



"Soaring to Unknown Heights"

*Colorado DECA
Local Chapter
Advisor's Handbook
2011-2012*

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THIS PAGE IS FOR ADVISOR NOTES:

PREFACE

Marketing Education prepares students for careers in the marketing of goods or services; the buying, transporting, and storing of goods; the promotion of goods and services; marketing research; entrepreneurship; finance, hospitality and marketing management. Through classroom instruction and supervised on-the-job training Marketing education enables students to develop competencies that ready them for the entry into full-time employment or into advanced educational or training programs.

Classrooms instruction is no longer enough for the development of strong aggressive leadership. The student organization, DECA, is designed to compliment, supplement, and strengthen the marketing curriculum and instructional program. Through DECA, members learn how to lead and participate in group discussion, preside at meetings and conferences, work effectively within committees, and engage in practical problem solving and decision making. Trough participation in local, district, state, and International activities related to class work, participation in community projects, district and state meetings and competitive events.



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Denver, Colorado 80230

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GENERAL INFORMATION



GENERAL INFORMATION

DECA is an International organization for secondary and post secondary students enrolled in Marketing Education. DECA is a co-curricular, student-centered organization designed as an integral part of the classroom instructional program of marketing education to provide activities that will motivate students to learn marketing competencies that will prepare students to become skilled, employable workers in the field of marketing. All chapters and the International organization are guided in their plans and activities by advisory committees--marketing education instructors, alumni members, school administrators, and/or business and professional men and women.

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

DECA enhances the co-curricular education of members through a comprehensive learning program that integrates into classroom instruction, applies learning, connects to business and promotes competition.

DECA's activities assist in the development of academically prepared, community oriented, professionally responsible, experienced leaders.

DECA Inc. is a 501(c)(3) not-for-profit student organization with more than 200,000 members in all 50 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, district and international departments of education authorize DECA's programs

Any student enrolled in a marketing education instructional program anywhere in the United States, the four U.S. territories, Canada, or internationally, can be a member of DECA. The organization is nonprofit, nonpolitical, and totally student-oriented. All chapters are self-supporting with members paying local, state/provincial and International dues. The association is under the leadership of the state advisor. Each state/province elects/selects student officers for its division. The International organization is composed of the total of all state or provincial and International associations. Student delegates selected by each state, province, or International association, in turn, elect their International student officers. DECA, Inc., the legal sponsoring unit of DECA, elects a board of directors, which is the policy making group of the organization. DECA is the only International student organization operating in the nation's high schools that attracts individuals to the fields of marketing, management and entrepreneurship.

The DECA chapter is to the marketing education program what a civic or professional organization is to a group of business people. Chapter activities are recognized as a part of the total educational program because they develop leadership skills, professional attitudes, business competency, citizenship characteristics, and social growth of the individual. These same activities serve the instructor as a teaching tool by creating student interest in all phases of marketing, management, and entrepreneurship.

Collegiate DECA, established as the Junior College Division in 1961, was open for membership to those marketing education students enrolled in less than baccalaureate degree programs. In 1982 membership was extended to marketing, management, and merchandising students in four-year colleges and universities.

The purpose of Collegiate DECA is to provide opportunities for postsecondary and college students to develop career and technical competencies in marketing, management, or merchandising careers. Collegiate DECA is an integral part of the instructional program and promotes an understanding of and an appreciation for the responsibilities of citizenship in our free enterprise system.

The Collegiate Division of DECA is a non-profit organization formed in 1970. Collegiate activities are directed toward developing its members for careers as Marketing Education teachers/coordinators and DECA Chapter advisors. Members of Collegiate DECA maintain an affiliation with DECA on a local, state, and/or International level and work with the business community to establish and promote Marketing Education.

The purpose of the DECA Collegiate Division is to compliment and enrich the education of prospective Marketing educators, to promote and develop interest in Marketing Education, DECA, and related educational fields, and to further develop a respect for Marketing Education as it contributes to occupational competencies.

The Alumni Division of DECA serves as a support group. Membership is available to any former member who is completing their last semester prior to graduation. The DECA Alumni Association supports the DECA organization and activities and provides an avenue for those individuals who want to help today's Marketing Education students as they were helped by DECA.

Major purposes of the Alumni Division include providing a means by which Marketing Education students can maintain association with DECA and encouraging support for DECA activities on a local, state, and/or International level.

The Professional Division of DECA was established primarily to provide Marketing educators a means for identification with DECA beyond that of being the chapter advisor. Membership is comprised of DECA chapter advisors, local/state supervisory directors, teacher/educators, and other professional Marketing Education personnel such as training supervisors, school administrators, parents, and advisory committee members.

The purpose of the Professional Division is to encourage support for and to assist DECA in all facets of the program.

MISSION

DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management.

GUIDING PRINCIPLES

DECA's Comprehensive Learning Program:

Integrates into Classroom Instruction

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

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 prepares the next generation to be:

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.

DESCRIPTOR

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

DECA enhances the co-curricular education of members through a comprehensive learning program that integrates into classroom instruction, applies learning, connects to business and promotes competition.

DECA's activities assist in the development of academically prepared, community oriented, professionally responsible, experienced leaders.

DECA Inc. is a 501(c)(3) not-for-profit student organization with more than 200,000 members in all 50 U.S. 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, district and international departments of education authorize DECA's programs.

For more information, visit www.deca.org.

GOALS

To prepare marketing education students to take their proper places in the business world.

To develop leadership characteristics.

To develop self-confidence and self-acceptance.

To develop a greater understanding of our competitive free enterprise system.

To further develop occupational competencies needed for careers in marketing, merchandising, and management.

To develop high ethical standards in personal and business relationships.

To develop effective International relationships.

To develop a greater awareness of career opportunities in marketing.

To develop greater proficiency in communication.

To develop greater appreciation of the responsibilities of citizenship.

To develop a healthy competitive spirit.

To develop social and business etiquette.

DECA LOGO

DECA's logo embraces the organization's affinity for the diamond while displaying a bold, modern design.

The four points inside the diamond represent the first set of DECA's guiding principles while the four outer points represent the second set of DECA's guiding principles and the polished leaders DECA prepares.



DECA COLOR AND TYPEFACE

The official color of DECA is blue. (PMS 287 C) (CMYK 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. The DECA logo uses the Gotham font family. The typeface for DECA is Gotham Bold.

INTERNATIONAL HISTORY

DECA is truly a "grass roots" organization. During the period between 1937 and 1942, when cooperative programs in distributive education were becoming established, the class members in many schools organized clubs.

One of the basic reasons for the formation of such organizations lies in the fact that students were employed at training stations in the afternoons and missed many regular school activities. The common interest of these students and their need to "belong" were basic reasons for the early widespread formation of school organizations in many sections of the country. Various names for these school organizations were adopted: "Future Retailers," "Future Distributors," "Future Merchants," and "Distributive Education Clubs." Between 1941 and 1944, a few states held statewide meetings of Distributive Education Clubs, and by 1945 several states had organized state units and were holding state conferences. About the same time, the idea of an International organization began to take definite form and plans were developed for an International conference.

In 1946, the United States Office of Education invited a representative committee of state supervisors of distributive education to meet in Washington, D.C. with representatives of the U.S. Office of Education to develop further plans for the International organization and to prepare a proposed constitution and organization chart.

The International organization was initiated in Memphis, Tennessee, in April, 1947, at the first Interstate Conference of Distributive Education Clubs. At that meeting, delegates from 12 states unanimously adopted a resolution to form an International organization. The organization was officially endorsed by the International Association of State Directors of Vocational Education meeting at the same time in Chicago. Officers were elected and committees were appointed to prepare proposed Articles of Incorporation, a chartering procedure for the joining of state units, and a student governing constitution for consideration at the next year's convention.

The second International convention, held in St. Louis, Missouri in 1948, saw the adoption of the student constitution, approval of Articles of Incorporation, the official name, the "Distributive Education Organizations of America," designated DECA, and the acceptance of 17 chartered member states. The chartered member states were: Arkansas, Georgia, Indiana, Kansas, Kentucky, Louisiana, Michigan, Missouri, North Carolina, Ohio, Oklahoma, South Carolina, Tennessee, Texas, Utah, Virginia, and Washington.

In 1953, an International headquarters for DECA was established at 1010 Vermont Avenue, N.W., Washington, D.C., with the help of the American Vocational Association.

The first issue of the DECA DISTRIBUTOR, the International publication of DECA, was presented during the second annual convention in St. Louis, with financial assistance of the first donor to DECA - The Sears-Roebuck Foundation. The same donor made possible the employment of DECA's first full-time staff person, and the first executive secretary of DECA was employed in July, 1953.

Initially, funds and moral support came primarily from The Sears-Roebuck Foundation. Other business organizations learned of DECA and they became interested. Several gave financial aid. In 1957, donors to DECA made it possible for DECA to add a Member Service Division to its International headquarters plus the employment of a member service director. In addition, an International Leadership Training Conference for the DECA International Officers was begun during 1958.

DECA continued to grow and progress. By 1960, the International DECA staff expanded to include not only an executive director (formerly the executive secretary) and member service director, but also a public relations director and publications director. The week-long training conference for International officers was expanded to three weeks.

State presidents were allowed to attend a week-long International training seminar put on by the International officers and DECA staff. An International DECA Week was established and expanded to DECA Month and International Headquarters was moved to Falls Church, Virginia.

Membership in DECA has continually increased. From 793 members representing 12 State Associations in 1947, DECA has grown to more than 165,000 members representing 54 State Associations, including all fifty states and Puerto Rico, District of Columbia, Guam and Germany. In 1980, DECA became International with the issuance of an association charter to Canada.

In 1975, an International DECA Center Funding Campaign successfully established a permanent home for DECA. The International DECA Headquarters was built at 1908 Association Drive, Reston, Virginia. The International DECA Headquarters houses the employed staff of DECA, Inc. The executive director, employed by the Board of Directors, is responsible for the administration of International Headquarters and for executing the policies established by the Board of Directors. Other staff members are employed by the executive director for the development, promotion and coordination of the many DECA activities between International Headquarters and the State Associations.

Opportunities to develop leadership, social, and civic awareness, and increased understanding in the world of work in management and marketing are provided through DECA, the student organization for marketing education students. As an integral part of the instructional program, students engage in activities that extend their interest, skills, and knowledge in selected aspects of marketing. Such organized activities, under appropriate supervision, are referred to as co-curricular activities. Any student enrolled in a career and technical marketing education instructional program is eligible for membership on all levels of the DECA organization.

HISTORY OF COLORADO DECA

Colorado became a chartered member of DECA in 1949 and was the first state admitted after the original formation of DECA in 1947. Mr. John Waldeck was the first state supervisor. Colorado DECA on the local, district, and state level are sponsored by the State Board for Community Colleges and Occupational Education.

Distributive Education as a class was first offered in 1938 at the adult level and the first program at the high school level was offered in 1942 in Alamosa.

The first DECA chapters found in Colorado were at Greeley High School, Fort Collins High School, Manual High School, and Colorado State College of Education, which is now the University of Northern Colorado.

The first State Leadership Conference was held in 1949 at the Denver YMCA. The Conference lasted one-half hour and cost \$1.25 per participant.

The Marketing Education (ME) program has grown from one school and a few students to 90 program approved active schools. Colorado DECA has grown right along with Marketing Education and has 7,513 student members in 88 active DECA chapters. (Approved programs and membership for 2010-11)

ORGANIZATION OF COLORADO DECA

In Colorado, DECA is organized on the state level, the district level, and on the local chapter level. In addition, DECA is organized on the International level. Colorado DECA is a member of International DECA. On each level, DECA members are provided the opportunity to engage in various activities which will enhance their career and technical education.

STATE LEVEL

Colorado DECA is a chartered State Association of International DECA and operates under a state constitution and bylaws developed by its membership. Operating within these articles, Colorado DECA is governed by student members and adult advisors.

Colorado State DECA is served by 18 selected officers: president, vice president, secretary, treasurer, publicity director, and 13 regional vice presidents. The State officers are selected during the State DECA Career Development Conference. Each state officer serves a one-year term, with the term beginning at the end of the current State DECA Career Development Conference. These officers are responsible to the membership for leadership of the state organization.

The adult sponsorship includes a Career/Technical Student Organization Advisor, who serves as the State DECA Advisor; and is assisted by the State Officer Team Advisor, the Assistant State Officer Team Advisor, and the Colorado Secondary DECA Advisory Committee. The State DECA Advisor is employed by the Colorado Community College System and is responsible for the overall operation of Colorado DECA. The Colorado Secondary DECA Advisory Committee is comprised of one teacher-coordinator from each of the thirteen Colorado DECA districts, the president of the Colorado Marketing

Education Association, the State DECA Career Development Conference competitive events committee chairman, past chairman, and chairman-elect, the immediate past chairman of the advisory committee, the state officer team advisors, and the state high school DECA president. The advisory committee assists the Colorado Association by providing valuable guidance concerning the overall activities of DECA.

Colorado DECA is a member of the Western Region DECA which is made up of 13 states and Quam. (Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, and Wyoming)

DISTRICT LEVEL

Colorado DECA is divided into thirteen (13) DECA districts. The district level operates as the governing body for the chapters within the district.

The teacher-coordinators in each district elect one teacher-coordinator to serve as the District Advisor. The District Advisor provides guidance for the chapters within the district and in addition is a member of the State Advisory Committee. The State Advisory Committee advises and assists the state on various aspects of the DECA organization.

Each district may elect district officers (president, vice president, secretary, treasurer, and publicity director). The election of these officers may take place at the District Leadership Conference or at a special election prior to the District Leadership Conference.

LOCAL LEVEL

The local chapter is organized in each school which has a career and technical marketing education instructional program and is a chartered member of state and International DECA. New local chapters may be chartered by: (1) submitting a copy of chapter officers (2) submitting state and International dues (3) submitting a copy of first DECA meeting minutes.

Each local chapter elects a president, vice president, secretary, treasurer, and publicity director to serve as the local officers. The local chapter may, if it so desires, have additional officers on the local level. Other offices sometimes found on the local level are assistant treasurer, parliamentarian, sergeant-at-arms, corresponding secretary, and historian.

Although these additional officers are found only on the local level, they provide an opportunity for more students to assume a leadership role.

The local chapter can develop many additional activities which provide related occupational experiences and are a basis for the local chapter's program of work.

Organized competitive and leadership activities are highlights of the DECA organization. Leadership conferences held on the local, district, state, and International level provide leadership development and competitive events to test the marketing skills developed by the student.

The development of the local DECA chapter is largely dependent upon the teacher-coordinator's enthusiasm and willingness to sponsor the various activities. The local DECA chapter, when properly conducted, is an invaluable source of motivation for the career and technical marketing education student and a valuable instructional tool for the teacher.

COLORADO DECA STATE PRESIDENTS

<u>Year</u>	<u>Name</u>	<u>Year</u>	<u>Name</u>
1949-50	Manuel Gonzales, Ft. Collins	1976-77	Allen Martensen, Greeley Central
1950-51	Rod Meyers, Pueblo	1977-78	Doris Trujillo, Brighton
1951-59	Presidents unknown	1978-79	Ken Kreutzer, Brighton
1959-60	Shirley Ramsey, Grand Junction	1979-80	Jerry Reiff, Thomas Jefferson
1060-61	President unknown	1980-81	Matt Moses, Brighton
1961-62	Gordon Tetsell, (unknown)	1981-82	Ed Brown, Brighton
1962-63	James Taylor, (unknown)	1982-83	Hardy Norman, Ft. Collins
1963-64	President unknown	1983-84	Matt Sawyer, Ft. Collins
1964-65	Phil Wilson, Adams City	1984-85	George Black, Thomas Jefferson
1965-66	Paul Salas, Loveland	1985-86	Susan Slattery, Glenwood Springs
1966-67	Roger Wuthier, Ft. Collins	1986-87	Kevin Dinkel, Jefferson
1967-68	Charles Conway, Centennial	1987-88	Tony Rodasta II, Green Mountain
1968-69	Scott Distel, Grand Junction	1988-89	Mark Palmer, Thomas Jefferson
1969-70	Greg Williams, Loveland	1989-90	Donnie Luehring, Pickens Tech Center
1970-71	Pete St. Germain, Brighton	1990-91	Denise Sanders, Lamar
1971-72	Heinz D. Weichselbaumer, Arvada West	1991-92	Karna Stogsdill, Brighton
1972-73	Lee Scull, Aurora Central	1992-93	Chris Jackson, Thornton
1973-74	Gregg Pooley, George Washington	1993-94	Lee J. Griffin, Widefield
1974-75	David Hamon, St. Vrain	1994-95	Jeff Champlin, Thornton
1975-76	Robert Dominguez, Greeley		

1995-96	Misty Beeson, Pueblo County
1996-97	Julie Petrocco, Brighton
1997-98	Eric McFarland, Rampart
1998-99	Andreya Davis, Smoky Hill
1999-00	Johana Mendoza, Brighton
2000-01	Christin Kalaskie, Rampart
2001-02	Emily Laake, Northglenn
2002-03	Jessica Stump, Rampart
2003-04	Becky Kelso, Poudre
2004-05	Breanna Schultz, Rampart
2005-06	Michaela Gallina, Pueblo West
2006-07	Sarah Wanek, Highland Ranch
2007-08	Gabe Keeler, Monarch
2008-09	Bruce Walters, Pueblo West
2009-10	Madelyn Osmun, Rampart
2010-11	Alexia Hadjinicolaou, Smokey Hill
2011-12	Susie Lira, Lamar

