

STRATEGIC PLANNING RESOURCES

CONFERENCEINFORMATION

COMPETITIVEEVENTS



WWW.WIDECA.ORG

This website provides updates for all of our stakeholders: advisors, students, parents, business partners, administrators, etc. for advisors only. Resources on this website include:

- General WI DECA Information
- Event Information
- Member information such as Member of the Month, Leadership Council, and the SCDC ribbon list.
- Judge and Partner Information
- And much more, check it out!

WWW.WIDECA.ORG/ADVISOR-PORTAL

This portal is a new feature on www.wideca.org and is for Advisors only! The password to access the portal is NEXTLEVEL2020! Check out the great resources for advisors including

- Sample Role Plays & District Performance Indicators
- Wisconsin DECA Board Meeting Minutes
- Chapter Management Guide
- Event Registration Packets

SOCIAL MEDIA

- facebook.com/wisconsindeca
- instagram.com/wi_deca/
- https://twitter.com/wi_deca

YOUTUBE: @WISCONSIN DECA

This page includes all the videos released by WI DECA. This is a great resource for chapters and include the following playlists:

- Membership Recruitment Videos
- Minute Monday Videos
- Monthly Flash Report Videos from the WI DECA President
- Competition Tips/Tricks
- Event recap
- And much more!

STAY CONNECTED | #MAXMOMENTUM



As a DECA advisor, you have access to materials, events and activities that make everything you do in the classroom more relevant. Throughout the year, DECA provides timely resources to help you and your members succeed.

■ deca.org/classroom

DECA ADVISOR HUB

This hub on the DECA website provides a centralized location for DECA advisors to access important updates, an archive of weekly e-mails, key links and models and samples.

■ deca.org/advisors

CHAPTER MEMBERSHIP KIT

The chapter membership kit offers a variety of resources, including membership pins, a calendar, program updates and a downloadable membership video to introduce DECA to your students.

■ deca.org/membership

DECA DIRECT MAGAZINE

This instructional-based magazine published four times a year provides supplemental content for instructional areas in your classroom. A worksheet is provided for each issue.

■ deca.org/communications

DECA DIRECT ONLINE

DECA Direct Online is your one-stop information destination for all things DECA. In addition to all the latest DECA news, you'll find chapter resources; competition tips; college and career advice; and profiles of members, alumni, advisors and partners.

■ decadirect.org

DECA DIRECT WEEKLY

Delivered directly to your inbox each Tuesday, these e-mails feature the most timely DECA news. Special editions are also sent on topics such as competitive events, advisor strategies and more.

DECA DIRECT WEEKLY

DECA GUIDE

The DECA Guide is your year-long resource for DECA's Comprehensive Learning Program, including competitive events and the Shop DECA catalog.

■ deca.org/compete

DECA WEBSITE

Comprising a wealth of information, DECA's website is the one-stop source for all DECA programs, information and guidelines.

■ deca.org

PROFESSIONAL LEARNING SERIES

DECA offers e-learning and face-to-face professional development activities to equip educators with the tools to facilitate student learning and achievement. Educators receive certificates of achievement documenting their participation in professional learning that promotes quality educational outcomes.

■ deca.org/classroom/enhance-teaching

SHOP DECA

Teaching resources and curriculum materials relating to DECA's competitive events and career areas are available through Shop DECA.

■ shopdeca.org

Dear DECA Members and Advisors,

The 2021-22 Chapter Management Guide will be a valuable resource for you throughout the year. This guide tells you WHO to contact, WHEN events will be happening, and HOW to get more involved by using DECA, WI DECA, and State Officer Initiatives to coordinate chapter activities.

In an effort to make the Chapter Management Guide more efficient and user-friendly we have included many links to online documents that you will need to access throughout the year. Links to these resources can be found in this guide. We have also included bookmarks on this PDF. Please use this tool to quickly find the information you are looking for without having to scan the entire guide. We encourage you to share this document electronically so that everyone has the benefit of accessing the online forms and bookmarks.

Here are a few important changes that will positively impact your chapter this year:

Membership Campaign: The Wisconsin DECA Membership campaign can be found in this packet. As you can see, to qualify for this campaign you must have 10 more student members from the 2020-21 school year, or 10 alumni, or 10 professional members. Following the membership campaign check out the new program that encourages alumni and professional member registration AND provides \$5.00 per registered alumni or professional member back to the local chapter. This is a great way to increase your membership and financially support your local chapter.

Fall Invitational Events: Wisconsin DECA is excited to announce a new series of fall events. These events will focus on competition prep, but will also include general sessions, leadership workshops, and awards. The events will be 1 day events held in the following locations on the following dates:

- November 6th: Appleton North, Sun Prairie, and West Salem
- November 13th: Wausau West and UW-Whitewater

Some of these locations will also offer a track for middle school events. More information about these events will be released soon!

Ethical Leadership Campaign: DECA, Inc. has replaced the Global Entrepreneurship Week Campaign with the Ethical Leadership Campaign. More information can be found here.

SCDC Update: At this time, Wisconsin DECA is planning on hosting an in-person event for SCDC 2022. THE DATES HAVE BEEN CHANGED FOR SCDC 2022 due to a conflict with the statewide ACT testing dates. The new dates for SCDC 2022 are February 22-24, 2022. In order to prepare DECA members for ICDC 2022 all DECA projects will be submitted online. We we will not require a hard copy paper submission. We are also working the board and considering adding a virtual option to the event if there are chapters who are not allowed to travel to the conference. SCDC updates will be released via email as they become available.

2021-22 DRAFT TOPICS & COMPETITIVE EVENT CHANGES: DECA, Inc. will not release any new competitive events for the 2021-22 school year. Click here for draft topics and updates to events.

We look forward to working with all of you to lead Wisconsin DECA to new levels of achievements.

Sincerely,

Tim Fandek

Wisconsin DECA Chartered Association Advisor



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#MAXMOMENTUM





DECA'S comprehensive learning program offers exciting opportunities for classroom activities that connect your instruction to college and careers. DECA's activities naturally support programs of student in the career clusters of marketing, business management, finance and hospitality, giving you tools and resources to incorporate DECA into your curriculum and courses.

This section will be a valuable resource for WHO to contact, WHO to network with, WHEN events will happen, and HOW to get involved by using DECA, Wisconsin DECA, and the state officers' initiatives to coordinate chapter activities.

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WISCONSIN DECA CONTACT INFORMATION

WHO	WHAT	WHERE
WI DECA CHARTERED ASSOCIATION ADVISOR Tim Fandek	Tim serves Wisconsin as the Department of Public Instruction Marketing, Management & Entrepreneurship Consultant and as Wisconsin Chartered Association DECA Advisor	125 South Webster Street P.O. Box 7841 Madison, WI 53707 Phone: 608.267.9259 Fax: 608.267.9275 Timothy.Fandek@dpi.wi.gov
WI DECA CENTER EXECUTIVE DIRECTOR TBD	This person serves as the primary event coordinator, membership registration manager, and works on fund development.	
WI DECA OFFICE ASSISTANT Kelley Fanning	This person is available to answer billing questions and assists Wisconsin DECA on countless initiatives and projects.	125 South Webster Street P.O. Box 7841 Madison, WI 53707 Phone: 608.267.9235 Fax: 608.267.9275 Kelley.Fanning@dpi.wi.gov
WI DECA BOARD PRESIDENT John Webster	Contact the President if you have any questions about governance of Wisconsin DECA or if you would like topics addressed at a WI DECA Board Meeting.	jwebster@deforestschools.org
WI DECA CENTER BOARD PRESIDENT Micki Volk	Contact the President if you have any questions regarding operation of the WI DECA Center or if you would like topics addressed at WI DECA Center Board Meetings	mnvolk@gbaps.org
WI DECA WEBSITE MANAGER Andrea Sapon	Andrea is the primary content manager for the WI DECA website: www.wideca.org	ahsapon@gmail.com
WI DECA LEADERSHIP SPECIALIST Jackie Page Kyle Willkom	Questions about state officer initiatives should be sent to Jackie. Questions about state officer leadership training should be sent to Kyle.	jackiejpage@gmail.com kyle@actionpackedleadership.com
WI DECA JUDGE COORDINATOR David Rippl	David is available to assist with questions regarding SCDC judge registration.	djrippl@sunprairieschools.org

WISCONSIN DECA 2021-2022 **CALENDAR**

JUNE 2021

21-23 State Opportunity Workshop

Standards Based Grading Conference

JULY 2021

13 WI DECA Board Meeting

21 Chapter Opportunity Workshop (COW)

AUGUST 2021

2-3 WEBIT/SBE Advisor Summer Academy

DECA AMPED/Conclave 3-5

TBD WI DECA Center Board Meeting

TBD District Conference Coordinator Meeting

11-13 Association Management Conference

SEPTEMBER 2021

TBD Stock Market Game Begins

WI DECA Center Board Conference Call TBD

TRD WI DECA Board Conference Call

OCTOBER 2021

New Member Week - NEW! DECA, Inc.

TBD Virtual Business Round 1 Begins

Virtual Business Round 1 Ends TBD

20-22 WMEA/WEBIT BECOME IT Convention

1-Day X2 Invitational Registration Due

(1 Day event)

NOVEMBER 2021

Sports & Entertainment Marketing Conference

(SEM) Registration Due

Appleton, Sun Prairie, and West Salem 6

Invitationals

13 UW-Whitewater and Wausau West Invitationals

(1 Day event)

15 Due Initial Membership Dues Deadline

19-21 The Ulitimate DECA Power Trip

DECEMBER 2021

DECA Inc. & WI DECA Membership &

Chapter Campaigns Due

Advisor/Professional Membership Due

2 Sports & Entertainment Marketing Conference (SEM)

District 6 Conference 18

TBD Stock Market Game Ends

JANUARY 2022 cont.

