

**Michigan DECA**

**Chapter  
Handbook**

May 2017 Version

This handbook is designed to assist every Michigan DECA member. It is hoped that our members will find this handbook a valuable resource in providing needed information and suggestions in carrying out a chapter's program of work throughout the school year. The purpose of this handbook is to provide information which will aid chapter advisor(s) and officers in organizing, planning, and conducting chapter activities which will be meaningful and beneficial to all members, and at the same time be of service to their local schools and business community.

The handbook represents a compilation of materials, suggestions, and ideas submitted by DECA members, chapter advisors, and National DECA on how a DECA chapter functions to be of maximum service to its members. The handbook is meant to be a companion in resource with National DECA's Chapter Management System.

In an effort to continuously develop material to aid the association, we would appreciate it if you would send Michigan DECA any suggestions to improve the content of this handbook.

It is suggested that if printed, this handbook be placed in a three-ring binder. Then, as future revisions are made, the revised sections can be printed to replace the out-of-date pages.

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### **Dedication**

This Handbook is dedicated to Mr. Charles L. Crissey, who served as Michigan DECA's first full-time project consultant. Under his leadership, Michigan DECA's annual membership grew by almost fifteen hundred members. Mr. Crissey passed away in April 1991.

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# Michigan DECA Chapter Handbook

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# Section I

## Introduction

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# Marketing Education and DECA

## Marketing Education

Marketing Education is a vocational program of instruction for high school youth in the fields of marketing, and management. Classes are normally offered in the junior and senior years. These programs are under the direction of qualified teacher-coordinators. Programs at the post-secondary level in technical schools and community colleges are also becoming increasingly available.

## The DECA Brand

Our brand captures the essence of our organization and communicates it to all of our key audiences.

DECA has an illustrious past that has touched the lives of more than ten million students, educators, school administrators and business professionals. Their strong connection with our organization has resonated into a brand that people identify as a remarkable experience in the preparation of emerging leaders and entrepreneurs.

All dynamic organizations and corporations periodically examine their message statements to refresh, clarify and strengthen their brand. DECA embarked on a two year process that involved researching the use of message statements in modern communication strategies; conducting focus group sessions with DECA's Board of Directors, State/Provincial Advisors, Chapter Advisors and Student members and our business partners; and sampling opinions of education policy makers and the general public.

The result is a contemporary and enhanced brand with updated message statements that collectively define our organization while retaining our historic connections and name recognition. DECA's key messages are communicated through our guiding principles, which are connected to our updated logo. The first set describes our signature methodology and connects to the inner points of the diamond. The second set explains the result of participation in our organization and connects to the outer points showcasing the polished leaders DECA prepares.

The synergy of a cohesive message shared among all members in our organization allows us to more effectively propel DECA's mission statement, guiding principles, attributes, values and brand essence. Our unified brand will result in improved recognition, convey or unique elements, develop allegiance and increase support for DECA.

We are stronger when we speak as one, so join us in communicating our message.

*Paul Wardinski  
Executive Director,  
DECA Inc.*

## **Descriptor**

*The descriptor is designed to concisely describe our organization's mission and guiding principles. It should be used in written documents such as press releases, websites, fliers and brochures.*

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

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

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

DECA Inc. is a 501(c)(3) not-for-profit student organization with more than 200,000 members in all 50 U.S. states, the District of Columbia, Canada, China, Germany, Guam, Hong Kong, Korea, Mexico and Puerto Rico. The United States Congress, The United States Department of Education and state, district and international departments of education authorize DECA's programs.

For more information, visit: <http://www.deca.org>

## **Attributes and Values**

*Attributes and values describe the organization's priorities and standards. They are used as a part of a description of what DECA's brand represents.*

- COMPETENCE
- INNOVATION
- INTEGRITY
- TEAMWORK

## **Mission Statement**

*The mission statement is designed to be a clear and easy-to-understand statement of our purpose.*

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

## **Guiding Principles**

*The guiding principles are designed to explain how DECA fulfills our mission in two distinct statements; the first addresses what we do, and the second addresses the result.*

### **DECA'S COMPREHENSIVE LEARNING PROGRAM**

- **Integrates into classroom instruction**  
An integral component of classroom instruction, DECA activities provide authentic, experiential learning methods to prepare members for college and careers.
- **Applies Learning**  
DECA members put their knowledge into action through rigorous project-based activities that require creative solutions with practical outcomes.
- **Connects to Business**  
Partnerships with business at local and broader levels provide DECA members realistic insight into industry and promote meaningful, relevant learning.
- **Promotes Competition**  
As in the global economy, a spark of competition drives DECA members to excel and improve their performance.

### **DECA PREPARES THE NEXT GENERATION TO BE:**

- **Academically Prepared**  
DECA members are ambitious, high-achieving leaders equipped to conquer the challenges of their aspirations.
- **Community Oriented**  
Recognizing the benefits of service and responsibility to the community, DECA members continually impact and improve their local and broader communities.
- **Professionally Responsible**  
DECA members are poised professionals with ethics, integrity and high standards
- **Experienced Leaders**  
DECA members are empowered through experience to provide effective leadership through goal setting, consensus building and project implementation.

# DECA's Importance

## **Importance to the Student**

Marketing education students have common objective and interests in that each student is studying for a specific career objective. DECA activities have a tremendous motivational effect upon its members who may have no other opportunity to participate in planned school activities or to develop the responsibilities of citizenship and leadership.

DECA members learn to serve as leaders and followers and have the opportunity for state and national recognition that they might not have otherwise.

## **Importance to the School**

DECA chapter activities are always school centered, thus contributing to the school's purpose of preparing well-adjusted, employable citizens. Chapter activities serve the teacher-coordinator as a teaching tool by creating interest in all phase of marketing and serve as an avenue of expression for individual talent.

