



COMPETITIVE EVENT INFORMATION

DECA's Competitive Events Program is an incredible tool for your curriculum. As an integral part of the classroom curriculum, DECA's industry-validated competitive events are aligned with National Curriculum Standards in the career clusters of marketing, business management and administration, finance, and hospitality and tourism, as well as personal financial literacy and entrepreneurship.

DECA's competitive events provide authentic learning situations related to current business practices and that are designed to evaluate members' knowledge and skills through an interactive component with an industry professional serving as a judge. DECA's competitive events support members' development of 21st Century Skills, such as creativity and innovation, critical thinking and problem solving, and communication and collaboration.

As a result, DECA's competitive events directly contribute to every member being college and career ready when they graduate from high school.

CLASSROOM CONNECTION

DECA's Career Development Conferences supports educational initiatives.

- Career Clusters®
- National Curriculum Standards
- 21st Century Skills
- Common Core State Standards
- Project-based Learning

**As a rule,
we find what
we look for;
we achieve
what we get
ready for.**

*-James Cash Penny,
DECA Honorary Life Member*

2019 Competitive Event Categories

Michigan DECA does NOT offer competition in DECA's Accounting Applications or Personal Financial Literacy events

	<u>District</u>	<u>State@</u>	<u>International*</u>
Principles Events			
<i>One Core Exam and Role Play Events - Only for non-Seniors, and first year DECA members (not first time competitors)</i>			
Principles of Business Management (PBM)	X	X	6
Principles of Finance (PFN)	X	X	6
Principles of Hospitality and Tourism (PHT)	X	X	6
Principles of Marketing (PMK)	X	X	6
Individual Series Events			
<i>One Cluster Exam and Role Play Events</i>			
Apparel & Accessories Marketing (AAM)	X	X	6
Automotive Services Marketing (ASM)	X	X	6
Business Finance (BFS)	X	X	6
Business Services Marketing (BSM)	X	X	6
Entrepreneurship Series (ENT)	X	X	6
Food Marketing (FMS)	X	X	6
Hotel and Lodging Management (HLM)	X	X	6
Human Resources Management (HRM)	X	X	6
Marketing Communications (MCS)	X	X	6
Quick Serve Restaurant Management (QSRM)	X	X	6
Restaurant and Food Service Management (RFSM)	X	X	6
Retail Merchandising (RMS)	X	X	6
Sports and Entertainment (SEM)	X	X	6
Team Decision Making Events			
<i>One Cluster Exam and Case Situations</i>			
Business Law & Ethics (BLTDM)	X	X	6
Buying and Merchandising (BTDM)	X	X	6
Entrepreneurship (ETDM)	X	X	6
Financial Services (FTDM)	X	X	6
Hospitality Services (HTDM)	X	X	6
Marketing Management (MTDM)	X	X	6
Sports & Entertainment Marketing (STDM)	X	X	6
Travel & Tourism Marketing (TTDM)	X	X	6
State Events			
Chapter Awards Program (CAP)	-	X	Gold
# Ethics Team Event (ETH) (<i>Seniors only</i>)	-	1	-
Gold Merit Award Program (MAP)	-	Gold	Gold
Leadership & Teamwork (LTW) (<i>non-Seniors only</i>)	-	1	-

Continued on the next page

Key

- # Indicates a new or revised event
- Indicates that the event does not compete at this level of competition
- X Indicates that the number of individuals or teams may vary due to the number of members in the chapter or district
- @ Indicates the number of individuals or teams eligible to advance from each district to the State Conference
- * Indicates the number of individuals or teams eligible to advance from the State Conference to the International Conference

2019 Competitive Event Categories

	District	State@	International*
Business Operations Research Written Events			
Business Services Operations (BOR)	-	X	4-6
Buying & Merchandising Operations (BMOR)	-	X	4-6
Finance Operations (FOR)	-	X	4-6
Hospitality & Tourism Operations (HTOR)	-	X	4-6
Sports & Entertainment Marketing Operations (SEOR)	-	X	4-6
Chapter Written Events			
Community Service Project (CSP)	-	X	4-6
Creative Marketing Project (CMP)	-	X	4-6
Entrepreneurship Promotion Project (EPP)	-	X	4-6
Financial Literacy Promotion Project (FLPP)	-	X	4-6
Learn & Earn Project (LEP)	-	X	4-6
Public Relations Project (PRP)	-	X	4-6
Entrepreneurship Written Events			
Business Growth Plan (EGB)	-	X	4-6
Franchise Business Plan (EFB)	-	X	4-6
Independent Business Plan (EIB)	-	X	4-6
Innovation Plan (EIP)	-	X	4-6
International Business Plan (IBP)	-	X	4-6
Start-Up Business Plan (ESB)	-	X	4-6
Integrated Marketing Campaign Events <i>(formerly Advertising Campaign, Fashion Merchandising Promo Plan, Sports & Entertainment Promo Plan)</i>			
# Integrated Marketing Campaign - Event (IMCE)	-	X	4-6
# Integrated Marketing Campaign - Product (IMCP)	-	X	4-6
# Integrated Marketing Campaign - Service (IMCS)	-	X	4-6
Professional Selling & Consulting Events			
Financial Consulting (FCE)	X	3	4-6
Hospitality & Tourism Professional Selling (HTPS)	X	3	4-6
Professional Selling (PSE)	X	3	4-6
Direct to the International Career Development Conference			
School Based Enterprise (SBE)	-	Gold Optional	Refer to event guidelines
Stock Market Game (SMG)	-	-	Refer to event guidelines
Virtual Business Challenge: Accounting (VBCAC)	-	-	Refer to event guidelines
Virtual Business Challenge: Fashion (VBCFA)	-	-	Refer to event guidelines
Virtual Business Challenge: Hotel Management (VBCHM)	-	-	Refer to event guidelines
Virtual Business Challenge: Personal Finance (VBCPF)	-	-	Refer to event guidelines
Virtual Business Challenge: Restaurant (VBCRS)	-	-	Refer to event guidelines
Virtual Business Challenge: Retail (VBCRT)	-	-	Refer to event guidelines
Virtual Business Challenge: Sports (VBCSP)	-	-	Refer to event guidelines

Key

- # Indicates a new or revised event
- Indicates that the event does not compete at this level of competition
- X Indicates that the number of individuals or teams may vary due to the number of members in the chapter or district
- @ Indicates the number of individuals or teams eligible to advance from each district to the State Conference
- * Indicates the number of individuals or teams eligible to advance from the State Conference to the International Conference

DECA's Copyright Agreements

For DECA's Competitive Events and DECA Comprehensive Exams

DECA has contracted with *MBA Research* to provide high quality comprehensive exams for use by Chartered Associations. DECA is subsidizing the costs of these exams to assure that chartered associations have access to the appropriate exams. To help ensure quality, DECA monitors variables such as reliability, validity, discrimination, fairness and comprehensiveness. Further, DECA ensures that each exam item is appropriately anchored to performance indicators and curriculum standards derived from formal occupational analysis.

Quality testing is expensive. The costs of industry research, development, scenario and item writing are shared among all participating associations and through the sale competitive event scenarios and of sample exams. The ability to help contain costs to individual chartered associations, depends on the participation of chartered associations and on its local affiliates adhering to all use and distribution policies and copyright restrictions.

