Michigan DECA

Chapter Handbook

2025 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 Then, as future revisions are made, the revised sections can be printed to replace the out-of-date pages.

Revised by: *Dave Wait*
State Director,
Michigan DECA

Acknowledgements

Mr. Stewart R. Amell
Author, 1981 Handbook
Vocational Director
Allegan County

Mr. Charles L. Crissey
DECA Project Consultant (1977-1985)

Dr. Carl A. Woloszyk
DECA State Advisor (1977-1987)
Associate Professor
Western Michigan University
Kalamazoo, Michigan

Mr. Joe Klepp
Michigan Alumni DECA Member
Allnet Communications
Birmingham, Michigan

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.

Michigan DECA Chapter Handbook
Table of Contents

Section I - Introduction

Marketing Education & DECA	I-5
Descriptor, Attributes & Values	I-6
Guiding Principles	I-7
DECA's Importance	I-8
DECA's Organization and Colors	I-9
DECA's Logo & Mission Statement	I-10
The DECA Creed	I-11

Section II - Michigan Association of DECA

Organizational Structure	II-2
Duties of Michigan DECA State Officers	II-3
Leadership and Career Development Conferences	II-4
History of Michigan DECA	II-6
Michigan DECA Constitution	II-13
Michigan DECA By-Laws	II-17

Section III - Chapter Management

Why Join DECA?	III-2
Organizing a Chapter	III-3
Chapter Officer Responsibilities	III-4
Planning Meetings	III-8
Sample Meeting Agenda	III-10
Sample Meeting	III-11
Meeting Minutes	III-13
Sample Minutes	III-14
Parliamentary Procedure	III-15
Chapter Activities	III-19
Creating a Chapter Calendar	III-21
Fundraising	III-24
Chapter Public Relations	III-26

Section IV - Competitive Events

Competitive Event Categories	IV-2
Preparing for DECA Events	IV-3
Competitive Event Descriptions	IV-4

Section V - Michigan Alumni DECA

Alumni DECA Background	V-2
Purposes of Alumni DECA	V-3
Activities for Alumni Members	V-4
Michigan Alumni DECA Recruitment Program	V-5
Help! For the Chapter Advisor	V-6
How to Organize a DECA Alumni Chapter	V-7
Lifetime Membership Program	V-8
Constitution of the Michigan Alumni DECA	V-9

Section I

Introduction

Marketing Education & DECA	I-5
Descriptor, Attributes & Values	I-6
Guiding Principles	I-7
DECA's Importance	I-8
DECA's Organization and Colors	I-9
DECA's Logo & Mission Statement	I-10
The DECA Creed	I-11

Marketing Education and DECA

Marketing and Business Education

Marketing Education is a career and technical education program of instruction for high school youth in the fields of marketing, management, finance, entrepreneurship, and hospitality. Classes are normally offered in the junior and senior years. These programs are under the direction of certified teachers.

Programs at the post-secondary level in technical schools and community colleges are also elegible for membership in the collegiate division of DECA.

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 twelve 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.

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, apples 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 295,000 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

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

DECA members have common objectives 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 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

DECA members at a school comprise a local school chapter. Each chapter elects its own officers, and the teacher 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 management, finance, hospitality, or entrepreneurship 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.

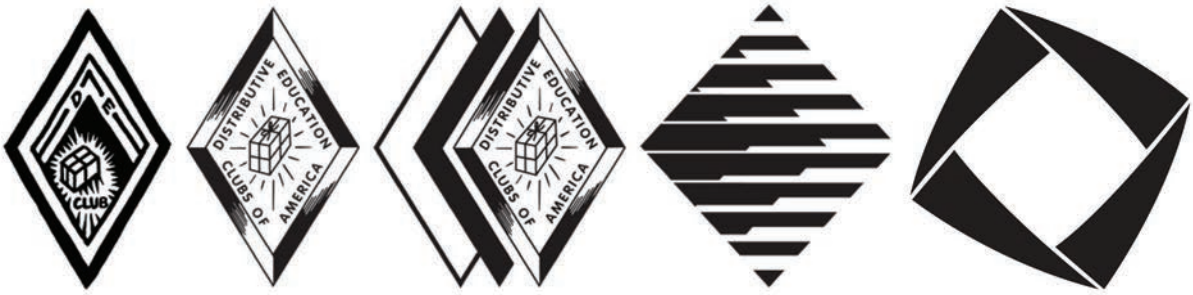
An International DECA Career Development Conference is held each year for each student division. The Michigan association holds annual Leadership, District, and State Career Development Conferences.

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 the idea that DECA is striving to keep pace as we move through 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.

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 in high schools and colleges around the globe.

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.