The chapter is the "show window" for students achievement and progress. It attracts students to the Marketing Education Program, who are interested in careers in marketing and management, and assists in subject matter presentation.

## **Importance to the Community**

DECA members have made numerous studies and surveys to aid the economic development of their own communities. Creative marketing projects, anti-shoplifting campaigns, civic consciousness activities and projects promoting the free enterprise system have contributed to this growth.

Many businesses favor employing marketing education students because of their interest in education and their related school study of marketing. Many leaders in business and government have praised the DECA program for its civic-related activities.

## **Importance to the Nation**

Marketing education instruction and DECA activities constantly emphasize America's system of competition and private enterprise. Self-help among students is the rule, rather than the exception, and DECA leaders give constant encouragement to continuing education.

History has proven that whenever a nation's channels of distribution fails to function, that nation is short-lived. As DECA attracts more of our nation's youth to study marketing, the total marketing education program becomes a vital necessity to our national economy.

# DECA's Organization

Marketing education students comprise a local school chapter. Each chapter elects its own officers, and the marketing education teacher or teacher-coordinator serves as chapter advisor. All chapters within a state comprise a chartered association of DECA, which is under the leadership of the Michigan DECA State Director. Each chartered association elects its own student leaders, or State Officers.

Any student enrolled in a marketing education program of instruction may become an active member of DECA through a DECA chapter. DECA is organized in two student and two support divisions:

## **Student Divisions**

- High School (*secondary*)
- Collegiate Division (*post-secondary*)

## **Supportive Divisions**

- Professional
- Alumni

DECA, Inc. is composed of chartered associations. Each DECA student division has its own elected national student leaders, chosen annually by the membership of that division. Overall control of DECA lies with DECA, Inc., the legal sponsoring group, which consists of representatives from each of the 59 chartered (state, territorial, country or provincial) units.

DECA, Inc., provides administrative control through a board of directors composed of eight voting members, two from each DECA region; and ex-officio representative from the U.S. Office of Education; the vice president of Marketing Education Division of the American Vocational Association; and the Executive Director of DECA.

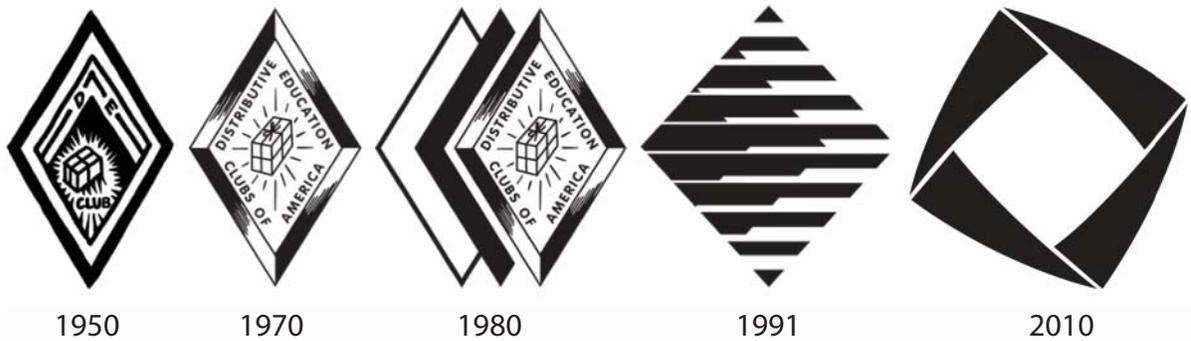
An International DECA Career Development Conference is held each year for each student division. The Michigan association holds annual Leadership, District, and State Career Development Conferences.

## **Official DECA Colors**

The official DECA colors are blue and gold. Blue suggests sincerity and genuineness. It is the color of the heavens above us, and it encourages us to reach ever upward, continually trying to improve ourselves and our services.

Gold suggests the crowing success which comes to those who live wise and useful lives. We all seek success, not solely for the weath it brings.

## DECA's Logo



The Official DECA emblem is a diamond shaped design. To illustrate the evolution of Marketing Education from Distributive Education, a new logo for DECA was unveiled in 2010. The diamond appears to be moving forward. This represents idea that DECA is striving to keep pace as we go into the twenty-first century. Each point on the diamond symbolizes a working part of the organization: Vocational Understanding, Civic Consciousness, Social Intelligence and Leadership Development. DECA's strength and achievements are exemplified through the cooperation of the local advisors, school officials, students, parents and business people working together.

- Vocational Understanding – Marketing education students develop first-hand knowledge of marketing, merchandising, management and entrepreneurship, and the opportunities available in their chosen career.
- Civic Consciousness – Marketing education students learn to recognize their obligations to the community in which they live.
- Social Intelligence – DECA members develop poise and social graces, and become aware of the social environment through DECA social event.
- Leadership Development – DECA activities are designed to give students the opportunity to be leaders and followers.

### **The National DECA Identifier**

*"An Association of Marketing Students"*

### **The Michigan DECA Identifier**

*"Preparing Students for Marketing Careers and Entrepreneurial Ventures"*

### **The DECA Tagline**

*"Developing Future Leaders for Marketing and Management"*

## **The DECA Creed**

I believe in the future which I am planning for myself in the field of marketing and management, and in the opportunities which my vocation offers.

I believe in fulfilling the highest measure of service to my vocation, my fellow beings, my country and my God – that by so doing, I will be rewarded with personal satisfaction and material wealth.

I believe in the democratic philosophies of private enterprise and competition, and in the freedoms of this nation – that these philosophies allow for the fullest development of my individual abilities.

I believe that by doing my best to live according to these high principles, I will be of greater service both to myself and to mankind.