive summary at www.deca.org.

COMPETITIVE EVENTS FRAMEWORK

DECA's Competitive Events Program aligns with the National Curriculum Standards structure. As content becomes more specialized, so does the content used in each tier of the competitive event.

Tier 1: Principles of Business Administration Events

DECA's Principles of Business Administration (PBA) Events are designed specifically for first-year DECA members in introductory marketing and business courses. The guidelines and performance indicators are exactly the same for each of these events, but they will allow members to explore career paths that best suit their interests and talents.

These events include a comprehensive exam in the Business Administration Core and a content interview with a business executive.

Rather than creating plans or solving

workplace challenges (as in the Team Decision Making Events or Individual Series Events), members are asked to explain various concepts they would learn in an introductory marketing or business course.

While the member will be evaluated on the judge's overall impression, emphasis is placed on the member's content knowledge.

Tier 2: Team Decision Making Events and Business Operations Research Events

The Team Decision Making and Business Operations Research Events focus on concepts relating to the entire career path of each career cluster.

Tier 3: Individual Series Events and Prepared Presentation Events

The Individual Series Events and Prepared Presentation Events are designed around career pathways and



DECA's Comprehensive Competitive Events Framework places event models in levels that align with the Career Clusters curriculum structure.

have the most specialized content, focusing on knowledge and skills in the career pathways, as well as the career clusters and business administration core. They are likely undertaken by advanced members.

Tier 4: Business Plans, Chapter Projects and Online Events

These capstone-like events, including Business Plans, Chapter Projects and Online Events, allow members to apply higher-level management and entrepreneurship skills in career specialties.

Post-secondary	Specialized Courses and Training	Specialized Courses and Training	Specialized Courses and Training	Specialized Courses and Training
GRADE 12	Entrepreneurship, Business Law	Accounting II	Travel and Tourism, Hotel and Lodging Management	Sports and Entertainment Marketing, Fashion Merchandising, Advertising
GRADE 11		Accounting I		Advanced Marketing
GRADE 10	Business Management	Introduction to Finance	Introduction to Hospitality	Introduction to Marketing
GRADE 9	Principles of Business Administration	Principles of Business Administration	Principles of Business Administration	Principles of Business Administration
	BUSINESS MANAGEMENT	FINANCE	HOSPITALITY	MARKETING

At each level, DECA is an integral part of the experiential learning process. This model is an opportunity for local programs to provide a sequence of courses. Instructors and counselors should work closely with students and parents to develop a plan of study that best reflects each student's abilities, interests and talents.

COURSE SEQUENCES

Course sequences can be formulated from the same curriculum framework that is the basis of the National Curriculum Standards and DECA's Comprehensive Competitive Events Framework. In this framework, students begin the sequence attaining knowledge and skills that are common across the four career clusters and then progress into more specialized career paths as their interests develop.

Tier 1: Business Administration Core

Students in this introductory course, such as Principles of Business Administration, learn foundational knowledge and skills that are common across the four career clusters.

Tier 2: Instructional Areas

In these courses, students learn knowledge and skills in instructional areas unique to all careers within one career cluster. For example, in a marketing course, instructional areas include channel management, marketing-information management, market planning, pricing, product/service management, promotion and selling – commonly referred to as the functions of marketing.

In the finance course, for example, content is divided into the areas of compliance, financial-information management, product/service management and risk management.

Tier 3: Pathways

These courses focus on knowledge and skills needed in careers grouped into broad-based occupational opportunities. Some pathway courses may be integrated into the high school curriculum, while others are better suited for post-secondary programs. For example, an advertising class would be comprised of knowledge and skills and performance indicators from the marketing communications pathway in the marketing cluster. Likewise, accounting courses would be offered at the high school level in the accounting pathway, while courses in the insurance pathway might be better suited for post-secondary education.

Tier 4: Specialties

Finally, the specialty level courses address knowledge and skills needed for each specific career within the pathway. For example, in the professional selling pathway, specialty careers may include pharmaceutical sales, real-estate sales and more. These courses would commonly be taken at the post-secondary level as a continuation of this model.