Section II

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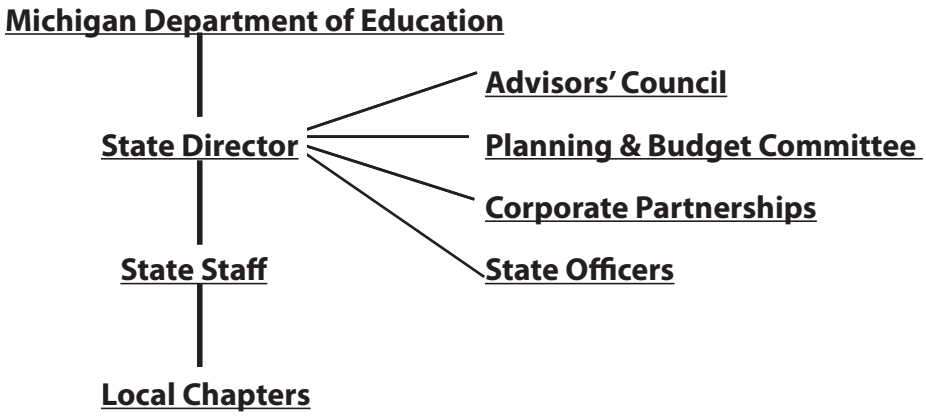
Organizational Structure	II-2
Duties of Michigan DECA State Officers	II-3
Leadership and Career Development Conferences	II-4
History of Michigan DECA	II-6
Michigan DECA Constitution	II-13
Michigan DECA By-Laws	II-17

Organizational Structure

Michigan Association of DECA

Michigan DECA's activities are coordinated by the State Director. The Director operates in Ypsilanti through a grant to Eastern Michigan University by the Michigan Department of Education.

An organizational chart appears below. More information on the history and formation of Michigan DECA may be found at the end of this section.



State Director
Individual under contract to the Michigan Department of Education to provide leadership and implement the state program of activities.

Advisors' Council/Planning & Budget Committee
Local chapter advisors representing the eight districts, to advise on the planned program of activities for the High School Division of DECA.

Corporate Partnership Network
Individuals representing the private sector, to advise on the planned program of activities for the High School Division of DECA.

State Officers
Students elected annually as a State Officer of the high school division at the State Career Development Conference to provide student leadership to the organization.

Local Chapters
Individual state chartered units of organization with elected student leaders and local chapter advisor(s) providing direction for local and district program of activities.

Duties of Michigan DECA Executive Council

The top eight candidates that receive the most votes at the annual State Career Development Conference will be elected as Michigan DECA State Officers. Positions will be determined based on candidate preferences, number of votes received and the recommendation from the election committee. Positions will be announced at State Conference.

The President
The President shall preside over the annual State Career Development Conference, the State Leadership Conference, and Executive Council meetings. The President shall perform such duties as the office may require, including appointment of special committees, and representing the Division on the State Advisory Board.

State Secretary
The Secretary shall keep accurate minutes of each State Executive Council meeting and shall also serve in this capacity on the State Election Committee. The Secretary shall be keep accurate minutes of every meeting and email them to other members. The Secretary shall work with the President in accomplishing the Program of Work, making sure the President is aware of goal accomplishment.

Vice President of Business Partnerships
This officer will work with the Corporate Partnership Network to promote participation at High School Division Conferences. This officer will support Michigan DECA's recruitment of sponsorships from the business community.

Vice President of Community Service
This officer shall coordinate the state community service project, and promote it to the chapters. This officer will also work with the recognition component and follow-up after its completion.

Vice President of Chapter Development
This officer shall promote DECA membership throughout the state and encourage chapters to participate in the national membership program. This officer will also create enthusiasm for special projects among chapters, such as the Stock Market Game, Virtual Business Challenges, and School Based Enterprise Certification.

Vice President of Public Relations
This officer shall coordinate all public relations activities, including the state newsletter, PR content for the web site. They shall also compile the annual history of the association and submit a scrapbook of the year at the end of their term of office.

Vice President of Career Development
This officer shall promote participation in DECA's Competitive Events and be knowledgeable of the events. This officer will also connect events with marketing careers, and highlight several marketing-related careers on the web and in the state newsletter throughout the year.

Vice President of Leadership Development
This officer shall promote leadership activities, such as the State Leadership Conference, DECA's PowerTrip, and the Academies at ICDC. This officer will also encourage others to run for a State Office. He or she will research leadership tips to be put on the web site monthly, and provide guidance to chapter officers.

Leadership and Career Development Conferences

Each school year, the Michigan Association of DECA coordinates four (4) types of conferences:

- State Leadership Conference
- District Career Development Conferences
- State Career Development Conference
- International Career Development Conference

The intent of the Career Development and Leadership Conferences are:

1. To develop leadership skills.
2. To provide an environment for the demonstration and development of competencies contributing to the attainment of the goals of DECA and the purpose of marketing education.

