



ADVISOR'S GUIDE FOR THE DISTRICT CONFERENCE

This guide has been developed to help Advisors prepare for the Michigan DECA District Conferences. The best way to have a successful and enjoyable District Conference is by knowing what to expect at the conference and know how to prepare your members for competition.

October

- Sign your students up to be members of DECA through the online membership portal <https://membership.decaregistration.com/deca#>
All conference participants must be paid members of DECA.
Note: If an individual registered for a conference drops out of your marketing education program or class prior to the conference for which they are registered, or does not attend the conference, they are still required to pay the membership fees.
- If you need assistance navigating the membership portal, [a help document is available](#)

November

- Check to see how many students you are allowed to register for each competitive event. This is determined by the number of members you have. There is a worksheet called "District Conference Student Event Worksheet" on <https://mideca.org/forms-files/> that will assist you.
- Have your students look at the Competitive Events section of the DECA Website. <https://www.deca.org/compete> or through DECA+. They contain information on each of the competitive event areas, with sample events from previous years.
- Practice Role-play and Case Study events with your members.
 - Some of the resources for role-play events include:
 - Free sample events are available at <https://www.deca.org/compete>
 - Sample events can be purchased from DECA Images
 - Refer to DECA Images Instructor's Guide
- Administer Practice Comprehensive Exams with your members. Instructions on how to access the practice test portal is here: http://mideca.org/wp-content/uploads/2023/09/24onlinetesting_practiceportal.pdf
- Sign your members up for the event that best suits each member's needs and experiences.
- Secure at least two individuals that can serve as competitive event judges - more is appreciated!
- Discuss options for traveling to the conference with your principal.
- Collect registration fees from your members.

- Review the Online Testing Procedures for the Comprehensive Exams, which is one-third of their District competition score. Select two days to administer the online tests during the testing window of November 28 to December 7, 2023. We recommend testing your students on the first day you select and using the second day for makeup exams.
- Secure a computer lab for testing.
- Secure a Proctor to oversee the online testing of your students. This must be an adult but not a teacher or Aide in the Marketing Department. Suggestions may include a media technician, the computer lab technician, a teacher's aide, or a teacher from another department. The Proctor will be the person responsible for helping run demo tests prior to the test day, checking in students on the testing day, activating them for the test, supervision of the students during testing, and documenting their role on paperwork. You will register your Proctor in the conference registration portal when you register yourself, your students, and any chaperones attending. Ann Day will send the Proctor their instructions a few days before the testing window opens.
- Register your members for the conference via the online conference registration portal. Step-by-step instructions will be posted on <https://mideca.org/forms-files/>
 - **The registration deadline for the District Conference is November 27, 2023**
 - **Late registrations are available from Nov 28 to Dec 7 with a late fee per person added.**
 - No need to register your students for the online testing of the Comprehensive Exam. Students registered for the conference will automatically be registered for the online test that corresponds to their chosen event.
- Print and submit your invoice from the registration form to your school bookkeeper, or school district accounting department to have your check sent directly to Michigan DECA

December

- Administer the online tests. **Call Ann Day at Michigan DECA (*not the testing website*) if you need any help** prior/during/after the testing. As students arrive for testing, have them sign in on the Roster of Examinees Form, which can be found at <https://mideca.org/forms-files/>
- Once all your students have completed their test, your Proctor will submit the Exam Certification Form and your Roster of Examinees Forms. ***Please do not send these to Michigan DECA until all students have completed testing, so we know that your chapter has concluded online testing.***
- Review the Dress Code and expectations with your students. Perhaps consider holding a Professional Dress Day. The dress code is posted on the Forms page at <https://mideca.org/forms-files/>
- Distribute the Student Code of Conduct Form (on <https://mideca.org/forms-files/>) to each student attending the conference. The forms must be completed and signed by a parent. Have a deadline 7 to 10 days prior to the conference, so you have time for your principal to also sign the forms. **A completed form for each student must be brought with you to the conference. Do not send these to Michigan DECA - you are responsible for the forms.**
- Distribute permission forms or other travel documents, as required by your school, for each student. A sample letter to parents is available on the Forms page <https://mideca.org/forms-files/> It is a Word Document, so you can customize it with your school's information, which is helpfully highlighted in yellow.