INSTRUCTIONAL AREAS AND PERFORMANCE INDICATORS

Comprehensive exam questions and performance indicators used in content interviews, case studies and role-plays are selected from instructional areas relevant to the event's career cluster.

Each performance indicator, selected from the National Curriculum Standards is assigned a curriculum planning level on a continuum of instruction ranging from simple to complex.

Performance indicators are selected from instructional areas at the prerequisite (PQ), career-sustaining (CS) and specialist (SP) curriculum planning levels. For the Principles of Business Administration Events, the specialist-level performance indicators will only be used at ICDC.

A complete listing of performance indicators is available at <http://www.deca.org/competitions/highschool>.

CAREER CLUSTER EXAMS

DECA uses only five career cluster exams. This model provides an opportunity to use data to compare student achievement across the DECA membership.

Performance indicators for all exams are selected from instructional areas at the prerequisite (PQ), career-sustaining (CS) and specialist (SP) curriculum planning levels.

DECA

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

WHO

235,000
members

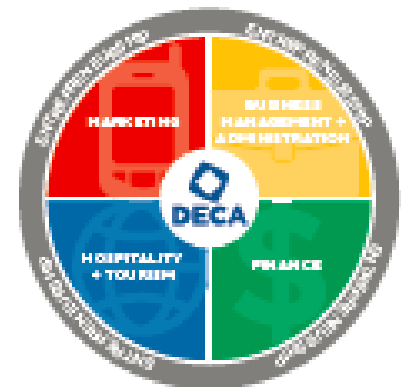
5,300
chapters

DECA Inc. is a 501(c)(3) not-for-profit student organization. The United States Congress, the United States Department of Education and state and international departments of education authorize DECA's programs.

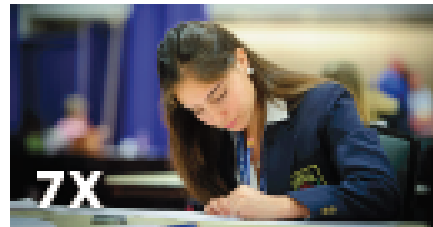
Research findings courtesy of the National Research Center for College and University Admissions. The sample included 29,811 high school DECA members at association career development conferences and was compared to data from more than one million students nationwide.

WHAT

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



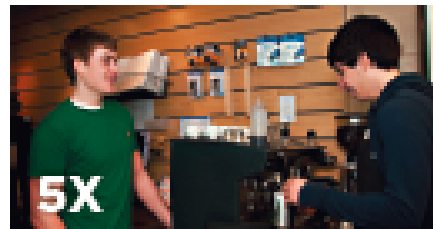
91% of DECA members report that DECA has influenced their future plans.



7X DECA members are seven times more likely to study business topics in college.



94% of DECA members report an A or B average.



5X DECA members are five times more likely to want to own their own business.

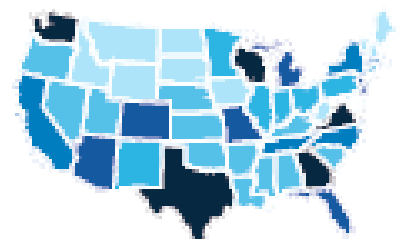
DECA's Comprehensive Learning Program integrates into classroom instruction, applies learning, connects to business and promotes competition.

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

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

FUTURE MAJOR/CAREER PATH	DECA	NATIONAL
Accounting/Finance	6%	2%
Business	13%	4%
Business Owner/Entrepreneur	18%	4%
Fashion Merchandising	4%	3%
Hospitality/Resort Management	1%	1%
International Business	5%	1%
Marketing/Advertising	8%	1%
Sports Marketing/Management	6%	4%

WHERE



- ALASKA
 - CHINA
 - GERMANY
 - GUAM
 - HAWAII
 - HONG KONG
 - ONTARIO
 - PUERTO RICO
- MEMBERS**
- > 10,000
 - 7,500-10,000
 - 5,000-7,500
 - 2,500-5,000
 - 1,000-2,500
 - < 1,000

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2019-2020 Mississippi Collegiate DECA Competition Rules