School Based Enterprise Certification Due

7 District 2 Conference

8 District Conferences: 1,3,4,5

DECA, Inc. Student Scholarship Applications Due **TBD**

15 Final DECA, Inc. Membership Due 15 State Officer Applications Due

Virtual Business Challenge Round 2 Begins TBD

20 SCDC Service Associate Application Due Virtual Business Challenge Round 2 Ends TBD

SCDC Registration Due 21

FEBRUARY 2022

SCDC Project Submission Deadline

Alumni Recognition Week 7-11

9 CTSO Government Day

10 WI DECA Board/Center Board Meetings

SCDC Project Directors Meeting TBD

State Officer Screening

22-24 State Career Development Conference (SCDC)

Lake Geneva, WI

MARCH 2022

Advocacy Campaign Due

TENTATIVE ICDC Registration Due

APRIL 2022

State Officer Orientation 1-2

23-26 International Career Development Conference (ICDC) Atlanta, GA

MAY 2022

TBD WI DECA Center Phone Conference Call

WI DECA Board Phone Conference Call TBD

JUNE 2022

State Officer Workshop (SOW) TBD

Chapter Opportunity Workshop (COW) TBD

Registration Due

JULY 2022

TBD Wisconsin DECA Board Meeting

TBD Chapter Opportunity Workshop

TBD Wisconsin DECA Center Board Meeting



Month by Month Planning Guide

This is a great overall guide to use for your chapter strategic

JUIY

- Develop your strategic plan, DECA Calendar, and budget
- Review the DECA guide
- Attend the WI DECA Chapter Opportunity Workshop (COW)
- Put chapter activities and conference dates on school calendar and begin to request permission to attend
- Review DECA Comprehensive Learning Programs and develop how to integrate them into classroom instruction. Check out the DECA, Inc. Advisor Hub and Digital Classroom for helpful information and resources.

AUGUST

- Connect or reconnect with local DECA leaders, your association advisor, and other local advisors
- Introduce DECA to your students
- Meet with Chapter leadership to initiate your chapter strategic plan including recruitment strategy. Check out the DECA Recruitment Toolkit for helpful suggestions.

SEPTEMBER

- Review state officer and WI DECA Initiatives as outlined in the WI DECA Chapter Management Guide and coordinate activities to fit your strategic plan
- Review the WI DECA Impact Video Bonus.
- Begin your membership campaign, promote DECA to members with the DECA, Inc. Membership Video to be released in August on decadirect.org. Use this video to recruit students, alumni, and professional members.
- Conduct a Parent's Night Program for your new members (Great way to build your professional members!)
- Introduce DECA's competitive events program to your members and begin on written events
- Participate in DECA's online Stock Market Game

OCTOBER

- Participate in the online Virtual Business Challenge
- Touch base with your membership... is your chapter on track to achieve goals
- Login to the online membership system and submit member names and information
- Review progress on DECA Campaigns, due December 1, 2021.
- Finalize plans for DECA Month (November) activities
- Register for a Fall Invitational Event, locations: Appleton, Wausau, Sun Prairie, West Salem, and Whitewater.

NOVEMBER

- Celebrate DECA month
- Register for the Sports & Entertainment Marketing Conference
- Attend a Fall Invitational event to get your students ready for competitive events
- Continue training and practice for competitive events
- Finalize the Ethical Leadership Campaign for DECA, Inc.
- Start preparing chapter leaders to take the next steps to state leadership

DECEMBER

- Membership and Chapter Campaigns are due December 1st.
- Attend the Sports & Entertainment Marketing Conference
- Plan and execute a chapter social activity
- Check in with students completing written projects for the State Career Development Conference
- Conduct a mid year evaluation on chapter's progress
- Review the State Career Development Conference (SCDC) Registration Packet and begin planning for SCDC



Month by Month Planning Guide

This is a great overall guide to use for your chapter strategic

JANUARY

- Coordinate competitive event prep workshops with business partners and alumni
- State Officer portfolios are due
- Attend your District Career Development Conference (virtual)
- Polish and submit student scholarship applications
- Login to the online membership system and submit members' names by January 15th
- Complete the WI DECA SCDC Quota form by January 15th
- SBE Certification Document Due
- Finalize and submit written projects for State Career Development Conference (SCDC)
- Register for the State Career Development Conference (SCDC)
- Participate in the <u>Virtual Business Challenge Round 2</u>

FEBRUARY

- Celebrate Career and Technical Education Month by Highlighting DECA chapter activities and accomplishments
- Verify that all membership invoices have been paid
- Begin planning for and preparing your members for State Career Development Conference (SCDC)
- Promote DECA for next year's class registration
- Attend WI DECA State Career Development Conference (SCDC)

MARCH

- Review the ICDC registration Packet and begin planning for and preparing your members to attend the International Career Development Conference (ICDC)
- Register to attend International Career Development Conference (ICDC)
- Continue preparing to attend ICDC by arranging travel, raising funds, and ensuring competitors have official DECA blazers
- Make plans to attend advisor professional development activities in the summer by submitting request, securing funding, and applying for scholarships

APRIL

- Attend the International Career Development Conference (ICDC)
- Thank sponsors and mentors for their contributions to your members during the year

MAY

- Celebrate your chapter success and recognize member contributions and achievements with end of the year banquet/event
- Conduct an annual evaluation of your DECA chapter with your chapter leadership team
- Encourage graduating DECA members to enroll in Collegiate DECA
- Recognize business and community partners
- Select new chapter leadership team members

JUNE

- Schedule a meeting with your outgoing and incoming chapter leadership teams for a training and transition session
- Send an end of the year report and pride points to faculty, counselors, administrators, and business partners
- Train new chapter leadership team members
- Review the Chapter Opportunity Workshop (COW) Registration Packet and begin planning your trip
- Register for the Chapter Opportunity Workshop (COW)

ODECA CHAPTER CAMPAIGNS

NOVEMBER

deca.org/campaigns

MEMBERSHIP

Guide your membership efforts by meeting these goals.

20

MORE STUDENTS THAN LAST YEAR 20

ALUMNI

20

PROFESSIONALS

DEADLINE 12.1.21

Earn **ACHIEVEMENT LEVEL** by meeting the requirements in any **ONE** of the categories (students, alumni or professionals) of the Membership Campaign and receive a pennant and certificate.

Earn **THRIVE LEVEL** by meeting the requirements in any **TWO** of the categories of the Membership Campaign and receive a pennant, plaque, flag and **THREE**

ALLOCATIONS to attend the **THRIVE ACADEMY** at ICDC!

DEADLINE 12.1.21

Earn **ACHIEVEMENT LEVEL** by meeting the requirements in any **ONE** of the DECA Month Chapter Campaigns (Promotional Campaign, Community Service Campaigr or Ethical Leadership Campaign) and

Earn **THRIVE LEVEL** by meeting the

requirements in any **TWO** of the DECA Month Chapter Campaigns (Promotional Campaign, Community Service Campaign or Ethical Leadership Campaign) and receive a pennant, plaque, flag and **THREE**

ALLOCATIONS to attend the **THRIVE**

ACADEMY at ICDC!

PROMOTIONAL

Conduct these activities from the beginning of your school year through DECA Month.

3

SCHOOL OUTREACH ACTIVITIES 4

3

4

3

SUCCESS STORIES OF ALUMNI COMMUNITY OUTREACH ACTIVITIES

COMMUNITY SERVICE

Conduct a community service activity from the beginning of your school year through DECA Month.

1

4

75%



1

OR MORE COMMUNITY SERVICE ACTIVITIES

OR MORE PARTICIPATION OF YOUR DECA MEMBERS

FORM OF PUBLICITY OR PROMOTION

ETHICAL LEADERSHIP

Conduct these activities from the beginning of your school year through DECA Month.

3

4

3

4

3

ETHICAL LEADERSHIP CHALLENGE ENTRIES

SCHOOL OUTREACH ACTIVITIES COMMUNITY OUTREACH ACTIVITIES

ADVOCACY

Advocate during Career and Technical Education Month in February.

3



3



3

COMMUNITY OUTREACH ACTIVITIES

DEADLINE 3.1.22

Meet the requirements in the Advocacy Campaign during February and receive a pennant, special plaque from DECA's Congressional Advisory Board and a letter of recognition sent to your school administrator and government officials.

SCHOOL OUTREACH ACTIVITIES

PUBLIC POLICY MAKERS OUTREACH

WISCONSIN **MPAIGNS**

MEMBERSHIP

Guide your membership efforts by meeting these goals

MORE STUDENTS

THAN LAST YEAR

ALUMNI

DEADLINE 12.01.21

If your chapter earns one or more of the membership achievements by 12.01.21 your chapter will receive:

- A membership ribbon at SCDC 2022
- Entered into a drawing for an SCDC allocation spot for EACH achievement you earn (15 spots will be drawn, each chapter can receive a MAXIMUM of TWO spots). Chapters that complete the Chapter Campaigns will also be entered into this drawing.

WI DECA ALUMNI & PROFESSIONAL MEMBERSHIP PROGRAM

Register Alumni & Professional Members by December 1, 2021 and WI DECA will give your chapter \$5 for each registered member and your chapter will earn an Alumni/Professional Member ribbon at SCDC.

ETHICAL LEADERSHIP

Conduct these activities from the beginning of your school year through DECA Month

ENTRIES

IDEA CHALLENGE

SUCCESS STORIES OF LOCAL ENTREPRENEURS



SCHOOL/COMMUNITY **OUTREACH ACTIVITIES**

DEADLINE 12.01.2021

Each chapter that completes the requirements for ONE or more of the three DECA month Chapter Campaigns will be entered into a drawing for an SCDC allocation spot for EACH achievement earned. 15 spots will be drawn, each chapter can receive a maximum of TWO spots.