All Chapter Advisors must agree to the following:

1. Any chapter which violates DECA's exam or scenario distribution and use policy will not be allowed to participate in the next two chartered association conferences and the International Career Development Conferences.
2. If any exams or scenarios are posted on a chapter or chartered association website outside of the distribution and use policy, the chartered association will not be eligible to purchase exams or receive scenarios from DECA Inc. for a period of one year for the first offense.
3. You are purchasing a license for one-time use of these exams for use (only) as part of the DECA Competitive Events Program.
4. Exam items may not be banked nor re-used to develop other exams. Exams must be used only as distributed by DECA Inc.
5. Items may not be edited nor rewritten for any purpose. (Derivative works are controlled by U.S. copyright law and are generally not allowed without express permission.)
6. Chartered Associations agree that all exams will be collected and destroyed after one-time use.
7. Chartered Associations may retain one file copy, but the file copy may not be used as a source of items for any purpose.
8. Only after a date specified by DECA Inc. will you be able to provide sample copies of the District Exam to your local chapter advisors. Once DECA determines when the last District Exam will be administered, an announcement will be made to chartered associations clearing them to distribute sample versions.
9. Chartered Associations may duplicate exams as needed for individual students competing in DECA's Competitive Events Program.
10. Chartered Associations that use an online testing service must notify DECA Inc who the provider is and the provider must meet DECA's online security requirements. DECA Inc. will provide the exams directly to approved online providers after they have demonstrated their security standards.
11. Under no circumstances may any exam, in whole or in part, or any item within be published or posted on any website.
12. All copyright restrictions also apply to local chapters.

Plagiarism Policy

Intention

One of DECA's Guiding Principles is to prepare our members to be Professionally Responsible. "DECA members are poised professionals with ethics, integrity and high standards." Ethical behavior is a large part of responsible citizenship; therefore, we believe it is important to have a clear policy concerning plagiarism and other forms of academic cheating.

Definitions

Cheating by students is defined as attempting to take credit for someone else's work, using unauthorized materials, or otherwise acting to deceive the evaluator in an assignment, project, or test.

Intentional Plagiarism is defined as, but not limited to:

- Obvious, substantial, verbatim reproduction of information.
- Fabrication of sources, falsification of page numbers, or other deliberate mis-documentation.
- Submission of others' work as the students' own. This applies to un-cited paraphrasing of another's ideas as well as verbatim use of others' words. (Others' may refer to either scholarly sources, online "cribbed" essays, or the work of other students).

Technical Plagiarism is defined as, but limited to:

- Poor paraphrasing, amounting to "translating" another's work
- Improper citation or documentation that misrepresents a source
- Insufficient citation of factual information not held to be common knowledge (common knowledge is defined as facts readily available from a variety of sources)
- Poor integration of direct quotations with the student's own writing.

Determination of Plagiarism/Cheating

Parents and the School Principal must be informed immediately when a student is suspected of plagiarism or cheating. Through the use of TurnItIn.com and other search engines, teachers will, in most cases, be able to provide documented evidence of plagiarism. A committee of teachers shall be established to review, as needed, cases of plagiarism. The purpose of the committee will be to determine that evidence of plagiarism exists and which definition applies, not to apply penalties.

Consequence

Evidence of plagiarism or cheating shall result in the student (and partner, if applicable) being disqualified from competition. No refunds will be given for disqualified dropped students.

Disciplinary consequences

In addition to being disqualified, Michigan DECA will refer the student to the school principal where other actions could be taken as outlined in their school's code of conduct.

The Ledyard (CT) Public School's Plagiarism Policy of 2008 was used as a basis for this policy.

District Conference Competitors

Eligibility

To be eligible to compete in Michigan DECA's competitive events program, the student must be a paid member of Michigan DECA and enrolled in or a completer of a marketing education program.

District Conference Competitors

- A. Schools with 30 or less members by October 31: Each local school (area career center or comprehensive high school) may send a maximum of two (2) participants to each individual event. One (1) team in each TDM event and one (1) registrant allowed in the each of the *Financial Consulting*, *Hospitality & Tourism Professional Selling*, *Innovation Plan*, and *Professional Selling* events. This will allow a maximum of 47 participants per school. Chapters with 100% membership, chapters that receive the "Gimmie 5!" award, and new chapters will be allowed an additional participant or team in each event.
- B. Schools with 31 to 60 members by October 31: Each local school (area career center or comprehensive high school) may send a maximum of three (3) participants to each individual event. Two (2) teams in each TDM event and one (1) registrant allowed in the *Financial Consulting*, *Hospitality & Tourism Professional Selling*, *Innovation Plan*, and *Professional Selling* events. This will allow a maximum of 73 participants per school. Chapters with 100% membership, chapters that receive the "Gimmie 5!" award, and new chapters will be allowed an additional participant or team in each event.
- C. Schools with 61 to 109 members by October 31: Each local school (area career center or comprehensive high school) may send a maximum of four (4) participants in each individual event. Two (2) teams in each TDM event, and two (2) registrants allowed in the *Financial Consulting*, *Hospitality & Tourism Professional Selling*, *Innovation Plan*, and *Professional Selling* events. This will allow a maximum of 94 participants per school. Chapters with 100% membership, chapters that receive the "Gimmie 5!" award, and new chapters will be allowed an additional participant or team in each event.
- D. Schools with 110 or more members by October 31: Each local school (area career center or comprehensive high school) may send a maximum of five (5) participants in each individual event. Three (3) teams in each TDM event, and three (3) registrants in the *Financial Consulting*, *Hospitality & Tourism Professional Selling*, *Innovation Plan*, and *Professional Selling* events. This will allow a maximum of 120 participants per school. Chapters with 100% membership, chapters that receive the "Gimmie 5!" award, and new chapters will be allowed an additional participant or team in each event.
- E. Schools that submit their membership roster after November 15: Each local school (area career center or comprehensive high school) may send a maximum of three (3) participants in each individual event. Two (2) teams in each TDM event, and one (1) registrants in the *Financial Consulting*, *Hospitality & Tourism Professional Selling*, *Innovation Plan*, and *Professional Selling* events. This will allow a maximum of 73 participants per school. Chapters with 100% membership, chapters that receive the "Gimmie 5!" award, and new chapters submitting late rosters will not be allowed the additional participants.

Tie Breaking Procedures

1. At all conferences, All decisions of the judges are final. Michigan DECA will not re-evaluate the judges' decisions. Michigan DECA will investigate, and if necessary correct any tabulation errors.
2. In the event that there is a tie between overall finalists at the State Conference in an event with an exam, the exam score will be used to break the tie, followed by the participatory event score for the event labeled "1", then followed by the participatory event score for the event labeled "2".
3. In the event that there is a tie between overall finalists at the State Conference in an event *without* an comprehensive exam, the tie will be broken by the score for the interview, then the judges' overall impression, followed by the categories worth the most points.

Please note that there are usually several excellent projects and competitors. The difference between first and second place could be as little as one point. **All decisions of the judges are final.**

Comprehensive Exam Areas

For District, State and International Competition

Business Administration Core	Principles of Business Administration Principles of Finance Principles of Hospitality Principles of Marketing Leadership & Teamwork** Ethics Team Event**
Business Management & Administration Cluster	Business Law & Ethics TDM Human Resources Management Event
Entrepreneurship Cluster	Entrepreneurship Series Entrepreneurship TDM
Finance Cluster	Business Finance Event Financial Consulting Event Financial Services TDM
Hospitality and Tourism Cluster	Hotel & Lodging Event Hospitality Services TDM Hospitality & Tourism Professional Selling Event Quick Serve Restaurant Management Restaurant and Food Service Management Travel & Tourism TDM
Marketing Cluster	Apparel & Accessories Event Automotive Services Marketing Business Services Marketing Buying & Merchandising TDM Food Marketing Event Integrated Marketing Campaign Event* Integrated Marketing Campaign Product* Integrated Marketing Campaign Service* Marketing Communications Event Marketing Management TDM Professional Selling Event Retail Merchandising Event Sports & Entertainment Event Sports & Entertainment TDM

Specific performance indicator lists for each cluster exam can be found on deca.org.