- Students who wish to compete in any of the DECA Competitive events **MUST** be a paid member of DECA. This includes District, State and International Competitive events
- Students must wear official business attire. Refer to the National Collegiate DECA Guide and the MS Collegiate DECA guide for the dress code. Students will be disqualified if they are not dressed properly.
- Students may replace a member of their original competitive team between State Conference and ICDC. You may only replace one member of the team. All members of the team cannot be replaced. This rule applies only to events that require more than one competitor.
- All written events will be turned in at State conference registration table during the registration process **ONLY**. **NO EXCEPTIONS**. Two copies should be in an official DECA folio (for judge use, plus **TWO** stapled copies for penalty point determination.
- If a student chooses not to advance to ICDC, it is the responsibility of the Advisor to notify the State Advisor, as well as the advisor at the school of the next qualifying student so that other students may advance.
- The top 6 in each event will qualify for State CDC.
- The top 6 finalist in all events will be called on stage at State CDC. The top three principal, individual, and team decision making events qualify to compete at the International Career Development Conference.
- Maximum number of participants per event: unlimited. Culinary may have a limit based on available space for competition.

MISSISSIPPI COLLEGIATE DECA CONSTITUTION AND BYLAWS

AS AMENDED April 13, 2019

The official name of this association shall be the Mississippi Association of Collegiate DECA.

Article II – Purpose

Mission Statement: Collegiate DECA Prepares emerging leaders and entrepreneurs in marketing, finance, hospitality, and management.

Guiding Principles: DECA's eight guiding principles are organized around the organization's emblem, the DECA Diamond.

The inner four points of the DECA Diamond represent the guiding principles which address the purpose of DECA's Comprehensive Learning Program:

1. **Integrates into Classroom Instruction:** An integral component of classroom instruction, DECA activities provide authentic, experiential learning methods to prepare members for college and careers.
2. **Applies Technology:** DECA members put their knowledge into action through rigorous project-based activities that require creative solutions with practical outcomes.
3. **Connections to Business:** Partnerships with business at local and broader levels provide DECA members realistic insight into industry and promote meaningful, relevant learning.
4. **Promotes Competition:** As in the global economy, a spark of competition drives DECA members to excel and improve their performance.

The outer four points of the DECA Diamond address the results of DECA's comprehensive learning program. DECA prepares the next generation to be:

1. **Academically Prepared:** DECA members are ambitious, high-achieving leaders equipped to conquer the challenges of their aspirations.
2. **Community Oriented:** Recognizing the benefit of service and responsibility to the community, DECA members continually impact and improve their local and broader communities.
3. **Professionally Responsible:** DECA members are poised professionals with ethics, integrity, and high standards.
4. **Experienced Leaders:** DECA members are empowered through experience to provide effective leadership through goal setting, consensus building and project implementation.

DECA prepares the next generation to be:

1. **Academically Prepared**

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

2. **Community Oriented**

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

3. **Professionally Responsible**

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

4. Experienced Leaders

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

Attributes and Values: Competition, Innovation, Integrity, Teamwork.

ARTICLE III – ORGANIZATION

Section 1: Mississippi Collegiate DECA is an association of chapters within the state of Mississippi.

Section 2: The administration of Mississippi Collegiate DECA shall be invested in the State Executive Council, which is comprised of the State Association officers and State Advisor(s).

Section 3: Charters shall be issued to local Collegiate DECA chapters by the executive committee of the Mississippi Collegiate DECA Association.

ARTICLE IV – MEMBERSHIP

Section 1. The members of Mississippi Collegiate DECA shall consist of chartered chapters of the state association.

Section 2. Classes of membership which shall be recognized Mississippi Collegiate – DECA Association are:

Active Members- These shall be students enrolled in a Mississippi college. An active member must pay dues as established by the State Association and will be eligible to hold chapter or state office, participate in chapter, state, or international competitive events; and if chosen, serve as a voting delegate to represent their chapter in state and International Collegiate DECA affairs.