The objectives of DECA Leadership and Career Development Conferences are:

1. To enable students to demonstrate and further develop the competencies important to success in marketing occupations.
2. To inspire and develop leadership ability in student members.
3. To improve the human relation skills of student members.
4. To improve the self-image and success patterns of each student members.
5. To enable students the opportunity to demonstrate and further develop their responsibility as citizens in our free competitive enterprise system.
6. To help students advance with their career in marketing, management, finance, hospitality, or entrepreneurship.
7. To secure the involvement and support of educators, business persons, and parents for career and technical education.

State Leadership Conference

During the fall of each year, Michigan DECA holds an annual State Leadership Conference. This leadership activity involves local chapter officers and members within the state. Activities include: leadership exercises, individual chapter officer workshops, chapter project workshops, competitive event workshops, and various other workshops explaining the purpose and goals of DECA.

The State Leadership Conference is organized and executed by the State Officers, the State Director and State Staff.

District Career Development Conferences

The first level of competition for Michigan DECA members is at their District Conference. During December and January, each of the Districts sponsor a conference. At the conference, DECA members compete against each other in their chosen career areas. The top finalists in each event advance to the State Career Development Conference.

State Career Development Conference

The State Career Development Conference is an inspiration to all DECA members who attend. Here they have an opportunity to meet and exchange ideas and experiences with their fellow members from all parts of the state. The conference is attended by over 5,000 high school DECA members, advisors, alumni, and representatives from the business community.

The Michigan DECA Career Development Conference has two main purposes:

1. To help student members further investigate and develop for careers in marketing, management, finance, hospitality, and entrepreneurship.
2. To recognize outstanding individual and chapter achievements.

Attendance to the State Career Development Conference is restricted to the top finalists from the District Conferences, as well as participants in, prepared events, Chapter Awards Program, Leadership & Teamwork, Ethics Team Event, Gold Merit Award participants, and State Officer Candidates.

An added feature of the State Conference are the vendor booths provided by individuals of the business community. Michigan DECA also provides scholarships and awards contributed by various organizations in Michigan.

International Career Development Conference

The top qualifiers in each event advance on to the International Career Development Conference. Annually, over 1000 Michigan DECA members represent Michigan at the April conference. The conference is similar to the State Conference, only involving over 25,000 DECA members from all chartered associations of DECA.

History of Michigan DECA

Chapters Develop Locally

During the period between 1937 and 1942, when cooperative programs in distributive education were becoming more widely established, the students in these distributive education classes began to form Distributive Education Clubs. This was a spontaneous effort on the part of the students and occurred simultaneously throughout the country. Why did this happen and what needs were these clubs filling? Several basic factors were involved:

First, distributive education students were employed away from the school campus at their training stations during the afternoon - at a time when many of the other students in their school were involved with the school's extra-curricular activities. The distributive education students were, therefore, missing a very important part of school life.

Secondly, these students of distributive education had a common interest - their great desire for professional and personal growth.

Thirdly, they felt the need - common to everyone - to belong, to develop socially, and to be a part of the group.

Thus, local chapters began to spring up all over the country. These early clubs adopted many names - Future Retailers, Future Distributors, Distributors, Future Merchants, and Distributive Education Clubs.

Between 1941 and 1944, when it became apparent that the strength of local chapters was growing and when they began to feel the need to communicate with each other, a few states held state-wide meetings of Distributive Education Clubs. By 1945, a few states had officially organized state associations and were holding state conferences. During this time, the idea of a national organization was born.

Many coordinators of local cooperative education programs indicated an interest to form both a local and a state-wide organization in 1947. A meeting of local chapter representatives was held on May 3, 1947, in Grand Rapids. At that meeting, it was decided that a state organization of business education clubs should be planned for operation. The Michigan Vocational Association sponsored the meeting and later voted to sponsor the state-wide club movement. Many coordinators, at that time, were engaged in a dual type of cooperative education program which involved training students for either distributive or office occupations. It was, therefore, decided that the club membership would be inclusive to both occupational disciplines. These plans were approved by the State Advisory Committee for Business Education.

First Constitution Adopted

On January 24, 1948, a constitutional convention was held in the East Room of the Hotel Olds in Lansing. The meeting was called to order by Joe Zagaroli, of Muskegon. At the convention, Joe was elected as the first President of the organization. At the constitutional convention, the following schools were represented as chapters: Battle Creek, Detroit Denby, Detroit Mackenzie, Detroit Redford, Grand Haven, Grand Rapids, Jackson, Lansing, Midland, Monroe, Muskegon, and Western Michigan College of Education. The constitution was ratified, dues were set at a maximum of 80

cents, with the amount being decided by the State Officers each year, and the state organization approved its first name, "Retail and Office Clubs of Michigan."

Michigan Chapters Affiliated with DECA

In May of 1948, the first annual convention of the Retail and Office Clubs of Michigan was held at Western Michigan College of Education in Kalamazoo. Three hundred state club members were in attendance. Mr. Lawrence Thamson, Chief of Business Education for the Michigan Department of Education, became the first State Advisor for the club.