* These events do not compete at the District Conference.

** The Leadership & Teamwork Event and the Ethics Team Event does not compete at the District or International Conferences.

Exam Composition for Cluster Level Events at Each Conference

	District	State	International
Business Core (Prerequisite and Curriculum Sustaining Curriculum Planning Levels)	60%	50%	40%
Cluster (Specialist and Supervisor Curriculum Planning Levels)	40%	50%	60%

Cancellation & Substitution Policy

Chapter Advisors are responsible to fully explain to their students the cancellation policy, depending on their type of competitive event:

For **All Team Decision Making Events** (BLTDM, MTDM, etc.), these events require a minimum number of team members (two students), so a student is not allowed to compete individually. At the District Conference, if one member of a team does not attend, the attending student will be automatically moved into the corresponding individual event. After the District Conferences, if one member cannot attend the next level of competition, **no one may be substituted** in his or her place, and the remaining team member CANNOT move into another event. The students qualified as a team, so they must either compete as a team, or cancel as a team - and **not** advance to the next level of competition.

For **Chapter Written Events**, one of the team members may be substituted between levels of competition, however, the team size may not increase from the original number registered. For example, if a Community Service Project was entered with John and Mary as the original participants, and qualified at the State Conference to advance to the International Conference, no additional participants may be added. If either Mary or John couldn't attend the ICDC, then the other could compete alone, or one of them may be substituted, but one of the original members has to participate. The team size can not increase from two to three participants.

For **All Written Events**, the names on the submitted Written Statement of Assurances Form **MUST** be the same as those on the conference registration form. **If one person fails to sign the submitted Written Statement of Assurances Form - even if their name is printed or typed on the form - they will not be allowed to compete, and will be dropped from the conference.**

Chapter Advisors have volunteered to double check each State Conference registration to be sure that chapters are following the substitution policy and that the correct qualifiers from the District Conference are advancing on to the State Conference.

How are alternates called to compete?

For students that are qualifiers for the State Conference at the District Conferences:

The Chapter Advisor of the canceling individual/team is responsible to notify the Chapter Advisor of the alternate individual/team that they will be able to advance to the State Conference.

For students that are qualifiers for the International Conference at the State Conference:

The Chapter Advisor must fill out and fax in the *Qualifier Not Attending Form*, as soon as possible for Michigan DECA to be able to notify the alternate.

State Conference Competitors

1. The number of SCDC qualifiers from each district will be determined annually based on the number of paid memberships by November 30, as a percentage of the total state-wide DECA membership. Each district will be guaranteed a minimum of four (4) participants and a maximum of ten (10) participants per individual event at the State Career Development Conference. There will be 68 participants for each individual event, and 50 for each Team Decision Making Event at the SCDC.
2. If there is an extra slot(s) due to rounding, it will be given to the smallest district(s).
3. If an event at a District Conference has less students competing than the number of qualifiers allocated for the state conference for that district, then the number of qualifiers will be reduced to half of the allocation. This is done because each student competing at the State Conference must earn their way there by placing at their District Conference.
4. Competitors in the *Individual Series, Principles, Team Decision Making, Financial Consulting, Hospitality & Tourism Professional Selling, Innovation Plan, and Professional Selling Events* must qualify at the District Conference level in order to compete at the State Conference.
5. The following lists the number of entries allowed per chapter for each written event at the SCDC:

Each chapter is allowed the specified number of entries in EACH of the listed events			
Chapters with:	Integrated Marketing Campaign Product Integrated Marketing Campaign Service Integrated Marketing Campaign Event Start-Up Business Plan	Community Service Project Creative Marketing Project Entrepreneurship Promotion Project Financial Literacy Promotion Project Learn & Earn Project Public Relations Project	Business Growth Plan Business Services Operations Research Buying & Merchandising Operations Research Finance Operations Research Franchise Business Plan Hospitality & Tourism Operations Research Independent Business Plan International Business Plan Sports & Ent. Marketing Operations Research
0-99 members	1*	1	2
100-200 members	2*	2	3
201+ members	3*	3	4

*Chapters that have achieved the THRIVE level in the Chapter Membership Campaign, earned the Gimmie 5! award, or those that have 100% Membership are eligible to bring one (1) additional entry per event in the *Integrated Marketing Campaign Product, Integrated Marketing Campaign Service, Integrated Marketing Campaign Event* and *Start-Up Business Plan* events.

6. Chapters may enter one (1) team of three **non-Seniors** in the Leadership & Teamwork event (LTW).
7. Chapters may enter one (1) team of two **Seniors** in the pilot Ethics Team Event (ETH).
8. Participants in the *Stock Market Game*, and the *Virtual Business Challenge Events* will not compete at the State Conference. ICDC Qualifiers in these events will proceed directly to the International Conference, through the process established by DECA Inc. These students will not attend the State Conference unless they are competing in another event.
9. Chapters participating in *School Based Enterprise* that receive the Gold Certification or Gold Re-Certification have the option to bring 1-3 student manager(s) to present their work at the State Conference, if they are not in an event that is competing Saturday morning. This practice competition will follow the international guidelines. The top five teams will receive recognition at the Saturday Session. Teams that receive the Gold Certification or Re-Certification do not have to attend the State Conference; they can advance directly to the International Conference.

Written Event Screening Procedures

These requirements are in effect for written events submitted to Michigan DECA. These requirements are **in addition** to the guidelines set by National DECA. Merit and Chapter Award Program Guidelines are listed separately.

1. Only **one copy** of each written event needs to be submitted in the specified official DECA folio, which is noted in the event's guidelines. If it is not in the proper folio, Michigan DECA will place it in a folio at a charge of five (5) times the current list price. Please note, that if the event is received in an improper binder, that binder will not be returned.
2. All students competing at the State Conference **MUST** be included on the chapter's registration form.
3. The DECA Written Event Statement of Assurances and Academic Integrity form (**on page 53 of the national DECA Guide**), certifying the originality of the work must be signed by the advisor and the student before the event is submitted. The Statement of Assurances and Academic Integrity form must be the first page of each entry. **Only those students who signed the Statement of Assurances and Academic Integrity form and have been included on the chapter's registration form will be allowed to compete in the event.**
4. All written events (except the Chapter Awards Program) will also need to be uploaded to TurnItIn by so that it can be reviewed for plagiarism. Complete instructions on how to upload projects will be provided in January.
5. A printout of the TurnItIn confirmation page needs to be included in the folio for the Written Event Screening. This page should be placed after the DECA Statement of Assurances and Academic Integrity page, and is **not** numbered or counted in the page count of the project. **Failure to include the confirmation page in the folio is a 10 point penalty.**
6. All content must be original work of the DECA members member(s) that signed the DECA Statement of Assurances and Academic Integrity form. **No part of the written project can be previously entered into competition or submitted in another DECA competitive event.** Any events that are found to be plagiarized or previously submitted into competition will be disqualified. Those students will be dropped from the conference, and are not eligible for a refund of the conference registration fee.
7. Entries must be in the following order: completed and signed DECA Statement of Assurances and Academic Integrity form, TurnItIn Confirmation Page, Cover Page, then the actual event following the guidelines set by DECA. (*Do not include evaluation forms.*)
8. Any project that receives penalty points at the State Conference must be corrected prior to being submitted at the International Conference.
9. **All entries (including the Chapter Awards Program and the Merit Awards Program) must be completed and received by 10:00 a.m. on February 16, 2019.**
10. All chapter advisors with a student entering a Written Event, Chapter Awards Project, or Merit Award Project, need to attend and assist (or pay the applicable screening fee) with the Written Event Screening on Saturday, **February 16, 2019. This includes written projects that have advanced on from a district conference.** Advisors assisting may bring their events to the screening.
11. The screening will be held at Eastern Michigan University on **Saturday, February 16, 2019.**