Professional Members- These persons may be associated with or participating in the professional development of Mississippi Collegiate DECA approved by the State Association. Such members may include teacher coordinators, teacher educators, and marketing and related education supervisors, persons enrolled in marketing and related pre-service teacher education programs, employers and/or station sponsors of marketing and related education students, advisory committee members, and others willing to contribute to the growth and development of Mississippi Collegiate DECA. Professional members will pay dues as established by the State Association, but will be ineligible to serve as a voting delegate, hold office, or otherwise represent their State Association.

Alumni Members – These persons must have been a former member of a Collegiate DECA (Delta Epsilon Chi) chapter and be concerned with the growth and development of Mississippi Collegiate DECA. Alumni members must pay dues as established by the State Association.

Honorary Life Members – The honorary life membership is the highest award that Mississippi Collegiate DECA can bestow upon an individual. The recipient must be a leader in the field of education, in business, or in government and must be approved by a majority vote of the State Executive Council. The State Advisor shall vote only in the event of a tie.

ARTICLE V – VOTING

Each chapter shall elect delegates who shall be voting delegates at the State Career Development Conference. The following is the way the number of chapter delegates is determined:

<u>Members</u>	<u>Number of Delegates</u>
0-10	1-delegates
11-16	2-delegates
17-25	3-delegates
26-33	4-delegates
34-up	5-delegates

ARTICLE VI- ANNUAL MEETING(S)

Section 1. A State Career Development Conference shall be held each year and this shall serve as the official meeting of Mississippi Collegiate DECA.

Section 2. The Executive Council shall be empowered to call special meetings.

ARTICLE VII- OFFICERS

Section 1. The officers of Mississippi Collegiate DECA shall be: President and three Vice Presidents. The officer candidate receiving the most votes will serve as President and the next three officer candidates receiving the highest total of votes will serve as Vice Presidents based on their willingness to serve in each position.

Each officer shall be asked if they are willing to serve as president and/or vice president prior to the election session at the State Career Development Conference.

Section 2. No more than two officers from a single chapter shall be eligible to run for a state officer position.

Section 3. These officers shall be elected by a majority vote of the voting delegates at the annual State Career Development Conference.

Section 4. Officers shall serve a term of one year.

Section 5. Voting shall be done by secret ballot.

Section 6. The state officers will elect by secret ballot the “Outstanding State Officer of the Year” at the State Collegiate DECA Career Development Conference. The person chosen as the outstanding officer will serve as the chairperson of the Executive Council the following year, with the title of Chairperson.

Section 7. The State Advisor may fill by appointment any vacancy occurring on the State Executive Council, except the office of President which will be filled by the Vice President receiving the second highest vote total at the previous conference.

ARTICLES VIII – DUES

Section 1. The state dues shall be ten dollars (\$10.00) for each membership year. The amount which had been set by the Board of Directors for DECA Inc. as International dues shall be added to state dues and be mailed to International Collegiate DECA by the deadline set by International Collegiate DECA. State dues shall be set aside from this amount to be forwarded to the State Advisor by International Collegiate DECA.

Section 2. The membership year shall be August 1 to July 31.

ARTICLE IX – EMBLEMS AND COLORS

The emblem will be the same as the International Collegiate DECA emblem. The colors shall be the same as International Collegiate DECA (Blue).

COLORS

The official color of DECA is blue. PMS 287 CCMYK (100, 68, 0, 12) RGB (0, 83, 155) WEB RGB (00, 53, 98)

When blue ink is not available, black may be substituted. The logo may be printed in reverse on the official DECA blue or black when blue ink is not available.

OFFICIAL TYPEFACE

The DECA logo uses the Gotham font family. The typeface for DECA is Gotham Bold.

ARTICLE X – AMENDMENTS

Section 1. The constitution may be amended by a two-thirds vote of the authorized voting delegates at any State Career Development Conference.

Section 2. The proposed amendments must be presented in writing to all chartered chapters at least 14 days prior to the annual State Career Development Conference.

Section 3. The President must present the proposed amendments to the voting delegates at the State Career Development Conference.

Section 4. If Adopted the amendment(s) will take effect upon the adjournment of the State Career Development Conference in which approval is granted.

ARTICLE XI – ACCOUNTS

The accounts of the State Association may be viewed by any member forty-eight hours after submitting a written request to do so.