PROMOTIONAL

Conduct these activities from the beginning of your school year through DECA Month

SCHOOL OUTREACH

SUCCESS STORIES OF **ALUMNI**



COMMUNITY OUTREACH ACTIVITIES

COMMUNITY SERVICE

Conduct a community service activity from the beginning of your school year through DECA Month

OR MORE COMMUNITY

OR MORE PARTICIPATION OF YOUR DECA MEMBERS



FORM OF PUBLICITY OR PROMOTION

HOW TO SUBMIT YOUR CAMPAIGN

- The Global Entrepreneurship Week and Promotional Campaigns should be submitted directly to National DECA by the due date. WI DECA will get the list of chapters who completed these campaigns from National DECA, Click here for information on how to submit these campaigns.
 - The Community Service Campaign must be submitted to National DECA here by 12.01.20 AND also submitted to Wisconsin DECA using this form by February 1st.

IMPACT VIDEO BONUS

Chapters that complete all 3 achievements of the Membership Campaign, all 3 Chapter Campaigns, and create ONE Impact Video will receive the following:

- 1 additional allocation spot to SCDC 2022
- Reserved seating at the front of the room for all SCDC General Sessions
- Pizza Party at ICDC 2022

See the few pages for more information on the Impact Video Bonus and how to submit your video!

DECA ALUMNI & PROFESSIONAL MEMBERSHIP PROGRAM

The alumni and professional membership program was designed to allow alumni and professional members an opportunity to support Wisconsin DECA at the state level as well as give back to the local chapter of the members choice. **Registration is due December 1, 2021.**

MEMBER BENEFITS

- Quarterly virtual meetings for all alumni and professional members. These meetings will allow members to network, hear from local chapter advisors and members about the positive impacts of DECA, connect members to Wisconsin DECA business partners and much more!
- Access to an in person spring/summer event with the Milwaukee Brewers

IMPACT ON WISCONSIN DECA

- The higher membership is for Wisconsin DECA translates into more student competitive spots to the International Career Development Conference. By becoming a member you are helping Wisconsin DECA provide more opportunities for our members.
- When you register, \$5.00 will go back to the local chapter of your choice which will have a significant positive impact on the local chapter.

MEMBERSHIP DETAILS

- The cost to become an alumni or professional member is \$16.00 annually.
- If you would like a t-shirt designed specifically for alumni/professional members, the cost is only \$15.00 per shirt.
- <u>Click here</u> to register before December 1, 2021. Your local chapter advisor can also register you as a member





WISCONSIN DECA IMPACT VIDEO BONUS

Similar to the DECA, Inc. Impact Program, the Wisconsin DECA Impact Video Bonus is designed to encourage chapters to increase the net impact of their efforts around specific DECA related categories. This year Wisconsin DECA is focusing on Alumni and Professional Membership Outreach. Your chapter video should be focused on the strategies your chapter uses to recruit alumni and professional members. In addition to showcasing these strategies, highlight how the Wisconsin DECA alumni/professional member program positivity impacted your local chapter.

GUIDELINES

- Meet all of the requirements of the 2021-22 Wisconsin DECA Membership Campaign (ALL 3 ACHIEVEMENTS) by December 1, 2021
- Meet all of the requirements of the 3 Chapter Campaigns (ALL 3 ACHIEVEMENTS in each campaign) by December 1, 2021
- Submit ONE Impact video. Each video entry must be a maximum of 1:30 in length and should showcase strategies for recruiting alumni and professional members. Your video must include:
 - Testimonials from current members highlighting strategies used to recruit alumni and professional members
 - Highlight how the Wisconsin DECA alumni/professional member program positively impacted your chapter
 - Membership benefits
 - Video must be shared with your local school administration and your local school board.
- All videos are due by January 15, 2022.

EVALUATION

- The video entries will be evaluated by WI DECA Leadership to confirm all the requirements listed above are included in the video.
- WI DECA leadership will verify that all the membership and chapter campaign requirements have been meet by the set deadlines.
- The WI DECA Executive Director will follow up with all chapters who completed the Impact Video Bonus by mid February and provide instructions on how to receive recognition at SCDC.

RECOGNITION

<u>Click here</u> to submit your Impact Video!

ICDC PIZZA PARTY

If you are looking for an easy way to save money at ICDC... Look no further! Wisconsin DECA wants as many videos for the Impact Program as possible!

EVERY CHAPTER THAT CREATES AN IMPACT VIDEO...

WILL RECEIVE A FREE PIZZA PARTY AT ICDC

(even if you do not meet all of the requirements of the Impact Video Bonus). The video MUST meet the following requirements:

- The video should be a maximum of 1:30 in length and should showcase strategies for alumni and professional member recruitment.
- Testimonials from current members highlighting strategies used
- Highlight how the Wisconsin DECA alumni/professional member Program Positively impacted your chapter.
- Showcase membership benefits
- Video must be shared with your local school administration and your local school board.

SUBMIT YOUR IMPACT VIDEO <u>HERE</u> BY January 15, 2022 TO BE INCLUDED IN THE PIZZA PARTY!

FOR MORE INFORMATION ABOUT THE IMPACT VIDEO PROGRAM, PLEASE SEE THE PREVIOUS PAGE!



WISCONSIN DECA MEMBERSHIP REGISTRATION AND GUIDELINES

It is necessary to register all DECA members as soon as possible in the school year. Wisconsin DECA connects all in-state and out-of-state event registration to membership. There are also incentives offered for registration completed before December 1, 2021. See the WI DECA Membership Campaign for more information on these incentives.

WISCONSIN DECA UNIFIED MEMBERSHIP POLICY

- Conference registration is connected to DECA membership. All attendees to WI DECA and/ or DECA events, must be paid DECA members.
- WI DECA and DECA have unified membership policies. All members of WI DECA must also be members of DECA, Inc.

ONLINE REGISTRATION AND PAYMENT INFORMATION

• Wisconsin registers directly with DECA Inc. You must log on to the following site in order to complete the process: https://membership.decaregistration.com/deca. For each student member the system will require you to provide the following information: First Name, Last Name, Grade, Gender, Demographic/Race, Years as a Member. If you are unsure of the demographic information, it is important you select OPT OUT vs. Other! This will help keep our information as accurate as possible. Please register information as accurately as you can. Changes/Edits need to be approved by the WI DECA Center Executive Director (after submitting membership) You can send name change requests right from the registration system. Once you send the request, it will be reviewed, approved/denied by the WI DECA Center Executive Director and then the system automatically makes the change.

MEMBERSHIP DUE FEE:

- Dues are as follows: DECA Inc. Dues (\$8.00) + WI DECA Dues (\$8.00) = \$16.00 per person.
- All dues are sent directly to DECA, Inc. After you register your members, the registration system will generate and email you an invoice.
- Please note: Every time you register new members, a new invoice will be generated and sent to you.

WHO CAN BE A DECA MEMBER?

in marketing education, small business management, entrepreneurship, sports marketing, international marketing and other courses determined to be within the total marketing education program.

STUDENTS who have been enrolled in any marketing or marketing related class. It is a local chapter decision to extend membership to this group of students.

STUDENTS who plan to enroll in marketing education or marketing related courses. These students should have an interest in marketing as a career or career enhancement purposes. It is a local chapter decision to extend membership to this group of students.

DECA members can be from any grade in the district as determined by the local chapter advisor. Refer to the DECA Competitive Event Guidelines for eligibility for participation. **ADVISORS & CO-ADVISORS** are required to register as paid advisor members of DECA.

ALUMNI of any DECA chapter who wish to stay actively connected to the local chapter, WI DECA, and DECA should be registered.

professional members can be business partners, local school administrators, student teachers, parents, local chapter advisory board members, and any other interested parties who wish to stay actively connected to DECA should be 15 registered.



Instructions for the Online Membership System for the start of the school year!

Online Registration Site: https://membership.decaregistration.com/deca#

STEP 1: LOG IN

- You must enter your Chapter ID as your username. This was sent to you in an email from membership@deca.org. If you need access to your Chapter ID, please contact the WI DECA Executive Director.
- Your password has been sent to you as well. If you have forgotten your password, please use the forgot password option.

STEP 2: VERIFY CHAPTER INFORMATION

• The first time you login you will be ask to verify information about you chapter. Complete all the information and click confirm.

STEP 3: VERIFY INFORMATION ON ALL TABS HIGHLIGHTED IN RED

- When you first login it will be the
- Chapter Information Tab verify all chapter information is correct
- Chapter Advisor(s) Tab Update all advisor information as needed. Please note: DO NOT delete an advisor if they are no longer with your chapter. Instead, mark them as inactive simply by clicking on the blue check mark under the STATUS column! You can add Chapter Advisors by clicking on the Add Chapter Staff. Once invoiced they cannot be removed.

STEP 4: GRADUATE MEMBERS (If you are a new chapter, you will skip this step!)

- Go to the Students Tab, click Graduate.
- Click the Select All Button
- At this point you have 2 options:
 - Click Graduation Completed: This will move all your graduated members from last year to the alumni tab. You will then have to option to sigh them up as alumni at a later time OR
 - Click Drop Selected this will remove your graduated members and move them into Inactive Status

STEP 5 : EDIT STUDENTS

- Go to the red Edit Student tab.
- Click on Bulk Grade Roll forward button OR individually update the grade for the students that are returning members for this year.
- Remove any students who you know are not returning members, click the Drop button on the right side of the screen.
- Once your changes are done, click bulk edit complete at the bottom of the screen.

STEP 6: ADD NEW STUDENT MEMBERS

- Under the student tab, you can add new student members by clicking ADD STUDENTS.
- Here you can add students individually OR upload all your members using the Bulk CSV Upload or Bulk Member CSV Entry tab. PLEASE NOTE: If you wish to upload all your members at one time, please use the template provided in the membership system under the Bulk Member CSV tab!! This will save you A LOT of time and effort when registering your members!!

STEP 7: ADD ALUMNI/PROFESSIONAL MEMBERS

• Under the Alumni and Professional members tabs, you can add alumni/professional members. The process is the same as entering student members.

