

 DECA
EXPERIENCE
the **DIFFERENCE**

MISSISSIPPI HIGH SCHOOL DECA

CHAPTERS GUIDE

2023-2024

Mississippi DECA Information for 2023 – 2024

Membership Dues

Student/Professional/Advisor Dues

Mississippi DECA Dues	\$ 6.00
International DECA Dues	\$ 8.00
Total Dues	\$14.00

Mississippi Alumni Dues	\$ 10.00
International Alumni Dues	\$ 8.00

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

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.

Membership Deadlines

Mississippi (initial membership roster)	November 15
National Membership	December 1
(initial membership roster)	
District Testing Event	October 31- November 10, 2023
District Competition	December 2023 & January 2024
State CDC Testing Events	January 25- February 9
State Career Development Conference	February 26-28, 2024
International Career Development Conference	April 27 – April 30, 2024

New or Reactivating Chapters

If you are a new chapter or need to reactivate, contact the national office or send an email to plee@mdek12.org to receive more information. Please include your name, school address, and school email address. * *The National minimum chapter size is ten (10) student members and one (1) advisor (or any combination of 11 paid members).* *

State & National Theme

The 2022-2023 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 nationals.



Important Contact Information

Pamela C. Lee

Mississippi DECA State Advisor
P.O. Box 771, Jackson, MS 39205-0771
Email: plee@mdek12.org
Contact Number: 601-359-6463

Submit ALL Payments to:

MDE

359 N. West Street
Jackson, MS 39201
Attn: MS DECA

Website:

<http://www.mdek12.org/CTE/SO/high-school-deca>

Registration for all Conferences:

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

MS DECA Foundation

Make checks payable to:

Mississippi DECA Foundation

Mail to: Lynn Holliday, Treasurer

106 Oakdale Street

Florence, MS 39073

National Office:

DECA, Inc

1908 Association Drive Reston, VA 20191

Phone: (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 High School DECA
Executive Officer Team 2023-2024

Executive President

Camden Flowers
Brandon High School
Advisor: Hope Elkins
camdenflowers@gmail.com

VP of Leadership

Jordan Jones
Florence High School
Advisor: Tina Craft
jtjones8@gmail.com

VP of Marketing

Alonah Stephenson
Olive Branch High School
alonahstephenson@gmail.com
Advisor: Vicki Sullivan

VP of Communication

Saniya Dawson
North Pike High School
Advisor: Brittany Hicks
saniyadawson05@gmail.com

District I Coordinator

Josie Saujon

Brandon High School

Advisor: Hope Elkins

jms8543@students.rcsd.ms

District II Coordinator

Ariel Pulliam

Olive Branch High School

Advisor: Vicki Sullivan

Arielpulliam6@gmail.com

District IV Coordinator

T'Kayla Johnson

North Pike High School

Advisor: Brittney Hicks

tkaylaajohnsonn@gmail.com

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DECA Online Conference Registration Instructions



WELCOME TO THE DLG WEB PORTAL

DLG Enterprises, Inc.
P.O. Box 1516
Winter Haven, FL 33882

Login

User Name:

Password:

Login

[I Forgot My Password](#)

CONTACT DLG
[DLG Contact Information](#)

SYSTEM UPDATES
[New Request Information](#)

1. In your web browser, go to the registration URL: <https://webportal.registermychapter.com>
2. Once you have created your chapter in the membership site, you will be issued a Chapter User name and password. You will enter that in the Login in section
3. You will then choose the Event you are registering for.
4. The advisor may be automatically registered. All registration **MUST** include an advisor.
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 to select voting delegates (if you bring students who are not competing), so be sure to select the correct Status as you enter names.
6. 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.
7. 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.
8. 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.
9. 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.

10. If you need to edit your registration, you may come back to this location and make changes up until the registration close date. To make changes, click on the **REGISTRATION** button at the left and log in using your username 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.

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 CT Director or Principal.

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. The only exception is if a school states that “NO student or advisor can stay overnight for a conference”. This must be on school letterhead, signed by the director or principal of the school and verified by MDE. 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 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.
- Please review the dress code with each student and each male is aware that he **MUST** have a blazer, full front buttoned collared shirt and tie in order to appear in front of a judge. Each female is to wear modest pants suit or professional dress with professional shoes. Each participant is 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.
- A DECA Blazer is not required at the district or state levels; however, a professional blazer and tie is required for all males to compete.
- Please note your students will not be registered for ANY conference without the inclusion of a check, money order, purchase order, or letter from your Career and Technical Director or Principal stating that the money will be forthcoming. 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. No payments will be accepted the day of the conference, please send all money in early. All payments should be made payable to MS DECA

Conferences and Events

2023 Fall Leadership Conference

This year's Fall LDC will be held on October 25, 2023. The conference is a collaboration with SkillsUSA. You can expect an inspiring opening session featuring a wonderful speakers, leadership workshops, vendors and other activities.

Important Fall Leadership Development Conference Facts & Dates:

Who:	All Affiliated and NON- DECA Advisors & NON-DECA Student Members	
When:	October 25, 2023	
Where:	Vicksburg Convention Center, Vicksburg, Mississippi	
Cost:	Student Registration	\$10.00
	Working Advisor Registration	\$10.00
	Non-working Advisors & Chaperones	\$10.00

Competitions: State CDC T-shirt Design & ICDC Pin Design

T-Shirt Contest (Back of shirt only) - Follow these guidelines *:

- One entry per chapter
- Must be submitted on an 8 ½ by 11-inch sheet of paper in clear sheet protector with chapter name and advisor taped on the BACK of submission (Chapter name may NOT appear on the front)
- The word DECA as well as the Mississippi DECA theme must be used.
- Design only – no color for t-shirt will be chosen at this time.