ARTICLE XII – DELEGATES TO THE INTERNATIONAL CAREER DEVELOPMENT CONFERENCE OF THE COLLEGIATE DECA

The number of delegates shall be variable with the directives of the international constitution. The number of alternates shall be the same as the number of delegates. All officers of Mississippi Collegiate DECA shall automatically be voting delegates to the International Career Development Conference.

ARTICLE XII – RULES, REGULATIONS, PROCEDURES & BY – LAWS

Section 1. Such rules, regulations and by-laws as are deemed necessary for the proper conduct of this organization shall be adopted.

Section 2. No rules, regulations, or by-laws shall be adopted which are contrary to this constitution.

Section 3. In all meetings" Robert's Rules of Order, Revised" shall serve as standard procedure.

DECA MISSION

OUR MISSION

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

GUIDING PRINCIPLES

Our guiding principles explain how we fulfill our mission by addressing what we do and the outcomes we expect. DECA enhances the preparation for college and careers by providing co-curricular programs that integrate into classroom instruction, applying learning in the context of business, connecting to business and the community and promoting competition. Our student members leverage their DECA experience to become:

Academically prepared

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

Community oriented

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

Professionally responsible

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

Experienced leaders

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

ATTRIBUTES AND VALUES

Our attributes and values describe DECA's priorities and standards. We value **competence, innovation, integrity and teamwork**.

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 colleges and careers.

Applies Learning

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

Connects to Business

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

Promotes Competition

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

DECA is organized into two unique student divisions each with programs designed to address the learning styles, interest and focus of its members. The High School Division includes 185,000 members in 5,000 schools. The Collegiate Division (formerly known as Delta Epsilon Chi) includes over 15,000 members in 200 colleges and universities.

DECA Inc. is a 501(c)(3) not-for-profit student organization with members in all 50 United States, the District of Columbia, Canada, China, Germany, Guam, Hong Kong, Korea, Mexico and Puerto Rico. The

United States Congress, the United States Department of Education and state and international departments of education authorize DECA's programs

Competitive Event Rules

To compete – Students who wish to compete in any of the DECA Competitive events **MUST** be a paid member of DECA. Please refer to the MS Collegiate DECA Guide or the MDE website on how to become a member.

Dress - Students must wear official business attire. Refer to the National DECA Guide and the MS Collegiate DECA Guide for the dress code. Students will be disqualified if they are not dressed properly.

Replacing a Student Competitor – You may replace a member of your original team between State conference and International Conference. You may only replace one member of the team. All members of the team cannot be replaced. *Example, team consist of Becky and John, Becky participated at state but, will not be able to participate at ICDC due to a conflict in schedule. You can replace Becky but John must remain as the other team member.* This rule applies to all events that require more than one competitor.

Students who choose not to advance – If a student in any event chooses not to advance to international conference, it is the advisor's responsibility to notify the school with the next qualifying student, as well as the State DECA Advisor, so they may advance and attend the conference. A copy of the winners list will be e-mailed to each chapter.

Written Events – All written events will be turned in at State conference registration table during registration time **ONLY**. One copy should be in an official DECA folio, plus one stapled copy.

State Conference Advancement – The top 6 finalist in DECA events will be called on stage and advance to international.

Number participants per event – Unlimited

Competitive Event Allotment per Chapter – A member may compete in only one Business Simulation or Case Study and they may also compete in one of the Prepared Business Presentation Events for an additional \$10 registration. Students may compete in Special Activities with no additional charge.



Office of Student Organizations
P.O. Box 771
Jackson, Mississippi 39205
www.mdek12.org/deca
msdeca.com

The Mississippi Department of Education, Office of Career and Technical Education does not discriminate on the basis of race, color, religion, national origin, sex, age, or disability in the provision of educational programs and services or employment opportunities and benefits.

The following office has been designated to handle inquiries and complaints regarding the nondiscrimination policies of the Mississippi Department of Education.
Director, Office of Human Resources
Mississippi Department of Education
359 North West Street, Suite 203
Jackson, Mississippi 39201
601.359.3511