INTERNATIONAL DECA OFFICERS FROM COLORADO

1962-1963	James Taylor, International President (High School unknown)
1977-1978	Mike Hartman, Western Region Vice President, (Wheat Ridge High School)
1982-1983	Hardy Norman, Western Region Vice President (Ft. Collins High School)
2006-2007	Jared Roux, Western Region Vice President (Highlands Ranch High School)
2007-2008	Kelly VanWoerkom, International President (Loveland High School)
2009-2010	Ryan Dyck, International President (Dakota Ridge High School)
2010-2011	Brennan Boehne, Western Region Vice President, (Mountain Vista High School)

COLORADO HONORARY LIFE MEMBERS

1949-1966 the award did not exist in Colorado
1967 Fred Bets, Sr. and Marvin G. Linson
1968 None
1969 None
1970 None
1971 Tim Holzen
1972 None
1973 Mike Rock
1974 Gene Bauer, Dave Figlino, and Jim Jaeger
1975 Gene Holt and Marian Andrew
1976 Clair Swell and Joseph C. Roberts
1977 Lee Bennet
1978 John Dragon
1979 Joe Anthony and Rose Lipps
1980 June Hendricks and Robert Osmundson
1981 None
1982 James Wilson
1983 None
1984 Tony Rodasta
1985 Shirley Leeper
1986 Leo P. Diaz, Veronica Stallbaumer and James Patrick Gregory
1987 Roey Schmidt and Lil Alma
1988 Roger Peer
1989 Mike Combs
1990 Lyle Wood and Gordon Westcott
1991 Barb McCulloch, Mike Herrera and Debbie Capra
1992 Nick Rougas and Raymond Carl Mulay
1993 George McCulloch
1994 Frank Loner and Donna Miller
1995 Tom Darnell and Kenny Smith
1996 Dan Suazo and Pat Palmer
1997 None
1998 David Ferguson
1999 Glen Edwards
2000 Shirlee Kyle
2001 Brian Canada and John Nolan
2002 Gus Spano
2003 Dianne Duddleson and Brent Davies
2004 Jim Tierney and Pat Tabor
2005 David and Karen Richardson
2006 Bob Purfurst and Steve Henderson
2007 Jack Gibbs and Ron Post
2008 Chuck Blood and Paul Andrews
2009 Darwin Hansen and Steve Urban
2010 Jerry Scavarda
2011 John Bucci

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2011-2012

COLORADO DECA STATE ADVISOR:

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Jamie Young **Office:** (303) 387-2580
Email: Jamie.Young@dcsdk12.org

Ryan Dyck **Email:** ryan.a.dyck@gmail.com

BUSINESS AND MARKETING PROGRAM DIRECTOR:

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Fax: (720) 904-2545
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ADMINISTRATIVE ASSISTANT

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BYLAWS AND CONSTITUTION



COLORADO DECA BYLAWS AND CONSTITUTION

AN ASSOCIATION FOR MARKETING STUDENTS (Revised August 2001) (Revised August 2002) (Revised August 2003)

ARTICLE I. NAME

Section 1. The official name of this organization shall be "Colorado DECA" and it may be referred to as "DECA."

ARTICLE II. LOGO AND COLORS

Section 1. DECA's logo embraces the organization's affinity for the diamond while displaying a bold, modern design. The four points inside the diamond represent the first set of DECA's guiding principles while the four outer points represent the second set of DECA's guiding principles and the polished leaders DECA prepares. The logo is to be used in an approved form in all communications. The wearing and use of this emblem is governed by each State Association and International DECA.

Section 2. The color of DECA shall be blue.

Section 3. The Colorado DECA flower shall be the carnation.

ARTICLE III. PURPOSE

Section 1. The purposes of this organization are:

- A. To provide for the exploration of career and technical opportunities in the field of marketing through the classroom and on-the-job training.
- B. To encourage the use of high ethical standards in business and to promote a deep feeling of the civic, social, and moral responsibilities of business to society.
- C. To develop leadership in the field of marketing and to attract a greater interest in the Marketing Education Program.
- D. To help the student develop an understanding of their employer and the organization by which they are employed.
- E. To promote understanding of and appreciation for the responsibilities of citizenship in our free, competitive enterprise system through the field of marketing.

ARTICLE IV. MEETINGS

Section 1. One annual officers training meeting shall be held for the selected state officers. Special meetings may be held at the discretion of the State President and State Advisor.

Section 2.

- A. The district conferences shall be held each year and shall be open to paid chapter member representation of the district.
- B. A State DECA Career Development Conference shall be called each year at such time and place as may be determined by the state advisor. This conference shall be the official annual meeting of Colorado DECA to be attended by qualified chapter members and district representatives.

Section 3. One or more International meetings will be called each year. **ONLY** authorized persons are allowed to attend the International conference, as directed by state and International regulations.

Section 4. All meetings shall be governed by Robert's Rules of Order, Newly Revised.

ARTICLE V. OFFICER TEAM SELECTIONS

Section 1. General Information

- A. President, Vice President, Regional Vice Presidents, Secretary, Treasurer, and Publicity Director. Each shall exercise the usual duties of the office to which she/he has been selected.
- B. Any officer (local, district, state) can be removed from office at the discretion of his/her Local Advisor, Officer Team Advisor, and the State Advisor in the event his/her conduct in any way is detrimental to the Marketing Education program.
- C. All state officer candidates must be a freshman, sophomore or junior at the time of his/her selection, thus serving as an officer as a sophomore, junior or senior.
- D. District officers may consist of a president, vice president, secretary, treasurer, publicity director and additional officers relevant to the specific district.

Section 2. District Selection/Elections

If the DECA district chooses to have district officers, the following policies will apply:

- A. The student must be attending a Colorado high school.
- B. The student must be enrolled in a Marketing Education program.
- C. The student must be an official DECA paid member.
- D. The student must submit a school transcript to verify a minimum 2.5 Accumulative Grade Point Average (weighted or un-weighted).

- E. A district officer is not eligible to attend the State DECA Career Development Conference unless (s) he/she is running for state office or competing in an event.
- F. DECA INFORMATION TEST will be given to all prospective district candidates at the district conference by the DECA Advisor in charge. The candidate(s) will also be expected to undergo a three to five minute explanation and questioning period before the district officer election committee before the vote is taken.
- G. Additional policies/procedures may be enforced by the individual district.
- H. Selection procedures
 - 1) All candidates will be interviewed by the district officer election committee. During the interviewing process, one voting delegate from each school (to be selected by the school's voting delegates) will be allowed to ask each candidate a maximum of two questions.
 - 2) Upon completion of the interview for each office, the Voting Delegates will cast their votes. If there is a tie for first place, the Voting Delegates will re-vote--only for the individuals who were tied on the first ballot and will continue to vote until one person receives the majority votes.
- I. District officer election committee shall have the opportunity to send an equal number of voting delegates. It is their duty to select the most responsible candidates to fulfill the duties and responsibilities of the district office.
- J. DECA Advisor(s) selected by the Host Coordinator will serve as Advisor(s) on the district selection committee. The Local Host is responsible for seeing that press, television, and radio publicity is distributed, working with the selected publicity director in the district.

Section 3. State Selections

- A. A DECA chapter may have no more than four (4) candidates running for office; a maximum number of candidates equal to 4 times the number of member schools in the district may come from the DECA district. An unlimited number of DECA members may take the officer exam at district conference.
- B. Selections. The offices of State President, State Vice President, State Secretary, State Treasurer and State Publicity Director of Colorado DECA are selected at the annual State DECA Career Development Conference. The Regional Vice Presidents representing each district are also selected annually at the State DECA Career Development Conference. Only active members are eligible to hold office.
- C. Application. To be considered for an officer position in Colorado DECA, a candidate shall: (a) have the endorsement of the parent(s) and/or guardians, school administration and the local chapter advisor; (b) file an official application with the State Advisor; (c) have at least one full school year remaining in the marketing education program; (d) hold or have held an elective office in his/her local chapter or comparable office in an organization on the approved list of International and State Activities released by the International Association of Secondary School Principals; (e) passed (70%) the required state officer candidate test at their district conference and (f) be approved by the Selection Nominating Committee.

- D. The Selection Committee: The Committee shall approve candidates for State President, State Vice President, Regional Vice Presidents, State Secretary, State Treasurer, and State Publicity Director. Each district may run at the State DECA Career Development Conference an unlimited number of qualified candidates, but no more than four per chapter.
- E. Eligibility. Only those applicants who are officially certified to be eligible by the Selection Committee and who have prior permission of their advisor, school district administrators, parents and state advisor are eligible to become candidates for a State or International office. A candidate for office in DECA shall be from an active local chapter.
- F. Term of Office. The State President, State Vice President, State Regional Vice Presidents, State Secretary, State Treasurer, and State Publicity Director shall be selected annually at the State DECA Career Development Conference. All officers will be installed at the annual State DECA Career Development Conference and shall assume official duties immediately following the State DECA Career Development Conference, with terms to expire at the close of the Awards Program of the following State DECA Career Development Conference.
- G. Selection Procedures. The Selection Committee will approve officer candidates, conduct required leadership activities, and select the officers for the upcoming year.

ARTICLE VI. QUALIFICATIONS OF STATE AND DISTRICT OFFICERS

Section 1. General qualifications

General qualifications are as follows:

- A. A sincere desire to serve as an officer.
- B. A complete knowledge of DECA's constitution, bylaws, aims and objectives.
- C. Cooperative and friendly attitude toward members, school representatives, and businessmen and women.
- D. The ability to be a leader shown by past activities along with the ability to speak and express himself/herself well before chapter and other group meetings.
- E. A knowledge of parliamentary procedures.
- F. Ability to pass the state DECA information test (70%).
- G. Approved training station. (If applicable)
- H. Future plans in DECA.
- I. Must remain in state while an officer.
- J. 2.5 GPA

- Section 2. Specific Duties
- A. President--The ability to direct and guide a group successfully.
 - B. Vice President--The ability to assist the President and to serve as President in the absence of the President.
 - C. Secretary--Capability of keeping minutes that are well written and up to date and the ability to organize and express thoughts well in writing.
 - D. Treasurer--The knowledge of how to keep books correctly and manage funds.
 - E. Publicity Director--The ability to promote DECA in the best taste. Knowledge of promotional ways and methods.
 - F. Regional Vice President--To act as a liaison between the district and state levels.

ARTICLE VII. MEMBERSHIP

Section 1. The membership year shall be for one year commencing with the deadline for DECA dues.

Section 2. Types of membership

- A. Active membership consists of dues paying students who are in the Marketing Education program. This shall be defined as:
 - 1. Students who are currently enrolled in a credit issuing course (one year credit equivalent) which is part of the CCCS approved marketing program for that school.
 - 2. Students who are scheduled to be enrolled in a block, credit-issuing course (one year credit equivalent) that is part of the approved marketing program during either the fall or spring semester of the current school year.
 - 3. Students who have completed all credit-issuing courses in the approved marketing program that are being offered by the school and are currently enrolled in a credit-issuing independent study supervised by the marketing instructor.
- B. Alumni membership consists of those who have completed one year of active membership and have graduated.
- C. Honorary Life membership may consist of former Marketing Educators and those leaders in business communities who have continually contributed to Marketing Education, whether on the local, state, and/or International levels, for the advancement and upgrading of Marketing Education. Business community leaders must have received the Friends of DECA award to be eligible for honorary membership.
- D. Professional membership consists of teachers and supervisors of Marketing Education, teacher educators, employers and/or training station sponsors, advisory committee members, and other adults willing to contribute to DECA.

- Section 3. The local program may qualify for charter membership in Colorado DECA, provided:
- A. It carries on a CCCS approved Marketing Education program.
 - B. Its proposed constitution follows the policies and ideas of the state and International constitution.
 - C. It has the approval of school administrative authorities and other local school groups that might be necessary.
 - D. It submits a copy of their DECA membership, list of officers, and copy of first DECA meeting to the state advisors office.

ARTICLE VIII. DUES

- Section 1.
- A. The International association will be responsible for collating all state and International dues according to the number of individual members claimed and paid for by each local chapter.
(\$7.00 state dues and \$8.00 International dues = \$15.00 total).
 - B. Local chapters may have additional dues in addition to state and International dues that members will be required to pay to the local chapter.
 - C. The State Advisor will control all state DECA finances and will furnish an audit report at the fall DECA Advisory Committee meeting.
- Section 2. State membership dues in the state association are fixed by the State Secondary DECA Advisory Committee subject to approval by a majority vote of the coordinators present at the State DECA Career Development Conference and the state advisor.
- Section 3. The dues of any district organization shall be fixed by the majority vote of the district coordinators prior to the annual district meetings.
- Section 4. **All active members and coordinators will pay state and International dues to International DECA by the Friday following Columbus Day in October.**
- Section 5. Alumni and Professional members will pay state and International dues only.
- Section 6. Honorary Life members of Colorado DECA shall be exempt from state dues.

ARTICLE IX. ADVISORS

A DECA Advisory Committee will be appointed/selected to assist the state advisor.

Each local, dues paid, marketing credentialed Marketing Education coordinator will serve as advisor for his/her DECA Chapter.

ARTICLE X. RULES, REGULATIONS, AND BYLAWS

- Section 1. The Colorado Association shall adopt such rules, regulations, and bylaws as it finds necessary from time to time in the proper conduct of the business of the organization.
- Section 2. All activities of a State Officer shall be governed by the state association advisor, state officer team advisor and the officer's local chapter advisor. Any officer--local, district, or state--may be removed from office at any time if she/he is not performing his/her specific duties or responsibilities to the satisfaction of his/her local coordinator, selected district coordinator, state officer team advisor and state organization advisor. If an officer drops the program, transfers to another district, or moves out of the district or state, the office will be declared vacant. If a state officer drops the program or moves out of the state, his/her office will be declared vacant.
- Section 3. In the event that an officer is removed, leaves or vacates his/her office for any reason, the following procedures will be followed:
- A. State Officer vacancies--The State Advisor of DECA will appoint, if necessary, a qualified person to fill the office, the exception being that of the office of President where the Vice President will automatically fill the office.
 - B. District Officer vacancies--Any vacancy in a District Office will be filled by an election--by mail, if necessary--to fill such vacancy, the exception being that of the office of President, which will automatically be filled by the Vice President.
- Section 4. Districts
- A. The state organization shall be divided into districts for greater facility and convenience in holding meetings and carrying on association business. Each district may have a Regional Vice President, President, Vice President, Secretary, Treasurer, and Publicity Director. Districts will be reorganized as deemed necessary by the state advisor.
 - B. The Regional Vice President shall be a State Officer and will represent their district on the State Officer Team.

ARTICLE XI. AMENDMENTS

- Section 1. To amend this constitution, the amendment must be presented in writing to the Colorado DECA Secondary Advisory Committee at least 30 days prior to the next scheduled advisory committee meeting. All constitutional changes will be voted upon at the annual May meeting along with event rule changes. Amendments shall be passed by a two-thirds majority vote and approved by the Colorado DECA State Advisor.
- Section 2. All amendments to the state constitution will be incorporated effective September 1 of each year.
- Section 3. All amendments to the state constitution shall be based upon the purpose and ideas represented by the state and International organization.

COLORADO DECA ADVISORY COMMITTEE BYLAWS AND CONSTITUTION

BYLAWS 2004-05

COLORADO DECA ADVISORY COMMITTEE

ARTICLE I. NAME AND PURPOSE

Section 1. Name

This committee shall be known as the Colorado DECA Secondary Advisory Committee.

Section 2. Purpose

The purpose of the committee shall be to provide leadership in the secondary DECA program and to advise the Colorado Association of DECA with regard to its total operation.

ARTICLE II. MEMBERSHIP

Section 1. Voting Membership

The committee membership will be comprised of one advisor representing each of the Colorado DECA districts, the president or president-elect of CMEA, the immediate past chairman of the DECA Advisory Committee, the Competitive Events Committee (Chairman, Past Chairman, and Chairman-elect), the state officer team advisor(s), and the president of Colorado DECA.

State staff and the appointed State Leadership Conference Coordinator shall be ex officio members (non-voting).

Section 2. Membership Tenure

All elected members shall serve for two consecutive years and their terms shall be from September through May. The election of new members shall take place before the May meeting of the second year served.

A member of the DECA Advisory Committee can serve one two-year term. No consecutive terms may be served except for the following:

In the case of NO other advisor in the district able or willing to come onto the committee, the committee member may serve consecutive terms. In the case of distance, the person geographically closer to Denver may serve consecutive terms. Both cases would require a letter to that effect signed by each coordinator in the district. Membership tenure does not apply to the state officer team advisor(s). She/he/they will be on the Advisory Committee while serving as State Officer Team Advisor(s).

Competitive Events Committee members shall serve a three year term. Members shall serve for one year as Chairman-elect, one year as Chairman, and one year as Past Chairman.

Section 3. Selection of Members

Each of the advisors from the DECA districts shall be selected by the coordinators in each of the respective districts prior to the May Advisory Committee meeting and expiration of their predecessors' terms.

The Competitive Events Contest Committee members shall be appointed by the DECA State Advisor for each succeeding term by the end of the school year after seeking input from all fields of DECA. Selection criteria will include the following:

- A. Marketing Education Coordinator
 - 1. Member of DECA
 - 2. Must have taught Marketing Education for at least five years
- B. Must have sponsored an active DECA chapter for the last five years
- C. Input should be considered for the replacement at the May DECA Advisory Committee meeting each year.

