

# 2021 State Conference Deadline Summary

January 15	State Conference Registration and Housing Portal Opens
January 15	Scholarship Applications due online to DECA, Inc.
January 29	State Officer Candidate Application & Signature Packet Due
February 1	ICDC Academy Applications due to Michigan DECA. Faxed copies will not be accepted
	Bronze, Silver & Gold Merit Award Project names due to Michigan DECA for Certificates <a href="https://forms.gle/2UjSBb7XS32gsVRQ6">https://forms.gle/2UjSBb7XS32gsVRQ6</a>
February 6	State Officer Candidate Screening, <i>Virtual</i>
February 11	Last Day to Submit State Conference Registration via the online portal. Remember to also register your Proctor for online testing, add t-shirts (optional) and order your State Conference results (optional).
	Second Semester Memberships due to National DECA
	Last Day to upload State Conference Written Events to the written event portal All written events, (except for Chapter Award Projects) must be uploaded to the written event portal by the chapter advisor.
February 15	Chapter Awards Program hardcopy entries due to Michigan DECA <i>No digital upload needed for CAP.</i>
Feb 17-19 or 22-24	Online Testing Window (chapters will choose either three-day block)
February 25	State Conference Payment Deadline
February 28	MDA Verification Form & Funds due to MDA for recognition
March 8	Opening Session
March 9	Series Event Competition
March 10	Series & Principle Event Competition State Officer Candidate Election Session
March 11	Team Decision Making Competition State Officer Candidate Voting
March 12	Written Event Presentations
March 16 or 17	Awards Presentation

***All dates are when items are to be received, not postmarked***

# Online Testing

## Online testing will be utilized for all State Conference Comprehensive Exams.

Please read and follow the procedures very carefully.

Cluster exam scores will be added to the judged event score at the conference. Testing will be administered online during the online testing window. Only the judged portion of competition will be administered during the conference week.

## Important Testing Dates for the State Conference

- February 11, 2021 – Register your Proctor in the online conference registration portal on or before this date. If your chapter is virtual, you will register the advisor (or another individual) who will be overseeing the testing for your chapter.
- February 11, 2021 – Submit your state conference registration via the online portal.
- Schedule your chapter's testing dates. **You must choose one of the blocks below, chapters will not be allowed to have students test both weeks.**
  - February 17-19, 2021  
or
  - February 22-24, 2021

We recommend selecting two days, and use one to test the majority of your students, and the other day for makeup testing.

- **No testing can take place after February 24, 2021.**

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**FOR 2021:** We will be offering two ways to administer the online exam to your students this year.

**If your school is attending in-person:** Students must take the online exam in the presence of a Proctor, as in previous years. Proctors will need to be registered in the conference portal, as in previous years.

**If your school is virtual:** Students may take the online exam from home. Students and their parents must sign an online Honor Code prior to taking the online test from home. Advisors will act as the student's Proctor, and will need to be available if their students have issues logging into the testing website, as advisors will be the first point of help. Advisors will register themselves as the chapter advisor - AND - they will also register themselves a second time as the Proctor.

### **Some changes we are making this year:**

- The 100 question test has been reduced to 70 minutes.
- The test will be open book. Students may use textbooks or prepared notes.
- Students may not talk or interact with anyone (at home or in school) unless they need assistance with technical issues.

# State Conference Judge Needs

## February 22-28 (Anytime during the day that works best for the judge)

Online Written Event Evaluations

70 Judges Needed

## Tuesday, March 9, 2021 - Virtual

Individual Events - 8:30 a.m. - 1:00 p.m.

90 Judges Needed

## Wednesday, March 10, 2021 - Virtual

Individual Events - 8:30 a.m. - 1:00 p.m.

90 Judges Needed

## Thursday, March 11, 2021 - Virtual

Team Events - 8:30 a.m. - 1:00 p.m.

90 Judges Needed

## Friday, March 12, 2021 - Virtual

Written Events - 8:30 a.m. - 1:00 p.m.

90 Judges Needed

**Total Judges Needed: 430**

# State Conference Registration Information

Michigan DECA will be using the online portal to process registration for the State Conference, found at <https://www.decaregistration.com/mi>. The portal interacts with the national DECA membership portal, so all students must be paid DECA Members prior to entering them to attend the State Conference. The registration portal will also require you to register the required number of adults attending in order to be able to submit your registration. Please contact [aday7@emich.edu](mailto:aday7@emich.edu) if you have any questions on submitting your registration.

Registration for this conference will open on Wednesday, January 15, 2021 and must be submitted by February 11, 2021.

**Student and Advisor Registration Fee:** The fee will cover event administration, awards, a conference t-shirt, production costs, and conference administrative expenses. There will not be a registration fee for Event Assistants.

**Refunds:** Refunds will be given only if Michigan DECA receives the Refund Request Form to receive your chapter's refund.