Winning design will be used as the design for the State Conference T-Shirt (with possible modifications)

Pin Contest – Follow these guidelines *:

- One entry per chapter
- Must be submitted on an 8 ½ by 11-inch sheet of paper in clear sheet protector with chapter name taped on the BACK of the submission (Chapter name may NOT appear on the front)
- Must utilize the national theme – **Experience the Difference**
- Must use the words “Mississippi DECA” on the design.
- Winner will be announced at the State Career Development Conference

Winning design will be used as the design for State Pins for ICDC (with modifications)

Where to Register: [A paper registration form will be emailed to all Advisors.](#) **Registration closes October 6, 2023**

Online Testing

When: October 31 – November 16, 2023,
District Competition Testing for the following Events: Principles of Business Administration, Personal Financial Literacy Event, Individual Series Events & Team Decision Making Events (All District test takers must score **30% or higher** on the District Exam to compete at District Competition)

January 25- February 9, 2024

Online testing will take place prior to State Competition. **Students must score 40% or higher on exams to compete at State CDC.**

Where to register: <https://www.decaregistration.com/ms-d1>, <https://www.decaregistration.com/ms-d2>,
<https://www.decaregistration.com/ms-d3>, <https://www.decaregistration.com/ms-d4>,
<https://www.decaregistration.com/ms-d5>

District Competition

Showcase your leadership skills by participating in District Competitive Events on **your district competition date**. Online Testing will take place prior to the District Competition. **Events that will participate in online testing include Principles of Business & Administration Events, Personal Financial Literacy Event, Team Decision Making Events, and Individual Series Events**. Role play <https://www.decaregistration.com/ms-d1s> will take place at District Competition.

Important District Competition Facts & Dates:

Who: All Affiliated DECA Advisors & Student Members
When & Where: **December 6, 2023**, District I Competition, Brandon Civic Center, Brandon, MS
January 12, 2024 District II & III Competition, Whispering Wood Hotel and Conference Center, Olive Branch, MS
December 13, 2023, District IV Competition, Southwest Community College, Summit, MS
January 19, 2024 District V Competition, MS Gulf Coast CC, Biloxi, MS
Cost: **\$15 per competitor** **Membership Eligibility Deadline:** October 30, 2023 (must be posted by nationals).
PAYMENT MUST BE POSTED IN MEMBERSHIP SYSTEM
Registration Deadline: November 16, 2023
Payment Deadline: **November 16, 2023**
Where to register: <https://www.decaregistration.com/ms-d1> <https://www.decaregistration.com/ms-d2>,
<https://www.decaregistration.com/ms-d3>, <https://www.decaregistration.com/ms-d4>,
<https://www.decaregistration.com/ms-d5>

State Career Development Conference

This year's State Career Development Conference will be held **February 26 – 28, 2024** at the Vicksburg Convention Center, Vicksburg, MS. This will provide a wonderful opportunity for students to shine as they compete among the best in the state in our competitive events program and executive officer elections. All State CDC Housing will be handled by each chapter.

Important District Competition Facts & Dates:

Who: All Affiliated DECA Advisors & Student Members (those in **Principles, Team Decision Making or Individual Events must have placed in the Top 6 at their District Completion**)
When: February 26-28, 2024
Where: Vicksburg Convention Center, Vicksburg, MS.
Cost: \$40.00 per competitor
\$5.00 for non-working advisors and chaperones
\$5.00 for working advisors and chaperones (minimum of 1 advisor/chaperone per 15 students)
Hotel Cost: responsibility of chapters
Recommended Hotels:

All Written Events: The portfolio (Written Event) will need to be brought to State Conference. This copy will be for the judges to review before competition.

Housing Deadline: TBA

Membership Eligibility Deadline: November 16, 2023 (must be posted by nationals). **PAYMENT MUST BE POSTED IN MEMBERSHIP SYSTEM**

Registration Deadline: February 1, 2024 (Late fee of \$ 5 per participant after deadline)

Payment Deadline: February 1, 2024

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

International Career Development Conference

The DECA International Career Development Conference (ICDC) is the highlight of the DECA year. Nineteen thousand high school students, advisors, businesspersons, and alumni gather for several days of DECA excitement. Most participants at ICDC compete in one of DECA's competitive events. The top competitors in each event are recognized for their outstanding achievements. In addition to the competitive events, many students and advisors participate in a variety of leadership and career advancing academies. This year's ICDC will be held **April 27 – April 30, 2024 in Anaheim, California.**

Important ICDC Competition Facts & Dates:

Who: All Affiliated DECA Advisors & Student Members (must have earned slots for academies or competitive events)
When: April 27 – April 30, 2024 (this does not include travel days)
Where: Anaheim, California
Cost: \$100.00 per competitor (includes opening session item, neckwear, trading pins, etc.)
\$100.00 for working advisors and chaperones (minimum of 1 advisor/chaperone per 10 students)
TBA per non-working chaperones

Hotel Cost:

Residence Inn Garden Grove 11931 Harbor Blvd Garden Grove, CA 92840

Two Queen + Full Sofa Sleeper (30) @ \$229+tax [up to 5 people]

- One King + Full Sofa Sleeper (20) @209+tax [up to 3 people]**
- One King + Two Twins + Full Sofa Sleeper (15) @ \$249+tax [up to 5 people]**

All Written Events: Written events will be submitted online. More details will follow on how to submit prior to ICDC.

Housing Deadline:

Membership Eligibility Deadline: November 16, 2023 (must be posted by nationals). **PAYMENT MUST BE POSTED IN MEMBERSHIP SYSTEM**

Registration Deadline: TBA (Late fee of \$15 per participant after deadline)

Payment Deadline: TBA, 2023

Competitions and Events: TBA

All housing will be handled by the state office.

Where to Register: <https://www.decaregistration.com/MS-ICDC/>

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

DISTRICT AND STATE DRESS GUIDELINES

*In **addition** to the Mississippi Dress Code guidelines below, all students and advisors **MUST** follow the **National** Dress Code *

Female Dress Code

1. No leggings, jeggings, yoga pants, etc. with or without longer shirt or dress. The term "dress pants" is defined as pants that have pockets, buttons, and/or zippers and are not form fitting.
2. Skirts must be longer than three inches above the top of the kneecap (even if hosiery is worn). If student is too tall to find a skirt that does not meet these standards, dress slacks must be worn. If student, and/or advisor disagrees with ruling, then official measurement will be taken using the following procedure – student will lift arms up, put arms down then the advisor will measure distance with a measuring stick.
3. Heels must be lower than three inches from the heel seam of the shoe.
4. Feathers and fur are not allowed
5. Students may not display undergarments or straps to undergarments.
6. No see-through clothing is allowed
7. No designs in hosiery – solid neutral color only
8. Student must have Natural hair coloring. Students may not exhibit unnatural hair coloring (hair can be colored, but the color must be a natural color) i.e. no blues, pinks, purples, etc.
9. Students may not have piercings with jewelry in any location visible other than the ear.
10. Students must wear professional dress shoes. Non-dress shoes include:
 - a. Boots that are not strictly dress boots (i.e. neutral in color and sleek in appearance – no excessive accessories, buckles, chains, fringe, and/or fur and no cowboy boots)
 - b. Sandals
 - c. Athletic shoes
 - d. House shoes (night shoes)
11. Students need limit jewelry to keep from being distractions to their role.
12. May not wear any jean material or clothing that look like blue jeans.