Written Event Screening Procedures

12. Advisors assisting with the screening should arrive no earlier than 9:30 a.m., and no later than 10:00 a.m.
13. **Events will not be accepted after 10:30 a.m. on February 16, 2019.** Late events will NOT be accepted, no matter the reason. Please plan accordingly.
14. Advisors with written events who are unable to attend the screening will be required to pay a screening fee, which is being imposed to encourage more Advisors to assist with the written event screening process. The new screening fee is based on the chapter's number of entries/folios/binders as follows:
 - One-Five (1-5) entries = \$50 written screening fee
 - Six-Sixteen (6-16) entries = \$50 written screening fee PLUS an additional \$15 per folio
 - More than Seventeen (17+) entries = a flat \$300 written screening fee
15. If you are mailing or delivering the entries for the Written Event Screening:
 - We recommend using UPS to send your packages. UPS delivers directly to our office, and all packages can be tracked, so you may confirm that they were delivered.
 - All shipped packages should be sent to be received by Wednesday, February 13, 2019. Packages scheduled to be received after this date run the risk of not arriving on time, and not being able to be screened for competition.
 - All USPS (postal service) packages take an extra day to be delivered to our office after delivery to the campus mailroom. Please plan for this delay. Any packages delivered on Thursday or Friday will not reach our office before screening.
 - **There is NO delivery service on Saturday to the Eastern Michigan University campus from any carrier, even if you pay extra for this service.** This includes overnighted package deliveries.
16. A photo copier will not be available at the Written Event Screening.

Penalty Point Guidance

The Michigan Penalty Point Checklist is used to access penalty points for all written events (*except Chapter Awards and Merit Awards projects*) during the Michigan Written Event Screening, and during competition at the International Conference. Each numbered item below corresponds to an item on the Competitive Event Checklist, and includes frequently asked questions below each item.

1. The Written Event Statement of Assurances and Academic Integrity must be signed by all participants and the chapter advisor and placed in front of the written entry.
 - If only the chapter advisor signature is missing, are penalty points accessed? YES
 - If one or more team member's signature is missing, are penalty points accessed? NO - *however, the student with the missing signature cannot participate in the presentation, and will be dropped from the conference.*
 - If a student's name is missing, are penalty points accessed? NO - *however, if a name is missing on the Written Statement of Assurances Form, the student CANNOT participate in the presentation, and will be dropped from the conference.*
 - If the wrong event name is listed on the form, are penalty points accessed? YES
2. The TurnItIn confirmation page is the second page of the project. (*Note: this is only for Michigan for Written Event Screening. Do not include this page for competition at the International Conference.*)
 - Are penalty points accessed if it is missing? YES - *the advisor will be given a three (3) school-day extension to submit the summary page, or the written event entry will be disqualified from competition.*
3. Entries submitted in an official DECA written event folio. Folios are available from DECA Images (FOLIO). No markings, tape or other material should be attached to the folio. One photocopy or the original typed document must be submitted. Participants may keep a copy for use in the presentation. *Folios with past DECA logos are acceptable.*
 - If the entry is submitted in an older DECA folio, are penalty points accessed? NO
 - If the entry is submitted in a DECA notebook/binder, are penalty points accessed? NO, *however we will place the entry in the correct folio/binder, and invoice the chapter five (5) times the current list price.*
 - If the entry is submitted with an old competition label on the folio, are penalty points accessed? NO, *however, penalty points may be accessed during competition at the International conference for folios with markings, labels or tape.*
4. Sheet protectors may not be used.
5. Limited to the number of pages specified in the guidelines (plus the title page and the table of contents). *This includes the appendix.*
 - Are 5 penalty points accessed for every page over the limit? YES
 - Does the Written Statement of Assurances, TurnItIn confirmation, title page and table of contents count in the total number of pages? NO
6. All pages are numbered in sequence starting with the executive summary and ending with the final page of the appendix. Do not use separate sheets between sections or as title pages for sections.
 - If the title page and table of contents are numbered, are penalty points accessed? YES
 - If a graphic is covering a page number, are penalty points accessed? YES
 - If a page is used only as a title page for a section, are penalty points accessed? YES
 - If page numbers are taped on, are penalty points accessed? YES
 - If page numbers are handwritten, are penalty points accessed? YES

Penalty Point Guidance

7. Entry must be typed. Handwritten corrections, notes, charts, and graphs will be penalized.
 - If there are any handwritten marks or notes from previous reviews, are penalty points accessed? YES
 - If there are any handwritten charts or graphs, are penalty points accessed? YES
8. Paper is 8½ inches x 11 inches. No fold-outs, attachments or tabs used.
 - If something extends past the 8½ inches x 11 inches, are penalty points accessed? YES
 - If colored paper, card stock, graphics or water marks used, are penalty points accessed? NO
9. The written entry follows the outline in the Written Entry Guidelines for the event. Additional subsections are permitted in the body of the written entry. *The Roman Numeral Section Headings MUST be in the body of the written entry and listed in the table of contents with the correct page numbers.*

The maximum penalty for this area is 5 points, even if there is more than one error. All errors need to be noted.

- Must the entry include a title page and table of contents? YES
 - Is the title page and table of contents penalty pointed for formatting? NO
 - Do page numbers on the table of contents have to match the body of the project? YES
 - Do main sections have to have page numbers on the table of contents? YES - *Main Sections are the sections in the event guidelines that have Roman numerals and are in UPPERCASE letters.*
 - Do Roman numerals have to be utilized? NO
 - Does each main section have to be addressed? YES - in the body of the project.
 - Are sections penalty pointed if this year's event guidelines are not followed? YES
 - Are sections penalty pointed if not properly sequenced? YES
 - Must each main section be titled exactly? NO - *wording may be adjusted. For example, section 4 in the event guidelines states: "Identification of the Target Market"; the section could be labeled "Target Market".*
 - Do subsections have to be in the paper? YES – *unless the guidelines state that the subsection is optional.*
 - Can additional subsections be added to content? YES - *Refer to the sample on page 71 of the Michigan DECA Guide for page number formatting.*
 - Do subsections have to be on the table of contents? NO
 - Do subsections have to have page numbers on the table of contents? NO - *however, if page numbers are included on the table of contents, and are not correct, penalty points will be accessed.*
 - Is a Bibliography required? YES
 - Is an Appendix required? NO
10. Written entry must be printed single-sided.
 - If the entry is submitted as double sided, are penalty points accessed? YES

Note: Beginning this year, written content no longer must be doubled spaced; single spaced is optional.

All penalty points accessed during Written Event Screening must be approved by one of the Written Event Directors, and the Director must initial that they have confirmed the total number of penalty points assessed.

Sample Written Event Formatting

Note: This is a sample for overall layout and formatting, be sure to consult individual event guidelines for correct section headings.