<b>If Notified:</b>	<b>Amount of Refund</b>
Before February 11	Full Refund
Before February 19	50% Refund
Before February 24	25% Refund
After February 24	No Refund

## Conference Assistance

To have a successful conference, **adults will be need to assist with the conference**. Advisors will be administering a section of competition, similar to the process used for the District Conferences. All individuals are required to assist during their assigned time.

Chapters will be required to provide Judges and Adult Assistants based on the number of students registered for the conference. All assistance will assist virtually on one of the days of competition from 8:00 a.m. to approximately 1:00 p.m.

- **Judges:** Each chapter is responsible to provide one business or community member (non-school employee) to serve as a competitive event judge for every 50 students registered for the conference. The individual needs to be 21 or older, have a basic understanding of how to attend online meetings and to be able to judge from a private area with a good internet connection.
- **Adult Assistants:** Each chapter is responsible to provide one person (this could be a school employee or alumni member) to serve as an Adult Assistant for every 20 students registered for the conference. The individual needs to have a basic understanding of how to attend online meetings and to be able to assist from a private area with a good internet connection.

## Competition Information

**All judging will take place on Doxy - the same platform that was used for the District Conference. Information on the procedures will be available once registration has closed.**

**Competitor Eligibility:** Delegates may not enter more than one event. *The only exceptions are the Gold Merit Award Program, Chapter Awards Program, and School Based Enterprise, as long as competition days do not conflict.*



# State Conference Competition Information

**Substitution Policy:** Members of the Michigan DECA Advisor's Council have volunteered to double check each State Conference registration to be sure that chapters are following the Cancellation and Substitution policy on page 52 of the Michigan DECA Guide, and that the correct qualifiers from the District Conferences are advancing on to the State Conference. You should fully explain to students that they will not be able to compete if one member of the team is unable for any reason to attend the next level of competition.

**Dress During Competition:** Business attire is required for all scheduled sessions and activities. **No cargo pants, jeans (denim material), T-shirts, sweatshirts, leggings, flip-flop sandals, or athletic shoes of any form will be allowed during competition!** Please review the Michigan DECA Dress Code with your competitors.

**Judged Events:** All competitors will participate in one judged event. Events will take place according to the schedule on page 8.

**Leadership & Teamwork Event (LTW):** Each chapter can enter only one team in the Leadership & Teamwork Event. Teams will consist of three (3) participants, and only open to non-Seniors. All participants in the Leadership & Teamwork Event will take the Principals of Business Cluster exam online as part of their competition. The event is being sponsored by the Center for Principled Leadership and Business Strategy at Western Michigan University. To accommodate the virtual component of competition the participants will not be evaluated during their prep time. The revised evaluation rubric will be posted by January 20, 2021.

**Ethics Team Event (ETH)** Teams will consist of two (2) participants, and only open to Seniors. All participants in the Ethics Team Event will take the Business Management & Administration Cluster exam online as part of their competition.

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.

**School Based Enterprise (SBE):** Schools participating in this activity must have submitted their project to DECA Inc., to be received before January 11, 2021, according to the DECA Inc. guidelines. Chapters that receive the Gold Certification or Gold Re-Certification have the **option** to bring 1-3 student manager(s) to present their work during a practice competition in conjunction with the State Conference, if they are not in an event that is competing on the same day. This practice competition will follow the international guidelines. 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.

**Award of Excellence:** Michigan DECA will issue Award of Excellence to all competitors that score above 70 on each aspect of competition. The certificates will be mailed to chapter advisors after the conference.

Each participant is expected to have a pen or pencil and a calculator for competition. **Cell phones, smartphones, smartwatches, iPods, iPads, tablets, programmable calculators and other electronic devices may not be used when on-screen with the judge.**

# State Conference Competition Information

**Written Event presentations will take place on Doxy - the same platform that was used for the District Competition. Detailed Information on the procedures will be available by January 20th.**

The event procedures will include how presentation visuals can be shared with the judges. Because the written event must be submitted by February 11th, we recommend placing the finishing touches on the what will be submitted on February 11th now, then working on the presentation and visuals after the presentation information is released on January 20th.

**All written events (except the Chapter Awards Program) will need to be uploaded to the written event portal by February 11, 2021. Late events will NOT be judged, no matter the reason.**

Chapter Awards Projects gold level are the only events that must be delivered to the Michigan DECA Office. Chapter Awards will not be uploaded to the written event portal. **One copy must be shipped to be received by February 15, 2021. Copies may not be hand delivered this year.** We strongly recommend obtaining a tracking number when you ship the project. **Late events will NOT be judged, no matter the reason.**

All written events must follow the Michigan DECA Written Event Guidelines in addition to the national guidelines.

The first page of each event must be the signed Statement of Assurances Form or fifteen (15) penalty points will be assessed. This form should be typed or word processed. An electronic form is available here: [https://www.deca.org/wp-content/uploads/2020/06/HS\\_WrittenStatement.pdf](https://www.deca.org/wp-content/uploads/2020/06/HS_WrittenStatement.pdf)

All content must be original work of the DECA members member(s) listed on the Statement of Assurances. No part of the written project can be previously entered into competition or submitted in another DECA competitive event.