In 1948, the Retail and Office Clubs of Michigan had a state membership of 850 students. Membership rapidly grew and many new local chapters were organized in the state. A year earlier, the Distributive Education Clubs of America was organized and the State of Michigan was one of the seventeen charter states to affiliate. Many of the local Retail and Office Club chapters affiliated their distributive education students to DECA.

State Newsletter Started

A state-wide newsletter to publicize the program and inform chapters of activities functioning at the local and state level was established. The first publication of the newsletter came off the press, without a name, on March 3, 1949. All local chapters of the Retail and Office Club of Michigan competed in a contest to seek a name for the newsletter. The contest was called "Name the Baby" and a $4.00 prize was offered to the chapter that submitted a relevant title. Detroit Redford High School's chapter won the contest on June 10, 1949, and the newsletter then became known as *Chapter Chatter*.

In September, 1985, Michigan DECA had a contest to name its newly developed 'tabloid' newsletter. Sabrina Jackson from the Averill Career Center entered the winning name *Spotlight on DECA*. The newsletter premiered in November, 1986. It is distributed three times each year to every Michigan DECA Member.

Students Attend Their First National DECA Conference

In 1953, the Retail and Office Club of Michigan adopted the colors of red and white as the state club colors. Also very important to our future was the attendance of the Detroit Retailing Chapter of the State Club at the National Leadership Conference of DECA. The sixth Annual National Leadership Conference of DECA was held in Dayton, Ohio.

Cooperative Education Club of Michigan Emerges

By 1954, the state club membership had grown to 1,300 members. St. Mary's Lake Camp at Battle Creek had been the site for five Delegate Congress meetings and would be the site for the next fifteen years.

In 1956, Mr. John C. Brickner joined the Michigan Department of Education as a consultant for Distributive and Office Education. Mr. Brickner was formerly a teacher and teacher-educator of distributive education at Indiana University, in Bloomington, Indiana. Mr. Brickner became the second state person to become the advisor of the state club.

As cooperative education programs in Michigan expanded, so did local club affiliation with the state club. In 1956, a study group was appointed to explore the possibility of expanding the state club through revising the constitution and by-laws. Removal of restrictive language and provisions limiting the club to retailing and office students was suggested, and the club could be made available to all bona fide co-op students regardless of the occupation for which they are preparing and in which they are employed. On January 5, 1957, at the Tenth Annual Delegates Congress, this issue was voted on and passed unanimously. The Retailing and Office Club of Michigan then became known as the "Cooperative Education Club of Michigan" for the next eleven years.

Co-op Club Goes DECA

Membership in the Cooperative Education Club of Michigan had grown to a membership of 1,500 by 1960. Also in that year, the recommendation was agreed on that local chapters join any national student youth organization that would promote the interest of their local chapter. Many more local schools affiliated their chapters with National DECA.

In 1967, the Cooperative Education Club of Michigan had grown to serve students in distributive education, office education, trade and industrial education, and co-ops in other occupational disciplines. At the Executive Council meeting in August of that year, changes and developments in the state club organization and operation were reviewed.

It was recommended that a separate annual conference for each occupational area (distributive, office, trade, and industrial) be held with the understanding that the results be evaluated in an effort to determine the most effective and desired pattern for future operations. Of those replying, seven advisors voted to continue with the Co-op Club serving all occupational areas. All others voted in favor of a separate organization for distributive education.

At the twenty-first annual Delegate's Congress on January 6, 1968, an interim constitution which called for a Michigan Association of Distributive Education Clubs of America was ratified by a large majority. This change allowed for two separate state organizations, one for Marketing Students, and one for Office Students. On July 1, 1967, Mr. Richard J. Shupe became the State Advisor for the Michigan Association of DECA. Mr. Shupe, before joining the Michigan Department of Education, was a coordinator of Distributive Education and a local chapter advisor for the Waterford Township Schools.

In 1969, the Michigan Association of DECA had grown to 84 local chapters with 2,396 national members.

The Michigan Association's constitution was passed on November 14, 1969, at the Annual Delegates Congress. The Delegates Congress, as was past practiced, was to be changed to be an additional function of the annual State Leadership Conference in the Spring. For the first time, preparatory students who are not in a cooperative education program were to be considered as active members and be allowed full rights in DECA. This allowed students, in their sophomore or junior year, to be candidates for a state office, compete in contests, and be eligible to attend the State and National Leadership Conferences.

DECA Develops

As a part of the constitution, Michigan was divided into four regions of participation. During the 1970-71 school year, four Regional Career Development Conferences were held for the first time. The Detroit Region held its conference on February 23, 1971, at the Veteran's Building in Detroit. On February 17, two regions held their Leadership Conferences. The Southeastern Region was hosted at Warren Woods High School while the Mid-Michigan Region held their conferences at East Lansing High School. The Western Region was hosted at Western Michigan University by the Grand Rapids Ottawa Hills DECA Chapter on February 9, 1971.