ARTICLE III. OFFICERS, APPOINTMENTS, AND DUTIES

Section 1. Officers

The officers of this committee shall be chairman and vice-chairman-recorder (secretary).

Any member of the committee who has served as chairman is not eligible to serve as chairman for consecutive terms.

The chairman of the advisory committee must have previously served one year on the advisory committee before being eligible for this office.

Section 2. Tenure and Selection

Officers shall serve one year and their term of office shall expire at the close of the May meeting.

Section 3. Duties

The Chairman shall:

- 1. Preside over meetings;
- 2. Appoint subcommittees (which may or may not be composed of members of the advisory committee);
- 3. Be the official spokesman for the committee and shall speak only on behalf of the recommendations and statements approved by the committee; and
- 4. Perform other duties as customarily pertain to the office of chairman or designated by the committee.

The Vice-Chairman-Recorder shall:

- 1. Serve as chairman in the absence of the chairman;
- 2. Maintain a record of the minutes of official meetings and provide a copy to the state DECA Advisor for dissemination to all local chapter advisors; and
- 3. Perform other duties as may be designated by the committee.

The member shall:

1. Serve as a representative of each of his/her district constituents; and
2. Represent his/her constituents at each meeting.

ARTICLE IV. MEETINGS

Section 1. Number of Meetings

There shall be at least three official meetings held each year.

Time and place of meeting shall be designated by the State DECA Advisor.

Section 2. Business

The tentative agenda of each meeting shall be prepared by the State DECA Advisor and the chairman of the committee and shall be available to each local chapter advisor prior to the committee meeting date.

All business items dealing with competitive events and/or competitive event rule changes must be completed at the May meeting. These changes will become effective September 1.

Local chapter advisors shall contact their respective district advisors concerning items they wish to be added to the agenda and concerning their views on items on the agenda. The district advisor shall request these items to be included on the agenda.

Agenda items submitted by the State DECA Advisor and members of the committee will be included at official meetings.

The final agenda will be prepared by the chairman at the start of official meetings.

ARTICLE V. AMENDMENTS

The bylaws of this committee may be amended by a two-thirds vote of the committee members who are present.

All proposed revisions of the bylaws are subject to approval by the Colorado DECA state advisor.

ARTICLE VI. VOTING

Section 1. Quorum

The quorum shall be one-half of the voting members in order to conduct business.
(11 of the 21 voting members required for 2011-12 meetings)

FINANCIAL POLICIES COLORADO ASSOCIATION OF DECA

The following policies have been adopted by the State Advisory Committee for use with all funds generated by Colorado DECA:

Expenditure of funds is the responsibility of the State DECA Advisor with approval of these expenditures by the State Advisory Committee on a semi-annual basis. If requested, this information can be forwarded at more frequent intervals.

All financial records will be maintained for a minimum of five years. These records will be stored in a storage facility provided by the CCCS. Year-end reports will be maintained on file at the state office indefinitely.

Tax reports will be filed on an annual basis and will be maintained on file at the state office indefinitely.

Official minutes of all meetings of the State DECA Advisory Board will be kept on file at the state office indefinitely.

A three-part accounting system will be used to document control of the funds of Colorado DECA. The CTSO accounting secretary will make all deposit of funds as they are received. This will be during the regular work day and will vary in time of day that deposits will be made directly to the bank. Small deposits may be mailed. The CTSO accountant will handle all financial record keeping of the state association. Receipts will not be written for conference registrations and payment of dues unless requested. A receipt will be written for all personal checks received by the CTSO office. The State Advisor and other approved individuals will have the authority to expend funds.

A "no cash" policy is in effect for Colorado DECA. In the event that cash is received the following policies will be enforced:

- a. numerical receipts will be issued for each cash receipt.
- b. two signatures will be required on all receipts for cash.
- c. the CTSO accountant will not be responsible for the collection of cash at any CTSO activity.
- d. The exception to a and b above is the collection of cash during the dance at SLC.

Whenever possible, direct billing accounts will be established with businesses that impact the operation of Colorado DECA.

For any check in excess of \$5,000, dual signatures will be required. These expenditures must be approved by authorized personnel listed on the bank signature card. In the case of large checks which must be taken out of the state office, a check will be prepared in advance for the estimated amount. Differences can then be billed to the agency at a later date or a second smaller check may be written.

Maintaining a credit card with a small maximum balance for Colorado DECA will reduce the number of checks which must be used when on site for state association activities.

Colorado DECA is strictly enforcing the time lines printed on each call to conference. Registration per participant is increased by \$10 when submitted late and is subject to another \$10 per participant fee increase when payment is late. These fees are not negotiable. Purchase orders may not be substituted for payment.

A \$5 fee is assessed for each change that is made to the original roster or registration. A cover letter and amended registration highlighting each change must be submitted to the State Advisor. The previous registration information will then be replaced by the amended registration. Verbal changes are not accepted; all changes must be in writing and on the proper forms.

Each school must have their state DECA account at a \$0 balance within 35 days after the last DECA event or they will be ineligible for participation in further DECA activities until the balance is zero. In addition, those not complying will be assessed an additional unpaid late fee based on the following schedule:

50 or fewer paid members - \$200
51-100 paid members - \$300
101-200 paid members - \$400
201-300 paid members - \$500
301 or more paid members - \$600

The late fee must also be paid prior to further participation.

Adopted September, 1990 by the DECA State Advisory Committee amended 9/97,
Amended 5/99, Amended 8/01.

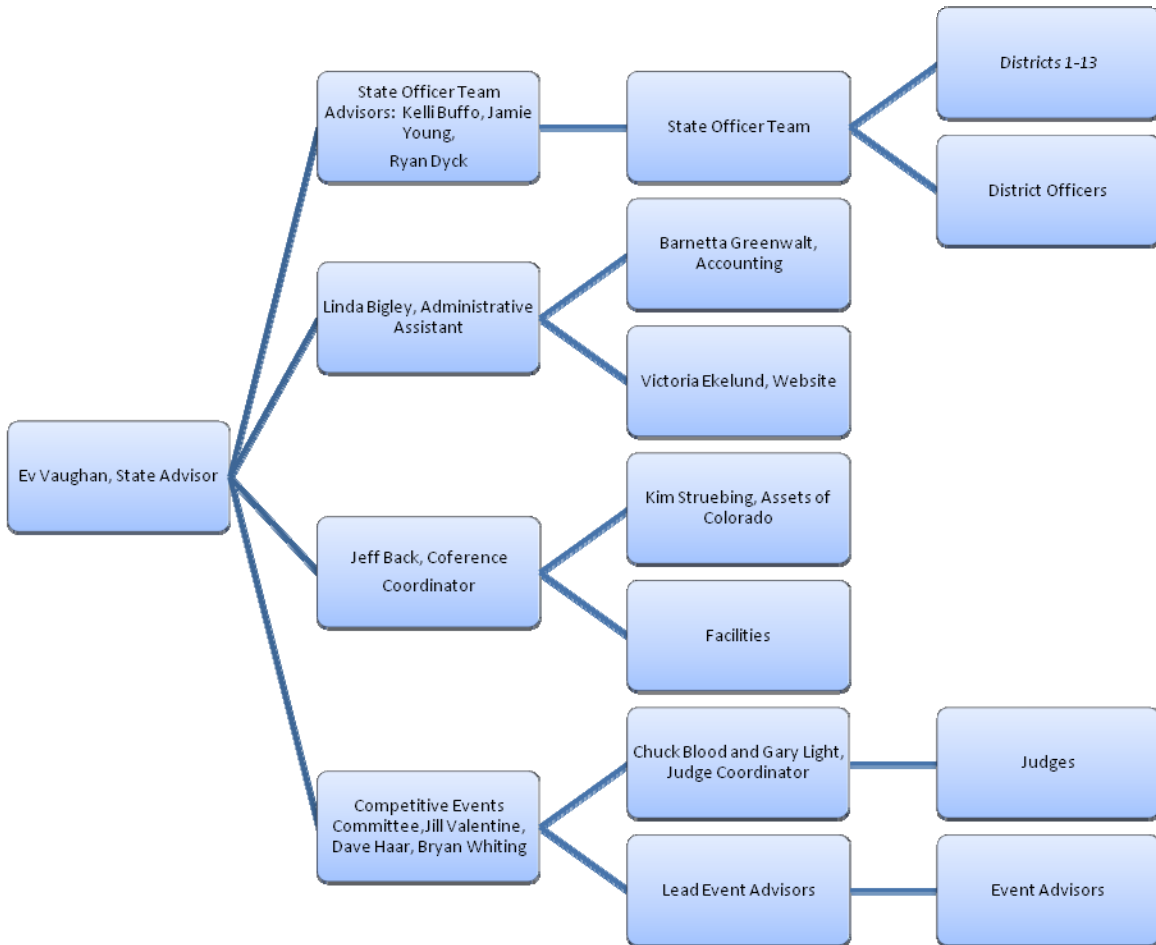
If schools join together for any reason, ONE ADVISOR must be designated as the lead person and be responsible for all paperwork and financial responsibilities. Only ONE form and payment will be accepted by Colorado DECA.

There will be no refunds given for any activity. Replacements, where allowed, are subject to the \$5 fee. The only exception will be for students placed by Colorado DECA at the International Conference.

SERIES ADVISOR'S/ TEACHER COORDINATOR RESPONSIBILITIES



Colorado DECA State Leadership Conference Organizational Chart 2011-2012



COLORADO STATE DECA ADVISORS PROCEDURES

1. During written testing, one Advisor will give instructions for the entire session.
2. The Advisors assigned for each event are responsible to assure that each scantron is labeled with the proper information, check each student's ID and note all no-shows.
3. The Advisors must assure that each student in an event is given the planned preparation time. Obviously, judging time varies, but make sure that no student receives any less preparation time than what is allocated. If more preparation time happens, it happens, but the minimum set time must be assured.
4. The Advisors are not allowed to answer student questions concerning the specific event during the preparation time.
5. The Advisors must assure that students do not enter the competition with any pre-prepared materials unless allowed by specific guidelines. Any materials the student takes into the event must have been developed during prep time.
6. The Advisors must assure that students do not leave the competition area with either event materials received for preparation or with any related materials the student developed during preparation.
7. The Advisor must assure that each section has at least 2 judges, when possible.
8. The Advisor must assure that the Judges change sections between Sessions 2 and 3. A student should not have the same set of judges twice.
9. The Advisors must assure that:
 - an evaluation sheet or scantron is filled out for all students or teams;
 - each evaluation sheet or scantron is labeled with the proper student information;
 - each evaluation sheet or scantron is delivered to the judge by a supervising coordinator, not the student;
 - individual numbers are circled on evaluation sheets or filled in on scantron for each individual evaluation item;
 - score is calculated by JUDGES on evaluation sheets or left blank on scantron;
 - each evaluation sheet is signed by appropriate judges;
 - three types of scores will be utilized:
 - * actual score for student (05 is lowest score allowed);
 - * score of 01 for no shows;
 - * score of 02 for disqualification.
10. The Advisors should avoid talking in the area in which the students are taking the test.

11. At the completion of the event, the Lead Advisor needs to make a list of any Advisors that did not show or did not complete their assigned responsibilities at State Conference. This list should be turned in at the Conference Headquarters for the state advisors attention.
12. The Advisors should bring the completed evaluation sheets or scantrons to the Competitive Events Committee member in charge of the event at the end of each session.
13. The Advisors must assure that all procedures are followed for all students. Judges or advisors not following designated procedures will not be placed in a position of authority or allowed to judge in that event again.
14. The Advisors must assure that the assigned sections and finals are judged as assigned and as scheduled, in any event in which there are more than 15 competitors.
15. The Advisors for Written events will apply the above procedures, as appropriate, to the written event interviews.
16. Students may use a portfolio with white lined or unlined paper only.
17. Materials appropriate to the situation may be handed to the judges in all competitive events. ONLY non-monetary value items may be left with a judge.

COLORADO DECA TEACHER/COORDINATOR RESPONSIBILITIES

At the State DECA Career Development Conference, each DECA teacher/coordinator attending must fulfill the following responsibilities:

1. Complete and return State DECA Career Development Conference registration forms by the designated deadline.
2. Assure that payment is made of all registration fees to State DECA, according the policies of Colorado DECA. ALL MONEY MUST BE RECEIVED PRIOR TO THE ACTIVITY.
3. Assure proper student conduct and dress from the time the chapter leaves the school until the return after the conference.
4. Have in possession at the conference a copy of the completed Parent Permission form, the completed Medical Release form, and a copy of the completed student conduct form.
5. Obtain the chapter's registration packet at State Conference and review its contents with all the students.
6. Make each student aware of and help organize each student's activities at State Conference.
7. Make sure each student is aware of all the responsibilities and applicable regulations regarding their competition, their appearance, his/her conduct and any other items as deemed appropriate and necessary by the individual DECA coordinator.
8. Make yourself available to the students at all times. Since the coordinator has other responsibilities in addition to his/her students, the coordinator must continually make the students aware of the coordinator's schedule and physical location at all times.
9. Fully complete all of their State Conference operational responsibilities as assigned by the State office. Any Coordinator desiring a specific area of responsibilities may request such assignment from the State office.
10. Be a role model in regard to attire, conduct and professionalism. At the minimum, the DECA Coordinator will follow and be held accountable for the same DECA policies regarding attire and conduct to which the students must conform.
11. Will not consume alcoholic beverages from the time the chapter leaves the school, to the time in which they return following the completion of the conference.
12. Assure that all the students are in the appropriate room at curfew.
13. Physically check each of the chapter's rooms for appearance and damage prior to check-out.
14. Will not violate any of the rules, policies or procedures regarding competitive events, in the process of preparing the students for competition.
15. Each Coordinator will present their Principal with a copy of these responsibilities within one month of the date of the State Conference, so as to inform the Principal of the extensive nature of the responsibilities being fulfilled by the DECA Coordinator.
16. Any coordinator not fulfilling any of these responsibilities will receive a letter from the State office specifically outlining the responsibilities the coordinator failed to fulfill. A copy will also be sent to each Coordinator's Principal. This letter will be sent within two weeks after the closing of the State Conference.

17. In addition to the letter sent in item 16, the chapter whose coordinator did not fulfill their assigned duties will not be given any non-qualifying slots for the DECA International Career Development Conference and may jeopardize ICDC attendance for all of the chapters qualifying slots.

STATE OFFICER SELECTION STUDENT POLICIES & PROCEDURES



COLORADO DECA

STATE OFFICER SELECTION POLICIES

1. State officers will be selected at the State DECA Career Development Conference.
2. The state officer candidate may not select the position for which she/he is applying. They may however express a preference.
3. At the time of selection and throughout the term of office, the state officer candidates must be attending a Colorado high school, be enrolled in a Marketing Education program, maintain a 2.5 GPA and be an official DECA paid member.
4. State officer candidates must submit to Colorado DECA the following by the published State DECA Career Development Conference registration deadline (ALL FORMS MUST BE COMPLETE):
 - a. An application for office. The form utilized must be the most current revision, as provided in the Colorado DECA Local Chapter Advisor Handbook.
 - b. A Grade Verification Form
 - c. Three letters of recommendation (one from the local DECA Advisor, one from a teacher/counselor/administrator at your high school, and one from someone who is not associated with the school).
 - d. Visual Resume' (20) - 8 ½ x 11 sheet of white or colored paper, front and back, may include artwork. The flier **MUST** include a photo of the officer candidate. Suggested items for the resume are: Goals, Achievements, Organizations & Clubs, Values, Expectations.
 - e. Failure to submit all forms, complete and on time as required, will result in the student's application being disqualified.
5. State officer candidates must pass, at a level of 70% or higher, the DECA Officer Qualifying Examination. The district advisory committee member is responsible for administering the DECA Officer Qualifying Examination during or prior to the district conference and submitting the examination, scantron/answer sheet and results to the Colorado DECA State Advisor no later than the district competitive event report. Candidates not passing this test at a level of 70% or higher will not be eligible to run for state office.
6. The questions on the Officer Qualifying Examination may be taken from the Advisor Handbook Learning Objectives and the DECA Facebook page www.facebook.com/ColoradoDECA
7. The Officer Qualifying Examination will be supplied to the district Advisory Committee member two days prior to the district testing date by the state advisor.
8. The following leadership activities will be completed at the State DECA Career Development Conference:
 - a. An individual interview with the candidate
 - b. A two to three-minute campaign speech

9. No campaigning or caucusing will be allowed.
10. A selection committee will be appointed by the Colorado DECA state advisor for the purpose of selecting a student to serve as State President, State Vice President, State Secretary, State Treasurer, and State Publicity Director and a student to serve as Regional Vice President to represent each of the DECA districts.

The committee selection members may include, but not be limited to:

- a. A non-competing DECA member from each DECA district.
 - b. A former DECA advisor.
 - c. A specialist from another career and technical organization.
 - d. A lead advisor from another career and technical organization.
 - e. A postsecondary marketing educator.
 - f. Past state/International officers.
 - g. A school counselor.
 - h. A vocational director.
 - i. A business/industry representative.
 - j. An alumni.
11. Each DECA district may select one (1) DECA member to serve on the selection committee at the State DECA Career Development Conference. This student must be a non-competing DECA member.
 12. A state officer may be dismissed from office at the discretion of the State Officer Team Advisor, Assistant State Officer Team Advisor and the DECA State Advisor for any of the following reasons:
 - a. failure to attend meetings;
 - b. failure to perform designated responsibilities;
 - c. conduct not appropriate for a State Officer;
 - d. dropping out of High School/Marketing Education Program;
 - e. moving from the State of Colorado;
 - f. GPA below the required 2.5
 - g. lack of interest.