STEP 8: SUBMIT MEMBERS

• Once you are ready to submit, you may do so through the student tab. You can select individual

ADDING ADDITIONAL MEMBERS THROUGHOUT THE YEAR

Once you have added your first set of members, you may need to go back into the system to add new members throughout the year. New members can be added through January 15, 2022.

- To add new members, simply follow steps 5-7 listed on the previous page.
- New members will generate a new invoice, make sure you submit this invoice for payment as soon as you receive it!

OTHER IMPORTANT INFORMATION AVAIABLE IN THE MEMBERSHIP REGISTRATION SYSTEM

REQUEST TO EDIT STUDENT NAMES

- If you made a mistake with the spelling of a students name OR a student has a name change throughout the year you can submit a request to make a name change:
 - Go to the student tab and find the student. To the right of their name you will see a column that says "request change". Click on the person icon and submit the requested changes. The WI DECA Center Executive Director will then approve the change and the system will automatically update.
- Requests to change from one student to another will not be approved. Once a student is registered, refunds are not issues.

QUICK LINKS

 This tab lists a lot of great information and links from both DECA, Inc. and Wisconsin DECA.

MEMBER INFORMATION

- When you login to your chapter, at the top right of the screen you should see a blue line that says "Membership Information" with a down arrow. If you click on that down arrow you will find the following information:
- Current membership for the year
- Final membership numbers from the past 2 years
- If you click on Membership Graph, you can compare how your membership is this year compared to last year at this time.
- The overall membership graph tracks your membership year starting in 2017-18.

SBE CERTIFICATION HISTORY

• To the right of the Market Place tab, you will see a down arrow. Click on the arrow to view your SBE certification history!











Wisconsin DECA Team 56 Initiatives

STRATEGIZE WITH TEAM 56

The DECA experience isn't just for one kind of member with one specific set of goals. The DECA experience is about exploring your options, discovering new paths and experiencing opportunities you never knew existed. With DECA, the possibilities for success are limitless.

From DECA's competitive events and leadership opportunities, to career pathway conferences and chapter programs, there is a unique event, program, conference and campaign for every member to participate in. Being a DECA member allows you to discover your true ambition, realize your college and career goals and begin a journey of self-discovery.

When you utilize DECA's endless resources, there is no limit to what you can achieve. So ignore your fear and push aside your uncertainty, because you're about to embark on an incredible journey.



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What's up, Wisconsin DECA! Let me begin by saying that Team 56 and I could not be more excited to unveil our new initiatives and goals for the upcoming year. As President, one of my main focuses is managing Team 56 as a whole. Effective management and support of each officer are vital in making sure that Team 56 elevates Wisconsin DECA to the best of our abilities in every facet.

Additionally, I plan to create a video series called the Max Momentum Monthly Updates which will highlight achievements and activities from DECA chapters all across the state of Wisconsin. This video series will assist Wisconsin DECA in achieving greater connectivity. With my Max Momentum Monthly Update series and content made by the rest of Team 56, the Wisconsin DECA Youtube page will become a membership portal filled to the brim with monthly state updates, promotional videos, leadership inspiration, goals, initiatives, tip videos, and more! These videos can be used as a vehicle of information for chapter meetings by officers and advisors but can also be used by all members at any time.

In addition to managing Team 56 and the new video series, I will be communicating directly with Wisconsin DECA chapter presidents through a monthly email containing important information and updates. This will ensure that all chapter presidents have the essential information needed for them to successfully lead their chapters over the next year.

Goals:

- Manage Team 56 goals and initiatives
 - Support each officer in executing their initiatives and role responsibilities
 - Update chapter members, leaders, and advisors on opportunities, goals, and initiatives presented by Team 56
- Renovate and Expand Wisconsin DECA Social Media
 - Create Max Momentum Monthly Update Video Series
 - Manage Wisconsin DECA YouTube Channel
- Implement Wisconsin DECA President's Monthly Email
 - Ensure important information and updates are communicated towards chapter presidents to ensure support Wisconsin DECA chapters

With emerging from this unprecedented year at the forefront of my goals and initiatives, I am confident that we will see growth within Wisconsin DECA as a whole. I am ecstatic to see what Wisconsin DECA will accomplish in the 2021-2022 year. With an abundance of passion for DECA, I am so grateful for the opportunity to serve as your Wisconsin DECA President alongside a state officer team of truly remarkable individuals. I am enthusiastic to see the success of my fellow officers as they work to better Wisconsin DECA and pursue their own passions through many other initiatives. There is no greater joy for me than seeing Wisconsin DECA members develop and flourish as they utilize the many different programs and resources available to them. I want to cultivate a member-centered atmosphere to ensure that each member feels supported and passionate about this organization. Wisconsin DECA, let's "Maximize our Momentum" and make this next year unforgettable!





After seeing the amazing accomplishments of Team 55 during unprecedented times, I am ecstatic to work with Team 56 and bring Wisconsin DECA to new heights. Serving as Vice President of Membership Development, I look forward to forming strong connections between the State Office team and general members. My main intention this year is to foster an open line of communication between Team 56, Local Chapter Officers, LC Members & Ambassadors, as well as general members. In order to accomplish this task, I am excited to announce the Monthly Open Door Meeting calls, or MOD Calls for short. MOD Calls give all members the opportunity to directly communicate with Team 56, and get advice from other long-time members of DECA, so that they can Maximize their Momentum throughout the upcoming year.

Along with MOD Calls, I plan to continue recognizing stellar members throughout Wisconsin. I will continue programs such as Member of the Month & Why DECA in order to spotlight passionate DECA Members. Furthermore, I plan to expand the Competitive Excellence Series into more niche topics, while continuing to promote previous videos, so that Wisconsin DECA members are prepared for their competitive events at Districts, SCDC, as well as Internationals.

Goals:

- Foster an open line of communication between all levels of membership
 - MOD Calls will offer members of all backgrounds and experience in the organization the opportunity to communicate with Team 56
 - First year members will have the opportunity to learn more about DECA, while returning members and officers can ask questions regarding their chapter and gain insight from their fellow DECA Members
 - Officers, LC Members, & Ambassadors will have the opportunity to speak on MOD Calls, and can use their voices and prior experiences to help guide newer members
- Recognize Wisconsin DECA Members
 - We will continue to highlight outstanding members through the Member of the Month Initiative. Member Of the Month recognizes a variety of students of all ages and chapter backgrounds to create a feeling of success and exclusivity for all DECA members.





I am beyond excited to be working with Team 56 to develop opportunities for Wisconsin DECA members to improve their leadership skills this year! By utilizing Leadership Council, the Ambassador program, and other WI DECA initiatives and programs, I am confident that Team 56 will truly leave an impact on this organization. Leadership Council (LC) is a group of WI DECA members who work closely with the State Officer team to improve and promote statewide initiatives, as well as network with other members. This year, I am refining the Ambassador program, an experienced group of LC members who serve as district representatives. Team 56 cannot wait to work with both LC and the Ambassadors.

This year, I am launching the Community Partners Initiative, a program aimed to aid local chapters in strengthening business partnerships and forging relationships with business associations. The CPI will focus on giving chapters the tools and knowledge they need to hold larger volunteer events in partnership with local businesses. As we continue to rebuild post-pandemic, it is vital that we come together to lend a helping hand to our communities. I believe the CPI will help chapters do just that.

Goals:

- Effectively manage and grow Leadership Council and the Ambassador program
 - Maintain a strong involvement from members while encouraging better quality
 - Introduce resources to members that provide opportunities to grow as a leader and DECA member
 - Coordinate and facilitate multiple networking opportunities for Leadership Council members
 - Encourage Ambassadors to create a community of officers within their Districts
- Develop and promote the Community Partners Initiative
 - Create resources for chapter leaders to use when connecting with local business partners
 - Promote the Community Partners Initiative within LC and the Ambassador program
 - Inspire real change in communities across the state through reinvigorated DECA community service efforts

One of the main goals we have this year is to rebuild WI DECA, which is easier said than done. However,I have full confidence that Team 56, LC members, and Ambassadors will rise together to face this challenge and maximize WI DECA's momentum this year.





It is difficult for me to put my excitement into words for this upcoming year. With the help of Team 56, I hope I can share this passion for DECA with you. As Vice President of Event Management, my goals for the upcoming year largely revolve around our conferences and maintaining the excellence that Wisconsin DECA is greatly known to strive towards. With the hopes that events will remain in person throughout this year, I am setting high goals to ensure everyone receives the unforgettable experiences as they have in previous years, whether that is in person or virtual. It is truly an honor to head the details of Wisconsin DECA's conferences and I am looking forward to each and every one!

In addition to that, I plan to develop another state-wide community service initiative that will primarily revolve around your own local chapters communities needs. This will allow for chapter recognition from not only Wisconsin DECA but also a chance to make a difference within your community. This exciting new initiative is called "Service Fest". This event is a great opportunity for your chapter to reach out to local business and community members and receive thoughts and feedback on what they feel as though needs change in your community and how you can make that difference. I hope you are all as excited for this upcoming event as I am, and I can not wait to share more details with you!

Goals:

- Quality conferences
 - Continue to provide members with elaborate agendas for all conferences
 - Maintain member involvement in all conferences through t-shirt design contests and social media challenges
 - Develop recap videos for all conferences for members to share and save on social media
- WI DECA "Service Fest"
 - Construct and implement a statewide community service event designed for the focus on local chapters.

It is truly my pleasure to serve Wisconsin DECA and each of its outstanding members for this upcoming year. I am very excited to connect with leaders throughout the state. Amazing things are coming with Team 56 for this upcoming year, and I can hardly contain my excitement. I am so eager to work within our organization and share my excitement with you all. With the opportunities given to us this year, I believe in 2021-22 together we will be able to "Maximize our Momentum".