The Fourth Annual DECA State Career Development Conference was held at the Olds Plaza Hotel in Lansing on March 16, 1971. At the Conference, each region's voting delegates elected their Regional Vice President and Mr. Richard Shupe relinquished the state advisorship to Mr. John A. Daenzer, a consultant for Distributive Education at the Michigan Department of Education. Mr. Daenzer, before joining the state staff, was a distributive education teacher-coordinator, a director of vocational education, and a teacher-educator at Northern Michigan University. Mr. Daenzer was assisted by Dr. Louis Graziano from Eastern Michigan University, who served as the first Project Consultant for DECA through a grant from the State Board of Education, Michigan Department of Education, Vocational-Technical Education Services.

On January 22, 1977, Dr. Carl Woloszyk replaced Mr. John Daenzer as State Supervisor for Marketing and Distributive Education and also became the DECA State Advisor. Dr. Woloszyk was a former CEPD Vocational-Technical Specialist and distributive education teacher-coordinator.

During the tenth annual Career Development Conference held in March of 1977, National DECA's new Competency Based Series Events (CBSE) was implemented for the first time. The move to the CBSE competitive events and the elimination of the former national contests, such as public speaking, job interviews, etc., led to the increased growth of the high school division of DECA so that by March of 1980, there were high school chapters with a membership of over 3,000 students, advisors, and alumni. Also at the tenth annual conference, Michigan was divided into nine Districts to accommodate the growing membership. Each district elected their own State Officer.

In June of 1977, Mr. Charles Crissey replaced the deceased Dr. Louis Graziano as State Project Consultant for DECA and assisted in the promotion and implementation of DECA chapters throughout the state.

On January 27, 1986, Mr. David Wait became the third Michigan DECA State Director, when Mr. Crissey left the position after almost 10 years of service to return to the classroom. Mr. Wait came to the position with four years teaching experience at the Averill Career Center in Saginaw. He was active with DECA for ten years prior to that - as a student member, collegiate member, and founder of the Michigan Alumni Division.

September 1987 saw the State Advisor, Dr. Woloszyk move on to become an Associate Professor in the Consumer Resources and Technology Department at Western Michigan University. Dr. Woloszyk's replacement was Mr. Thomas Benton. Mr. Benton taught for ten years at the Lapeer County Vocational Technical Center.

June 1996 also saw Michigan DECA's state wide membership grow to over 5,600 members in all five divisions. With this growth, Michigan DECA became the eighth largest state association.

Michigan continues to grow every year. The 2024-2025 school year was a record-setting year, with membership at 9,774 members in 159 chapters.

The National Organization Develops

In 1946, the United States Office of Education invited a representative committee of State Supervisors of Distributive Education to meet in Washington, D.C., with representatives of the USOE, to develop plans for the national organization of Distributive Education Clubs and to prepare a tentative constitution and an organization chart.

As a result of this preliminary meeting, the national organization was launched and the first Interstate Conference of Distributive Education Clubs was held in Memphis, Tennessee, in April of 1947. At that meeting, delegates from twelve states unanimously adopted a resolution to form a national organization. The organization was officially endorsed by the National Association of State Directors of Vocational Education, meeting at the same time in Chicago, Illinois. Officers were elected and committees were appointed to prepare a charter and a constitution for consideration at the next year's conference.

The second National Leadership Conference, held in St. Louis, Missouri, in 1948 saw the adoption of the constitution and the official name, the Distributive Education Clubs of America, designated DECA, and the acceptance of 17 charter member states. These were: Arkansas, Georgia, Indiana, Kansas, Kentucky, Louisiana, Michigan, Missouri, North Carolina, Ohio, Oklahoma, South Carolina, Tennessee, Texas, Utah, Virginia, and Washington. The first issue of *The Distributor*, the national publication of DECA, was presented just prior to the second annual conference in St. Louis. From 1947 to 1953, the Oklahoma Distributive Education state staff edited and published *The Distributor.* In 1982, DECA's official publication was changed to *New Dimensions* and in 1991 became *DECA Dimensions*. The publication has since changed to online content called *DECA Direct*.

In order to provide interim leadership, the President of the National Association of State Supervisors of Distributive Education appointed a National Advisory Committee to serve in lieu of an executive secretary. In 1949, an incorporation meeting, made up of State Supervisors and Advisors of affiliated states, elected the Board of Trustees of the Distributive Education Clubs of America, Inc., to serve as the policy-making body for DECA. DECA was officially incorporated under the laws of the Commonwealth (state) of Virginia in 1950. While the Distributive Education Clubs of America (DECA) is a student organization and is operated by students under an adopted constitution, DECA, Inc., is the legal sponsoring group of the youth movement and is composed of the head state persons responsible for Distributive Education in those states affiliated with DECA, Inc. DECA, Inc. representatives are now appointed annually by each State Director of Career and Technical Education.