If the DECA district chooses to have district officers, the following guidelines should apply:

- a. The student must be attending a Colorado high school.
- b. The student must be enrolled in a Marketing Education program.
- c. The student must be an official DECA paid member.
- d. The student must submit a school transcript to verify a minimum 2.5 accumulative GPA.
- e. A district officer is not eligible to attend the State DECA Career Development Conference unless (s)he is running for state office or competing in an event.
- f. Additional policies/procedures may be enforced by the individual district.

OFFICER CANDIDATE APPLICATION FORM

ADVISORS: REMEMBER TO REGISTER YOUR OFFICER CANDIDATE(S) WITH YOUR ONLINE CONFERENCE REGISTRATION

Submit the completed officer candidate application form below to the state advisor by the published State DECA Career Development Conference registration deadline. In addition, submit the following:

- a. Grade Verification Form (2.5 GPA minimum)
- b. *20 copies of the Visual Resume (flyer handout)
- c. Three letters of recommendation

Name _____

Chapter _____

School Address _____

Candidate Home Address _____

Candidate Email Address _____

Candidate Cell Phone # _____

Current Year in School (circle one) FR SO JR Home Phone (_____) _____

Advisor's Name _____

Advisor's School Phone (_____) _____ Advisor Cell Phone (_____) _____

Advisor Email Address _____

I certify that I am an active member in good standing of the _____ chapter of DECA.

Candidate's Signature _____ Date _____

To become a state officer of Colorado DECA requires commitment on the part of all parties concerned. In order to make that commitment, each party must understand his/her responsibility. In order for a candidate to be eligible for office, this agreement must be signed by all parties indicated.

If selected, the candidate agrees to

- perform to the best of his/her ability the duties of the office.
- participate in all activities scheduled by the DECA state advisor. **REQUIRED** activities include:

- * State Officer Training (**June 12-15, 2012**)
- * State Officer Meetings (3 minimum)
- * District Conference
- * State DECA Career Development Conference
- * Other meetings as assigned

The advisor/school official/parents/employer agree to:

- permit the candidate to participate in all scheduled activities.
- encourage the candidate to take full benefit of the leadership development experience.

The advisor and school official; agree to:

- recommend for state office only those candidates who are qualified.
- ensure the candidate's attendance at all Colorado DECA scheduled activities.

The advisor agrees to:

- attend March and September officer meeting with selected officer.

SIGNED:

Candidate Date

Parent Date

Advisor Date

School Official Date

IMPORTANT:

List below **ALL** the events that the officer candidate will be participating in at the DECA State Leadership Conference. If entered in an event with one or more partners, please list their names beside the event.

1. _____
Event Partner _____
Partner _____

2. _____
Event Partner _____
Partner _____

3. _____
Event Partner _____
Partner _____

*8 ½ x 11 sheet of white or colored paper. Front and back may be used. Visual Resume (flyer handout) must include a photo of the candidate.

Suggestions **for the Visual** Resume:

- ✓ Artwork
- ✓ Goals
- ✓ Values
- ✓ Goals
- ✓ Skills
- ✓ Expectations
- ✓ Information candidate feels may be helpful for the committee

STATE OFFICER CANDIDATE'S LEARNING OBJECTIVES & FULFILLMENT

LEARNING OBJECTIVES

1. The DECA officer candidate will: indicate the characteristics a student must possess to be a member of DECA.
2. Indicate the approximate International membership in high school DECA.
3. Enumerate the official DECA color.
4. Identify, describe and graphically illustrate the International logo of DECA.
5. Identify the site of the International DECA Headquarters.
6. Identify the countries outside the US where DECA chapters are located.
7. Identify the Colorado State DECA Advisor.
8. Identify the year International DECA was established.
9. Enumerate the four regions of International DECA and identify the one of which Colorado is a part.
10. Enumerate the four divisions of International DECA.
11. Identify the official publication of International DECA
12. Identify the current State DECA Executive officers.
13. Name the regional vice presidents.
14. Identify the current DECA State Officer Team Advisor(s)
15. Determine the maximum number of and identify the title of the state DECA officers.
16. Outline the state officer election policies.
17. Identify the site of the first International DECA Conference.
18. Outline the four procedures to be followed to be selected to a state office after the eligibility requirements have been met.
19. Indicate the year in which DECA began in Colorado.
20. Indicate the current number of DECA chapters in Colorado (as of the end of the previous school year).
21. Indicate the current number of members in Colorado DECA (as of the end of the previous school year).
22. Indicate the number of candidates from each chapter that may run for office at the State DECA Career Development Conference.

23. Enumerate and differentiate between the components of the DECA emblem.
24. Indicate the current number of districts that make up Colorado DECA.
25. Indicate the site of the upcoming DECA International Career Development Conference.
26. Enumerate the mandatory meetings that every state officer must attend.
27. Identify the site of the current year's Colorado DECA State DECA Career Development Conference.
28. Identify the official Colorado DECA flower.
29. Enumerate and differentiate between the two types of DECA memberships available to adults in each community which has a local DECA chapter.
30. Identify the type of award for which community members may be nominated by the local DECA chapter.
31. Indicate the award available to past winners of the Colorado Friends of DECA Award.
32. Describe the Colorado DECA Program of Work Contest/Award.
33. Indicate the commencing date, the ending date and total duration of the term of a state officer.
34. Enumerate five reasons a state officer may be removed from their office during their term.
35. Explain the relationship of the State DECA President and the Colorado State DECA Advisory Committee.
36. Enumerate the three components of the total Marketing Education Program.
37. Indicate the most commonly used reference book regarding parliamentary procedure.
38. Describe the DECA Mission Statement.
39. Identify the four indicators of the DECA Comprehensive Learning Program.
40. Identify the four indicators of how DECA prepares the next generation.
41. Identify the Executive Director of International DECA.
42. Identify the Assistant Executive Director for the High School Division of International DECA.
43. Identify the 2011-12 International DECA President and Western Region Vice President.

LEARNING OBJECTIVE FULFILLMENT

1. Enrolled in a high school Marketing Education Program; have paid current school year's state and International DECA dues.
2. 200,000+
3. Blue
4. The official DECA logo embraces the organizations affinity for the diamond while displaying a bold, modern design.
The four points inside the diamond represent the first set of DECA's guiding principles while the four outer points represent the second set of DECA's guiding principles and the polished leaders DECA prepares.
5. Reston, Virginia
6. Canada, China, Germany, Guam, Hong Kong, South Korea, Mexico and Puerto Rico.
7. Everett "Ev" Vaughan
8. 1947
9. Western Region, Central Region, North Atlantic Region, Southern Region. Colorado is part of the Western Region.
10. High School Division, Collegiate Division, Alumni Division, Professional Division
11. DIMENSIONS
12. President, Susie Lira, Lamar HS
Vice President, Caleb Flores, Northridge HS
Secretary, Paul McNally, Rock Canyon HS
Treasurer, Josh Dardick, Monarch HS
Publicity Director, NatSean O'Connor, Pine Creek HS
13. District 1 – Rebecca Schoenfeld,
Mountain Range HS
District 2 – Ryan Raso,
Cherokee Trail HS
District 3 – Haley Dardick,
Monarch HS
District 4 – David Guettlein,
Arvada West HS
District 5 – Sydney Reid,
Conifer HS
District 6 - Shyler O'Guin
Fossil Ridge HS
District 7 – Vacant
District 8 – Vacant
District 9 – Denton Novak,
Pueblo County HS
District 10 – Audrey Bolton,
WCCC
District 11 – Amy Chen,
Highlands Ranch HS
District 12 – Morgan Patterson,
Pine Creek HS
District 13 – Monica Sanchez,
Grandview HS
14. State Officer Team Advisor – Kelli Buffo, Cherokee Trail HS
Jamie Young, Highlands Ranch HS
Ryan Dyck, former state officer and International President
15. Eighteen total state DECA officers. President, Vice President, Secretary, Treasurer, Publicity Director, and 13 regional vice presidents

16.
 - a. Dues paid member of DECA
 - b. Submit a Grade verification form to verify a minimum 2.5 accumulative GPA
 - c. Enrolled in a Marketing Education program at a Colorado high school
17. Memphis, Tennessee, 1947
18. Submit the following to the State DECA Office by the designated deadline as determined by the State DECA Advisor.
 - a. Completed candidate application form
 - b. A transcript verifying a minimum 2.5 accumulative grade point average
 - c. Three letters of recommendation including one from the local DECA advisor, one from a teacher/counselor/administrator, and one from someone not associated with the school
 - d. Twenty (20) visual resumes (flyers)
19. 1949
20. 88
21. 7,513 official paid members (official members for 2010-11)
22. Four
23. The first set of points describes our signature methodology and connects to the inner points of the diamond. The second set explains the result of participation in our organization and connects to the outer points showcasing the polished leaders DECA prepares.
24. 13
25. Salt Lake City, Utah
26.
 - a. New state officer meeting in March/April
 - b. New state officer training conference in June/July
 - c. State officers meeting in September
 - d. State officers meeting in November or December
 - e. District Conference
 - f. State Officer meeting in January
 - g. State Conference Registration
 - h. State DECA Career Development Conference
 - i. Any other assigned meetings
27. Broadmoor Hotel, Colorado Springs
28. Carnation
29. Alumni - available to all graduated, past members of DECA.

Professional - available to DECA teacher/advisors and interested business people and DECA supports within the local community
30. Friends of DECA Award

31. Honorary Life Membership
32. Recognizes outstanding planning and accomplishment of activities of individual DECA chapters. Each chapter may submit one entry; a committee of a maximum of three may develop the entry; the team will be interviewed at State Conference; and the award is given only at the state level.
33. The term commences at the announcement of officers at the end of the Awards Ceremony at State Conference and ends at the same time at the next State Conference, the total term being one year.
34.
 - a. Withdrawal from high school prior to graduation
 - b. Withdrawal from the Marketing Education program prior to graduation
 - c. Non-attendance at required meetings
 - d. Failure to perform each office's respective job description
 - e. Conduct deemed not appropriate for a state officer
35. The State DECA President is a voting member of the State DECA Advisory Committee and must attend all meetings. The President must report on activities of the State Officer Team and contribute to the normal function of the committee.
36.
 - a. Classroom
 - b. DECA
 - c. On-the-job work experience
37. Robert's Rules of Order, Newly Revised
38. DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management.
39. Integrates into classroom instruction

An integral component of classroom instruction, DECA activities provide authentic, experiential learning methods to prepare members for college 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.
40. 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.

41. Dr. Ed Davis
42. Ms. Shirlee Kyle
43. Clair Coker, International DECA High School President, Tennessee
Johnny Martin, International DECA High School Western Region Vice President, Arizona

**ADDITIONAL QUESTIONS MAY BE TAKEN FROM
THE INFORMATION FOUND ON THE COLORADO
DECA FACEBOOK SITE:**

www.facebook.com/ColoradoDECA

CONFERENCES



DECA CONFERENCES

District Leadership Conference, an annual one- or two-day conference for each DECA District; includes competitive activities, leadership workshops, district officer elections, and special student awards; held in the months of November through January.

State DECA Career Development Conference, an annual three-day conference held in February or March; includes state competitive events, leadership workshops, officer selections, special awards.

Western Regional Conference, a special conference held in November. The conference primarily involves leadership workshops and competition for DECA members in the Western Region (13 states) of DECA and Quam.

International Career Development Conference, a four-day event held in April-May. Selected delegates from all affiliated associations participate in competitive activities, International awards, leadership workshops, and election of International officers.

STUDENT CONDUCT POLICIES & PROCEDURES

STUDENT CONDUCT POLICIES AND PROCEDURES FOR COLORADO DECA - HIGH SCHOOL DIVISION

Colorado DECA conduct policies and procedures are designed to help maintain high ethical standards and regard for the Colorado Association of DECA.

Contents:

1. Colorado DECA Discipline Policies
2. Colorado DECA Dress Code
3. Colorado DECA Discipline Procedures

COLORADO DECA DISCIPLINE POLICIES

The following conduct policies reflect minimum behavioral standards for Colorado DECA members. The policies are in effect for all delegates who are attending any district, state or International DECA function. Any violation of these conduct policies shall be considered as misconduct and may be cause for a legitimate complaint to be lodged. The term delegate shall mean **any** DECA member.

1. Defacing of public property - Any damages to, or loss of, property or furnishings of the properties being utilized for meeting purposes will be paid for by the individual or chapter responsible.
 - A. The first occurrence of damage to property by a DECA member or conduct of a DECA member which causes a legitimate complaint to be lodged will place the individual and/or the chapter on probation for 13 months or until the day after that same conference/activity concludes the following year.
2. Delegates shall keep their adult advisors informed of their activities and whereabouts at all times.
3. Do to the liability of Colorado DECA, delegates attending any DECA conference exceeding one day will spend nights at assigned hotels and in assigned rooms. Conference delegates shall be at their assigned hotel by curfew or immediately following last scheduled event. Failure to do so shall be considered as misconduct and may be cause for a legitimate complaint to be lodged.
4. Members will be prohibited from participation without local supervision provided by the chapter or school. For the conferences/activities, a school district shall designate a sponsor or sponsors for the trip to take the place of the local chapter sponsor.
5. Any occurrence involving the possession or consumption of any alcoholic beverage, narcotics, and/or any controlled substance (drugs) by a DECA member which causes a legitimate complaint to be lodged will result in immediate probation or suspension of the individual(s) involved from district, state and/or International activities for a period of 13 months.

6. Any chapter on probation in which any member is involved in an occurrence of misconduct-property damage or possession or consumption of alcoholic beverages, narcotics, or any controlled substance (drugs)--during the time of probation that causes a legitimate complaint to be lodged will be suspended.
7. Use of tobacco in any form in public by a DECA member will be considered as misconduct and may be cause for a legitimate complaint to be lodged.
8. Any involvement of violation of dress code will be considered as misconduct and may be cause for a legitimate complaint to be lodged.
9. Any violation of curfew will be considered as misconduct and may be cause for a legitimate complaint to be lodged.
10. Members of the opposite sex are not allowed in sleeping rooms in hotels or motels unless the chapter advisor or adult chaperone is present in the room. Any violation of this rule will be considered as misconduct and may be cause for a legitimate complaint to be lodged.
11. Delegates will not be allowed to leave the hotel grounds at any time without adult supervision. The exception being the use of conference authorized transportation between assigned hotels.
12. Delegates shall not use their own cars or ride in cars belonging to others during the conference unless accompanied by an adult advisor or adult chaperone.
13. Any misconduct of a State DECA Officer serving in the capacity as state officer will not result in any disciplinary action against the local chapter of which he/she is a member.

NOTE:

- A. Delegates violating or ignoring any of the conduct rules are subject to being penalized or disqualified. Delegates may be sent home immediately at their own or chapter expense.
- B. Misconduct is any act which brings criticism or discredit to Colorado DECA and/or the chapter which the member represents.
- C. For the purpose of interpreting these rules, a state or International conference/activity will start at the time a DECA member leaves home and continues until the member returns home.

DRESS CODE FOR LEADERSHIP CONFERENCES

From the time delegates leave their home chapters and until their return and throughout the Leadership Conferences, delegates shall adhere to the following dress code requirements:

During a DECA conference, a DECA sweatshirt or a DECA t-shirt will be allowed only at a social DECA activity. If seen in jeans, students will not be allowed to participate in that activity until they are wearing proper attire. If refusing to change clothing, or if they are seen again in jeans, the participant will no longer be allowed to take part in the scheduled activities.

The Dress Code follows:

When Appearing before Judges at District and State Conferences

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

Females

Business suit or blazer with dress skirt or dress slacks and a dress blouse or official blazer with a dress; dress shoes.

Males

Business suit or blazer with dress slacks, collared dress shirt and necktie; dress shoes and dress socks

DECA General Sessions, Meal Functions

Females

Business suit or blazer with dress blouse and dress skirt or dress slacks or business dress; dress shoes.

Males

Business suit or sport coat with dress slacks, collared dress shirt and necktie; dress shoes and dress socks.

Event Briefing, Manual Registration and Testing

Females

Dress blouse or dress sweater with dress skirt or dress slacks (blazer optional) or business dress; dress shoes.

Males

Collared dress shirt and necktie with dress slacks (blazer optional); dress shoes and dress socks.

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.

Dance Attire

Casual slacks with blouse or shirt. Shoes are required.

The following are unacceptable during DECA activities:

- Skin-tight or revealing clothing
- Midriff-baring clothing
- Clothing with printing that is suggestive, obscene or promotes illegal substances
- Athletic clothing, t-shirts
- Swimwear
- Jeans

COLORADO DECA DISCIPLINE PROCEDURES

1. All official complaints must be:
 - A. Written and postmarked (or delivered in person) to the State DECA Advisor within ten (10) working days following the conference/activity.
 - B. A legitimate complaint consists of a written, signed statement lodged by a person or persons believing they have evidence to substantiate the complaint. This includes commercial establishments, state ME staff and Teacher Education staff, DECA members, DECA advisors, and other affected persons.
2. The affected individual and/or chapter (chapter advisor, career and technical director, and superintendent of schools) will be notified by letter that an official complaint has been received within ten (10) working days following receipt of the written complaint; they will be notified of the meeting date of the hearing and be requested to attend. Any individual or chapter may elect not to attend the hearing.