TABLE OF CONTENTS

	Page Number
I. EXECUTIVE SUMMARY	1
II. INTRODUCTION	2
A. Description of business or organization	
B. Description of the community	
III. RESEARCH METHODS USED IN THE STUDY	7
A. Steps taken to design the study and the instrument	
B. Steps taken to conduct the study	
IV. PROPOSED STRATEGIC PLAN	9
A. Geographic, demographic, and psychographic description of affected populations	
B. Goals/objectives and rationale	
C. Proposed activities and timelines	
D. Proposed Budget	
V. FINDINGS AND CONCLUSIONS OF THE STUDY	20
A. Benefits to affected populations	
B. Short- and long-term benefits to the business	
C. Strategy for evaluating the effectiveness of the strategic plan	
D. Conclusions based on the findings	
VI. BIBLIOGRAPHY	26
VII. APPENDIX	27

Sample Written Event Formatting

Note: This is a sample for overall layout and formatting, be sure to consult individual event guidelines. Also visit <http://citationmachine.net> which is an electronic resource for completing bibliographies.

BIBLIOGRAPHY

26

“Birmingham Chamber of Commerce”. (Online) Available.
<http://2chambers.com/michigan2.htm>, December, 2016

“Detroit Free Press”. (Online) Available. <http://www.freep.com>,
December, 2015

“Detroit News”. (Online) Available. <http://www.detnews.com>, June, 2016

Farese, Kimbrell. Marketing Essentials, McGraw Hill: Mission Hills,
California, 2016

Irwin, Richard D. Promotional Strategy: Managing the Marketing
Communication Process, McGraw Hill: St. Louis, 2017

Meyer, Harris. Retail Marketing, McGraw Hill: St Louis, 2016

Oakland County Economic Development Division, January, 2017

“Oakland Press”. (Online) Available. <http://www.theoaklandpress.com>
December, 2015

“Troy Chamber of Commerce”. (Online) Available.
<http://www.TroyChamber.com/>, December, 2016

Merit Award Program Minimum Standards

The following summary of standards are in effect for the Merit Award Program.

1. All students competing at the State Conference **MUST** be included on the chapter's registration form.
2. **All 22 activities must fit within a 1-inch DECA binder [DECA Images catalog #DSB-1].** Only the original project needs to be submitted to Michigan DECA for Written Event Screening on **February 16, 2019.** (Additional copies are not required.)
3. Merit Awards Projects will also need to be uploaded to TurnItIn by the chapter advisor between February 6-15, 2019 so that it can be reviewed for plagiarism. The upload will need to be in one file that includes all levels and all activities in each level. Complete instructions on how to upload projects will be provided in January.
4. A printout of the TurnItIn confirmation page needs to be included in the folio for the Written Event Screening. This page should be placed after the DECA Statement of Assurances and Academic Integrity page, and does not get numbered or counted in the page count of the project. Failure to include the confirmation page in the folio is a 10 point penalty.
5. Any events that are found to be plagiarized or previously submitted into competition will be disqualified. Those students will be dropped from the conference, and are not eligible for a refund of the conference registration fee.
6. Only projects of students completing all three levels need to be submitted by the annual deadline. Students completing only in the bronze and/or silver levels only need to have their names and occupational areas submitted by the deadline to receive a certificate of participation.
7. The DECA Statement of Assurances and Academic Integrity form (page 53 of the *National DECA Guide*) certifying the originality of the work must be signed by the advisor and the student before the event is submitted. The DECA Statement of Assurances and Academic Integrity form must be the first page of each entry. **Only those students whose name appears on the DECA Statement of Assurances and Academic Integrity form and have been included on the chapter's registration form will be allowed to compete in the event.**
8. The first page is the completed and signed DECA Statement of Assurances and Academic Integrity form. The second page is the TurnItIn confirmation page. The third page is the title page. The fourth page is the completed Bronze Level MAP Progress Form, followed by the bronze level activities, and a bibliography for the bronze level. Next is the Silver Level MAP Progress Form and the silver level activities, and a bibliography for the silver level. Next is the Gold Level MAP Progress Form and the gold level activities, and a bibliography for the gold level. All activities must be in the order indicated on each of the MAP Progress Forms. A separate Table of Contents for each level should **not** be submitted.
9. Tabs **must be used** for the different levels, (Bronze, Silver & Gold) and are optional for the different areas.
10. Sheet protectors may **not** be used.
11. All 22 activities submitted must be typed in 12 point font. We recommend for the major content of the written entry to be double-spaced.
12. Headings of each activity must consist of and be in the following order:
 1. Award Level (*Bronze, Silver, Gold*)
 2. Instructional Area (*Economic Understanding, Human Relations, Marketing, Promotion, Product & Service Knowledge*)
 3. Activity Title
 4. Member's Name
 5. Completion Date

Merit Award Program Minimum Standards

13. All activities must be documented by: (activity cover/title pages should **not** be used):
 - Bronze level - include a total of 10 activities, 2 pages average = minimum length of 20 pages.
 - Silver level - include a total of 7 activities, 3 pages average = minimum length of 21 pages.
 - Gold level - include a total of 5 activities, 4 pages average = minimum length of 20 pages.
14. Examples of Original Work consist of the participant's drawings, photos of the participant's work or student generated computer illustrations. Photos of products, business maps, internet down loads, etc., may be included but are not calculated in the minimum page count.
15. Pages must have at least $\frac{2}{3}$ page of text to count as a page. If the participant is making a PowerPoint presentation, the pages must be printed as a handout with a minimum of 3 slides per page. Please note that 6 slides on a page does not count as two pages. Hands-on projects must have at least a one page narrative to support the photos of the hands on-work.
16. All pages are numbered beginning with the first activity in the Bronze section.
17. Projects with more than 40 penalty points will not be allowed to advance to the next level of competition. Those projects will be returned and the student **will not** be allowed to attend the State Conference as a Gold Merit Award Participant.
18. Participants will give a 10 minute presentation at the State Career Development Conference, which should cover the five gold level projects. The presentation will be followed by a 5 minute question/answer period.
19. The participant may use the following items during the oral presentation:
 - Not more than three (3) standard-sized posters not to exceed 22.5 inches by 30.5 inches each. Participant may use both sides of the posters, but all attachments must fit within the poster dimensions.
 - One (1) standard-sized presentation display board not to exceed 36.5 inches by 48.5 inches.
 - One (1) desktop flip chart presentation easel 12 inches by 10 inches (dimensions of the page).
 - One (1) personal laptop computer.
 - Cell phones, smartphones, smartwatches, iPods/MP3 players, iPads/tablets or any type of a hand-held, information sharing device will be allowed in written events if applicable to the presentation.
 - Sound is allowed, as long as the volume is kept at a conversational level.
20. Video may be shown during your oral presentation, but are **not** to be included with the project when it is turned in for Written Event Screening or during competition.
21. Only visual aids that can be easily carried to the presentation by the actual participant will be permitted, and the participant himself/herself must set up the visuals. No set-up time will be allowed. Participant must furnish his/her own materials and equipment. No electrical power or Internet connection will be supplied.
22. Students will not be able to use the hotel or convention center internet for their written event presentations, because that would involve asking someone else to help them with their equipment. (Refer to the presentation guidelines.) They may use an internet aircard or personal hotspot with their computer if the students have one. But we caution that it could be difficult for students to receive and maintain a connection due to so many people using cell phones while at the conference. If they lose connection, they will not be given additional time. Our suggestion is to save anything that they might want to reference directly onto their computer.
23. Material with no economic value and appropriate for the situation may be handed to or left with the judge.
24. Participants may bring notes with them into the presentation.
25. Special consideration during the evaluation will be given for special needs students that are unable to complete the above guidelines. Such a request needs to be communicated by the chapter advisor to the Michigan DECA State Director.
26. Awards will be given to the outstanding projects and will be evaluated using the Outstanding Gold Project Evaluation form, which can be found on Michigan DECA's website at www.mideca.org
27. Projects receiving less than 75 points will not advance on to the International Conference.