The development of DECA has been closely followed by many outstanding national state and local business organizations, and many have given support assuring the continued growth of DECA.

The American Vocational Association, by vote of the House of Delegates, became an official sponsor of the Distributive Education Clubs of America on December 1, 1950.

National Headquarters Develops

In 1951, DECA committees began developing plans for a full-time national organizational structure. Included in these plans were a National Headquarters, *The DECA Foundation*, and other activities designed to promote the welfare of the chapters and the State Associations.

In 1953, a National Headquarters was established for DECA in Washington D.C., in space provided by the American Vocational Association. Also at that time, the first Executive Secretary of DECA was employed. George M. Stone of the J.C. Penney Company served in this capacity until 1955 when Harry A. Applegate became the new Executive Secretary.

In 1967, a Public Relations Department was added to the DECA Headquarters, and in 1968, a Publications Department was added with each department having its own Director. Both of these Departments have aided greatly in DECA development.

Dr. Applegate retired in 1981, and Dr. Fredrick Williford became the new Executive Director. Dr. Williford retired in September 1992, and Dr. Edward Davis served as DECA's third Executive Director. In 2014 Dr. Davis retired, and Paul Wardinski became DECA's fouth Executive Director. In 2019, Frank Peterson was appointed Executive Director.

The national headquarters was moved to 1908 Association Drive, Reston, VA 22091, with the completion of the National DECA Center. The new building was dedicated in September of 1976 by Secretary David Mathews from the Department of Health, Education and Welfare. The center was paid off in 1986, ten years ahead of schedule.

In 1989, the name of the national organization was officially changed by the Board of Directors from The Distributive Education Clubs of America to DECA, Inc.

Post-Secondary Division

Since 1958, some states have been sending delegations representing community colleges and other post-secondary institutions to the National Conferences in an effort to find ways and means to establish DECA chapters in such institutions. Official recognition was given to this effort in 1961 by a change in the national constitution to allow those states interested to form post-secondary divisions.

The first National Officer Training conference for this Division was held in December, 1962, in connection with the American Vocational Association convention in Milwaukee, Wisconsin. The following year, 1963, the post-secondary Officers met with the National Officers of the high school division in an effort to more closely coordinate the activities of both divisions. The post-secondary division then became known as the Junior Collegiate Division, then next as Delta Epsilon Chi. Today it is known as Collegiate DECA, and includes over 10,000 members in 200 colleges and universities.

DECA Grows Internationally

During the 1969 National Conference in Atlantic City, Alaska became the last state in the Union to be chartered as an affiliated State Association of DECA. Alaska's delegates received a standing ovation during the chartering ceremony symbolizing a true DECA welcome. Also in 1969, the Board of Directors granted approval to establish four DECA Regional Leadership Conferences as a part of DECA's Program of Youth Activity to provide additional opportunity for leadership development activities to a greater number of DECA members. Michigan is in the Central Region with Illinois, Indiana, Iowa, Kansas, Kentucky, Manitoba, Canada, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota.

During the 1970 National Conference in Minneapolis, voting delegates of both divisions of DECA approved a completely revised constitution. This major revision allowed for the expansion of DECA to five divisions. Collegiate and Alumni representatives held developmental meetings during the conference to draft by-laws for their divisions and to pay for divisional development.

Membership in DECA has continually increased each year from 793 members in 1947, to over 295,000 members in over 4,700 chapters in 2025. During each year of its existence, DECA has experienced a substantial membership increase. The number of chartered associations affiliated with this national youth movement has increased to encompass all 50 states, plus the District of Columbia, Ontario, Canada, China, Germany, Guam, Hong Kong, Korea, Mexico and Puerto Rico.

With the additions of these international locations, the National Conference was renamed in 1995 as the International Career Development Conference when it was held in Detroit, Michigan.

Michigan Association of DECA
High School Division Constitution

Revised March 12, 2010

ARTICLE I. Name:

The name of the state association shall be the Michigan Association of DECA, and may be referred to as "Michigan DECA". There are five divisions. This constitution is for the high school division.

ARTICLE II. Purposes:

The purposes of this association are:

a. To develop a respect for Marketing Education which will contribute to career and technical competence.
b. To promote understanding and appreciation for the responsibilities of citizenship in our free, competitive enterprise system.
c. To assist local chapters in the growth and development of DECA
d. To encourage the use of high ethical standards in business
e. To develop progressive leadership which will lead to competent, aggressive, self-reliant students of Marketing Education.
f. To develop vocational understanding, civic consciousness, social intelligence, and leadership development on the part of each DECA member.

ARTICLE III. Organization:

Section 1. Michigan DECA is a state association of local chapters whose members are enrolled in a secondary Marketing Education Program.