NOTE: The affected individual and/or the chapter have the right to counsel.

3. The State DECA Advisor and State Staff will conduct the hearing; the State DECA Advisor will determine the disposition of the complaint.
4. The following action may be taken:
 - A. Case dismissed.
 - B. Letter of reprimand to school administration, CTE instructor, and chapter
 - C. Chapter and/or member may be placed on probation for a maximum of 13 months.
 - D. Chapter and/or member may be placed on suspension for a maximum of 13 months.

The correspondence will be sent by certified mail.

5. The school superintendent or his/her representative, career and technical director, and chapter advisor shall receive in writing the decision of the State DECA advisor within ten (10) working days after the hearing.
6. Within ten (10) working days after receiving the decision, the member or chapter may appeal the decision to the State DECA Advisor in writing.
7. Within ten (10) working days, the State DECA Advisor must inform the member or chapter of the scheduled meeting date of the appeals hearing before an unbiased board. The board will consist of three individuals who are not associated with ME or DECA. Within three (3) working days after the hearing, the decision will be made and presented to the State DECA Advisor.

NOTE: The member or chapter has the right to have counsel present.

8. The State DECA Advisor will inform the member and/or chapter advisor, career and technical director, and the superintendent or his/her representative in writing of the board's decision within ten (10) working days after the decision is made.

NOTE:

- A. Probation shall be interpreted to mean a warning to the individual or chapter. Probation will not eliminate the member or chapter from participation in state or International conferences/activities.
- B. Suspension shall be interpreted to mean that any member and/or chapter will not be allowed to participate in any state or International activity for a period of 13 months. Under suspension, State awards and offices for the individual and chapter for the current year shall be withdrawn.

ACCEPTED PRINCIPLES OF SCHOOL LAW REGARDING STUDENT CONTROL AND TEACHER LIABILITY ON SCHOOL TRIPS, EXCURSIONS, ETC.

1. The very first legal authority of a teacher is the maintenance, by whatever means is appropriate for him/her, of control of his/her students in the classroom.

On a school trip, excursion, or activity whereby a teacher-student relationship exists, the teacher possesses legal authority to enforce rules as though both teacher and student were on school property.

2. Student control is related to the matter of teacher liability.

- A. Teachers stand in **loco parentis** (in place of the parent) with respect to the student during the time the student is under control of the school.

- B. When accompanying students on trips, a teacher must be concerned with his/her measure of responsibility (since the teacher has authority)--adequate supervision is a must. A teacher must exercise "reasonable caution and use an 'average' amount of foresight with respect to his/her actions and the actions of students that he/she can anticipate." A teacher should make the parent aware of a trip beforehand by requesting the return of a written consent slip signed by the parent. This document has no "legal out," since the parent cannot sign away the rights of the student to sue for damages in the event of injury. It does, however, indicate that the teacher has planned adequately and acted "in good faith."

3. Teachers and students attend conferences, field trips, etc., purely for their own benefit and advantage; thus control and liability rests with the local school and its agents.

NOTE:

Each school district has established their own requirements on accepted principles regarding student control on school trips which correlated with the accepted principles stated above.

**A SEPARATE COPY OF THE FOLLOWING
THREE FORMS ARE REQUIRED FOR EACH
STUDENT ATTENDING STATE
CONFERENCE AUTHORIZED ACTIVITIES.
THE LOCAL DECA CHAPTER ADVISOR
MUST HAVE THE FORMS IN THEIR
POSSESSION DURING THE CONFERENCE.**

Duplicate as necessary.

**COLORADO DECADELEGATE (STUDENT)
CONDUCT POLICIES AND PROCEDURES**

I have read and understand the Student Conduct Policies and Procedures and am fully aware of the information contained therein.

Student Initials

I will not engage in the possession or consumption of any alcoholic beverage, illegal narcotics or weapons in any form at any time, under any circumstances at a DECA conference or activity.

Student Initials

I will not engage in the possession or use of tobacco in any form at any DECA conference/activity.

Student Initials

I will not violate the dress code or curfew at any DECA conference/activity. Delegates shall respect the rights and safety of other hotel guests.

Student Initials

I will not be in a hotel room of the opposite sex unless the chapter advisor or adult chaperone is present.

Student Initials

I will not use my car or ride in a car belonging to another to leave the hotel grounds at any time without adult supervisor and proper notice to my advisor.

Student Initials

I will refrain from using inappropriate or profane language at all times

Student Initials

I will refrain from verbal, physical or sexual harassment, hazing or name calling at all times.

Student Initials

NOTE:

- A. For the purpose of interpreting these rules, a district, state, regional or International conference/activity will start at the time a DECA member leaves home and continues until the member returns home.
- B. Misconduct is any act which brings criticism or discredit to Colorado DECA and/or the chapter which the member represents.
- C. Delegates violating or ignoring any of the conduct rules are subject to being penalized or disqualified. Delegates may be sent home immediately at their own expense.

Chapter Advisor Signature

School Principal Signature

Student Signature

Parent or Guardian Signature

STUDENT AUTHORIZATION-MEDICAL RELEASE-PARENTAL CONSENT FORM

Student Name _____

Name of Organization Colorado DECA

Advisor _____ School Name _____

ADVISOR AUTHORIZATION AND STUDENT PARTICIPATION AT ALL LOCAL, DISTRICT, STATE, AND INTERNATIONAL CTSO ACTIVITIES FOR THE YEAR DESIGNATED BELOW:

Date(s) of Activity: From August 1, 2011 to July 31, 2012

I, the advisor, hereby certify that this student has been authorized to represent our chapter as a participant/delegate and has received instructions concerning the organization rules at state authorized activities.

(Signature of Advisor) (Date)

I, the student, do hereby verify that I have received the above information.

(Signature of Student) (Date)

MEDICAL RELEASE:

I, _____
(Parent's/Guardian's Signature)

_____ of _____
(Relationship) (Student's Name)

_____ of _____
(Date of Birth) (Complete home address including ZIP Code)

hereby authorize in advance any necessary medical treatment required for my son/ daughter.
This student is presently under medical care. _____ Yes _____ No

If yes, explain _____

Date Signed _____ Parent/Guardian Home Phone _____

Medical Insurance Co. _____ Policy # _____

Name of Insured _____

Name of Family Physician

Any allergies, medications, etc.

PARENT/GUARDIAN AUTHORIZATION: I agree not to hold the Colorado Career and Technical Student Organizations, the State Board for Community Colleges and Occupational Education, or any of its agents, liable for any accident, illness, or injury to my son/daughter/ self during participation in any state authorized activity, including travel to and from activity sites.

(Signature of Parent/Guardian if student is under 18 years) (Date)

(Signature of student if student is over 18 years) (Date)

ADULT AUTHORIZATION - MEDICAL RELEASE

NAME _____

NAME OF ORGANIZATION Colorado DECA _____

ADDRESS _____

SCHOOL NAME _____

MEDICAL RELEASE

I, _____
(Signature of advisor, teacher or parent)

hereby authorize in advance any necessary medical treatment required for me.

I am presently under medical care. _____ Yes _____ No

If yes,
explain: _____

Date Signed _____

Home Phone _____

Medical Insurance Co. _____ Policy # _____

Name of Insured _____

Name of Family Physician _____

Any allergies, medications, etc. _____

AUTHORIZATION

I agree not to hold the Colorado Career and Technical Student Organizations, the State Board for Community Colleges and Occupational Education, or any of its agents, liable for any accident, illness, or injury to me during participation in any state authorized activity, including travel to and from activity sites.

This release is for all local, districts, state, regional and International CTSO activities for the current school year beginning August 1 and ending July 31.

(Signature of Advisor, Teacher or Parent)

(Date - month/day/year)

CVSO16 (1/18/07)



COMPETITIVE EVENTS POLICIES & PROCEDURES

FOREWORD

The following sections have been developed to provide each Colorado DECA Chapter with a guide to the major DECA competitive activities which occur throughout the school year in Colorado. Chapter advisors and members should become thoroughly familiar with the contents of the following sections.

In order to increase the opportunities for Colorado DECA members to participate in competitive activities, the information contained in this handbook pertaining to contests and awards will follow International rules where they apply. Complete information for International DECA activities can be found in the International DECA Handbook. Each local chapter should, therefore, have both the Colorado DECA Handbook and the International DECA Guide as a complete reference. One copy of the DECA Guide is provided to each DECA Chapter Advisor. Additional copies of the DECA Guide can be purchased from DECA Images, 1908 Association Drive, Reston, Virginia 22091.

Colorado DECA provides an opportunity for its members to develop career and technical understanding, social intelligence, civic awareness, and leadership abilities. The guidelines presented in this handbook are intended to maintain the high quality of this program. Suggestions which would improve this program are always welcome.



COLORADO DECA GENERAL POLICIES & PROCEDURES

1. Standard Policy:

Colorado DECA is strictly enforcing the time lines printed on each call to conference. Registration per participant is increased by \$10 when submitted late and is subject to another \$10 per participant fee increase when payment is late. These fees are not negotiable. PURCHASE ORDERS MAY NOT BE SUBSTITUTED FOR PAYMENT.

A \$5 fee is assessed for each change that is made to the original registration. A cover letter and amended registration highlighting each change must be submitted to the state advisor. The previous registration information will then be replaced by the amended registration. Verbal changes are not accepted; all changes must be in writing and on the proper forms.

Each school must have their state DECA account at a \$0 balance and all outstanding bills paid within 35 days after the last DECA event or they will be ineligible for participation in further DECA activities until the balance is zero. In addition, those not complying will be assessed an additional unpaid late fee based on the following schedule:

- 50 or fewer paid members - \$200
- 51-100 paid members - \$300
- 101-200 paid members - \$400
- 201-300 paid members - \$500
- 301 or more paid members - \$600

The late fee must also be paid prior to further participation.

If schools choose to join together for any reason, ONE coordinator must be designated as the lead person and be responsible for all paperwork and financial responsibility. Only ONE form and payment will be accepted by Colorado DECA.

There will be no refunds given for any activity. Replacements, where allowed, are subject to the \$5 fee. The only exception will be for students placed by Colorado DECA at the International Conference.

2. **The official membership roster and dues must be received by International DECA by the Friday following Columbus Day in October.** A late fee will be assessed to those not complying. See the late fee schedule in Item 1 above. The amount of dues to be paid will be the sum of the State DECA dues and the International DECA dues. International DECA dues are \$8, as of Fall, 2005. State DECA dues are \$7 per student, allocated as follows:

- | | | |
|-------------------|------------------|-------------------|
| \$4.50 State DECA | \$2.00 Insurance | \$.50 Scholarship |
|-------------------|------------------|-------------------|

3. Each Chapter's Coordinator must communicate their competition numbers in each respective competency- based participating event to their District Advisory Committee Representative by the set due date following Columbus Day in October. They are to be compiled by the District Representative on the provided "District DECA Membership and Participating Event Report" and faxed to the State DECA Advisor by the set due date following Columbus Day in October. Schools and/or Districts not responding will have their total roster equally divided among each of the participating events.

4. Schools missing “postmark” or “received by” deadlines for state-coordinated activities will be assessed a late fee based upon the late fee schedule in Item 1 above.
5. Copies of the Advisory Committee minutes, will be available on the website.
6. Any redistricting proposals must be presented by the respective districts involved, or by a designated redistricting committee, at the January meeting of the State DECA Advisory Committee, with the vote to be made at the May meeting. Redistricting may also be done at the option of the Colorado DECA State Advisor.
7. Any proposals dealing with changes for the State DECA Career Development Conference must be presented and voted upon at the May meeting of the State DECA Advisory Committee. A proposal may be submitted at the January meeting, so as to provide more time for consideration by Districts, but it will not be voted upon until the May meeting.
8. All judges for State DECA must:
 - not be a parent or relative of a student competing in the same event (not just the same section) they are judging;
 - be an approved past judge or be recommended by a DECA coordinator;
 - possess extraordinary knowledge in their field and event to be judged;
 - be at least 10 years out of high school or at least five years out of high school and in a managerial or entrepreneurial position;
 - not be scheduled to judge any student they employ;
 - not be a teacher, or staff member, unless they are judging an event in which no one from either their school or their school district is competing.
9. Terms for each District Representative on the Advisory Committee are for two years. A coordinator who has already served one term is ineligible to serve another term unless:
 - they are on the committee in another capacity, (Competitive Events Committee, CMEA President or other similar membership positions);
 - at least one two year term has passed since they last served;
 - mileage is a serious consideration regarding the District’s ability to attend meetings and one school is in an advantageous position in this regard;
 - all schools, but one, in a District have difficulty in obtaining release time to attend meetings;
 - no one else in the District wants to be the Representative and all the District coordinators sign a letter stating such.

DISTRICT LEADERSHIP COMPETITION INCLUDES

(26 events)

Accounting Applications Series
Apparel and Accessories Marketing Series
Automotive Services Marketing Series
Business Finance Series
Business Law and Ethics Team Decision Making Event
Business Services Marketing Series
Buying and Merchandise Marketing Team Decision Making Event
Financial Services Team Decision Making Event
Food Marketing Series
Hospitality and Tourism Professional Selling
Hospitality Services Team Decision Making Event
Hotel and Lodging Management Series
Human Resources Management Series
Marketing Communications Team Decision Making Event
Marketing Management Series
***Principles of Business Management and Administration**
***Principles of Finance**
***Principles of Hospitality and Tourism**
***Principles of Marketing**
Professional Selling Event
Quick Serve Restaurant Management Series
Restaurant and Food Service Management Series
Retail Merchandising Series
Sports and Entertainment Marketing Series
Sports and Entertainment Marketing Team Decision Making Event
Travel and Tourism Team Decision Making Event

*** These events are for first year DECA members ONLY. Roster comparisons for 10-11 and 11-12 will be compared to determine qualification for these events.**

2011-2012 DECA HIGH SCHOOL COMPETITIVE EVENTS LIST WITH ABBREVIATIONS

BUSINESS ADMINISTRATIVE CORE (Only first year DECA members)

- PBM Principles of Business Management and Administration
- PFN Principles of Finance
- PHT Principles of Hospitality and Tourism
- PMK Principles of Marketing

TEAM DECISION MAKING EVENTS

- BLTDM Business Law and Ethics TDM Event
- BTDM Buying and Merchandising TDM Event
- FTDM Financial Services TDM Event
- HTDM Hospitality Services TDM Event
- MTDM Marketing Communications TDM Event
- STDM Sports and Entertainment Marketing TDM Event
- TTDM Travel and Tourism Marketing Management TDM Event

INDIVIDUAL SERIES EVENTS

- ACT Accounting Applications Series
- AAM Apparel and Accessories Marketing Series
- ASM Automotive Services Marketing Series
- BFS Business Finance Series
- BSM Business Services Marketing Series
- FMS Food Marketing Series
- HLM Hotel and Lodging Management Series
- HRM Human Resources Management Series
- MMS Marketing Management Series
- QSRM Quick Serve Restaurant Management Series
- RFSM Restaurant and Food Service Management Series
- RMS Retail Merchandising Series
- SEM Sports and Entertainment Marketing Series

BUSINESS OPERATIONS RESEARCH EVENTS

- BOR Business Services Operation Research Event
- BMOR Buying and Merchandising Operations Research Event
- FOR Finance Operations Research Event
- HTOR Hospitality and Tourism Operations Research Event
- SEOR Sports and Entertainment Operations Research Event

CHAPTER TEAM PROJECTS

- CSP Community Service Project
- CMP Creative Marketing Research Project
- EPP Entrepreneurship Promotion Project
- FLPP Financial Literacy Promotion Project
- LEP Learn and Earn Project
- PRP Public Relations Project

BUSINESS MANAGEMENT AND ENTREPRENEURSHIP EVENTS

- ENW Entrepreneurship Written Event
- IBP International Business Plan Event
- ENPI/ENPF Entrepreneurship Participating Event (Creating an Independent or Franchising Business)

MARKETING REPRESENTATIVE EVENTS

- ADC Advertising Campaign Event
- FMP Fashion Merchandising Promotion Plan Event
- SEPP Sports and Entertainment Promotion Plan Event

PROFESSIONAL SELLING EVENTS

- HTPS Hospitality and Tourism Professional Selling
- PSE Professional Selling Event

ONLINE EVENTS

- SMG Stock Market Game
- VBC Online Virtual Business Challenge Retail and Sports

STATE ONLY EVENTS

- POW Program Of Work

SPECIAL EVENTS

- To be announced at the first DECA Advisory Committee meeting or before through e-mail to each DECA Chapter Advisor.