Male Dress Code

1. Males must wear crew length minimum socks that match the color of the attire – No-show socks or no socks.
2. Males must wear a blazer when in front of a judge (does not have to be DECA blazer at district or state but must have a blazer – not borrowed per competitor)
3. The Jacket must be a button blazer
4. Must wear a collared dress shirt that fully buttons (no polo style shirt or t-shirt allowed) District and State Competition are business dress, not business casual events.
5. Tie must be worn with dress shirt at all times, including testing.
6. Dress pants must be worn at all times. Those dress pants may not be cargo pants and must be worn at the waist.
7. Brown or Black dress shoes must be worn. The following are **never** acceptable during competitive events or testing:
 - a. Wallabies, Work boots, Cowboy boots, etc.
 - b. Sandals
 - c. Athletic shoes
 - d. House shoes (night shoes)Student must have Natural hair coloring. Students may not exhibit unnatural hair coloring (hair can be colored, but the color must be a natural color) i.e. no blues, pinks, purples, etc.
8. Students may not have piercings with jewelry in any location visible. Earrings are **NOT** allowed for male competitors.
9. Students may not display undergarments or straps to undergarments.
10. No see-through clothing is allowed
11. Jean material or clothing that look like blue jeans is NOT allowed during competition or testing
12. No belt chains are acceptable

The dress code is to be enforced by each local DECA Advisor for their chapter
DECA Blazer is always appropriate (but only required at ICDC)

Mississippi DECA will adhere to International DECA Dress Code except for the requirement of DECA Blazers. A Sports Jacket or Blazer is required for male students and professional business attire for female students who compete in District and State Competitions. The DECA Blazer is required for the International Career Development Conference.

MISSISSIPPI DECA
2023-2024 Theme: EXPERIENCE the DIFFERENCE
Calendar of Events 2023-2024

Date	Events
August 2023	Retain* Recruit* Raise Membership www.mdek12.org/CTE/SO/DECA & www.deca.org Membership Fee: \$14.00 per student and Adviser 10 members minimum for a chapter Submit Membership
October 2023	October 25, 2023, Fall Leadership Conference Vicksburg Convention Center, Vicksburg, MS Registration opens: 7:30 am Contact: State Adviser- plee@mdek12.org Submit Membership Membership must be submitted before you can test or compete!!!! Districts Testing Begins October 31, 2023 – November 16, 2023 https://webportal.registermychapter.com
November 2023	Membership and State Affiliation Deadline November 1, 2023
December 2023	State Officer & Scholarship Application Deadline * December 16, 2023 District Conference Begin Register for District Conferences: District 1 – December 6, 2023 – Brandon Civic Center, Brandon, MS https://www.decaregistration.com/ms-d1 District 4 – December 13, 2023 – Southwest Community College, Summit, MS https://www.decaregistration.com/MS-D3
	2023
January 2024	District Conference Begin Register for District Conferences: District 2 & 3 – January 12, 2024 – Whispering Wood Hotel & Conference, Olive Branch, MS https://www.decaregistration.com/ms-d2 District 3 – January 12, 2024- Whispering Wood Hotel & Conference Center, Olive Branch, MS. District 5- January 19, 2024 – Mississippi Gulf Coast Community College, Biloxi, MS https://www.decaregistration.com/ms-d5 State Testing Begins – January 25 – February 10, 2023 https://www.decaregistration.com/ms-s
February 2024	CTE Month/State Conference Vicksburg Convention Center – February 26-28, 2024 Registration for State Conference https://www.decaregistration.com/ms-s Registration open for ICDC -https://www.decaregistration.com/MS-ICDC/
March -April 2024	ICDC Registration+ Hotel is due March 22, 2024 https://www.decaregistration.com/MS-ICDC/
April 27-30, 2023	National Conference DECA ICDC Conference Anaheim, CA. www.deca.org/ICDC

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.