The Week Prior to the Conference

- Review the Event Participant Information Sheets with your students so they know what to expect on the day of the conference.
- Practice more Role-play and Case Studies with the students.
- Review when and where students need to meet to ride to the conference and the expected time to return to school.
- Double check to see that everyone has paid for the conference.
- Let them know if they need money for lunch, or if lunch will be provided.
 - Prepare a State Conference registration information flyer or letter for your students that qualify at the conference. A sample parent's letter is available online at <https://mideca.org/forms-files/>
 - Talk to your principal to see if any financial support will be available
 - Find out the cost of transportation to the conference
 - Determine if you need to add fees to cover the costs of chaperones or transportation
 - Determine how much each student will have to pay
 - Develop a fact sheet that has conference date, costs, and deadlines to sign up
- To have an effective conference, each advisor will be assigned an event to coordinate. The event instructions will be mailed to you with your registration confirmation. Do not worry – hundreds of new advisors have administered events before you and have done an excellent job.

The Day Prior to the Conference

- Review the Dress Code and expectations with your students again.
- Remind your students to bring a pencil, a blue or black ink pen, and a regular calculator. **Cell phones, smartphones, smartwatches, iPads, iPods, AirPods/wireless or wired earbuds, PDAs, programmable calculators, and graphing calculators may not be used or worn during competition, which includes during prep-time, waiting for judges, and during competition.**
- Review when and where they need to meet to ride to the conference and the expected time to return to school.
- Double and triple check to be sure that you have a completed and signed Student Code of Conduct form for each student.
- Confirm your transportation times with the bus department or company.
- Double check that your camera is working.
- Call and remind your judges where and when they need to be at the conference.

- Pack the following items for yourself since you will assist at the conference by running an event. Do not worry – hundreds of new advisors have administered events before you and have done an excellent job.
 - 100 Sheets of scratch paper
 - A couple of red pens
 - A couple of calculators to check the judges' math
- Print out the emailed roster from Ann Day to use to take attendance in the morning.

The Day of the Conference

- Take attendance as the students board the bus, using the roster that was emailed to you the day before.
 - Mark a "NS" (for no show) on the line before their name. Please do not cross off their name, as we need to be able to read their name in order to drop them.
 - Please text the roster or a list of names of any students that are no shows, so we can get them dropped from competition ASAP. Any students that were in team events will automatically be moved to the corresponding individual event.
- When you arrive at the conference site, direct your students to the holding area and then proceed to the registration area to pick up any registration materials, or programs for your students.
- Proceed to the room where the advisors meeting will be held. The students will remain where they are for the opening session. You will see your students again at the awards session.
- You will have a brief adult meeting, then go to the room where you will be coordinating your event, so you can be ready to administer your event when the students are dismissed from the opening session.
- Review the Event Procedures that are provided with your event materials.
- During the Awards Session:
 - Medallions will be given for the top 5 scores on each test.
 - Medallions will be given for the top one or two places in each section for the role-play event or case study event.
 - Overall Red White and Blue Medallions will be given to each overall finalist. These students are eligible to compete at the State Career Development Conference.
- During (or following) the awards sessions, you will be given an envelope with each of your students' role play evaluation forms and a printout that has each of their scores. **Resist the temptation to hand out the materials to your students until the next day in class. You should review the information first so you can understand the judges' comments.**

The Day After the Conference

- Prepare a PA announcement congratulating your students for their efforts at the conference.
- Send a press release of the winners to your local newspaper(s).
- Discuss the competition in each of your classes; even if not all your students attended the conference, this is an excellent way for your other class members to learn from the event situations.
- Hand out the Judge Evaluation forms to each student.

- Remember that New Advisors are eligible to bring additional students to the State Conference in addition to any that qualify at the District Conference:
 - Two additional competitors in either an individual event or in an TDM event
- Hand out your State Conference registration information flyer so your students can decide if they will be attending and know when to bring in their deposit.

One to Two Weeks After the Conference

- You will receive a packet that contains all the conference results. This detailed list shows who qualified for the State Conference and lists the Alternates for each of the events. *Please note that not all events have alternates.*
 - If you have any qualifiers that will not be attending the State Conference, **fill out the District Qualifier Not Attending Google Form by February 1st.** The form is available at <https://mideca.org/forms-files/> This will let us inform the alternate's advisor know in plenty of time to register them for the State Conference. Every year, we have students that miss out on an amazing opportunity to compete at the State Conference, because the alternate was not informed!
 - *Also note that because scores vary from judge to judge, we take the top people or teams from each section. Because of this, a third-place competitor in one section may have a score higher than a first-place competitor in a different section.*

The process starts over as you prepare and register your students for the State Career Development Conference! (There is a similar guide to this one for the State Conference.)

As always, feel free to call the Michigan DECA Office (734-487-3322) if you have any questions.