COLORADO DECA COMPETITIVE EVENTS AND AWARDS

**Conference participation is based on student membership only. Professional and alumni members as not included in this count.*

CHAPTER TEAM EVENTS-INTERNATIONAL QUALIFYING

Event OR Award	District Conference	State Conference (per chapter)	International Conference
1. Creative Marketing Project	Not a District level Contest	50 or fewer paid members, (2)	No. of Entries: five
2. Community Service Project		51-100 paid members, (3)	
3. Learn and Earn Project		101-200 paid members, (4)	
4. Entrepreneurship Promotion Project		201-300 paid members, (5)	
5. Public Relations Project		301+ paid members, (6)	
6. Financial Literacy Project			

OPERATIONS RESEARCH EVENT-INTERNATIONAL QUALIFYING

Event OR Award	District Conference	State Conference	International Conference
1. Business Operations Research	Not a District level Contest	50 or fewer paid members, 2 per chapter	No. of Entries: five in each occupational category
2. Buying & Merchandising Operations Research		51-100 paid members, 3 per chapter	
3. Finance Operations Research		101-200 paid members, 4 per chapter	
4. Hospitality & Tourism Operations Research		201-300 paid members, 5 per chapter	
5. Sports and Entertainment Marketing Operations Research		301 or more paid members, 6 per chapter	

**BUSINESS ADMINISTRATIVE CORE, INDIVIDUAL SERIES COMPETITION and PROFESSIONAL SELLING EVENTS-
INTERNATIONAL QUALIFYING (#'S 8, 9, 10 AND 11 ARE FOR FIRST YEAR DECA MEMBERS ONLY)**

Event OR Award	District Conference	State Conference	International Conference
1. Accounting Applications	No. of Entries: Will conform to the guidelines based on the paid chapter membership at a date established at the beginning of each school year. State will advise each district advisor as to the number of contestants eligible from each school within the district.	No. of entries: Will conform to the guidelines based on the paid membership of each district. State will advise each district advisors as to the number of contestants per contest eligible to compete from each district.	No. of Entries: five per occupational category
2. Apparel & Accessories Mktg.			
3. Automotive Services Mktg.			
4. Business Finance Series			
5. Business Services Mktg.			
6. Food Marketing			
7. Hotel & Lodging			
8. Hospitality and Tourism Professional Selling			
10. Human Resources			
11. Marketing Management			
12. Principles of Business Management and Administration			
13. Principles of Finance			
14. Principles of Hospitality and Tourism			
15. Principles of Marketing			
16. Professional Selling Event			
17. Quick Serve Restaurant Management			
18. Restaurant and Food Service Management			
19. Retail Merchandising			
20. Sports & Entertainment Marketing			

TEAM DECISION MAKING EVENTS

Event OR Award	District Conference	State Conference	International Conference
Team Decision Making	No. of Entries: Will conform to the guidelines based on the paid chapter membership at a date established at the beginning of each school year. State will advise each district advisor as to	No. of entries: Will conform to the guidelines based on the paid membership of each district. State will advise each district advisors as to the number of contestants per contest eligible to compete from	No. of Entries: five in each occupational category
1. Business Law and Ethics			
2. Buying and Merchandising Management			
3. Financial Services			
4. Hospitality Services			

5. Marketing Communications	the number of contestants	each district	
6. Sports & Entertainment Marketing	eligible from each school within the district.		
7. Travel & Tourism Mktg.			

MARKETING REPRESENTATIVE EVENTS- INTERNATIONAL QUALIFYING

Event OR Award	District Conference	State Conference	International Conference
1. Fashion Merchandising Promotion Plan	Not a District level Contest	50 or fewer paid members, 2 per chapter	No. of Entries: five
2. Advertising Campaign		51-100 paid members, 3 per chapter	
3. Sports and Entertainment		101-200 paid members, 4 per chapter	
		201-300 paid members, 5 per chapter	
		301 or more paid members, 6 per chapter	

BUSINESS MANAGEMENT AND ENTREPRENEURSHIP EVENTS- INTERNATIONAL QUALIFYING

Event OR Award	District Conference	State Conference	International Conference
1. Entrepreneurship Participating (Creating an Independent or franchising Business)	Not a District level Contest	50 or fewer paid members, 2 per chapter	No. of Entries: five
2. Entrepreneurship Written		51-100 paid members, 3 per chapter	
3. International Business Plan		101-200 paid members, 4 per chapter	
		201-300 paid members, 5 per chapter	
		301 or more paid members, 6 per chapter	

SPECIAL ACTIVITY

Event OR Award	District Conference	State Conference	International Conference
1. Virtual Business Challenge Retail	Not a District Level contest	Not a State level event	Notification by International DECA
2. Virtual Business Challenge Sports	Not a District Level contest	Not a State level event	Notification by International DECA
3. Stock Market Game	Not a District Level contest	Not a State level event	Notification by International DECA

STATE ONLY EVENTS

Event OR Award	District Conference	State Conference	International Conference
1..Program of Work.	Not a District level Contest	No. of Entries: One per school; must be a 100% membership chapter	Not a International level contest Number Attending: five teams or 50% of the number of entries at SLC. Whichever is smaller.

GENERAL COMPETITIVE EVENTS INFORMATION

1. All Competitors must have a valid, pictured ID in their possession for all aspects of any competitive event. This would include, but not be limited to, the written test, role plays, interviews, workshops, etc. Students not having a pictured ID in their possession will not be disqualified, but will not be allowed to compete until they can present one or an ID verification form. The student will lose whatever preparation, presentation, interview or testing time lost while obtaining the I.D. If the total time has passed, the student will receive a zero for that aspect of that event.
 - a. If the student did not bring an ID to State, the student must follow the specific ID verification procedure at the State Conference and keep the ID verification form in their possession throughout the conference or they will not be allowed to compete.
2. Upon arrival at the State DECA Career Development Conference, **denim is inappropriate at all times.**
3. Advisors will complete a dress code violation form and submit to a competitive events committee member before the student leaves the holding area. If the competitive events committee member determines a violation has occurred, the student will lose whatever preparation, presentation, interview or testing time lost while meeting the dress code. If the total time has passed, the student will receive a zero score for that aspect of the event.
4. Students arriving late for an event will not be disqualified. Hershel will receive a zero for the current aspect of the event if the event has ended and the judges have left. If the current aspect is still taking place, the student will be allowed to compete. The coordinator in charge will provide the names of late students to the Competitive Events Committee for consideration of disqualification.
5. **Final disqualifications can only be made by the Competitive Events Committee or state advisor. The coordinator in charge will make the disqualification recommendation.**
 - a. A request for “special circumstance” consideration in regard to disqualifications must be made by the student and coordinator involved to the Competitive Events Committee within a reasonable amount of time. The Committee will hear from the coordinator in charge, the student’s coordinator and the student and make a decision. The decision of the Committee is final.
 - b. Any time a disqualification occurs, the student will incur a score of 02, a reference number will be applied to the situation and a card file kept of each situation to not only help remember the circumstances of that instance, but to help assure consistency.
6. With the exception of conduct violations resulting in the student being sent home, the student will not be notified of the disqualification. The student will continue with all aspects of their event. This will keep the student occupied and prevent the conduct problems that could result if the student knew he/she was disqualified. The student’s coordinator will receive notice of the reason for disqualification and/or the result of their request for “special circumstance.”
7. All competitors are required to complete two one-hour participating workshops. The student will be penalized 25 points for each workshop not attended. The only exceptions are:
 - a. student participating in two competitive events must attend one workshop;
 - b. student participating in one competitive event and is a candidate for state office must attend one workshop;

- c. student participating in two competitive events and is a candidate for state office do not have to attend workshops;
- d. a current state officer does not have to attend workshops

****Students falling under situation a, b, c or d must have a Waiver Form on file by the state registration closing date.**

- 8. Students may be prescheduled into workshops based upon their respective times for role play 1 and 2. The specific time will be available in the chapter's registration packet.
- 9. At State Conference, no student may participate in more than 2 competitive events and one State Officer Candidacy. In addition, no more than 1 event may be an Individual Series District Qualifying Role Play Event or Team Decision Making District Qualifying Role Play Event. No student may participate in more than one (1) competency-based event and/or one (1) written event with the exception of Program of Work event. Participation in the Program of Work event will not count toward this two event limitation.
- 10. Every student attending the Colorado DECA State Conference must be participating as outlined below.

Students must participate in:

- a. Officer selections by serving as a voting delegate or candidate OR
- b. One (1) Red Event and/or One (1) Blue Event and/or One (1) Gold Event,

RED Events

Core/Individual Series Events

- Accounting Applications
- Apparel and Accessories
- Automotive Services
- Business Finance
- Business Services
- Food Marketing
- Hotel and Lodging
- Human Resources
- Marketing Management
- Principles of Business Administration
- Principles of Finance
- Principles of Hospitality and Tourism
- Principles of Marketing
- Quick Serve Restaurant
- Restaurant and Food Service
- Retail Merchandising
- Sports & Entertainment Marketing

Team Decision Making Events

- Business Law and Ethics
- Buying and Merchandising
- Financial Services
- Hospitality Services
- Marketing Communications
- Sports & Entertainment Marketing
- Travel and Tourism

Marketing Representative Event

- Hospitality and Tourism Professional Selling
- Professional Selling

BLUE Events

Chapter Team Events

- Community Service Project
- Creative Marketing Project
- Entrepreneurship Promotion Project
- Learn and Earn Project
- Public Relations Project
- Financial Literacy Promotion Project

Marketing Representative Events

- Advertising Campaign Event
- Fashion Merchandising Promotion Plan
- Sports and Entertainment Promotion Plan

Operations Research Events

Business Operations
Buying and Merchandising
Finance
Hospitality and Tourism
Sports and Entertainment

Business Management & Entrepreneurship

Entrepreneurship Written
International Business Plan
Entrepreneurship Participating

GOLD Events

State only Events

Program of Work

Other

State Officer Candidate

Program of Work is the only two exceptions to the two event rule (one in each category as listed in #9 and clarified in #10).

Individual Series Event winners at the state conference will enter the International DECA conference according to their placing.

11. Qualification for District Competition

All paid (October 14 deadline) DECA members, in good standing with their local chapter are eligible to attend District competition within the following constraints:

- a. Written Events - no district competition
- b. Individual Series Events - It is each district's decision to determine the total number of participants they wish to compete at their respective District Competition. An individual school's number of competitors in each participating event at District will be a proportionate percentage of their competitive numbers in each event as they turned in to the State, the proportionate percentage being the number desired to compete at District divided by the total District DECA population. These specific numbers will be computed in the manner described by the DECA State Office computer program and supplied to each District by the State Office.

12. Qualification for State Competition

In order to be eligible to attend State DECA Career Development Conference, the student must fall within one of the following qualifying categories:

- a. Written Events- Each chapter is eligible to directly enter every written event according to the following schedule:

50 or fewer paid members, 2 per chapter
51-100 paid members, 3 per chapter
101-200 paid members, 4 per chapter
201-300 paid members, 5 per chapter
301 or more paid members, 6 per chapter

- b. Competency Based Participating Events

Each District will be allocated a specific number of state qualifying positions for each of the participating events. This specific number will be based upon each District's proportionate percentage of the number of competitors competing in each event at State.

The proportionate percentage being (District DECA population divided by total State DECA population) multiplied by the specific number available to compete at DECA State. These specific numbers will be computed, in the manner described, by the DECA State Office computer program and supplied to each District by the State Office.

- c. State Officer Candidate—See Selection section of this handbook for specific procedures.
- d. Current State Officer

*If it is necessary to lessen the number of students attending State Conference, in order to meet available lodging space, Non-International DECA event allocations will be lessened first, all other events will be second.

WRITTEN EVENTS

A motion was carried in the May, 2006 (amended May 2011), advisory committee meeting to educate chapter advisors and students of the particular requirements Colorado DECA has with its written projects. In addition to the requirements listed below, students and advisors should refer to the Colorado Competitive Event Checklist sheet (**pg. 81**) and follow the requirements listed before the written event will be judged at the State DECA Career Development Conference.

1. Each manual must contain a typed or legibly printed label in the upper right hand corner of the manual cover. The label should contain the name of the event, name of the student(s) and the name of the school, in that order (top to bottom). Penalty Points: -5
2. An accurate, signed by advisor and participant(s), and completed Statement of Assurance must accompany each written event. The Statement of Assurance must be hole-punched and be the first page of the written event. It is not, however, an official page of the written event and should not be numbered or counted in the number of pages. Penalty Points -15
3. Two (2) copies must be submitted at the appropriate deadline (**one in a DECA folio and one electronically on a flash drive or CD**). Penalty Points – Disqualified.
4. The body of all written events must contain at least **50%** of the total maximum page allotment for that manual. For instance, **a 30-page manual must contain at least 15 pages of presentable material excluding the appendix and bibliography. An 11 page manual must have at least 6 pages.** The key word is “reasonableness.” If a student has left half of page 15 blank to start a new section on page 16, this is reasonable. To have a lot of pages left blank would not be reasonable. Pictures relevant to each section may be put into the body of the written event.
Penalty Points: will not be judged.

The whole intention is to process manuals in an efficient manner and to not waste a judge’s valuable time on a written project where it is obvious little work was done.

5. If finals are required, no tie breaking procedure is required, because all ties for the last qualifying position will be scheduled into finals. If there are no finals, the tie breaking procedure will occur in the following order:
 - written test score or written manual evaluation score before penalty points;
 - final role play or oral presentation;
 - point by point comparison of written test score or written manual score before penalty points;
 - first role play, second role play. Then revert to procedure #7
6. If there is a finals section, the tie breaking procedure will occur in the following order:
 - written test score or written evaluation score before penalty points;
 - final interview score by evaluation of performance indicators 1, 2, 3, etc.-procedure # 7

7. Winners will be determined by the following process:

Evaluation score for the written manual **PLUS (+)** Preliminary interview **MINUS (-)** Penalty Points **EQUALS (=)** initial total, from which finalists are determined or if there is only 1 section, from which the final results are determined.

If finals are present then: Final Interview = Final total from which final results are determined.

8. Competitive Event headquarters will make the computations to determine the initial total in Procedure #9. Judges will not see nor subtract any penalty points. The judges will receive a list of finalists, without score or ranking.
9. A number **at least equal** to twice the number of International qualifiers will be recognized. All International qualifiers will receive a trophy. Those not qualifying for Internationals will receive a medal.
10. Penalty point sheets for written events will not be sent back to chapters for the written manuals that received a penalty point total = 0.
11. All written events must be submitted to the State office by the official State DECA Registration deadline.
12. Any written event submitted after the State DECA Career Development Conference registration deadline, penalty point assessment date or after the date the written events are judged (which ever comes first) will be disqualified. Participants will not attend the State Conference unless they are in another event.
13. There will be sections and finals in any written event with more than 15 competitors. Students from the same chapter should be in different sections, if possible, given the number of sections available.
14. Any student entering the same Written Event at State Conference that they entered during in a previous year, must complete new research and/or redo their event concept. A revision of their previous entry is not acceptable. Violations will be disqualified.
15. Multiple entries in the same event from the same chapter must be entirely different and separate works, both in concept and content. Entries violating this rule will be disqualified.
16. It shall be the responsibility of the State DECA Advisory Committee Chairman and the State DECA Advisor to establish a specific time to penalty point written events. At this meeting the following procedures will be utilized:
 - a. The Competitive Events Committee Chairman will designate specific person(s) to be responsible for a specific written event;
 - b. The only persons allowed input into a penalty point decision will be this specific designee(s) and the three members of the Competitive Events Committee;
 - c. The only persons allowed to actually assess penalty points will be any of the three members of the Competitive Events Committee. A signature or initial of two Competitive Event Committee members is required to assess penalty points.
 - d. If penalty points are assessed, the appropriate page number in the written event will be indicated and one individual assessing the penalty points will initial the penalty point's checklist.
 - e. Final disqualification determination will be made by the DECA State Advisor upon review of the assigned penalty points of the Competitive Events Committee.

17. Any written event receiving penalty points in excess of fifteen (15) points or 15% of the total available penalty points, whichever is greater, will not be eligible for participation at the State DECA Career Development Conference.
18. At the discretion of the local chapter advisor(s), student substitutions may be made for any written DECA chapter event that qualifies for International competition. These chapter events are Community Service, Creative Marketing, Entrepreneurship Promotion, Financial Literacy Promotion Project, Learn and Earn, Public Relations, and the Colorado State Only Event, Program of Work. Substitutions will only be permitted for any student(s) **listed and competing** at the State Conference.

COLORADO STATEMENT OF ASSURANCES

Written Event Statement of Assurances

Research and report writing are important elements of modern business activities. Great care must be taken to assure that the highest ethical standards are maintained by those engaging in research and report writing. To reinforce the importance of these standards, all written entries in DECA's Competitive Events Program must submit this statement as part of the entry. The statement must be signed by the DECA member(s) and the chapter advisor.

I understand the following requirements are set forth by DECA Inc. for all Competitive Event entries containing a written component. These requirements are additional to the general rules and regulations published by DECA Inc. By signing this statement, I certify that all are true and accurate as they relate to this entry.

1. The contents of this entry are the results of my work or, in the case of a team project, the work of current members of this DECA chapter.
2. No part of this entry has previously been entered in competition.
3. This entry has not been submitted in another DECA Competitive Event.
4. Credit for all secondary research has been given to the original author through the project's bibliography, footnotes or endnotes.
5. All activities or original research procedures described in this entry are accurate depictions of my efforts or, in the case of team projects, the efforts of my team.
6. All activities or original research described in this entry took place during this school year or the timeline specified in the Event Guidelines.
7. I understand that Colorado DECA has the right to publish all or part of this entry. Should Colorado DECA elect to publish the entire entry, I will receive an honorarium from Colorado DECA. Chapters or individuals with extenuating circumstances may appeal the right to publish the entry to the advisory committee of Colorado DECA prior to submission of the project for competition.

This statement of assurances must be signed by all participants, chapter advisor and submitted with the entry or the entry will be assessed 15 penalty points.

Participant's Signature

Participant's Signature

Participant's Signature

Print /Type Participant Name(s)

Competitive Event Name/School/State

To the best of my knowledge, I verify that the above statements are true and that the student's (students') work does not constitute plagiarism.