Section 2. The Executive Council shall be composed of student officers of the state association. The Number of Executive Council Members shall be equal to the number of Michigan DECA Districts.

a. The Executive Council shall be empowered to appoint such committees as they deem necessary for the operation of Michigan DECA.
b. The Executive Council shall be responsible for the execution of plans for the State Conference.
c. Each year, during the first business meeting of the Executive Council, the Council shall elect from its members the following Officers: President, Secretary and Treasurer. Additional officers may be elected from its members as needed.
d. The State Director shall automatically become advisor to the Executive Council (and will have veto power on any action).

ARTICLE IV. Membership:

Section 1. Membership in this organization is open to all secondary, Marketing Education students enrolled in a state approved program. It is the policy of Michigan DECA that no person on the basis of race, color, religion, national origin or ancestry, age, sex, sexual orientation or marital status shall be discriminated against, excluded from participation in, be denied the benefits or be otherwise subjected to discrimination. This policy of non-discrimination shall also apply to otherwise qualified handicapped individuals.

Section 2. The classes of members that shall be recognized are:

1. Active Members: Students who are enrolled in a secondary Marketing Education Program which meets the requirements as set forth by the Michigan State Plan for Career and Technical Education and who have paid state and national dues.
2. Professional Members: Chapter advisors and individuals interested in supporting DECA's program of student activities.
3. Alumni Members: Graduates of secondary Marketing Education Programs shall be eligible as alumni members. These members shall be eligible to attend District and State Conferences but will not be entitled to vote or compete.
4. Honorary Members: Leaders in fields of education and marketing may be granted state honorary membership by the Executive Council. Honorary membership shall be presented at the annual State Career Development Conference. No more than three will be selected each year. Candidates for the award shall be nominated by affiliated chapters, each of which shall be limited to nominating only one candidate.

ARTICLE V. Meetings:

Section 1. A DECA State Career Development Conference shall be held annually called by the Executive Council of Michigan DECA.

Section 2. The Executive Council shall meet at least twice between the beginning of the school year and the time of the State Career Development Conference.

Section 3. The Executive Council shall be empowered to call special meetings.

ARTICLE VI. Voting:

Section 1. Voting delegates shall exercise their voting privileges at the State Career Development Conference of Michigan DECA. The basis for the number of voting delegates will be: one voting delegate for each forty active members or major fraction thereof, with a minimum of one voting delegate per chapter.

Section 2. Alumni, professional and honorary members will not be entitled to vote.

ARTICLE VII. Officers:

Section 1. The Executive Council shall be elected by a simple-majority vote of the voting delegates at the annual State Career Development Conference.

Section 2. All officers elected shall begin their term of office as of July 1, of the year elected.

ARTICLE VIII. Advisors' Council:

There shall be an Advisor's Council to Michigan DECA which shall consist of two chapter advisors elected from each district. This board shall act in a consultative manner, advising and recommending to the Executive Council and State Director on matters of policy affecting finances, structure, and operation of the state DECA program.

ARTICLE IX. Finances:

Section 1. There shall be a Budget Committee that reviews and approves the annual budget.

Section 2. Local Chapters shall be responsible for payment of state and national dues.

ARTICLE X. Membership in Michigan DECA:

Section 1. Michigan DECA shall maintain membership in DECA Inc. as a chartered State Association.

Section 2. This association shall be represented by official delegates to the annual International Conference of the High School Division of DECA in compliance with attendance criteria for that meeting.

Section 3. In order to be a voting delegate at the International Meeting, the delegate so designated must be an active member. Delegates to the International meeting of DECA shall be selected according to merit.

Section 4. Additional delegates to the Annual International Meeting may be selected by the State Director on recommendation from local chapter advisors.

Section 5. The number of delegates shall be variable with the directives of the national constitution. The number of alternates shall be the same as the number of delegates.

ARTICLE XI. Emblem and Colors:

Section 1. The emblem of Michigan DECA shall be a diamond-shaped design.

Section 2. The colors of the organization shall be blue and gold.

ARTICLE XII. Distribution of Assets: (dissolution clause)

In the event of dissolution, all assets real and personal shall be distributed to such organizations as are qualified as tax exempt under Section 501 (c) (3) of the Internal Revenue Code or the corresponding provisions of a future United States Internal Revenue Law.

Michigan DECA
High School Division By-Laws

Revised March 12, 2010

ARTICLE I. Duties of State Officers:

Section 1. President: It shall be the duty of the president to preside over the annual State Career Development Conference, the Leadership Development Conference, and the Executive Council meetings. The president shall perform such duties as the office may require, including appointment of special committees.

Section 2. Vice Presidents: It shall be the duty of the vice presidents to work with local chapters in dealing with matters concerning the promotion and publicizing of DECA activities within the District assigned to them. Other duties include: a) Communicate problems and concerns of the local chapters within the District to the Executive Council, b) Serve as the liaison person to coordinate materials for the DECA Newsletter.