Without a doubt, this year is going to be one of the best for Wisconsin DECA, and I'm beyond excited to have the opportunity to work with all the amazing leaders and members within our association. The ability to connect and network with leaders from all around the state is a unique trait to DECA, and I cannot wait to capitalize on the opportunity to work with many of Wisconsin DECA's members. Whether you're a 4th year veteran member or a new 1st year member, DECA can provide the avenue to your future success. My goal is to promote each chapters' success through Wisconsin DECA social media.

This year, I want to continue to provide an outlet for chapters to promote Chapter Success by continuing to promote a Google Form for local officers and members to fill out and submit. Their responses will provide a brief description and photograph(s) from anything their chapter has done, whether it be a community service event, chapter meeting, business partnership, and more. These submissions will be posted on Wisconsin DECA social media to highlight and recognize the continued hard work and dedication of our local chapters. Chapter success doesn't only impact their members, for their accomplishments benefit Wisconsin DECA as a whole and serve as an inspiration for other chapters as well.

Goals:

- Increase connection between members across the state via social media throughout the year
- Promote activities of chapters through Chapter Success Form
- Increase overall engagements on all social media platforms: Facebook, Instagram, Snapchat, Twitter, LinkedIn, Youtube, and Tiktok
- Update and promote the 2021-22 Social Media Guide
- Promote Open Door Meetings throughout the year

Throughout this year, my main goal is to connect and give back to members as we continue to rebuild from the pandemic as this organization has numerous opportunities for success right at your fingertips. Whether or not business is your passion, Wisconsin DECA has a multitude of opportunities for members to Maximize their Momentum within any professional field. I will continue to promote and encourage these opportunities on all platforms, as this is the first step in growing your chapter. Just be sure to follow WIDECA on Instagram, Twitter, Facebook, and LinkedIn. #WIDECA #MaxMomentum





This past year has been a time where everyone could use a helping hand. Subsequently, I, along with Wisconsin DECA, am dedicated to serving our community throughout this year of rehabilitation. I am so incredibly honored to have the opportunity to serve as your Wisconsin DECA Vice President of Community Service. I truly value each WI DECA chapter's contributions throughout this past year and I am looking forward to seeing how chapters can be leaders and helpers in their communities.

Goals:

Maximize Chapter and Member involvement in community service events

- Promote current Wisconsin DECA community service initiatives and recognition
- Utilize social media to promote the Community Service calendar and all of our chapters' amazing community service events
- Maintain strong relationships with MDA, Make-A-Wish, and Special Olympics and connect representatives to local chapters
 - Promote upcoming events and opportunities at Leadership Council, Ambassador, and MOD calls

One way to keep up participation numbers is giving out proper recognition. This mainly includes staying up todate on promoting each chapters' events through social media. When we give recognition it creates excitement and incentivizes chapters to keep on completing community service projects and including them in the community service center.

Offer a Helping Hand to Community Service/Business Partners

- Promote new, small scale service events to chapters in respective geographical areas
- Utilize Leadership Council members and ambassadors to promote events
- Use the CS Center as a hub for any and all necessary service events (including extra information and contacts)
- Recognize chapter's contributions to their communities on smaller scales

My new initiative is named the Community Service (CS) Center. This slideshow will be located on the Leadership Library under the Community Service tab. The CS Center will list upcoming service events that DECA partners need help with. I hope to use this platform not only to inform members about events, but to also recognize them. The CS Center will showcase chapters' impressive service accomplishments. The CS Center will be simple, easy to follow, and a great resource for members who want to be more involved with DECA's Community Service Partners.

I am filled with nothing but excitement and anticipation to see what lies ahead this year. I know that this year will hold an incredible amount of success for all members, as each of my fellow officers will work to better Wisconsin DECA for the 2021-2022 school year and beyond. Together, I know that we will create a promising future and legacy where all members of Wisconsin DECA feel that they have a place and a passion within our organization. I hope to Maximize our Service potential this year and hopefully do a lot of great things for our communities!







If there's one thing that's true about DECA members, it is our ability to surprise you. Just when you think you've seen it all we find a way to break through to the NEXT LEVEL. Digging deep to overcome the odds is second nature to emerging leaders and entrepreneurs. Within each of us lives a ceaseless desire to exceed expectations and rise higher and higher to new levels of success.

There are several resources available to you when you need a question answered about conferences and/or competitive events. First is this guide. We have tried to make it as comprehensive as possible to include facts, links, and other information to help you. Also, as conference registration packets are released throughout the year, they will be directly emailed to you, as well as posted on http://dpi.wi.gov/deca/event-registration-info.

Tim Fandek and the WI DECA Center Executive Director are here to help you. Our contact information is available at the beginning of this Chapter Management Guide. Please don't hesitate to call or email us.

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Conference Packets

Conference Packets that include registration information for WI DECA and DECA Conferences are available online at http://dpi.wi.gov/deca/event-registration-info These packets include programming information as well as pricing for registration and housing (if applicable). The packets will also include required forms for the conference.

Early Bird Registration Incentive

As an incentive to register for conferences early, WI DECA will offer special pricing on the registration cost if a chapter registers and submits conference registration by a designated "Early Bird" date. Please refer to individual conference registration packets for specific "Early Bird" dates for each conference. There will no longer be a penalty (or late fee) assessed to registrations received after the final close of registration.

Cancellation Policy for All Events

In order to provide our chapters with the latest possible registration dates, "cancellation" deadlines will be the same date as the close of registration. Chapter advisors may log on to the conference registration site and cancel any participant <u>up to the closing date of registration at no charge</u>. After the changes have been made by the advisor, a new invoice will be generated and emailed to the email address on record for the advisor. After the close of registration, notice of the cancellation must be submitted using a conference Cancellation/Substitution Form (for applicable conferences) via email to the WI DECA Center Executive Director (<u>widecacenterdirector@gmail.com</u>). **No refunds will be issued after the close of**

registration. Substitutions will be accepted. Please refer to conference packets for more specific information. Emergency situations will be reviewed for medical and family reasons only.

Housing Procedure

Flat Rate Pricing will be in effect for all WI DECA and DECA Conferences. Every effort will be made to grant housing requests. **Housing requests should be submitted through the online registration system in the "Special Needs" area.** Do NOT send email requests for housing! Any chapters requesting to share or combine housing must be arriving and departing on the SAME DAY as each other in order to accommodate housing requests. It is WI DECA procedure to combine housing between chapters to accommodate contracted housing allotments for each conference. In most cases, this means that student rooms will be quads and advisor rooms will be doubles. There are exceptions for every conference and your cooperation and understanding is greatly appreciated.

DECA CODE OF CONDUCT

These forms only have to be filled out ONE time per school year. Once the forms are turned in they will be valid for all WIDECA events in the current school year. The WI DECA Center Executive Director will create a google spreadsheet that will include the names of each student that completed the form. There are 3 forms that need to be completed:

- Student Code of Conduct
- Advisor/Chaperone Code of Conduct
- Administration Code of Conduct

As an event approaches the Executive Director will updated this spreadsheet every Monday. You will be able to look at the spreadsheet to see who has completed a form and who has not. Click here to view all completed code of conduct forms. If you would like a copy of the full form, contact widecacenterdirector@gmail.com.

Paper forms will NOT be accepted.

REMINDER:

If you are asking an advisor from another chapter to be a chaperone so that you can meet the student to adult ratio for that conference, you are required to send that advisor this form. By completing this form the advisors acknowledges they are considered a secondary chaperone for your chapter and will be available to assist your chapter if called upon. You will not be able to submit your registration until this form is completed.



STUDENT TO ADULT RATIO

WI DECA Events 16:1 CRLC 10:1 ICDC 8:1

Please ensure that your registration is in accordance with this WI DECA practice.

If chapters plan to "combine" advisors to adhere to the proper ratio, please email the WI DECA Executive Director BEFORE you begin registration for any conference. WI DECA is willing to work with and accommodate special needs of local administrations, but please communicate these BEFORE beginning to register. All advisors/chaperones will be responsible for monitoring the behavior of their students and providing supervision at conferences.

Please reference the updated bylaws to review the updated expectations for chaperones!

Special Note:

CRLC adult ratio is governed by the Central Region Board of Governor's Policy.



EVENT REGISTRATION INFORMATION

Fall Invitational Events

November 6th: Appleton North, Sun Prairie, and West Salem

November 13th: Wausau West and UW-Whitewater

IMPORTANT DATES & COST:

Each location will have different costs and registration dates, please see the registration packet for each of these events.

WI DECA Sports & Entertainment Marketing Conference (SEM), GREEN BAY, WI

December 2, 2021

https://www.decaregistration.com/wi-lab/Main.asp

IMPORTANT DATES & COSTS

Registration: November 2

REGISTRATION COST: \$55 per person (No housing available)

2021 High School District Career Development Conferences

District 1: January 8, Menomonie
District 4: January 8, Green Bay
District 2: January 7, Wisconsin Rapids
District 5: January 8, Wales
District 6: December 18, Racine

Please see the District Conference Information & Contact Information page 31 for more information)

State Career Development Conference (SCDC), Grand Geneva Resort, Lake Geneva

NEW DATES: February 22-24, 2022

https://www.decaregistration.com/wi/Main.asp

IMPORTANT DATES & COSTS

Early Bird Registration: January 1-14

REGISTRATION COST: \$100 per person Regular Registration: January 15 - January 21st (registration

closes at 5:00 PM on January 21st)
REGISTRATION COST: \$115 per person

HOUSING COST: \$50 per person

International Career Development Conference (ICDC), Atlanta, GA

April 23-26, 2022

https://www.decaregistration.com/wi-icdc/Main.asp

IMPORTANT DATES & COSTS

Registration: March 5-15 (registration closes at 11:59am on March 15th)

REGISTATION COST: \$125 per person (subject to change based on the format of the event)

Housing Cost: TBD

WI DECA Chapter Opportunity Workshop (COW), July 2022

https://www.decaregistration.com/wi-cow/Main.asp

IMPORTANT DATES & COSTS

Registration: TBD

REGISTRATION & HOUSING COSTS: TBD

OFFICIAL DECA DRESS

Please note: The information listed below is based on in-person events. The dress code is subject to change for virtual events. Reference the registration packet for each event for updated dress code information.