Chapter Advisor Signature _____

Three hole punch and place in front of the written entry. Do not count as a page.

INDIVIDUAL SERIES EVENTS

Individual Series Events Written Test

1. Written tests will be color coded by event. It is the student's responsibility to make sure they take the correct test. Students taking the wrong test will not be allowed to retake the correct test and will receive a zero "0" score.
2. The written test answer sheet or scantron must be filled out with a #2 pencil. The student must provide their own pencil. Written tests taken with something besides a #2 pencil will not be scored. Students not possessing a #2 pencil will be allowed to leave to get one, but will lose whatever time is lost in this process.
3. The use of a basic calculator (not scientific) is allowed in both the written test and in the role-playing portion of the competency-based participating event. The student will be provided a battery-powered calculator.
4. Students may not talk to one another, look at another's answer sheet, share a pencil or a calculator. The penalty will be a score of zero "0" for the written test.

Individual Series and Team Event Role Plays

1. Students will be prescheduled into Role Play 1 and Role Play 2. Students from the same school may/will compete at the same time, in different sections. The students prescheduled times will be in the chapter's registration packet or emailed before the conference.
2. Students may not converse during the Individual Series Events and Principles of Business Administration Events preparation time. Conversation between team members ONLY is permitted in the Team Decision Making Events. The penalty will be disqualification.

Note: Students are not allowed to exit the contest area with any contest materials they were given during the prep time or have created during the prep time.

3. Students in the Individual Series Events, Team Decision Making Events and Principles of Business Administration Events may not utilize any pre-prepared materials (anything created prior to the scheduled preparation time) during the event. Anything that is appropriate for the contest that the student chooses to utilize for their role play must have been created entirely during the preparation period. In the individual and team role play events, the student(s) may only take into prep the following items: portfolio, black lead pencils, black or blue pens, blank or lined white or yellow paper. **Materials appropriate to the situation may be handed to the judge(s) in all competitive events. Only non-monetary items may be left with the judge(s).** A portfolio may only be used as a professional way to carry the appropriate supplies. It may not be utilized to facilitate display or as a prop. Specifically excluded are: briefcases, calculators, cell phones, purses, rulers, typed materials or pre-made materials. If any of these excluded items are built into the portfolio they must be removed prior to competition. If a violation is detected prior to the student's using the pre-prepared material in the actual role play, it will be confiscated. If a violation is not detected until after the student has utilized the pre-prepared material in the actual role play, the penalty will be disqualification. All disqualifications will be determined by the Competitive Events Committee.

Note: Students will flow into the preparation and contest areas in a group. When students are seated for preparation, the time will be noted by the coordinator in charge. Students will be allowed at least 10 minutes preparation time or longer if so designated in the event.

4. After they have competed, students are not allowed to share contest information, either written or oral, with any coordinator or student, until the completion of that contest session. The penalty will be disqualification of all parties involved.
5. Preliminary section totals and rankings are determined by the total of the written test, Role Play 1 and Role Play 2.
6. Only students qualifying for the finals will participate in finals on the morning of the third day of the conference.
7. The number of students making the finals will be no less than twice the International conference state qualifying number, specifically determined by what number is generated with an equal number chosen from the rankings within each individual preliminary section.
8. Tie breaking procedure:

Note: a tie breaker in a preliminary section is not necessary because all ties for the last qualifying position, in a preliminary section, are placed into finals.
9. Finalists, in each event, will be announced at a "Top Performers" Awards ceremony, the morning of the third day of competition. As soon as so designated, Finalists will be released to their Finals location to receive their designated Finals time.
10. Also receiving recognition at the Top Performers Awards ceremony will be:
 - a. the student receiving honorable mention for the highest written test score in each event, not otherwise qualifying for Finals.
 - b. the student receiving honorable mention for the top section participant overall score that did not make the finals.
11. All top performers will receive an award, at the Top Performers Awards. The nature of the award will be determined by the Competitive Events Committee and the State DECA Advisor. It may be a plaque, medal or trophy.
12. The totals and ranking for the finals are determined by the total of the same written test and the Final Event (FE).
13. Tie breaking procedure: In the finals, ties will be broken in the following order:
 - FE score;
 - Evaluation point #1, #2, #3, etc;
 - Role Play 1;
 - Role Play 2;
 - Evaluation point #1, #2, etc., in E1;
 - Evaluation point #1, #2, etc., in E2;
14. All ICDC qualifiers will receive recognition at the Grand Awards Ceremony. They will be recognized in placing order from bottom to top. Those qualifying for ICDC will receive a trophy.

CHAPTER MEMBERSHIP AND PARTICIPATING EVENT REPORT
2011-2012

Chapter Name _____ District # _____

EVENT # of PARTICIPANTS

Individual Events

- *Principles of Bus. Mgmt. & Adm. _____
- *Principles of Finance _____
- *Principles of Hospitality & Tourism _____
- *Principles of Marketing _____

- Accounting Applications _____
- Apparel & Accessories _____
- Automotive Service Mgmt. _____
- Business Finance _____
- Business Services _____
- Food Marketing _____
- Hotel & Lodging Mgmt. _____
- Human Resources Mgmt. _____
- Hospitality and Tourism Professional Selling _____
- Marketing Mgmt. _____
- Professional Selling _____
- Quick Service Restaurant Mgmt. _____
- Restaurant & Food Service _____
- Retail Services _____
- Sports & Entertainment (Individual) _____

Total Individual Participants _____

Team Events

- **Business Law and Ethics TDM _____
- **Buying & Merchandising TDM _____
- **Financial Services TDM _____
- **Hospitality Service TDM _____
- **Marketing Communications TDM _____
- **Sports & Entertainment TDM _____
- **Travel & Tourism TDM _____

Total Team Participants _____

*****TOTAL PARTICIPANTS** _____

*Students in these events **MUST** be first year DECA members **ONLY**. 2010-2011 rosters will be compared to 2011-2012 rosters for qualifications.

**List the number of participants, not the number of teams. Must be divisible by 2.

***The total number of participants must equal the student membership numbers paid to International DECA.



**COLORADO
STATE ONLY
COMPETITIVE EVENT
GUIDELINES**

PROGRAM OF WORK

- **PURPOSE**

The purpose of the Program of Work competitive event is to provide a chapter the means to plan, execute and evaluate a years worth of projects in line with the goals of DECA. This competitive event will provide the opportunity for the students to learn the process of developing and carrying out a business plan. This contest is unique in the fact that a chapter will provide a written plan with supporting documentation and an oral presentation.

The Program of Work Event provides an opportunity for chapter members to

- allow members to plan activities based upon goals and utilize these goals as a chapter management tool in diverse areas of the community, school, and the marketing curriculum.
- create a source of documentation to verify the work and projects completed by a chapter.
- provide the chapter with a permanent document of its many projects for the year. This document could be used as a public relations tool by the chapter (IE: parent's night, administration, advisory committee, etc.)
- use an outline as an organizational tool to plan and execute projects.
- enhance group dynamics.
- encourage DECA members to plan projects and activities relating to the 9 goals of DECA.

- **PROCEDURE**

The Program of Work event is a learning activity designed to encourage all DECA chapters to plan and implement well-rounded and diversified projects and activities related to the goals and standards of DECA.

- The project consists of two major parts: a written component with supporting documentation and an oral presentation by chapter members. The written document will account for 220 points and the oral presentation will account for 80 points for a total of 300 points.
- This project is for the entire DECA chapter: One to three chapter representatives may participate in the oral presentation. All chapter representatives must present the projects to the judges. Each chapter representative must respond to questions.
- The written entry must be limited to 50 numbered pages, excluding the title page, table of contents and list of chapter membership.
- The Written Event Statement of Assurances must be signed and submitted with the entry. Do not include it in the page numbering.
- The oral presentation may be a maximum of 20 minutes in length. The first 15 minutes will include an explanation and description of the projects followed by 5 minutes for the judge's questions. 10 minutes is then allowed for the judges to score the oral presentation.

- **SKILLS DEVELOPED**

The participants will demonstrate skills described by the performance indicators for general marketing as well as learn/understand the importance of:

- leadership development- the ability to use leadership skills to enhance the development of the complete DECA chapter in the local school and community.
- communication skills – the ability to exchange information and ideas with others through writing, speaking and listening.
- production skills – the ability to take a concept from an idea and make it real.
- teamwork – the ability to plan, organize and conduct a series of chapter projects.
- priorities/time management- the ability to determine priorities and manage time commitments and deadlines.
- budgeting skills – the ability to understand the implementation of a working chapter budget to cover the costs of chapter activities.

The written document is the complete description and documentation of the projects chosen for the Program of Work competition. This document will consist of a written account of how the projects were executed including: The name of the goal and project(s), the purpose and description of the project(s), the details of planning and time framework, publicity and budget, evaluation of the project and learning outcomes. At the conclusion of each goal, the chapter will then provide no more than two pages of documentation which could include but is not limited to any of the following: pictures, brochures, articles, and letters. All activities claimed must take place from the close of the previous State CDC until the registration deadline of the Program of Work project.

The oral-participating component of the program of work will be conducted at the State DECA Career Development Leadership Conference and may involve the participation of 1 to 3 chapter members. Major emphasis of the oral-participating component will be placed on explaining the procedures utilized in developing, implementing, and evaluating the projects completed that are a part of the Program of Work document.

- **GUIDELINES FOR THE FORMAT OF THE WRITTEN ENTRY**

The written entry must follow these specifications. Refer also to the Written Entry Checklist and the Project Evaluation form.

Title page. The first page of the written entry is the title page, which will not be numbered and will list the following in order:

- PROGRAM OF WORK
- Name of DECA Chapter
- Number of paid DECA Members
- Name of High School
- School Address
- City/State/ZIP
- Date

The title page will not be numbered

Table of Contents. The table of contents should follow the title page. It must list every heading of every section and include the title of the goal and the name of the project that corresponds to that goal and the page on which that section starts. The table of contents may be single-spaced and may be one or more pages long. The page(s) will not be numbered.

List of Chapter Members. The third page is a complete list of the current chapter members. The list of chapter members will not be numbered.

Body of the written entry. The body of the written entry starts with section I, Description of the procedures used and membership participation in planning the program of work process and continues in the sequence outlined here. The first page of the body is numbered 1 and all following pages are numbered in sequence throughout the total document.

I. Description of the Program of Work process.

- A. Description of the procedures used and membership participation in planning the Program of Work process.
- B. Utilization of chapter standards.

Details how the local chapter operates, suggested topics to cover could include but is not limited to: officer elections, minutes of regular chapter meetings, a chapter constitution, appearances before civic or trade groups, recruitment activity.

II. Description of the chapter projects and supporting documentation.

Chapters are to choose and complete a project(s) that directly relates to each of the 9 goals of DECA as listed in items 1-9 below. Each project description must include the following:

- A. The name of the goal and project(s)
- B. The purpose and description of the project(s)
- C. The details of planning and time framework
- D. Publicity and budget
- E. Evaluation of the project and learning outcomes
- F. Supporting documentation

Do the above (A-F) for each of the following 9 goals:

- 1. The development of leadership characteristics.
- 2. The development of a greater understanding of our free, competitive, enterprise system.
- 3. The participation in civic and/or community activities.
- 4. The development of high ethical standards in personal and business relationships.
- 5. The development of a greater awareness of career opportunities in marketing and management.
- 6. To develop an appreciation of the responsibilities of citizenship through a benevolent activity.
- 7. To develop social and business etiquette.
- 8. To develop self-confidence and/or self-acceptance.
- 9. Create your own goal as it relates to the needs of the individual chapter.

III. Overall Learning Outcomes of the Program of Work Process.

• **CHECKLIST STANDARDS**

In addition to following the outline above, when preparing the written entry, you must observe all of the following rules. The purpose of these rules is to make competition as fair as possible among all chapters. Refer to the Written Entry Checklist.

- 1. The Written Event Statement of Assurances must be signed and submitted with the entry or the entry will receive 45 penalty points.
- 2. The entry must be submitted in an official DECA 3-ring binder (not a DECA folio). Binders are available from DECA images (DSBND). No markings, tape or other material should be attached to the binder.
- 3. Sheet protectors must be used.
- 4. The body of the written entry must be limited to 50 numbered pages, excluding the title page, membership roster, and table of contents.
- 5. The pages must be numbered in sequence, starting with the description of the procedures used and membership participation in planning the Program of Work process and ending with the overall learning outcomes.

6. Major content of the written entry must be at least double-spaced (not space-and-a-half). The title page, list of chapter members, table of contents, footnotes, long quotes (more than three typed lines), materials in tables, figures, exhibits, lists, headings, sample letters, forms, etc., may be single-spaced.
7. The entry must be typed/word processed (not handwritten). Only material in exhibits and chapter-created artwork, charts and graphs may be handwritten. Handwritten corrections to typed text will be penalized. (Judges will be instructed to ignore attempts to achieve a competitive advantage due to the quality of word-processing equipment available.)
8. All material must be shown on 8½ -inch x 11-inch paper. Pages may not fold out to a larger size. No extraneous information may be attached to the pages and tabs may not be used.
9. Photographs, newspaper articles, letters, and examples of posters, flyers and other illustrations used to enhance the credibility of the project(s) are permitted in the supporting documentation section only.
10. An activity can be used in no more than one goal. (Judges will be instructed to give a score of zero for activities that appear in the document the second time.)
11. The entry must follow the sequence outlined. No sections may be added. Sections not included will be given a zero scores by the judge. Page numbers of the sections must appear in the table of contents. Each section must be titled.

- **PRESENTATION GUIDELINES**

1. Prior to the presentation, the judge will evaluate the written entry. The major emphasis of the written document is on the content and supporting documentation. Drawings, illustrations and graphic presentations (where allowed) will be judged for clarity and the value that they answer the question; “did this project happen as written?” not artistic value.
2. The chapter representatives will present the projects to the judge in a 20-minute presentation worth 80 points. (See presentation Judging.)
3. The presentation begins immediately after the introduction of the chapter representatives to the judge by the adult assistant. Each chapter representative must take part in the presentation.
4. The chapter representatives will spend not more that 15 minutes, at the beginning of the presentation, describing a minimum of 1 and a maximum of 3 of the projects that make up their Program of Work, their process in planning and executing a plan to complete those projects and an evaluation of each. Each chapter representative may bring a copy of the written entry and refer to it during the presentation. Notes in the margin or on the back of the report pages are acceptable on the participants’ copies only. No note cards may be used.
5. The judge will spend the remaining 5 minutes questioning the chapter representatives. (See Presentation Evaluation Form.) Each chapter representative must respond to at least one question posed by the judge.
6. The chapter representatives may use as visual aids only material mounted on poster/presentation board. Only visual aids that can be easily carried to the presentation by the actual participants will be permitted, and the participants themselves must set up the visuals. Chapter representatives are allowed to make use of a personal or lap top computer and/or a hand held digital organizer they provide. No set-up time will be allowed. No sound may be used. If chapter representatives use a personal computer, they must bring their own battery power pack, as electrical power will NOT be supplied. No other materials may be brought to or used during the presentation by the chapter representatives.
7. No material of any kind may be passed to the judge.
8. If any of these rules are violated, the judge must notify the adult assistant.

- **WRITTEN ENTRY JUDGING**

Please familiarize yourself with all of the guidelines before starting to evaluate the written entry. Penalty points (see the Written Entry Checklist) have already been assessed. The Written Entry Evaluation Form follows the outline shown in the section entitled Guidelines for the Format of the

Written Entry, which explains in greater detail what should be discussed in each section. As you read, ask yourself, “Does the writer sound knowledgeable? Is the writer communicating clearly?”

The judge should complete the Written Entry Evaluation Form making sure to:

- i. Place the name and identification number label on the scantron sheet (unless it has been done for you)
- ii. Fill in the appropriate score for each section
- iii. Write the score given in the space provided at the right. No score filled in or extended means that the project will receive a zero for that area.
- iv. Ignore attempts to achieve a competitive advantage due to the quality of word-processing equipment available.
- v. Double check to insure that you have scored each category.
- vi. Enter a score of zero when a project is presented in the document a second time.
- vii. Total your score. Double check your addition.

A maximum score of “Exceeds Expectations” in any category means that, in your opinion, the information presented is effectively and creatively; nothing more could be expected of a chapter.

A “Meets Expectations” rating means that the information is presented well. Though there may be a few minor problems or omissions, they are not significant. Creativity, however, is not shown to any great degree.

A “Below Expectations” score means that the information presented does not meet minimum standards of acceptability.

A “Little/No Value” score means either that some major flaw has been noted that damages the effectiveness of the project (this may be a major omission, a serious misstatement, poor writing or any other major flaw) or that the information presented is of no value (does not help the project at all).

It may help to go through several entries before actually starting to score the entries. Take notes on a separate piece of paper if you wish to ask the writer about specific areas of the written entry during the presentation.

• **PRESENTATION JUDGING**

Chapter representatives will make a 20-minute presentation to you. You may refer to the written entry, or to your notes, during the presentation.

During the first 15 minutes of the presentation (after introductions), the chapter representatives will describe the activities that make up the total Program of Work process. Allow the chapter representatives to complete this portion without interruption, unless you are asked to respond. Each chapter representative must take part in the presentation.

During the final 5 minutes, you may question the chapter representatives. The first three questions must be based on the Presentation Evaluation Form (parts II, III, IV). You must address at least one question to each chapter representative. To insure fairness, you must ask each group of chapter participants the same three questions:

1. Question on the rationale for selecting the projects.
2. Question on the planning, organizing and implementation of projects
3. Question on the evaluation and recommendation for future projects.