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

MS DECA HONORARY LIFE MEMBERS

- Mr. Dewey Blackledge - Former Vocational Director and DECA Advisor, R. H. Watkins High School., Laurel
- Mr. James R. Bowers - Former State Supervisor of Cooperative and Marketing Education & State DECA Advisor (DECEASED)
- Mr. Alex Box - Former DECA Advisor, R. H. Watkins High School, Laurel
- +Mrs. Jewel Burgess - Former State Supervisor of Marketing Education
- Mr. Rick Carpenter - National V.P. and Director of Retail Recruiting, Kinney Shoe Corp., New York
- +Mr. Jerry Clower - Entertainer, Liberty
- Honorable Thad Cochran - U.S. Senator, Washington, D.C.
- Mrs. Nelda Davidson - DECA Advisor, Ross Collins Vo-Tech, Meridian
- +Mr. J. B. Elison - Former Store Manager, J.C. Penney, Gulfport
- Mrs. Juanita Guntharp - Former DECA Advisor, Pontotoc Ridge Career and Technology Center, Pontotoc
- Mr. Lionel Hamrick - Former Vocational Director, Ross Collings Vo-Tech, Meridian
- Mrs. Mary Hairald - Former DECA Advisor, Nettleton High School., Nettleton
- +Mr. Moody Helms - Former DECA Advisor, Cleveland
- +Dr. Charles Holladay - Former State Superintendent of Education, Newton
- Mr. Rick Huffman - Sales Director, WCPC Radio, Houston and former State DECA Vice President
- +Mr. Shade Ishee - Former DECA Advisor, Natchez
- +Dr. Garvin Johnston - Former State Superintendent of Education
- +Mr. Roy Laurence - Former Vocational Director, Madison County
- +Mr. S. H. Leech - Former Public Affairs Director, Chevron U.S.A., Jackson
- Honorable Trent Lott - U.S. Senator, Washington, D.C.
- +Dr. James Patton - Former Marketing and Co-op Teacher and Collegiate DECA Advisor, Mississippi State University
- +Mr. John Majure - Former DECA Advisor, Gulfport
- Mr. James Malone - Principal, Nettleton High School, Nettleton & former DECA Advisor, Aberdeen
- Mr. Robin Mathis - Owner, WCPC Radio Station, Houston
- +Mr. B. C. Messer - Former Assistant State Director of Vocational Education, Jackson
- Mr. Don Milner - Former Deputy State Director, Vocational & Technical Education, Jackson
- +Mrs. W. E. Morris - Former DECA Advisor, Grenada
- Mr. William H. Pace - Former State Supervisor of Marketing Education, Hattiesburg
- +Mr. Grady Palmer - Former DECA Advisor, Coahoma County High School, Clarksdale
- +Mr. Al Propst - Former Marketing Manager, South Central Bell, Jackson
- Mrs. Kathy Quinn - Former State High School DECA Advisor & current DECA Advisor, Picayune Career & Technology Center, Picayune
- Mr. David Saliba - Former State Officer and DECA Advisor, Hattiesburg
- Mr. DeWayne Siegel - Former Chairman, DECA State Advisory Council, Brandon
- +Mr. Charles Smedley - Former Vocational Counselor, Grenada Vocational Center, Grenada
- +Dr. B.W. Stehr - Former Professor of Business Education, Ole Miss
- +Dr. Jerry Clay Stone - Former Superintendent of Schools, Iuka
- Mrs. Marion Stroud - Former DECA Advisor, Holly Springs and Jackson
- Mrs. Martha Cofer - Former DECA Advisor, Grenada
- Mrs. Maxine Thaggard - Former DECA Advisor, South Panola High School., Batesville
- +Mrs. Betty Toney - Former DECA Advisor, Hattiesburg
- Mr. Vickie Waggoner, Former Office Manager, MS DECA
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- Mr. Tim Sides, Peop Loungers Mfg. Company, Inc., Nettleton
- +Mr. E. G. Wheat - Former Associate State Superintendent of Vocational & Technical Education
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- Mr. Joe Lovisa - Former Vocational Director, Vicksburg-Warren
- Mrs. Penny Coleman, Former DECA Advisor, McKellar, Columbus

- Mrs. Pam Horton – Former DECA Advisor, Oxford/Lafayette B & I Complex
- Mr. Henry Hill - Former DECA Advisor, Picayune Vocational Center
- Mrs. Barbara Williams - Former DECA Advisor, Alcorn County Vo-Tech Center
- Mr. James Treloar - Former Vocational Director, Oxford/Lafayette B & I Complex
- Mrs. Frances McCrory - Former DECA Advisor, Hattiesburg
- Ms. Sondra Luke - Former DECA Advisor, Carthage & Philadelphia High Schools and current Collegiate DECA Advisor
- Mr. Allen Anthony - Former DECA Advisor, South Panola High School, Batesville
- +Dr. Linda Kay - Former State DECA Coordinator, Jackson
- Mrs. Sandy Cameron – Former DECA Advisor, North Forrest High School
- Mrs. Mary Nell McAdams - Former DECA Advisor, Tupelo High School
- Mrs. Barbie Ferguson – Former DECA Advisor, Clinton High School
- Mr. Don Pratt – Former DECA Advisor, Neshoba Central High School
- Mr. Gary Hamm -Former DECA Advisor, Tupelo High School, and Current CTE Director-Itawamba
- Mrs. Sharon Collins - Ramada Inn Convention Center, Tupelo
- Mrs. Carole Armstrong - Former DECA Advisor, Clinton H. S. and former State Supervisor of Cooperative and Marketing Education
- Mrs. Lynn Holliday - Former DECA Advisor, HCC Rankin
- Mrs. Lady Anne Bruce - DECA Advisor, Hancock County
- Mrs. Katherine Dulaney – Former DECA Advisor, New Albany
- Mrs. Gwyn Cooper - Former DECA Advisor, Forest-Scott County
- Mrs. Dot Juneau – Former DECA Advisor, Tylertown
- Mr. Ernie Moore - Former DECA Advisor, Winston-Louisville
- Mrs. Jan Huckaby - Former DECA Advisor, Southaven
- Mrs. Ruth Couch - Former DECA Advisor, Pascagoula
- Mr. Ricky McNeese – Former DECA Advisor, Amory
- +Mr. Stan Benson – Former DECA Advisor, Oak Grove, and former State DECA Advisor
- Mrs. Donna Cook – Former DECA Advisor, HCC Vicksburg
- Mrs. Donna Grissom – Former DECA Advisor, Leland
- Mr. Robin Niles - Former DECA Advisor, West Point
- Mrs. Sherry Boulter – Former DECA Advisor, Callaway High School
- Mrs. Julie Williamson – DECA Advisor, Harrison Central
- Mrs. Tammie Brewer – Former DECA Advisor, Madison County Career & HCC Rankin. Former State DECA Advisor. Current DECA Advisor, McLaurin High School
- Mrs. Cindy Barrett – Former DECA Advisor, Madison County Career & Forest/Scott County
- Mrs. Carolyn Nunley-King – DECA Advisor Madison Career and Technical Center, Former DECA Advisor, Madison Central
- Mrs. Nancy Bawcum – Former DECA Advisor, Vancleave High School
- +Mr. Clayton Marble – Former DECA Advisor, Oliver Branch High School & Callaway High School
- Mrs. Lisa Wilbourn – Former DECA Advisor, Grenada Career & Technical Center
- Mr. Darrell Rutland – Former DECA Advisor, Forest Hill High School, HCC – Rankin and Pearl High School
- Mr. David Brinkley – Former DECA Advisor, New Albany, Greenville, Hernando High School
- Mrs. Kathy Dawkins –DECA Advisor, Millsaps Career and Technology Center
- Mrs. Sandra Gatlin – Former DECA Advisor, McComb Career and Technical Center
- Mr. David Griffin – Former DECA Advisor, Baldwyn High School
- Ms. Roxanne Wallace – Former DECA Advisor, Columbia Academy
- Mrs. Vicki Sullivan – DECA Advisor, Olive Branch High School

+ Donates Deceased Member



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.