Merit Award Program Competition at ICDC

For Gold Level Projects competing at the International Career Development Conference, all items on the previous two pages for the State Conference apply, plus these additional points listed below:

1. If a MAP delegate is elected as an incoming State Officer at the State Conference, they will **NOT** be allowed to compete in the Merit Award Program at the International Conference.
2. If a MAP delegate qualifies to attend the International Conference in another competitive event, they will **NOT** be allowed to compete in MAP; the International DECA event has first priority.
3. **Two copies of ONLY the five gold level activities are to be submitted at the specified time and location at the International Conference. Each copy needs to be in a separate DECA written event folio [DECA Images Catalog #DSWEF].**
4. The page numbers of the Gold level activities do not have to be re-numbered from the State Conference competition.
5. Any project that received penalty points at the State Conference, needs to be corrected prior to being submitted at the International Conference.
6. Each project will be re-examined for penalty points at the International Conference.
7. Two advisors will evaluate each project.
8. Participants will give a 10 minute presentation at the International Career Development Conference. The presentation should cover the five gold level projects. The presentation will be followed by a 5 minute question/answer period.
9. Participants must follow the International Conference Dress Code. This includes wearing a DECA blazer when being judged.
10. The top participants will be recognized as an outstanding project at Michigan DECA's State Recognition Session at the International Career Development Conference.
11. The decision of the judges is final. Students and advisors are not to ask judges for justification of their scores.

Chapter Awards Program Overview

Objectives. The objectives of the Chapter Awards Program (CAP) are:

1. Encourage local chapter organization by planning a yearly program of activities.
2. Build member involvement.
3. Encourage DECA membership at local, state and international levels.
4. Build school and community recognition for the marketing education program and the DECA chapter.
5. Learn of activities and projects that strengthen the local chapter.
6. Recognize chapters for their accomplishments.

Description. The Chapter Awards Program is an instructional enrichment program for marketing education. The program is designed for chapters to develop a well-rounded program of work and is based on chapter achievement accompanied with an awards program for chapter recognition.

The Chapter Awards Program will provide recognition at three levels:

1. Bronze
2. Silver
3. Gold

The level of recognition will be determined by the number and type of activities a chapter completes in each of the following categories:

1. Membership Development
2. Community Oriented
3. Experienced Leaders
4. Academically Prepared
5. Professionally Responsible
6. Promotion/Public Relations

Chapters will claim credit for activities by submitting an activity report and visual documentation. Chapters will submit their reports to their state office for verification of the award achievement level.

The Chapter Awards Program should be initiated early in the year, so chapter members will realize the greatest benefits of their involvement. A thorough orientation of the purpose and operation of the program is vital for the preparation of the members.

Use your creativity when creating your documentation and section heading pages. CAP is a book that you should want to show off to future marketing classes to explain and showcase your DECA activities.

Only chapters achieving the gold award on the state level will be eligible to attend the International Career Development Conference. Up to three members may attend from each local gold level chapter.

Chapter Awards Program Format Guidelines

The entry must follow these specifications.

DECA Statement of Assurances and Academic Integrity - This completed form is the first page. The DECA Statement of Assurances and Academic Integrity form (page 53 of the National DECA Guide) certifying the originality of the work must be signed by the advisor and the student before the event is submitted. The DECA Statement of Assurances and Academic Integrity form must be the first page of each entry. **Only those students whose name appears on the DECA Statement of Assurances and Academic Integrity form and have been included on the chapter's registration form will be allowed to compete in the event.**

Title page. The title page will not be numbered. The first page of the project is the title page, which lists the following in this order:

- Chapter Awards Program
- Designated level of achievement (bronze, silver, or gold)
- Name of DECA chapter
- Name of high school
- School address
- City/State/ZIP
- Names of chapter representatives
- Date

Table of contents - The completed Progress Report Form will serve as the Table of Contents. This report is **not** numbered.

Body of the project - The body of the written entry begins with Section 1, Executive Summary, and continues in the sequence outlined below. The first page of the entry is numbered 1 and all following pages are numbered in sequence. Each activity is to include a page narrative explaining goals, completion and evaluation of the activity, and a page documenting the activity. Documentation may include photos, programs, brochures, etc.

Activities submitted for National DECA's Membership Campaign may also count as activities for the Chapter Awards Program. Follow this outline when you prepare your entry. Roman numeral sections must be separated by tabs.

I. Executive Summary containing a one-page description of the project and one-page description of the local Marketing Education Program/DECA chapter, school and community.

II. Membership Development - *Should prove that you have a working DECA chapter.*

A. Requirement

1. Bronze level: DECA membership for a minimum of 40% of the marketing education students and completion of any two (2) membership activities
2. Silver level: DECA membership for a minimum of 60% of the marketing education students and completion of any four (4) membership development activities
3. Gold level: Chapters achieve either the "Gimmie5" Award, has 100% DECA membership, and completion of any six (6) membership development activities.

Chapter Awards Program Format Guidelines

B. Membership development activities:

1. Conduct a marketing education parents' orientation to explain marketing education and DECA
2. Conduct faculty/counselor/administration appreciation functions
3. Local chapter hosts current DECA State Officer(s) as guest speaker(s) during the chapter meeting (officer is not from the local chapter)
4. Complete a chapter fund-raising project, including sales goals, final report and an evaluation
5. Other activities related to membership development
6. Have a member campaign for a State Office.
7. Other activities related to membership development

III. Community Oriented - DECA chapters display what they have been doing for their community.

A. Requirement

1. Bronze level: complete any two (2) community activities
2. Silver level: complete any four (4) community activities
3. Gold level: complete any six (6) community activities

B. Community Service activities

1. Participation in the DECA Serve Day.
2. Provide assistance to a civic organization engaged in a community service project (i.e., food drive, clean-up, anti-drug, homeless, etc.)
3. Sponsor a "get out and vote" campaign
4. Sponsor MDA or a similar organization with a fund-raising activity
5. Visit a children's ward or senior citizens' home, etc.
6. Participate in or support a blood drive
7. Compete in the Civic Consciousness Project
8. Other activities related to civic consciousness

IV. Experienced Leaders - Illustrates the activities that the DECA chapter has conducted to develop each members leadership skills.