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

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

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

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

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

WHEN APPEARING BEFORE JUDGES AND ON-STAGE

- Official DECA blazer at ICDC (suit jacket is not required at SCDC)
 - Dress slacks or dress skirt or business dress
- Collared dress shirt and appropriate neckwear (necktie, ascot, scarf) or Dress blouse. NOTE: This is for ICDC only. At SCDC, males are required to wear a necktie, however, females are NOT required to wear a nectie/ascot/scarf with a collared shirt. Please make sure females are aware of this requirement for ICDC!
- Dress shoes

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

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

DECA BUSINESS CASUAL

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

UNACCEPTABLE DURING DECA ACTIVITIES

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

WI DECA CHAPTER PRIDE(Acceptable at WIDECA events ONLY, when listed in event registration packet)

- Jeans, khakis, shorts, matching chapter or team t-shirts, athletic Shoes
- Athletic clothing such as track pants, sweat pants, leggings are acceptable ONLY WHEN LISTED (IE: DECA dance)

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

Click here to view a slide show that explains WI DECA Dress Code FAQS AND what will happen if the dress code is not followed!



DRESS TO IMPRESS

DRESS CODE WHEN APPEARING BEFORE JUDGES AND ON-STAGE FOR ICDC

OFFICIAL DECA BLAZER WITH OFFICIAL DECA BLAZER WITH COLLARED DRESS SHIRT & APPROPRIATE NECKWEAR (NECKTIE, ASCOT, SCARF) **DRESS BLOUSE** OFFICIAL DECA BLAZER WITH **DRESS SLACKS DRESS SKIRT BUSINESS DRESS ALL SKIRTS** & DRESSES MUST BE AT **OR BELOW** THE KNEE. **DRESS SHOES BOAT SHOES ARE UNACCEPTABLE** FOOTWEAR.

When judging adherence to the dress code, DECA directs advisors, teachers and chaperones to use observation as the tool for assessing compliance. It is inappropriate to touch a student or their clothing as a means of determining adherence to the dress code.

DECA members who are not appropriately dressed will have a reasonable opportunity to meet the dress code prior to seeing a judge or being allowed on stage.



DISTRICT CONFERENCE INFORMATION & CONTACT INFORMATION

District 1: January 8th

Registration link: https://www.decargistration.com/wi-d01

LOCATION **UW-Stout**

CONFERENCE COORDINATOR & CONTACT INFORMATION

Debbie Stanislawski Phone: 715.232.3195 stanislawskid@uwstout.edu

District 2: January 7th

Registration link: https://www.decaregistration.com/wi-d02

LOCATION Wisconsin Rapids

CONFERENCE COORDINATORS & CONTACT INFORMATION

Eric Siler Ashley Tessmer Phone: 715.422.7178 Phone: 715.424.6750 eric.siler@wrps.net ashley.tessmer@wrps.net

District 3: January 8th

Registration link: https://www.decaregistration.com/wi-d03

CONFERENCE COORDINATORS & CONTACT INFORMATION

LOCATION

Sarah Van Berkum John Zimmerman Sun Prairie Phone: 608.561.6187 Phone: 608.743.5582

sarah.vanberkum@edgerton.k12.wi.us jzimmerman@janesville.k12.wi.us

District 4: January 8th

Registration link: https://www.decaregistration.com/wi-d04

LOCATION

CONFERENCE COORDINATOR & CONTACT INFORMATION

Green Bay

Lindsay Matuszewski Phone: 920.662.7000

lindmatu@hssd.k12.wi.us

District 5: January 8th

Registration link: https://www.decaregistration.com/wi-d05

LOCATION

CONFERENCE COORDINATOR & CONTACT INFORMATION Mark Bichler

Wales

Phone: 262-268-5500

Mark.Bichler@pwssd.k12.wi.us

District 6: December 18th

Registration link: https://www.decaregistration.com/wi-d06

LOCATION

CONFERENCE COORDINATOR & CONTACT INFORMATION

Racine

Christine Grochowski Phone: 262.539.5012 cfg.deca@gmail.com





Please utilize this list as a reference to your chapter's DECA District based on 2021-2022 membership.

When registering your membership with DECA please include this information as listed below. For example: If you are from Ashland High School, please list your district as "District 1."

This list can also be a great networking resource. Reference the schools in your area for partnerships.

The illustration represents the Wisconsin DECA District Conference Locations.

DECA District Conference Locations.							
District 1		District 2		District 3			
Altoona Chippewa Falls Eau Claire Memorial Eau Claire North Glenwood City Holmen Hudson LaCrosse Central LaCrosse Logan Melrose-Mindor*	Menomonie Northwestern Plum City St. Croix Falls Sparta Stanley-Boyd Superior Tomah West Salem	Adams Friendship Antigo Auburndale DC Everest Iola-Scandinavia Lakeland Union Medford Mercer* Merrill* Mosinee	Necedah Northland Pines Rhinelander Wausau East Wausau West Westfield Wisconsin Rapids	Beaver Dam Belleville Beloit Memorial Cambridge Cardinal Heights Clinton DeForest Dodgeville Edgerton FJ Turner Janesville Craig Janesville Parker Jefferson	Madison East Madison LaFollette Madison West McFarland Middleton Monona Grove Mount Horeb Oregon Sauk Prairie Stoughton Sun Prairie Watertown Waunakee		
District 4		District 5		District 6			
Appleton East Appleton North Appleton West Ashwaubenon Bay Port Dickson-Iron Vocational School Gibraltar Green Bay East Green Bay Preble Green Bay Southwest	Green Bay West Hortonville Kimberly LIttle Chute Neenah New London Oshkosh West Pulaski Sheboygan North	Arrowhead Germantown Hartford Union Homestead Kettle Moraine Mukwonago New Berlin Eisenhower New Berlin West Oconomowoc Port Washington	Slinger Wauwatosa East Waukesha North Waukesha South Waukesha West West Allis Central Whitnall	Badger Brookfield Central Brown Deer Cudahy Elkhorn Hamilton Sussex Indian Trail Kenosha Bradford Kenosha Tremper	Oak Creek Palmyra-Eagle Racine Case Racine Park South Milwaukee St. Francis Union Grove Westosha Wilmot		
*Schools that are new for the 2020-21 school year							

^{**}Schools that are new for the 2021-22 school year







DECA'S competitive events program directly supports our mission of preparing emerging leaders and entrepreneurs in marketing, finance, hospitality and management.

As an integral part of the classroom curriculum, DECA's industry-validated competitive events apply learning, connect to business and promote competition. DECA's competitive events directly contribute to every student being college and career ready when they graduate from high school. The program also strongly support the development of 21st Century Skills.

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- 43 Marketing Education & Training Presentation
- 43 School Based Enterprise
- 44 SCDC Special Recognition Awards



Purpose of DECA's Competitive Events Program

The DECA Competitive Events Program contributes to every student being college and career ready when they graduate from high school by focusing on the following outcomes:

Academically Prepared

DECA's competitive events provide a vehicle to demonstrate National Curriculum Standards through individual or team activities, develop and employ the key skills of analysis, application of knowledge, creative problem solving and logical presentations.

Community Orientated

DECA's competitive events help members explore their communities, participate in an environment of cooperation and recognize their responsibility to the community.

Professionally Responsible

DECA's competitive events encourage members to develop ethics, integrity and high standards, and to assume responsibility for self-improvement and self-discipline.

Experienced Leaders

DECA's competitive events provide constructive avenues for team expression, initiative and creativity.

DECA's competitive events program promotes **competence**, **innovation**, **integrity and teamwork**.

DECA Competitive Events Guidelines are detailed in the DECA Guide or at the following website: http://www.deca.org/high-school-programs/high-school-competitive-events/

Performance Indicators are available for each event by clicking on the event abbreviation in the performance indicator column at the above site.

BECAUSE OF DECA COPYRIGHT AGREEMENTS, SCDC PERFORMANCE INDICATORS WILL NOT BE DISTRIBUTED PRIOR TO SCDC.

GENERAL QUALIFICATIONS & GUIDELINES FOR COMPETITION

Wisconsin DECA Competitive Event Categories

Category	Required Event	Events in this Category
Series Events	Yes (if not registered for TEAM Event) All competitors must register for ONE series OR Team Decision Making event at SCDC. They can also choose to register for a Professional Selling, Manual, OR Project Management Events. They may also register for a Special Event.	Principles of Business Administration Events If a student was on ANY previous rosters (even if they did NOT compete) they are NOT eligible for these events. These events are for Freshman and Sophomores only, Juniors/Seniors are NOT allowed to compete in this event. Individual Series Events & Personal Financial Literacy Event (see the next page for a full list of events in these categories)
Team Events (TDM)	Yes (if not registered for Series Event) All competitors must register for ONE series OR Team Decision Making event at SCDC. They can also choose to register for a Professional Selling, Manual, OR Project Management Event. They may also register for a Special Event.	Business Law & Ethics TDM Buying & Merchandising TDM Entrepreneurship TDM Financial Services TDM Hospitality Services TDM Marketing Management TDM Sports & Entertainment TDM Travel & Tourism TDM
Professional Selling Events	No Competitors can choose to register for ONE of these events in addition to the required series/ TDM event. They can also choose to compete in one or more Special Event. A student registered in one of these events CAN NOT compete in a Manual or Project Management Event!	Financial Consulting Hospitality and Tourism Professional Selling Professional Selling
Manual Events	No Competitors can choose to register for ONE of these events in addition to the required series/ TDM event. They can also choose to compete in one or more Special Event, including WI SBE.	Business Operations Research Events Business Management and Entrepreneurship Events Integrated Marketing Campaign Events (see the next page for a full list of events in these categories)
Project Management Events	No Competitors can choose to register for ONE of these events in addition to the required series/ TDM event. They can also choose to compete in one or more Special Event, including WI SBE.	Business Solutions Project Career Development Awareness Community Awareness Project Community Giving Project Financial Literacy Project Sales Project
Special Events	No Competitors can choose to register for ONE of these events in addition to the required series/TDM event. They can choose to also compete in a Professional Selling Event, Manual Event, OR a Project Management Event.	Economic Excellence Online Test Wisconsin Gold Chapter Wisconsin Gold Student Marketing Education and Training Event Wisconsin School Based Academy
Online Events	No These events occur online throughout the year, they are not offered at SCDC. Competitors can choose to register for ANY of these events and can qualify to attend ICDC in these events AND do NOT have to attend SCDC if they qualify for ICDC in one of these events.	Stock Market Game Virtual Business Challenge - Accounting Virtual Business Challenge - Entrepreneurship Virtual Business Challenge - Fashion Virtual Business Challenge - Hotel Managment Virtual Business Challenge - Personal Finance Virtual Business Challenge - Restaurant Virtual Business Challenge - Retail Virtual Business Challenge - Sports