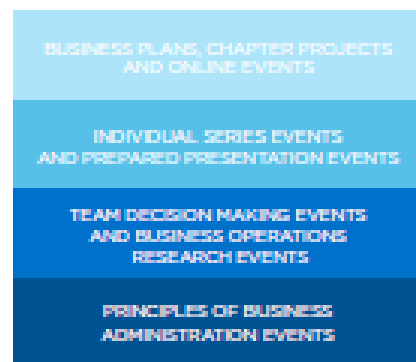
While the member will be evaluated on the judge's overall impression, emphasis is placed on the member's content knowledge.

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 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 Administrators. The sample included 26,481 high school DECA members at association career development conferences and was compared to data from more than one million students nationwide.



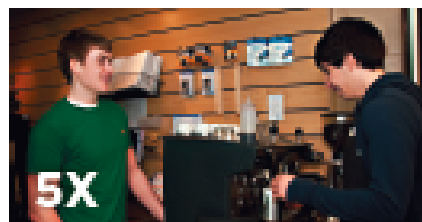
91% of DECA members report that DECA has influenced their future plans.



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



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



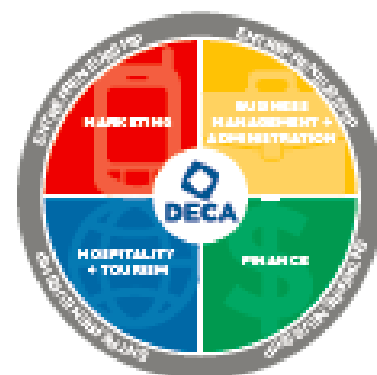
5X DECA members are five times more likely to want to own their own business.

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%

WHAT

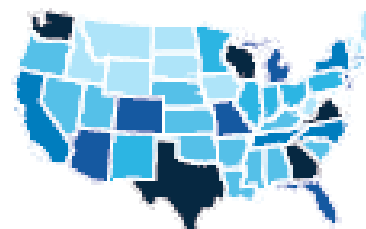
DECA extends the teaching and learning of National Curriculum Standards in four career clusters.



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, experienced leaders.

WHERE



ALASKA	ONTARIO	MEMBERS
CHINA	PUEERTO RICO	
GERMANY		
GUAM		
HAWAII		
MEXICO		
		■ > 10,000
		■ 7,500-10,000
		■ 5,000-7,500
		■ 2,500-5,000
		■ 1,000-2,500
		■ < 1,000

LEARN MORE AT DECA.ORG



Overview of 2022-2023 Competitive Events

A complete description of each event, along with sample cluster exams, scenarios, and entries, can be found at <https://www.deca.org/high-school-programs/high-school-competitive-events/>. In addition, a Competitive Event Selection Guide is included in the DECA Guide Folder.

Principles of Business Administration Events

Competition Levels – District, State, International

Online Testing – Yes (District and State) **must score 30% or higher to compete at District level** and **40% or higher to compete at State level.**

The Principles of Business Administration Events are designed for **first year DECA members** who are enrolled in introductory-level principles of marketing/business courses. Principles of Business Administration Events consists of two major parts: a written cluster exam and one role play scenario. The participant will be given a 100 question, multiple-choice, cluster exam. The participant will be given a written scenario to review

Principles of Business Administration Events	# of Participants	Exam	Entry Length	Prep Time	Presentation Time
Principles of Business Management & Administration (PBM)	1	Yes – Business Admin Core Exam	N/A	10 minutes	10 minutes
Principles of Finance (PFN)	1	Yes – Business Admin Core Exam	N/A	10 minutes	10 minutes
Principles of Hospitality & Tourism (PHT)	1	Yes – Business Admin Core Exam	N/A	10 minutes	10 minutes
Principles of Marketing (PMK)	1	Yes – Business Admin Core Exam	N/A	10 minutes	10 minutes

Personal Financial Literacy Events

Competition Levels – District, State, International

Online Testing – Yes (District and State) **must score 30% or higher to compete at District level** and **40% or higher to compete at State level.**

The Personal Financial Literacy Event consists of 2 parts: a financial literacy exam and a role play scenario. The exam items and the content of the interview situations are selected from a list of performance indicators in the National Standards in k-12 Personal Finance Education which were created and are maintained by the JumpStart Coalition for Personal Financial Literacy.

Personal Financial Literacy Events	# of Participants	Exam	Entry Length	Prep Time	Presentation Time
Personal Financial Literacy (PFL)	1	Yes – Finance Literacy Exam	N/A	10 minutes	10 minutes

Individual Series Events

Competition Levels – District, State, International

Online Testing – Yes (District and State) **must score 30% or higher to compete at District level** and **40% or higher to compete at State level.**

An individual series event consists of two major parts: a written cluster exam and one role play scenario. The participant will be given a 100 question, multiple-choice, cluster exam. The participant will be given a written scenario to review.

Individual Series Events	# of Participants	Exam	Entry Length	Prep Time	Presentation Time
Accounting Applications (ACT)	1	Yes – Finance Cluster Exam	N/A	10 minutes	10 minutes
Apparel & Accessories Marketing (AAM)	1	Yes – Marketing Cluster Exam	N/A	10 minutes	10 minutes
Automotive Services Marketing (ASM)	1	Yes – Marketing Cluster Exam	N/A	10 minutes	10 minutes
Business Finance (BFS)	1	Yes – Finance Cluster Exam	N/A	10 minutes	10 minutes
Business Services Marketing (BSM)	1	Yes – Marketing Cluster Exam	N/A	10 minutes	10 minutes
Entrepreneurship (ENT)	1	Yes – Entrepreneurship Exam	N/A	10 minutes	10 minutes
Food Marketing (FMS)	1	Yes – Marketing Cluster Exam	N/A	10 minutes	10 minutes
Hotel & Lodging Management (HLM)	1	Yes – Hospitality & Tourism Cluster Exam	N/A	10 minutes	10 minutes
Human Resource Management (HRM)	1	Yes – Business Management * Admin Cluster Exam	N/A	10 minutes	10 minutes
Marketing Communications (MCS)	1	Yes – Marketing Cluster Exam	N/A	10 minutes	10 minutes
Quick Serve Restaurant Management (QSRM)	1	Yes – Hospitality & Tourism Cluster Exam	N/A	10 minutes	10 minutes
Restaurant & Food Service Management (RFSM)	1	Yes – Hospitality & Tourism Cluster Exam	N/A	10 minutes	10 minutes
Retail Merchandising (RMS)	1	Yes – Marketing Cluster Exam	N/A	10 minutes	10 minutes
Sports & Entertainment Marketing (SEM)	1	Yes – Marketing Cluster Exam	N/A	10 minutes	10 minutes