A. Requirement

1. Bronze level: complete any two (2) leadership activities
2. Silver level: complete any four (4) leadership activities
3. Gold level: complete any six (6) leadership activities

B. Leadership activities

1. Advisory committee membership
2. Chapter meeting minutes
3. Annual budget
4. Chapter officers conduct a workshop at the State Leadership Conference
5. Attend a leadership conference or workshop
6. Hold a chapter installation ceremony
7. Other activities related to leadership development
8. Officer elections

Chapter Awards Program Format Guidelines

V. Academically Prepared - *Shows evidence of members learning academic and career/technical information for their careers.*

A. Requirement

1. Bronze level: complete any two (2) Academic or CTE activities
2. Silver level: complete any four (4) Academic or CTE activities
3. Gold level: complete any six (6) Academic or CTE activities

B. Academic or CTE activities

1. Assist a business with taking inventory
2. Conduct a local Career Development Conference
3. Complete the Creative Marketing Project
4. Complete the Entrepreneurship Promotion Project
5. Complete the Learn and Earn Project
6. Majority of chapter members participate in the DECA District Conference
7. Chapter serves as “Host Chapter” for a District/Regional Conference
8. Majority of members participate in a competitive event
9. Other activities related to vocational understanding

VI. Professionally Responsible - *Illustrates the ways DECA teaches members how to participate in professional manor in social situations.*

A. Requirement

1. Bronze level: complete any two (2) professional activities
2. Silver level: complete any four (4) professional activities
3. Gold level: complete any six (6) professional activities

B. Professional activities

1. Plan a series of guest speakers for chapter meetings throughout the year (training sponsors, career specialists, marketing professionals, etc.)
2. Conduct a fashion show
3. Conduct a job interview seminar for other classes in your school
4. Conduct mock job interviews for all DECA members
5. Organize a chapter field trip, i.e. tour of a mall, merchandise show
6. Hold an employee/employer function
7. Chapter nominates and supports candidate(s) for any state office
8. Organize an alumni chapter with alumni activities
9. Other activities related to social intelligence
10. Organize and implement a fall employer orientation to explain the organization and operation of the total marketing education program
11. Conduct a chapter breakfast with a formalized program
12. Sponsor a school-wide dance or other social activity
13. Other activities related to social intelligence

Chapter Awards Program Format Guidelines

VII. Promotion/Public Relations - activities designed to promote the DECA Chapter and/or the Marketing Education Program.

A. Requirement

1. Bronze level: complete any two (2) promotion/PR activities
2. Silver level: complete any four (4) promotion/PR activities
3. Gold level: complete any six (6) promotion/PR activities

B. In-school activities

1. Bulletin board
2. PA announcement
3. Reader board
4. Marquee message
5. Posters
6. Displays
7. School paper
8. Local brochure
9. Teacher recognition
10. Other activities related to promotion/public relations

C. Submitting articles to

1. DECA Dimensions
2. State association newsletters
3. Other publications

D. Community

1. Newspaper/TV
2. Radio
3. Billboard (outdoor)
4. Community marquee
5. Fairs, parades, festivals
6. Display in community place
7. Civic appearance/presentation
8. Other activities related to promotion/public relations

E. DECA Week

1. Publish an article in the school or local newspaper
2. Publish an article in the state association newspaper/DECA Dimensions
3. Participate in a TV/radio interview about marketing education or DECA
4. Present a formal program before a civic group
5. Participate in a community fair using a booth
6. Plan and organize community involvement/advisory committee meetings
7. Obtain a proclamation from your mayor or city council
8. Other activities related to promotion/public relations

Chapter Awards Program Evaluation Procedures

The entry must follow these presentation standards:

1. The entry may be submitted in an official 1 inch DECA Binder, an official 2 inch DECA Binder (*no longer available from DECA Images*) or a plain white or plain blue binder where the spine does not exceed 2.5 inches. Entries may not be submitted in a DECA folio or scrapbook. No markings, tape or other material should be attached to the binder.
2. Sheet protectors are optional. Attachments, pasteups and photographs may be used as long as they are contained on the page.
3. The pages **must** be numbered in sequence starting with the executive summary and ending with promotion.
4. For state level certification of the award level, the body of the entry must be limited to:
 - 35 numbered pages for the bronze award
 - 70 total pages for the silver award
 - 105 total pages for the gold awardPage numbers must include all narrative and documentation.
5. The completed Chapter Awards Progress Form will serve as the table of contents.
6. Major content of the written entry must be at least double-spaced (not one-and-a-half spaced). Title page, table of contents, executive summary, bibliography, appendix, footnotes, long quotes, material in tables, figures, exhibits, lists, headings, documentation pages, etc., may be single spaced.
7. The entry must be typed/word processed (not handwritten). Charts and graphs may be handwritten.
8. Each specific activity will count only once, but chapters can do multiple versions of an activity. *For example, chapters may raise funds for two different organizations and count it as two separate activities.*
9. The entry may include activities conducted after the International Career Development Conference and prior to the annual submission deadline.
10. All activities must have a heading that contains:
 - a. Activity area
 - b. Activity title
 - c. Activity date
11. Each activity must contain one narrative page directly followed by one documentation page for that activity. Documentation may come in the form of pictures, programs, charts, etc. All documentation must be labeled. These pages must be numbered in sequence with the rest of the project. The narrative of each activity should contain:
 - a. Goals of the activity
 - b. A summary of the activity (write as though the reader knows nothing about the activity)
 - c. Explain how the activity was completed
 - d. Evaluation of the activity
12. The interview will consist of the project chairpersons (maximum of three) making a ten minute presentation on what was learned and a highlight of their outstanding activities. Up to five minutes will be allowed for a question and answer period with the judge.
13. Students will not be able to use the hotel or convention center internet for their written event presentations, because that would involve asking someone else to help them with their equipment. (Refer to the presentation guidelines.) They may use an internet aircard or personal hotspot with their computer if the students have one. But we caution that it could be difficult for students to receive and maintain a connection due to so many people using cell phones while at the conference. If they lose connection, they will not be given additional time. Our suggestion is to save anything that they might want to reference directly onto their computer.
14. **Only 100% Membership chapters or chapters receiving the “Gimmie5” Award and receiving the gold award for CAP at the State Conference are eligible to attend the International Career Development Conference.** Up to three delegates may chair the project and represent their chapter.

Chapter Award Program Gold Evaluation Procedures

State Screening and Competition:

1. The original projects in an official 1 inch DECA Binder, an official 2 inch DECA Binder (*no longer available from DECA Images*) or a plain white or plain blue binder where the spine does not exceed 2.5 inches must be submitted to Michigan DECA for Written Event Screening on February 16, 2019. (Additional copies are not required.)
2. All students competing at the State Conference **MUST** be included on the chapter's registration form.
3. Projects will be reviewed, to ensure they meet the minimum standards. Projects **not** meeting the minimum standards will be returned and the project chairperson(s) will **not** be able to attend the conference as a Chapter Awards Program participant.
4. Participants will give a ten minute presentation at the State and International Career Development Conferences. The presentation will be followed by a 5 minute question/answer period with the judge.
5. The participant may use the following items during the oral presentation:
 - Not more than three (3) standard-sized posters not to exceed 22.5 inches by 30.5 inches each. Participant may use both sides of the posters, but all attachments must fit within the poster dimensions.
 - One (1) standard-sized presentation display board not to exceed 36.5 inches by 48.5 inches.
 - One (1) desktop flip chart presentation easel 12 inches by 10 inches (dimensions of the page).
 - One (1) personal laptop computer.
 - Cell phones, smartphones, smartwatches, iPods/MP3 players, iPads/tablets or any type of a hand-held, information sharing device will be allowed in written events if applicable to the presentation.
 - Sound is allowed, as long as the volume is kept at a conversational level.
6. Only visual aids that can be easily carried to the presentation by the actual participant will be permitted, and the participant himself/herself must set up the visuals. No set-up time will be allowed. Participant must furnish his/her own materials and equipment. No electrical power or Internet connection will be supplied.
7. Material with no economic value and appropriate for the situation may be handed to or left with the judge.
8. Participants may bring notes with them into the presentation.
9. Projects meeting the minimum standards will receive recognition at the State Career Development Conference.
10. The decision of the judges is final. Students and Advisors are **not** to ask judges for justification of their scores.
11. Projects must have at least 75 points after any penalty points have been deducted, in order to advance on to the International Conference.