These questions should be prepared following the written entry evaluation but before the presentation begins.

After asking the three questions, you may ask any other questions that seem appropriate, based on your notes or on the written entry itself (to which you may refer during the presentation).

At the conclusion of the presentation, thank the chapter representatives. Then complete the Presentation Evaluation Form, making sure to record a score for all categories. Maximum score for the presentation is 80 points.

PROGRAM OF WORK

Written Entry Checklist

CHAPTER _____

	Checked	Penalty Points Assessed	Page No.
1. Two copies of the written event submitted (one in a DECA folio and one electronically on thumb drive or CD)	_____	DQ (will not be judged)	
2. The body of the written event contains at least 30 pages of content (60%) of the 50 page allotted written event	_____	DQ (will not be judged)	
3. Typed or legibly printed label in upper right corner of the written event folio cover. Label must contain, in this order, name of event, participant(s) name(s), name of school.	_____	15	_____
4. The Written Event Statement of Assurances must be signed and submitted with the entry	_____	45	_____
5. Official DECA Binder (not DECA folio)	_____	15	_____
6. Use of sheet protectors (Sheet protectors must be used)	_____	15	_____
7. Limited to 50 numbered pages (plus title page, membership roster and table of contents).	_____	15 per page	_____
8. All pages numbered in sequence starting with the Description of the procedures used and membership participation in planning the Program of Work-Chapter of the Year process and ending with Overall Learning Outcomes	_____	15	_____
9. Major content of the written entry must be at least double-spaced (not space-and-a-half). The title page, list of chapter members, table of contents, footnotes, long quotes (more than three typed lines), materials in tables, figures, exhibits, lists, headings, sample letters, forms, etc., may be single-spaced	_____	15	_____
10. Entry must be typed/word processed. Charts and graphs may be handwritten. Handwritten corrections will be penalized.	_____	15	_____
11. No foldouts, attachments, tabs used Paper is 8½ inches x 11 inches	_____	15	_____
12. Decorative artwork or desktop publishing techniques may Be used throughout the manual. Photographs, newspaper articles, letters, and examples of posters, flyers and other illustrations used to enhance the credibility of the project(s) are limited to the supporting documentation sections only	_____	15	_____
13. Entry follows sequence outlined in guidelines (Title page, Table of Contents, List of Chapter Members, Description of the procedures used and membership participation in planning the Program of Work process, Written description of chapter projects and supporting documentation for each goal, Overall Learning Outcomes)	_____	15	_____
Total Penalty Points Assessed		_____	

PROGRAM OF WORK
Project Evaluation Form

		Chapter				
		Judge Expectations	Exceeds Expectations	Meets Expectations	Below Value	Little/No Score
I.	Description of the Program of Work process					
A.	Description of the procedures used and membership participation in the planning the Program of Work process	10-8	7-5	4-3	2-0	_____
B.	Utilization of Chapter Standards	10-8	7-5	4-3	2-0	_____
II.	Description of chapter projects and supporting documentation					
1.	The development of leadership characteristics					
A.	Name of goal and project					No point value given
B.	The purpose and Description of the project	4	3	2	1-0	_____
C.	Details of planning	4	3	2	1-0	_____
D.	Publicity and budget	4	3	2	1-0	_____
E.	Evaluation and learning Outcomes	4	3	2	1-0	_____
F.	Supporting Documentation	4	3	2	1-0	_____
2.	The development of a greater understanding of our free, competitive enterprise system					
A.	Name of goal and project					No point value given
B.	The purpose and description of the project	4	3	2	1-0	_____
C.	Details of planning	4	3	2	1-0	_____
D.	Publicity and budget	4	3	2	1-0	_____
E.	Evaluation and learning Outcomes	4	3	2	1-0	_____
F.	Supporting Documentation	4	3	2	1-0	_____
3.	The participation in civic and/or community activities					
A.	Name of goal and project					No point value given
B.	The purpose and description of the project	4	3	2	1-0	_____
C.	Details of planning	4	3	2	1-0	_____
D.	Publicity and Budget	4	3	2	1-0	_____
E.	Evaluation and learning Outcomes	4	3	2	1-0	_____
F.	Supporting Documentation	4	3	2	1-0	_____
4.	The development of high ethical standards in personal and business relationships					
A.	Name of goal and project					No point value given
B.	The purpose and description of the project	4	3	2	1-0	_____
C.	Details of planning	4	3	2	1-0	_____
D.	Publicity and budget	4	3	2	1-0	_____
E.	Evaluation and learning Outcomes	4	3	2	1-0	_____
F.	Supporting Documentation	4	3	2	1-0	_____

5.	The development of a greater awareness of career opportunities in marketing and management					
A.	Name of goal and project					
	No point value given					
B.	The purpose and description of the project		4	3	2	1-0 _____
C.	Details of planning		4	3	2	1-0 _____
D.	Publicity and budget		4	3	2	1-0 _____
E.	Evaluation and learning Outcomes		4	3	2	1-0 _____
F.	Supporting Documentation		4	3	2	1-0 _____
Subtotal, written evaluation page 1						_____

Project Evaluation Form

CHAPTER _____

		Judge Expectations	Exceeds Expectations	Meets Expectations	Below Value	Little/No Score
6.	To develop an appreciation of the responsibility of citizenship through a benevolent activity					
	A. The purpose and description of the project					
	B. Details of planning	4	3	2	1-0	_____
	C. Publicity and budget	4	3	2	1-0	_____
	D. Evaluation and learning Outcomes	4	3	2	1-0	_____
	E. Supporting Documentation	4	3	2	1-0	_____
7.	To develop social and business etiquette					
	A. The purpose and description of the project					
	B. Details of planning	4	3	2	1-0	_____
	C. Publicity and budget	4	3	2	1-0	_____
	D. Evaluation and learning Outcomes	4	3	2	1-0	_____
	E. Supporting Documentation	4	3	2	1-0	_____
8.	To develop self-confidence and/or self-acceptance					
	A. The purpose and description of the project					
	B. Details of planning	4	3	2	1-0	_____
	C. Publicity and budget	4	3	2	1-0	_____
	D. Evaluation and learning Outcomes	4	3	2	1-0	_____
	E. Supporting Documentation	4	3	2	1-0	_____
9.	Plan your own					
	A. The purpose and description of the project					
	B. Details of planning	4	3	2	1-0	_____
	C. Publicity and budget	4	3	2	1-0	_____
	D. Evaluation and learning Outcomes	4	3	2	1-0	_____
	E. Supporting Documentation	4	3	2	1-0	_____
III.	Overall learning outcomes	20-16	15-11	10-6	5-0	_____
	Subtotal, written evaluation page 2					_____
	Subtotal, written evaluation page 1 (previous page)					_____
	Written Entry Total Points (maximum 220)					_____

PROGRAM OF WORK

Written Entry Presentation Evaluation Form

CHAPTER _____

		Exceeds Expectations	Meets Expectations	Below Expectations	Little/No Value	Judge Score
I.	Opening Presentation	30-22	21-15	14-7	6-0	_____
II.	Question on the rationale for selecting the projects	10-8	7-6	5-3	2-0	_____
III.	Question on planning, organization and implementation of projects	10-8	7-6	5-3	2-0	_____
IV.	Question on evaluation and recommendation for future projects	10-8	7-6	5-3	2-0	_____
V.	Overall impression of the projects	20-18	16-12	10-6	3-0	_____

Presentation Total Points (maximum 100 points): _____

RECAP: WRITTEN ENTRY (220): _____

ORAL PRESENTATION (80): _____

SUBTOTAL (300): _____

LESS PENALTY POINTS: _____

TOTAL SCORE: _____



**COLORADO
SCHOLARSHIPS**

COLORADO DECA SCHOLARSHIP AWARD NOMINATION FORM

Each chapter may submit applications for the Colorado DECA Scholarship Award for any senior student(s) the DECA Advisor feels are deserving of receiving this award. There is no limit on the number of applications each chapter may submit. All applications must be received by the Colorado DECA State Advisor's office no later than 2 weeks following the published State DECA Career Development Conference registration deadline.

The State Scholarship Committee will use the application information to select the individual(s) to receive the Colorado DECA Scholarship Awards. Colorado DECA will recognize up to two (2) scholarship winners.

The COLORADO DECA SCHOLARSHIP AWARD application can be found on the Colorado DECA website, www.deca.ccs.edu

Select the student tab and then select Colorado Scholarship Application under the Student Links

Colorado Marketing Education/DECA Memorial Scholarship Application

The Colorado Marketing Education/DECA Memorial Scholarship is a \$1,000 scholarship in honor of the memory of former Marketing Education/DECA Advisors who made outstanding contributions to Colorado Marketing Education/DECA during their careers. This scholarship honors the memory of Lyle Wood, Brent Davies and Jim Tierney.

Any currently active Colorado DECA senior (12th grade equivalent) member who intends to pursue a full-time two or four year course of study in marketing, entrepreneurship or management may apply. The applicant may select any accredited institution/university offering careers in marketing, management or entrepreneurship. The Colorado DECA Marketing Education/DECA Memorial scholarship is merit-based, not based on financial need. However, if an applicant chooses, he/she may include a statement in support of financial need and it will be reviewed. Completed applications and all supporting materials must be sent to the Colorado DECA State Advisor no later than two weeks following the Colorado DECA State Leadership registration deadline. Applications and advisor evaluation letters received following the deadline will not be considered.

Name _____ Date of Birth _____

Address _____ Home Phone _____

City _____ Zip Code _____

E-mail address _____

Parent/Guardian name _____

Name of institution you plan on attending _____

Address of institution _____

City _____ State _____ Zip Code _____

Have you applied to the institution? _____ Been accepted? _____

Major field of study _____

Name of High School _____

Address of High School _____

City _____ Zip Code _____

Name of DECA Advisor _____

Advisor E-mail address _____

Advisor school phone number _____

Place of employment (if applicable) _____

List involvement at the local chapter level that helped organize and promote DECA (e.g. offices held, committee service). Use one additional page, if necessary.

List current involvement in other youth, social, civic or school based groups. Use one additional page if necessary.

Describe your career objectives and ambitions. (Use one additional page, if necessary).

Describe how Marketing Education and DECA have assisted you in progressing toward your career objective. You may include one page of material in support of this section.

List involvement at the state and International levels (competitive events, special projects, leadership activities). (Do not exceed two pages).

I certify that the information given on this application is correct. Should I be awarded a scholarship, I agree to give strict attention to my studies and the regulations of the college. If I should fail to make a satisfactory record in my college work, change my course of study from marketing, entrepreneurship and/or management, or willfully violate college regulations, I agree to surrender all rights of ownership to the unused portion of the scholarship. It is my understanding that if this application is accepted, and if I am granted a Colorado Marketing Education/DECA Memorial DECA scholarship award, there is no interest charge on the funds received.

Signature of applicant: _____

SCHOOL OFFICIAL’S EVALUATION

Applicant ranks _____ in school class of _____ (numerical rank).

GPA achieved by student: _____ based on a 4.0 5.0 system (circle one).

School official signature: _____

Title _____ Date _____

DECA CHAPTER ADVISOR

I, _____ do hereby certify that the information supplied by this applicant is true and accurate to the best of my knowledge. My written evaluation of the applicant is attached.

Chapter Advisor Signature _____

Date _____

COLORADO MARKETING EDUCATION/DECA MEMORIAL SCHOLARSHIP APPLICATION PROCESS AND CHECKLIST

The completed application package must be submitted to the Colorado DECA State Advisor no later than two weeks following the Colorado DECA State Leadership Conference registration deadline.

Requirements for associate-based scholarship applications generally are:

- Be an active senior (12th grade) member of DECA
- Intend to pursue a full-time, two-year or four-year course of study in marketing, business or marketing education.
- Show evidence of scholastic achievement and leadership ability.

Scholarship winner will be awarded during the Colorado DECA State Leadership Conference Grand Awards

Scholarship awards will be paid directly to the college or school registering the recipient. The amount will be credited to an account on which the winner may draw for expenses approved by the school.

The Colorado Marketing Education/DECA Memorial DECA Scholarship committee is responsible for evaluating and selecting the scholarship recipient. Interested students must complete the application and send it along with a current, complete official transcript of grades, and supporting materials. Incomplete or late applications will not be considered.

These items MUST be included, in the following order, with the application package*.

1. The completed application form.
2. An official, current high school transcript.
3. SAT or ACT scores. (If not available, please include a statement indicating not currently available.)
4. A statement of DECA participation and accomplishments (add one or two pages if needed).
5. Substantiating evidence of leadership, responsibility and character other than through DECA.
6. Three letters of recommendation: one from the local DECA chapter advisor, one from school counselor or administrator and one from a community leader.
7. A copy of the applicant's Chapter Membership Roster as verification of current International DECA membership.

*applicant's materials must be presented in a official DECA briefolio.



COLORADO AWARDS

**MARKETING EDUCATION TEACHER OF THE YEAR
MARKETING EDUCATION NEW TEACHER OF THE YEAR
FRIENDS OF DECA AWARD
HONORARY LIFE MEMBERSHIP**

MARKETING EDUCATION TEACHER OF THE YEAR AND MARKETING EDUCATION NEW TEACHER OF THE YEAR

- **PURPOSE**

To recognize Marketing Education teachers who provide outstanding programs for youth and/or adults within their respective communities. Recipients of this award must have made significant contribution toward all phases of the Marketing Education program, (Class, DECA Chapter, Co-op, and School Store when applicable.)

- **ELIGIBILITY**

- Must be a full-time Marketing Education Instructor in Colorado.
- Must have taught Marketing Education for five or more years. *Teachers that have taught for less than five years may apply for the New Teacher of the Year Award for Marketing Educators.
- Cannot have received the award within the past ten years.

- **SPECIFIC CRITERIA**

Note: Either complete the forms or make a word processed or computer-generated facsimile of the same.

- Completed nomination form or a word processed copy, see sample.
- Complete support information sheet or a word processed copy.
- One-page description of the Marketing Education program in which the person teaches. (Include a description of the four phases of the program.)
- Minimum of three letters of support, four maximum from the following:
 - Nominating person
 - School administrator
 - Current or former student
 - Advisory committee member

- **SELECTION**

- 10% - Nomination Form
- 30% - Description of the program
- 20% - Nomination letters
- 40% - Contribution to all phases of the Marketing Education Program

**MARKETING EDUCATION
TEACHER OF THE YEAR
OR NEW TEACHER OF THE YEAR COVER FORM**

I (we) hereby nominate: _____

of _____
Address City State Zip

Position or title: _____

Place of employment _____

of _____
Address City State Zip

Spouse's name (if married): _____

Children's names: _____

Name of member (or group) nominating the above candidate: _____

Name of person responsible for submitting nomination: _____

of _____
Address City State Zip

Telephone _____
Home Work Pager Date

MARKETING EDUCATION TEACHER OF THE YEAR OR NEW TEACHER OF THE YEAR NOMINATION FORM

- SUPPORT INFORMATION

Section A - Professional Memberships and Activities

- Professional Memberships _____

- Professional Association Activities _____

Section B - Professional Contributions

- Outstanding Professional Contributions _____

- Presentations _____

- Publications _____

Section C - Training and Experience Background

- Education Training _____

- Work Experience _____

Section D - Civic and Community Involvement

Civic, Fraternal and/or Honorary Memberships _____

Community Activities or Contributions _____

COLORADO FRIENDS OF DECA AWARDS PROCEDURES

The chapter must complete the appropriate nomination form documenting the nominee's eligibility and forward it to the State office by the State DECA Career Development Conference registration deadline. Each chapter is limited to two nominations per year.

The State DECA Advisory Committee will make the selections from the nominations.

An individual, business or organization is eligible to receive a Friends of DECA award once in any ten year period.

Those receiving awards may, at their option, receive the award at the DECA State Career Development Conference and all recipients for that year will be listed in the State DECA Program.

COLORADO HONORARY LIFE MEMBERSHIP AWARD PROCEDURES

Each chapter may nominate a maximum of one each year. In order for a chapter to nominate, the chapter must complete the appropriate nomination form documenting the nominee's eligibility and forward it to the state office no later than the State DECA Career Development Conference registration deadline.

Eligibility requirements for Honorary Life Membership:

- Must be a recipient of A Friends of DECA Award. Allowance is made for the nomination for worthy individuals, that may not qualify for the Friends of DECA award, after ten years of support of Marketing Education and/or DECA
- Minimum of three years since received Friends of DECA Award
- Still be active in local, district, state and/or International DECA
- Made significant contributions to DECA
- Completed nomination form
- Maximum of two per year statewide
- Must attend and receive the award at the DECA State Career Development Conference Awards Banquet
- This award is presented only when warranted and is not necessarily an annual award

Selections will be made from eligible nominations by the State DECA Advisory Committee.

**COLORADO HONORARY LIFE
MEMBERSHIP AWARD
NOMINATION FORM**

Nominee's Name _____

Nominee's Business _____

Business Address _____
street city state zip

Nominee's Position/Title _____

Nominating Chapter _____

The nominee received the Friends of DECA Award in _____(year)

The nominee has been active with ME and/or DECA for _____years.

In place of the Friend of DECA Award the nominee has made the following outstanding contributions to Colorado DECA over his/her career.

Chapter President Signature

Teacher-Coordinator Signature

School Administrator Signature

Advisory Committee Chairperson Signature