Team Decision Making Events

Competition Levels – District, State, International

Online Testing – Yes (District and State) **must score 30% or higher to compete at District level** and **40% or higher to compete at State level.**

Each team must be composed of two members of the DECA Chapter. Each team member will be given a 100 question, multiple-choice, cluster exam. The scores will be averaged to produce a single team score. Team members will be given a decision-making case study situation involving a problem in a business in the occupation area.

Team Decision Making Events	# of Participants	Exam	Entry Length	Prep Time	Presentation Time
Business Law & Ethics (BLTDM)	2	Yes – Business Management * Admin Cluster Exam	N/A	30 minutes	15 minutes
Buying & Merchandising (BTDM)	2	Yes – Marketing Cluster Exam	N/A	30 minutes	15 minutes
Entrepreneurship (ETDM)	2	Yes – Entrepreneurship Exam	N/A	30 minutes	15 minutes
Financial Services (FTDM)	2	Yes – Finance Cluster Exam	N/A	30 minutes	15 minutes
Marketing Management (MTDM)	2	Yes – Marketing Cluster Exam	N/A	30 minutes	15 minutes
Hospitality Services (HTDM)	2	Yes – Hospitality & Tourism Cluster Exam	N/A	30 minutes	15 minutes
Sports & Entertainment Marketing (STDM)	2	Yes – Marketing Cluster Exam	N/A	30 minutes	15 minutes
Travel & Tourism (TTDM)	2	Yes – Hospitality & Tourism Cluster Exam	N/A	30 minutes	15 minutes

Business Operations Research Events

Competition Levels – State, International

Online Testing – No

The Business Operations Research Events consist of two major parts: the written document and the oral presentation by the participants. The written document will account for 60 points and the oral presentation will account for the remaining 40 of the total 100 points. The 2023-2024 topic for each career category is **development of a strategy to combat the talent challenge. Businesses today are facing labor shortages across the industries. Participants will collaborate with a local business or organization to analyze the current process for recruiting, hiring, onboarding, and retaining employees. Participants will then create and present a strategic plan to attract and retain employees.**

Business Operations Research Events	# of Participants	Exam	Entry Length	Prep Time	Presentation Time
Business Services Operations Research (BOR)	1 to 3	No	20 pages	None	15 minutes
Buying & Merchandising (BMOR)	1 to 3	No	20 pages	None	15 minutes
Finance (FOR)	1 to 3	No	20 pages	None	15 minutes
Hospitality & Tourism (HTOR)	1 to 3	No	20 pages	None	15 minutes
Sports & Entertainment (SEOR)	1 to 3	No	20 pages	None	15 minutes

Project Management Events

Competition Levels – State, International

Online Testing – No

The Project Management Events consist of two major parts: the written document and the oral presentation by the participants. The written document will account for 60 points and the oral presentation will account for the remaining 40 of the total 100 points. DECA's Project Management Events require participants to use project management skills to initiate, plan, execute, monitor and control, and close a project.

Project Management Events	# of Participants	Exam	Entry Length	Prep Time	Presentation Time
Business Solutions Project (PMBS)	1 to 3	No	20 pages	None	15 minutes
Career Development Project (PMCD)	1 to 3	No	20 pages	None	15 minutes
Community Awareness Project (PMCA)	1 to 3	No	20 pages	None	15 minutes
Community Giving Project (PMCG)	1 to 3	No	20 pages	None	15 minutes
Financial Literacy Project (PMFL)	1 to 3	No	20 pages	None	15 minutes
Sales Project (PMSP)	1 to 3	No	20 pages	None	15 minutes

Integrated Marketing Campaign Events

Competition Levels – State, International

Online Testing – Yes (State) must score **40% or higher** to compete.

The Integrated Marketing Campaign Events consist of the outlined fact sheets, the cluster exam and the oral presentation by the participants. Each event entry will be comprised of one to three members of the DECA Chapter. Each participant will be given a 100 question, multiple-choice, cluster exam testing knowledge of the Business Administration Core performance indicators and the Marketing Cluster performance indicators.

Integrated Marketing Campaign Events	# of Participants	Exam	Entry Length	Prep Time	Presentation Time
Integrated Marketing Campaign – Product (IMCP)	1 to 3	No	10 pages	None	15 minutes
Integrated Marketing Campaign – Service (IMCS)	1 to 3	No	10 pages	None	15 minutes
Integrated Marketing Campaign – Event (IMCE)	1 to 3	No	10 pages	None	15 minutes

Online Events

Competition Levels –International

Online Testing – No

DECA's Online Events provide opportunities for students to participate in online simulations to learn how to invest in the stock market, manage personal finances, or operate a business venture.

Online Events	# of Participants	Exam	Entry Length	Prep Time	Presentation Time
Stock Market (SMG)	1 to 3	No	N/A	N/A	N/A
Virtual Business Challenge – Accounting (VBCAC), Fashion (VBCFA), Hotel Management (VBCHM), Personal Finance (VBCPF), Restaurant (VBCRS), Retailing (VBCRT), & Sports (VBCSP)	1 to 3	No	N/A	N/A	N/A

Professional Selling & Consulting Events

Competition Levels – State, International

Online Testing – Yes (State) must score **40% or higher** to compete.

The Professional Selling & Consulting Events consist of two parts: the cluster exam and the oral. Each event entry will be comprised of one member. The participant will be given a 100 question, multiple-choice, cluster exam.

Financial Consulting: For 2022-2024

You will assume the role of a financial consultant. A small-business client has scheduled a meeting with you because they would like to add a peer-to-peer payment platform option for their customers. The client would like you to share and explain different peer-to-peer platforms and recommend that will have a positive financial impact.