DECA, Inc. allocates each Chartered Association a certain amount of spots to ICDC based on Membership. Below shows the spots WI DECA gets for each event and the test associated with each event. **Events with the * are the REQUIRED EVENTS (I.E. students must compete in ONE of these events).**

PRINCIPLES OF BUSINESS ADMINISTRATION EVENTS	ICDC	CLUSTER EXAM	
1. Principles of Business Management and Administration—PBM	Тор 7	Bus. Admin Core	*
2. Principles of Finance—PFN	Top 7	Bus. Admin Core	*
3. Principles of Hospitality and Tourism—PHT	Тор 7	Bus. Admin Core	*
4. Principles of Marketing—PMK	Тор 7	Bus. Admin Core	*
INDIVIDUAL SERIES EVENTS	ICDC	CLUSTER EXAM	
1. Accounting Applications Series—ACT	Тор 7	Finance	*
2. Apparel and Accessories Marketing Series—AAM		Marketing	*
3. Automotive Services Marketing Series—ASM	Тор 7	Marketing	*
4. Business Finance Series—BFS	Тор 7	Finance	*
5. Business Services Marketing Series—BSM	Тор 7	Marketing	*
6. Entrepreneurship Series - ENT	Тор 7	Entrepreneurship	*
7. Food Marketing Series—FMS	Top 7	Marketing	*
8. Hotel and Lodging Management Series—HLM	Тор 7	Hospitality	*
9. Human Resources Management Series—HRM	Тор 7	Bus. Mgmt. Admin	×
10. Marketing Communications - MCS	Тор 7	Marketing	×
11. Quick Serve Restaurant Management Series—QSRM	Тор 7	Hospitality	*
12. Restaurant and Food Service Management Series—RFSM	Тор 7	Hospitality	*
13. Retail Merchandising Series—RMS	Тор 7	Marketing	×
14. Sports and Entertainment Marketing Series—SEM	Top 7	Marketing	×
PERSONAL FINANCIAL LITERACY EVENT	ICDC	CLUSTER EXAM	
1. Personal Financial Literacy—PFL	Тор 7	Financial Literacy	×
TEAM DECISION MAKING EVENTS	ICDC	CLUSTER EXAM	
1. Business Law and Ethics Team Decision Making—BLTDM	Тор 7	Bus. Mgmt. Admin	*
2. Buying and Merchandising Team Decision Making—BTDM	Тор 7	Marketing	×
3. Entrepreneurship Team Decision Making - ETDM	Тор 7	Entrepreneurship	
4. Financial Services Team Decision Making—FTDM	Тор 7	Finance	*
5. Hospitality Services Team Decision Making—HTDM	Тор 7	Hospitality	*
6. Marketing Management Team Decision Making—MTDM	Тор 7	Marketing	*
7. Sports and Entertainment Marketing Team Decision Making—STDM	Тор 7	Marketing	*
8. Travel and Tourism Team Decision Making—TTDM	Тор 7	Hospitality 37	*



PROFESSIONAL SELLING AND CONSULTING EVENTS	ICDC	CLUSTER EXAM	
1. Financial Consulting—FCE	Тор 6	Finance	
2. Hospitality and Tourism Professional Selling—HTPS	Тор 6	Hospitality	
3. Professional Selling—PSE	Тор 6	Marketing	
BUSINESS OPERATIONS RESEARCH EVENTS	ICDC	CLUSTER EXAM	
1. Business Services Operations Research—BOR	Тор 6		
2. Buying and Merchandising Operations Research—BMOR	Тор 6		
3. Finance Operations Research—FOR	Тор 6		
4. Hospitality and Tourism Operations Research—HTOR	Тор 6		
5. Sports and Entertainment Marketing Operations Research— SEOR	Тор 6		
BUSINESS MANAGEMENT AND ENTREPRENEURSHIP EVENTS	ICDC	CLUSTER EXAM	
1. Entrepreneurship - Innovation Plan—EIP	Тор 6		
2. Entrepreneurship-Start-Up Business Plan—ESB OR Franchising Business Plan - EFB	Тор 6		
3. Entrepreneurship - Independent Business Plan—EIB	Тор 6		
4. Entrepreneurship - Business Growth Plan—EBG	Тор 6		
5. International Business Plan—IBP	Тор 6		
INTEGRATED MARKETING CAMPAIGN EVENTS	ICDC	CLUSTER EXAM	
1. Integrated Marketing Campaign - Events - IMCE	Тор 6	Marketing	
2. Integrated Marketing Campaign - Product - IMCP	Тор 6	Marketing	
3. Integrated Marketing Campaign - Service - IMCS	Тор 6	Marketing	
PROJECT MANAGEMENT EVENTS	ICDC	CLUSTER EXAM	
1. Business Solutions Project - PMBS	Тор 6		
2. Career Development Project - PMCD	Тор 6		
3. Community Awareness Project - PMCA	Тор 6		
4. Community Giving Project - PMCG	Тор 6		
5. Financial Literacy - PMFL	Тор 6		
6. Sales Project - PMSP	Тор 6		
ONLINE EVENTS	ICDC QL	JALIFICATION	
Stock Market Game - SMG	Student	ts must qualify for	
Virtual Business Challenge Accounting - VBCAC	ICDC in these events which occur online throughout the year. These events are not offered at SCDC. National DECA will inform chapter		
Virtual Business Challenge Entrepreneurship - VBCEN			
Virtual Business Challenge Fashion - VBCFA			
ual Business Challenge Hotel Managment - VBCHM advisors if students of these events.			fy in
Vitrual Business Challenge Personal Finance - VBCPF			
Vitrual Business Challenge Restaurant - VBCRS		Students who qualify for ICDC in these events do NOT	
	have to attend SCDC.		
Vitrual Business Challenge Retail - VBCRT	have to	attend SCDC.	



WISCONSIN ONLY SPECIAL EVENTS	ICDC	
Economics Excellence - Top 20 students receive small medals and Top 10 will receive Champion medals.	Top 10	Non-competitive Spot
Wisconsin Gold Chapter: All Gold Certified Chapters earn ONE Non-competitive Spot		
Wisconsin Gold Student	Тор 6	Non-competitive Spot
Marketing Education and Training Event	Тор 6	Non-competitive Spot
State Officer Elections: Newly elected officers are required to attend ICDC 2022		
Wisconsin School Based Enterprise Academy: Top TWO teams in each track earn ONE Non-competitive spot.		
ICDC Non Competitive/Academy Application/Voting Delegate Application process requ		ion process required.

DECA Board Form for Reporting Cheating

Form should be submitted to Series Director who will submit to Tabulation

a. Policy Statements:

- If students are caught cheating they still must continue to finish the event to completion (role-plays or presentations). Advisors would be notified of a DQ on the second night.
- If any type of cheating occurs with students at any conference (test or role-play) those students are not eligible to advance to any following competitive conferences during the current academic year.
- To verify the cheating has occurred it is recommended that two people witnessed or observed the cheating AND/OR comparing documentation if possible.
- iv. If you are an advisor and you suspect someone of cheating it HAS to be reported to conference coordinator and tabulation director as soon as possible.
- v. If a competitor is caught cheating in one event, they would also be DQ'd in any other event that would qualify them for ICDC attendance. Advisors will be notified upon the completion of all events.
- vi. Appeal process would go to the Board for discussion

Date	Time	Location
Student being reported		
School		
Event		
Detailed behavior observed		
Your name		
Your role (advisor, chaperone, judge, etc.)		
Your phone number		
Witness name		
Witness role		
Any additional comments or concerns		
Signature of Series Director	Signature of 0	Chapter Advisor
Signature of Conference Coordinator	Signature of 1	Tabulation Director

See back for further documentation

Steps taken by Series Director, Tabulation Director, and Conference Coordinator:
Decision Made:
Appealed to DECA Board? Yes No
Decision of DECA Board (if applicable):



2022 SCDC ALLOCATION (QUOTA) FORM

Due to facilities limitation at the Grand Geneva Resort, all Wisconsin DECA chapters must complete the SCDC Allocation (Quota) Form to determine how many student spots they have to the state conference.

At the time of the release of this document, the SCDC Quota form has not changed from last year. However, the Wisconsin DECA Board will review overall membership numbers AND the format of SCDC to determine if changes need to be made to the quota form. More information will be released as soon as a final decision is made.

COMPETITIVE EXCELLENCE UPDATE: ONLINE

WI DECA will continue to offer all members practice tests online. Members are able to take as many practice tests as they would like to prepare for competition. Practice tests are free to members! The link to take practice tests is: https://practice.answerwrite.com/deca/wi-practice

Members simply login using their Member ID (found with your membership) and choose from the 20+ practice tests they would like to take. The system will send the student their results and indicate the correct answer for the questions they got wrong.