International Conference Evaluation:

All the points listed above, in addition to:

12. Projects may be revised between the State and International Conferences.
13. Projects are to be submitted in an official 1 inch DECA Binder, an official 2 inch DECA Binder (*no longer available from DECA Images*) or a plain white or plain blue binder where the spine does not exceed 2.5 inches. Only students who participated in the interview at the State Conference will be allowed to attend the International Conference.
14. Two advisors will evaluate the project and interview the team.
15. Participants must follow the International Conference Dress Code. This includes wearing a DECA blazer when being judged.
16. The top project in each section will be recognized as an outstanding project at Michigan DECA's State Recognition Session at the International Career Development Conference.
17. The decision of the judges is final. Students and Advisors are **not** to ask judges for justification of their scores.
18. Students receiving a score of 70 or higher will receive a Certificate of Excellence.

School-Based Enterprise Certification Program

The School-Based Enterprise (SBE) 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 will provide SBEs with standards for model school store operation. The Certification Program will provide recognition for school-based enterprises at three levels: bronze, silver and gold. The number and type of activities a school-based enterprise completes in each of twelve categories will determine the recognition level. A sample gold level SBE manual can be found on DECA's SBE website at www.schoolbasedenterprises.org.

School Based Enterprise entries must follow DECA's guidelines and be **submitted to DECA, Inc. by January 11, 2019** for verification of the award achievement level. Chapter advisors will receive official notification from DECA Inc. regarding the level of achievement. DECA Inc. will then submit a list to Michigan DECA of SBEs that achieve certification, along with the appropriate award certificates. There will be no competition at the state level.

Chapters that receive the Gold Certification or Gold Re-Certification have the option to bring 1-3 student manager(s) to compete at the State Conference. They will present on Saturday. The evaluation form will be the same one that will be used at the International Conference. The top five teams will receive recognition at the Awards Session. **SBE students may not compete in another event that is competing on Saturday morning at the State Conference.** They will also be required to take either the Math or Economics Examination on Saturday. *Teams that receive Gold Certification do not have to attend the State Conference; they can advance directly to the International Conference.*

Chapters receiving the Gold Level Certification or Re-Certification will be eligible to bring an advisor and 1-3 student manager(s) to the International Career Development Conference. They will compete at the International Conference, presenting their project to a judge. The top SBEs will be recognized and receive an award at the Saturday session.

Gold Level certified SBEs may remain certified at that level for 5 years by completing the requirements for re-certification annually. Those SBEs who complete Gold Level Re-Certification will also be recognized at the ICDC. The requirements for Re-Certification are outlined on the SBE website at www.schoolbasedenterprises.org. After five years, the SBE must complete the original certification process to be eligible for the Gold Level award.

The format and guidelines for the School Based Enterprise Certification Program can be found at

www.schoolbasedenterprises.org

Leadership and Teamwork Event

The Leadership and Teamwork Event is designed to develop leadership ability by providing DECA members with the opportunity to demonstrate the basic principles of conducting a business meeting while deciding on the best solution to a problem presented to the group. This event is a team, rather than an individual, competition. Therefore, members learn the importance of cooperation and decision making through competitive performance. The event will examine each team's ability to review all points of a basic marketing or management problem and develop an appropriate solution.

Specifications

1. **New for 2019:** All students registered in the Leadership & Teamwork must be non-Seniors.
2. Each school is eligible to enter one (1) team in the Leadership & Teamwork Event at the State Conference. Team members are not allowed to compete in any other event, except the Merit Award Program.
3. A team will consist of three members. One person must assume the role of facilitator and one person must assume the role of recorder. **A 15 point deduction will apply for teams with less than three members.**
4. **The top teams will NOT advance to compete at the International Conference.**
5. Participants will take the Business Administration Core Exam online for the State Career Development Conference. The test will be 50% of the team's score.
6. Team members are to report to the assigned prep room at least five minutes prior to their assigned reporting time, but no more than fifteen minutes prior to the assigned time.
7. The team will have twenty minutes to review the event situation and develop a solution. Only team members and judges will be allowed in the preparation room. No advisor contact will be allowed from the time of preparation to the completion of the event.
8. A judge will evaluate the team members during the prep period on how all team members are participating.
9. During the prep time, the team members are to review the event situation and develop three alternatives to the situation. The team must recommend and give their reasons for the best alternative.
10. The team will be evaluated on how all members participated and how they demonstrate effective problem solving, reasoning, and communication skills.
11. The team will have eight minutes to present their alternatives and recommendation.
12. Up to five minutes will be allowed to each team for questions by the judges, at the completion of the presentation. These questions will be directed to the facilitator for any team member to answer. Questions will reference the abilities demonstrated during the event.
13. Business attire must be worn during competition at the State Conference.
14. There shall be no identification of chapter, school, city, etc., in the presentation.
15. An audience will not be allowed.
16. The decision of the judges is final. Students are **not** to ask judges for justification of their scores.

Method of Evaluation: Judge's Rating Sheet	Equipment Supplied: Blank white paper.
Length of Event Online Comprehensive exam 20 minutes for preparation Eight minutes for presentation	Preparation: Sample case situations, Judge's evaluation form and guidelines can be found online at: http://mideca.org/competition/ltwevent/

Pilot Event: Ethics Team Event

Michigan DECA will be offering this pilot event for competition during 2019.

This event involves analysis of a business case study using principles-based ethics. The principles can be applied in any business environment to guide a person's or a business's ethical decision-making.

Specifications

1. Each school is eligible to enter one (1) team in the Ethics Team Event at the State Conference. Team members are not allowed to compete in any other event, except the Merit Award Program.
2. A team will consist of two members. **Each member must be a Senior.**
3. The top teams will NOT advance to compete at the International Conference.
4. Each member will take the Business Administration Core exam during the online testing window in February. The scores of the team members scores will be averaged together.
5. **Written entry:**
 - A list of eight performance indicators specific to the scenario is included in the participant's instructions, which are posted online by February 1st. These are distinct factors that must be assessed in the report and presentations.
 - Each team will analyze the posted case-study situation, write a five page report, in which the team members identify the ethical issues involved, and explain how they will address the issues.
 - The written reports must be turned in during the event orientation on March 8, 2019.
 - The report needs to be submitted in the specified official DECA folio, and a completed DECA Statement of Assurances and Academic Integrity form (page 53 of the *National DECA Guide*) certifying the originality of the work must be signed by the advisor and the student must be included. The DECA Statement of Assurances and Academic Integrity form must be the first page of the report. **Only those students whose name appears on the DECA Statement of Assurances and Academic Integrity form and have been included on the chapter's registration form will be allowed to compete in the event.**
 - The judges will evaluate each team's report and presentations on these factors, follow-up responses, and 21st Century Skills.
6. **Presentations:**
 - At the conference, each team will make a five minute presentation of its analysis and recommendations to the judges, followed by a two minutes questions and answer period. Each team member must participate in the presentation and respond to questions from the judges.
 - Each team will then be given a "change in circumstances" affecting the initial situation. The team will then prepare a response in light of the changes without the aid of any resources. Each team will make a three minute presentation of their recommendations to the judges.
7. Participants may bring notecards to the presentations.
8. No materials may be handed to the judges.
9. If any of these rules are violated, the Event Coordinator must be notified of such, by the judge.
10. The maximum score for the evaluation is 100 points. The presentations and report are weighted twice (2 times) the value of the averaged exam score.
11. The decision of the judges is final. Students are **not** to ask judges for justification of their scores.