Hospitality and Tourism Professional Selling: For 2022-2024

You will assume the role of a sales manager for a glamping resort. You are meeting with the CEO of a company that is hosting a retreat for its 12 employees and their immediate families. During the meeting, you should discuss, at a minimum, the setting, accommodations, dining and activities. This meeting is very important to the CEO, who is also wanting to host an annual kick-off meeting during the retreat in a creative meeting space for only the 12 employees.

Professional Selling: For 2022-2024

You will assume the role of a sales representative for a company that specializes in assisting clients with social media selling strategies. Social selling is a sales method that practices incorporating social networks into every stage of the sales process. A large part of the customer experience now takes place on social media and in more casual communication channels. You have a meeting scheduled with the owner of a local retail boutique to present the services your company can provide for expanding their company's social media selling strategies.

Professional Selling & Consulting Events	# of Participants	Exam	Entry Length	Prep Time	Presentation Time
Financial Consulting (FCE)	1	Yes – Finance Cluster Exam	N/A	None	15 minutes
Hospitality & Tourism Professional Selling (HTPS)	1	Yes – Hospitality & Tourism Cluster Exam	N/A	None	15 minutes
Professional Selling (PSE)	1	Yes – Marketing Cluster Exam	N/A	None	15 minutes

Entrepreneurship Events

Competition Levels – State, International

Online Testing – No

The Entrepreneurship Events consist of two major parts: the written document and the oral presentation by the participants. The written document will account for 60 points and the oral presentation will account for the remaining 40 of the total 100 points.

Entrepreneurship Events	# of Participants	Exam	Entry Length	Prep Time	Presentation Time
Business Growth Plan (EBG)	1 to 3	No	20 pages	None	15 minutes
Franchise Business Plan (EFB)	1 to 3	No	20 pages	None	15 minutes
Independent Business Plan (EIB)	1 to 3	No	20 pages	None	15 minutes
International Business Plan (IBP)	1 to 3	No	20 pages	None	15 minutes
Innovation Plan (EIP)	1 to 3	No	20 pages	None	15 minutes
Start Up Business Plan (ESB)	1 to 3	No	20 pages	None	15 minutes

2023-2024 Mississippi 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 DECA Guide and the MS DECA Guide for the dress code. Students will be disqualified if they are not dressed properly.
- You may replace one member of an original winning team between district, State conference, and ICDC. You may only replace **ONE** member of the team. No individual event replacements are allowed at any time.
- All written events will be turned in at State conference registration table during the registration process **ONLY**. NO EXCEPTIONS. One copy should be in an official DECA folio (for judge use, plus TWO stapled copies for penalty point determination).
- **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. The top 2 finalist in all other events will advance to International. The fourth through sixth place finalists qualify as alternates and qualify for admission to the various academies.
- **Maximum number of participants per chapter is two for individual events or two teams in a team event.**
- **Students are allowed to compete in 1 role play event and 1 written event at State CDC ONLY.** Must choose between events if advancing to ICDC.
- Students must score 40% on cluster exam to advance to next level.

MISSISSIPPI DECA CONSTITUTION AND BYLAWS
AS AMENDED February 17, 2018

ARTICLE I – NAME

The official name of this organization shall be the “**Mississippi DECA Association High School Division.**” The letters “DECA” may be officially used to designate this association.

ARTICLE II – PURPOSES

The purposes of this organization are

1. To assist international, state, and local associations in the growth and development of DECA
2. To develop leadership and a respect for education in marketing, business, finance, and hospitality and tourism which will contribute to career and technical competence.
3. To promote understanding and appreciation for the responsibilities of citizenship in our free, competitive enterprise system
4. To develop an appreciation for civic and social opportunities

ARTICLE III – ORGANIZATION

Section A: The Mississippi DECA Association, High School Division, is an organization of local associations, each operating in accordance with a charter granted by Mississippi DECA Association, High School Division, formerly known as the Mississippi Association of Distributive Education Clubs of America, and Mississippi DECA – An Association of Marketing Students.

Section B: This Mississippi DECA Association, High School Division, shall be composed of high school students only. This association shall have an Executive Council of officers who shall be elected annually by its voting delegates.

The representation of the Executive Council shall be as follows:

1. All State Officers and their advisors.
2. The State DECA Coordinator, Office of Career and Technical Student Organizations.
3. The High School Division shall be divided into districts. “The High School Division shall be realigned at the discretion of the State Advisor based on geographic and membership shifts.”

Section C The Mississippi DECA Association of Marketing Students, High School Division, shall have an Advisory Committee as an advisory group to the Executive Council and it shall be composed of the following:

1. The State DECA Coordinator
2. One coordinator from each district of the Mississippi DECA Association of Marketing Students, High School Division, to be selected by the State DECA Coordinator
3. A high school administrator, to be selected by the State DECA Coordinator
4. A business representative, to be selected by the State DECA Coordinator
5. Outstanding officer from previous year--If this person is called upon to attend a conference, it is his/her choice.

ARTICLE IV--MEMBERSHIP

Section A The classes of membership that shall be recognized are as follows:

1. Active members
 - a. Career Pathway, marketing, management, finance, entrepreneurship or hospitality and tourism

- b. Students enrolled in a career and technical program.
 - c. Students enrolled in any Marketing, business, management, finance, entrepreneurship, WBL or hospitality and tourism academic or career and technical course.
2. Honorary members – can neither hold office and may not serve as a voting delegate.
 3. Alumni members – can neither hold office and may not serve as a voting delegate.
 4. Professional members – can neither hold office and may not serve as a voting delegate.