SCDC Incentive

• All members who take ONE or more tests after districts and prior to SCDC will be given a Competitive Excellence Ribbon at SCDC. Members just have to take the test prior to 5pm on February 21, 2022.

PROJECT SUBMISSION PROCESS

To help prepare members for ICDC 2022, all projects will be submitted online for SCDC. You will NOT be required to submit a paper copy of the project. WI DECA leadership and the WI DECA Board are finalizing the details of the submission process and more information will be released in the SCDC Registration Packet.



ECONOMIC EXCELLENCE

- Every registered SCDC attendee (Service Associates are eligible to take this test) will have the
- opportunity compete an online economics test of 100 questions (not required)
- Economics score will NOT be factored into Series or Principles of Business Administration Events: Consistent with competitive events at ICDC
- Recognition of Top 20 competitors on stage & Top 10 will earn non-competitor spot to ICDC
- Each District will have the opportunity to determine the following:
 - If the District will offer an economics test
 - Format—Online vs. Written
 - Number of Questions—50 vs. 100
- Quota system will apply to districts offering economics event—top 2 qualifiers earn spots to SCDC
- No substitutions/changes to this event registration after February 10, 2022.

GOLD CHAPTER

 The Wisconsin Gold Chapter Project is a Wisconsin Only Special Event that provides an opportunity for chapter members to work together and highlight the past year's chapter level activities. This project requires members to document and creatively compile a publication that serves as a portfolio of successful chapter activities and projects. It also provides chapter members the opportunity to demonstrate the knowledge and skills necessary in planning, organizing, implementing and evaluating the chapter activities and projects. Click here to learn more.

GOLD STUDENT

• The Wisconsin Gold Student is a Wisconsin Only Special Event that provides an opportunity for chapter members to highlight their involvement in DECA through the development of a portfolio and then share this information with a panel of judges at the State Career Development Conference. This project requires members to document and creatively compile a publication that serves as a portfolio of their personal DECA related activities, projects and achievements. Finally, it is an opportunity for members to demonstrate their presentation and interview skills in front of a panel of judges and potentially be awarded a non-competitor spot to ICDC. Click here to learn more.

MARKETING EDUCATION & TRAINING PRESENTATION

The Marketing Education & Training Presentation is a Wisconsin Only Special Event that provides an opportunity for WI DECA members to be recognized for outstanding planning and instruction in marketing education. This project requires members to prepare and submit a 2 page lesson plan (template provided) by a set deadline. Students who meet this requirement will be scheduled for a 10 minute marketing presentation at SCDC. **CHAPTERS ARE ALLOWED TO SUBMIT A MAXIMUM OF 3 PRESENTATIONS.** For more information on the Marketing Education & Training Presentation, please <u>click here</u>. Judge(s) will play the role of secondary school students vs. school administration.

DECA SCHOOL BASED ENTERPRISE (SBE) CERTIFICATION

The School-based Enterprise Certification Program was developed to provide recognition for outstanding achievement by school-based enterprises and to motivate SBEs to strive for excellence and to grow. The program provides SBEs with standards for model school store operation and provides recognition for school-based enterprises at three levels: bronze, silver and gold. The number and type of activities a school-based enterprise completes for each of the standards will determine the level of certification awarded. National DECA updated the guidelines for the SBE Academy at ICDC to allow 1-3 participants on each team for this event. WI DECA will follow this guideline for SCDC 2022! Click here to learn more about SBE certification.



Wisconsin DECA would not be the same without the dedication and enthusiasm of some very special people! Each year, Wisconsin DECA is proud to recognize advisors, alumni, and other friends of DECA with special awards at SCDC. Please take the time to review the application guidelines for the SCDC Special Recognition Awards. Think about those special people that deserve recognition and nominate them for SCDC 2020!

RED APPLE ADVISOR AWARD

- The purpose of this award is to recognize chapter advisors for their dedication and commitment to students.
- Current students can nominate their advisors for this award.
- Advisor must NOT have received the Red Apple Advisor Award the year prior.
- A photograph of the advisor must be included with the nomination form.
- Students must complete the following online form along with a short video
- highlighting why their advisor should receive the Red Apple Award.
- Online Form: https://wisconsindeca.formstack.com/forms/red_apple_advisor_award
- Nominations are due on January 28, 2022
- The winners of the Red Apple Award will be announced at SCDC at the required advisor meeting. The video submissions will be available online at wideca.org but will not be played at SCDC.

ALUMNI EXCELLENCE AWARD

- The Alumni Excellence Award is designed to recognize outstanding alumni members.
- Nominations can be submitted by a local or state advisor.
- Nominee must be an active, paid alumni of your DECA chapter (name will appear on current year DECA Membership Roster)
- Applicant should be a successful marketing or business employee or a current
- member of Collegiate DECA.
- Your nomination should be based on the participation, assistance, and the guidance they have demonstrated on the local and state levels. Judging at district and state events is noteworthy.
- Please include a photograph with nomination form.
- All nominees will be given the award based on your recommendation.
- Arrange for your nominee to be present at the Formal Awards Banquet Session at SCDC. You must register the person as a special guest during SCDC Online
- Registration. WI DECA will not recognize the alumni on stage if they are not present.
 The award will be given to the advisor at SCDC registration to present to the alumni member at another time.
- Online Form: https://wisconsindeca.formstack.com/forms/alumni_excellence_school_official_excellence_award_for_scdc
- Nominations are due on January 28, 2022

SCHOOL OFFICIAL & FRIEND OF WISCONSIN DECA AWARD

- The School Official Excellence Award or Friends of Wisconsin DECA is designed to recognize contributions to the success of your program
- Included in the broad category of school official is: district administrator, school board member, LVEC, principal, or guidance counselor.
- Friends of WI DECA can be parents, community member, or business partners.
- Applicant should have made a significant, long-term contribution to the success of marketing education and DECA at the local level. You should be able to list on the application, specific decision, actions and contributions he/she has made to the benefit of your program.
- The application form must be completed by the chapter advisor.
- Please include a photograph with nomination form.
- All nominees will be presented the award based on your recommendation.
- Arrange for your nominee to be present at the Formal Awards Banquet Session at SCDC. You must register the person as a special guest during SCDC Online Registration. WI DECA will not recognize the alumni on stage if they are not present. The award will be given to the advisor at SCDC registration to present to the alumni member at another time.
- Online Form: https://wisconsindeca.formstack.com/forms/alumni_excellence_school_official_excellence_award_for_scdc
- Nominations are due on January 28, 2022

MARKETING EDUCATOR PROFESSIONAL DEVELOPMENT SCHOLARSHIP PROGRAM

- The purpose of this award is to recognize the accomplishments of marketing educators and offer scholarship monies to advance their professional career in marketing education.
- Please include a photograph with portfolio application.
- Portfolios must be submitted electronically.
- This award will be presented at the Wednesday Board Meeting at SCDC.
- Online Form: https://wisconsindeca.formstack.com/forms/untitled_form_20
- Applications are due on January 28, 2022



COMMUNITY SERVICE GUIDE

Your Wisconsin DECA Guide to Incorporating the DECA Guiding Principle of Community Service into your DECA Chapter. For the complete Community Service Guide, click here!

Hello Wisconsin DECA!

I am absolutely thrilled to be serving as your Vice President of Community Service this year. I am amazed every year by the incredible impact Wisconsin DECA members have on communities statewide, and I know that this year will be no different. With so many dedicated chapters and countless ways to get involved. It's no secret that Wisconsin DECA members are passionate about community service. Our efforts translate into communities and lives changing all across Wisconsin and beyond. This year, I am confident that we can keep that momentum going and continue to make a positive impact. In order to do this, we need you to be involved!

Wondering how to get involved? Team 56 is confident in your ability to create positive change this year, and want to provide you with even more tools to be successful. This Community Service Guide is an amazing resource for you to find descriptions of statewide service initiatives, details on how to earn ribbons for your hard work, and ideas and tips for holding events of your own. In addition, the Wisconsin DECA Community Service Calendar and blog posts remain excellent references for finding events to attend, or consider hosting in the future! This year, chapters who post their events on our Community Service Calendar will have the chance to be spotlighted on our social media platforms as our Chapter of the Month, so be sure to keep us in the loop with all of the great efforts your school is making!

We hope that this guide will help your chapter enter into the year with confidence and excitement. If you have any additional questions or feedback, do not hesitate to contact me! I truly believe that by working together, Wisconsin DECA can have an impact that lasts far beyond this year.

Sincerely,

Opal Sharma

Opal Sharma Wisconsin DECA Vice President of Community Service widecacommunityservice@gmail.com



GET CONNECTED TO WI DECA COMMUNITY SERVICE INITIATIVES



DECA, INC. Initiatives

DECA, INC. Campaigns are detailed at: http://www.deca.org/high-school-programs/high-school-chapter-campaigns/

DECA, INC. recognizes chapter achievement for community service. Recognition can range from a certificate to an ICDC allocation spot to attend a DECA Academy in Anaheim, CA.

To receive recognition from DECA, Inc. all community service activities must be submitted online at www.deca.org

Wisconsin DECA Initiatives

- MDA (Muscular Dystrophy Association)
- Polar Plunge
- Acts of Kindness
- 100 Hours
- General Contributions to Charity
- · Trick or Can
- All CTSO Safe Driving

Wisconsin DECA recognizes chapter achievement for community service. Recognition can range from a certificate, SCDC ribbons, to extra allocation spot at SCDC.

For Wisconsin DECA recognition you must submit your community service activities using the online Community Service form, which can be found https://example.com/here!

WISCONSIN DECA COMMUNITY SERVICE CALENDAR

WI DECA will have a now has a Community Service Center on the <u>website</u>. This will be your one stop shop for everything community service - resources, upcoming events and more!



Wisconsin DECA By-Laws Updated July 2019

The mission of marketing, management, and entrepreneurship education is to prepare emerging leaders and entrepreneurs for careers in marketing, finance, hospitality and management in high schools and colleges around the globe.