**Any student that is disqualified due to the plagiarism review will be dropped from the conference without refund.**

## **Merit Awards Program**

Please refer to the MAP guidelines in the Michigan DECA Guide on pages 62-64.

- All Merit Award Program participants must have their names submitted by using the online form before February 1, 2021, to the Michigan DECA Office. Names submitted will receive a participant certificate for the level (Bronze, Silver, Gold) achieved. Certificates will be mailed after the conference.
- The Gold Merit Award Projects must be digitally uploaded to the Chapter Registration Portal by February 11, 2021.
- Silver and Bronze MAP Participants will not be allowed to compete or attend the conference unless they are competing in a different event.

# State Conference Information

**State Officer Candidate Screening:** The virtual screening is scheduled for Saturday, February 6, 2021. The online application must be received by January 29, 2021. Complete information on the candidate nominating and election process is available online at <http://mideca.org/members/running/>

**State Officer Election:** Election activities for the 2021-22 Executive Council will take place in conjunction with the State Conference.

- Each chapter must pre-select and register their Voting Delegates when they submit their Conference Registration.
- State Officer Candidates will be announced during the Opening Session.
- State Officer Candidates will give their speeches during a Campaign Session on Wednesday, March 10, 2021.
- Voting Delegates will vote electronically on Thursday, March 11, 2021. Voting information will be sent at a later date.
- Election results will be announced during the Awards Session.

**Voting Delegates:** The role of a voting delegate is an important one. Voting delegates are required to attend the candidate speeches and are encouraged to meet each candidate prior to the election session. Notice: **All Voting Delegates must be registered for the conference.**

**Number of Voting Delegates per Chapter Membership:** According to the Constitution, each chapter is allowed one voting delegate per 40 members or a major fraction thereof. See the table below for the number of voting delegates based on chapter size.

1 voting delegate for 1 to 61 members	2 voting delegates for 62 to 101 members
3 voting delegates for 102 to 141 members	4 voting delegates for 142 to 181 members
5 voting delegates for 182 to 221 members	6 voting delegates for 222 to 261 members

Michigan DECA will be providing several engagement activities in addition to the General Sessions and Competition during the State Conference Week. Additional information will be provided on these activities in the next few weeks.

- A Parade of Chapters to recognize each chapter involvement with Michigan DECA.
- Diamond Talks - A series of motivational and personal development talks
- Michigan DECA's Got Talent
- State Officer Election Activities
- Networking Opportunities
- Discussions and Hangouts
- Kahoot! games
- DECA Bingo
- Goose chase
- and more!

 **Tentative 2021 State Conference Competition Schedule**

**Tuesday, March 9, 2021 9am to 1pm**

AAM	Apparel & Accessories Marketing
ASM	Automotive Services Marketing
BFS	Business Finance Series
BSM	Business Services Marketing
ENT	Entrepreneurship Series
FMS	Food Marketing Series
HLM	Hotel & Lodging Management
HRM	Human Resources Management
MCS	Marketing Communications

**Wednesday, March 10, 2021 9am to 1pm**

FCE	Financial Consulting
HTPS	Hospitality & Tour Professional Selling
PBM	Principles of Business Management
PFN	Principles of Finance
PHT	Principles of Hospitality & Tourism
PMK	Principles of Marketing
PSE	Professional Selling Event
QSRM	Quick Serve Restaurant Management
RFSM	Restaurant & Food Service Management
RMS	Retail Merchandising
SEM	Sports & Entertainment Series

**Thursday, March 11, 2021 9am to 1pm**

BLTDM	Business Law & Ethics TDM
BTDM	Buying & Merchandising TDM
ETDM	Entrepreneurship TDM
ETH	Ethics Team Event
FTDM	Financial Services TDM
HTDM	Hospitality Services TDM
LTW	Leadership & Teamwork Event
MTDM	Marketing Management TDM
STDM	Sports & Entertainment TDM
TTDM	Travel & Tourism TDM



 **Tentative 2021 State Conference Competition Schedule**

**Friday, March 12, 2021 9am to 2pm**

EBG	Business Growth Plan
BOR	Business Services Operations
PMBS	Business Solutions Project
BMOR	Buying & Merchandising Operations
PMCD	Career Development Project
CAP	Chapter Awards Program
PMCA	Community Awareness Project
PMCG	Community Giving Project
PMFL	Financial Literacy Project
FOR	Financial Operations
EFB	Franchise Business Plan
GMAP	Gold Merit Awards Program
HTOR	Hospitality & Tourism Operations
EIB	Independent Business Plan
EIP	Innovation Plan
IMCE	Integrated Marketing Campaign – Event
IMCP	Integrated Marketing Campaign – Product
IMCS	Integrated Marketing Campaign – Service
IBP	International Business Plan
PMSP	Sales Project
SBE	School Based Enterprise
SEOR	Sports & Entertainment Operations
ESB	Start-Up Business Plan