Section B The qualifications for members shall be as follows:

1. "Active members" shall be students enrolled in a high school academic or career and technical program of Marketing, Management, Finance, Entrepreneurship, Hospitality and Tourism and Career Pathway Experience or any business or entrepreneurship course as approved by the State Plan for Career Pathway Experience, the Business Cluster, Hospitality and Tourism Cluster or Business Career Academies. Active members must pay dues as established by DECA and will be eligible to hold state or national offices and to participate in the State or National competitive activities.
2. An active member may serve as a voting delegate or may otherwise represent his/her chapter or state in any DECA affair within his/her own division.
3. High school active members shall be 9th, 10th, 11th, or 12th grade students in the Career Pathway Experience classes, Business Cluster classes, Business Cluster Career Academies, Hospitality and Tourism Cluster, or any academic or career and technical business, hospitality, and tourism, WBL, or entrepreneurship course.
4. Active members can also include students who have taken a Career Pathway Experience, Business Cluster, Hospitality and Tourism Cluster, Business or Entrepreneurship class and achieved at least a "C" average with no disciplinary or attendance problems. High school students in this category would be a high school student in his/her sophomore, junior or senior year. He/she would be able to serve as a voting delegate, compete in all levels of competition, and/or hold a state or national office of DECA. This option of active membership would be at the direction of each advisor.
5. Honorary members shall be any individual contributing to the field of the business or hospitality and tourism cluster or to the Mississippi DECA Association, High School Division. Honorary members must be approved by the Executive Council of the High School Division.
6. Alumni members shall be any individual who has been a member of a DECA chapter during their time in high school or college.
7. Professional members shall be any adult who is working full time in a field of education, marketing, management, hospitality and tourism, or finance.

ARTICLE V -- MEETINGS

Section A. A State Leadership Conference shall be held every year at the time and place selected by the State DECA Coordinator. This State Leadership Conference shall be the official annual meeting of the Mississippi DECA Association, High School Division.

Section B. Special meetings and committee meetings shall be called by the State DECA Coordinator.

Section C. Parliamentary procedures of all meetings will be governed by the **Robert's Rule of Order, Revised.**

ARTICLE VI -- OFFICERS

Section A. The officers of the Mississippi DECA Association of Marketing Students, High School Division, shall consist of the following:

1. President
2. Vice-President of Leadership
3. Vice-President of Communications
4. Vice-President of Marketing
5. District Coordinator from each of the districts

Section B. All officers, except District Coordinators, shall be elected by a majority of the voting delegates at the State Career Development Conference (CDC) of DECA. The state officer test score will count as 1/3 of the total votes.

- District Coordinators shall be elected by a majority of the voting delegates of their respective districts at the State Career Development Conference. The Chair of the Board shall be elected by the outgoing State officers and serve on the Collegiate DECA Board of Directors as the liaison.

Section C. All officers shall be elected by secret ballot.

Section D. Each chapter shall be allowed voting delegates according to the following scale:

<u>Members</u>	<u>Number of Delegates</u>
1 – 15	1 delegate
16- 30	2 delegates
31 – 45	3 delegates
46 – 60	4 delegates
60 – up	5 delegates

Section E. The officers elected at the State Career Development Conference shall continue to hold office until the close of the next annual State CDC.

Section F. A record shall be kept of the results. In case of resignation of a State Officer, the runner-up for the said office shall succeed to fill the said vacancy, except for the office of the president. If there is no runner-up, the State DECA Coordinator may choose to appoint a person to fill the vacancy and may fill any office that is not filled at the time of elections.

ARTICLE VII-PROCEDURES FOR NOMINATING STATE OFFICERS

Section A. Any local chapter proposing a candidate for State Office shall submit the student's name and credentials to the State Coordinator at least 20 days before the first District Conference begins. During the District Conference, all officer candidates will be interviewed and tested; and the approved slate will be announced during the State CDC. If a State Officer who is presently holding office chooses to run for a second term (granted he/she is eligible), he/she should run for a higher office than the one presently serving, but this is not required.

- Speeches and/or demonstrations on behalf of approved candidates at the State CDC are limited to a maximum of three minutes.

Section B. Each candidate for State Office shall have the following qualifications:

1. Be an active member of a local DECA Chapter
2. Be an active paid member of the State and National DECA organization.
3. Show a working knowledge of how to conduct a meeting by taking a test on the essentials of good parliamentary procedures.
4. Have a good speaking voice and make a good personal appearance.
5. Have a working knowledge of the State Constitution and By-laws
6. Maintain an "80" average or better for the two semesters prior to running for office.
7. Be a sophomore or junior in the year that he/she is a candidate for a State Office.

ARTICLE VIII--FINANCE

- Section A. Local chapters shall be responsible for State and National dues according to the number of individual members.
- Section B. The dues for the Mississippi DECA Association, High School Division, shall be six dollars (\$6.00) for each succeeding year unless changed by a majority of the voting delegates at the State CDC. (National membership is \$8.00)
- Section C. All membership dues shall be made payable to and received by National DECA.
- Section D. All organization funds shall be deposited in the bank that is chosen by the State Department of Education, Office of Accounting.
- Section E. All funds shall be disbursed by check request(s) signed by the State DECA Coordinator.
- Section F. A financial statement shall be submitted upon request.

ARTICLE IX--AMENDMENTS

- Section A. To amend this constitution, the proposed amendment must be presented in writing by a local chapter through its voting delegates to the Executive Council for action. The Executive Council has the responsibility to correct the proposed amendment but must not alter its purpose. The Executive Council shall present the proposed amendments to the voting delegates prior to the State CDC.
- Section B. Proposed amendments must be voted on at the first scheduled business meeting at the next State CDC. All proposed amendments to be adopted require a three-fourths majority approval of the voting delegates present.

ARTICLE X--QUORUM

- Section A. A quorum shall constitute a majority of delegates present representing the local chapters.
- Section B. Each chapter shall be allowed a minimum of one and a maximum of five voting delegates, the number being based on the voting. See delegates' scale under Article VI, Section D.

ARTICLE XI--RULES, REGULATIONS AD BY-LAWS

- Section A. No rules, regulations, or by-laws shall be adopted which are contrary to this constitution.
- Section B. Such rules, regulations, and by-laws as deemed necessary in the proper conduct of this organization shall be adopted.
- Section C. The Executive Council shall act as the Constitution and By-Laws Committee. Any proposed rules regulations and by-laws shall be presented to the Executive Council through the voting delegates of the local chapter. The Executive Council has the responsibility to correct these proposals, but it must not alter their purposes. The Executive Council shall then present the rule(s), regulation(s), or by-law(s) change to the voting delegates prior to the State CDC. It shall then be presented for vote during the first scheduled business meeting at the State CDC. To be adopted, it will be required to have a three-fourths majority approval. The proposed change(s) will take effect immediately following the approval.

Mission

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

DECA's core values and attributes are competence, innovation, integrity, and teamwork. These values are central to DECA's mission and purpose in classrooms around the world.



Office of Student Organizations

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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

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