ARTICLE II. Vacancies:

The State Director may appoint at the earliest date, an acting State Officer to serve out the unexpired balance of an elected officer's term when such office becomes vacant.

ARTICLE III. Dues:

Section 1. Annual state dues for active membership shall be determined by the Executive Council.

Section 2. All active Michigan DECA members must automatically become affiliated with National DECA on dual membership basis.

ARTICLE IV. Amendments:

Section 1. This constitution may be amended by a two-thirds vote of the authorized voting delegates at the State Career Development Conference of Michigan DECA provided that such amendments are submitted in written form to the Executive Council 60 days prior to the State Career Development Conference. Proper amendments shall be submitted to the chartered chapters at least 15 days prior to the State Career Development Conference.

Section 2. Only such amendments shall be made as are in keeping with the purposes stated in Article II of the Constitution.

Section 3. The Executive Council may establish annually a "Committee of the Constitution" to study and submit at the annual State Career Development Conference recommendations for revisions.

ARTICLE V. Rules, Regulations, and By-Laws:

Section 1. Such rules, regulations and by-laws as are deemed necessary in the proper conduct of this constitution shall be adopted.

Section 2. No rule, regulation or by-law shall be adopted which is contrary to this constitution.

Section 3. Authority for business meetings of Michigan DECA shall follow Robert's Rules of Order (Revised).

ARTICLE VI. Districts:

Section 1. Districts shall be established for the purpose of facilitating Michigan DECA programs and activities to a greater extent to the members involved. A Representative of each District shall coordinate specific activities of the Michigan DECA program in their District.

Section 2. Such Districts shall be designated by the Advisors' Council.

Section III

Chapter Management

Why Join DECA?	III-2
Organizing a Chapter	III-3
Chapter Officer Responsibilities	III-4
Planning Meetings	III-8
Sample Meeting Agenda	III-10
Sample Meeting	III-11
Meeting Minutes	III-13
Sample Minutes	III-14
Parliamentary Procedure	III-15
Chapter Activities	III-19
Creating a Chapter Calendar	III-21
Fundraising	III-24
Chapter Public Relations	III-26

Why Join DECA?

DECA is the ONLY international organization operating in the nation's schools attempting to build status for careers in marketing, merchandising and entrepreneurship.

DECA is the only international organization working full-time to create good public relation attitudes toward all chapters and all student members.

DECA makes business and industry aware of marketing education as an important field of study for careers in marketing, merchandising, management and entrepreneurship.

DECA promotes prestige and recognition of chapters all over the nation, and is recognized by leaders in education and business as being a vital part of the total marketing education program.

DECA encourages individual and group initiative and competition, thus helping to "Develop Future Leaders" for marketing, merchandising, management and entrepreneurship.

DECA has the potential of becoming one of the largest youth movements in our nation's history. Many national companies are giving financial support in faith of DECA's future.

DECA provides each individual member with opportunities to become aware of America's Free Enterprise System.

DECA is YOUR professional organization. Materials are available to all DECA members and chapters.

DECA chapters have an opportunity for national recognition via the annual International Career Development Conference and other member service activities.

DECA desires and needs the support of every chapter, if its efforts to serve marketing education are to be successful.

Organizing a Chapter

Most of the essentials are already at hand for a teacher to form a DECA chapter. If properly organized, the chapter will be of great assistance to a teacher rather than add to his/her work load. The chapter is really the "show window" of your program, because through it, the public learns about marketing education programs and its purposes. It offers an opportunity to display teaching accomplishments and student's job performance. It affords the opportunity to involve interested parents and leaders in marketing. It provides a "teaching tool" for the instructor that can be utilized to bring out the best in each student member.

The marketing education teacher acts as the local chapter advisor. Membership eligibility is governed by international and state constitutions and by-laws, along with the local chapter constitution. Since DECA is co-curricular, chapter meetings should be scheduled during the regular class period once or twice a month as necessary. Often committee meetings can eliminate the necessity of having many chapter meetings of the total group. But all DECA activities must be approved by the chapter advisor and/or the local school administrator.

Many factors go into the making of a strong local DECA chapter. Among these are an alert and vigorous membership, an interested and sympathetic teacher-advisor, the selection of the best leadership in the group as officers, and cooperation on the part of the school and the local business community. However, the most important factors are the teamwork and interest of the member, and their determination to make their chapter an outstanding unit of their own creation. The key to a successful chapter is to involve all members in the planning of chapter activities. Use the following suggestions to allow students a voice in planning their program of work.

Chapter Officer Responsibilities

It is important for the growth of each chapter to have a well qualified and dependable group of officers. With capable officers, the business of the chapter will be conducted in the proper parliamentary fashion, an effective program of work which includes all members will be maintained, records and minutes will be up-to-date and complete, good publicity will be forthcoming, and all members will grow professionally.

Every consideration should be given by the membership in electing officers; it is a mistake to look only for the most popular members. Qualifications for the position to which the individual will be elected should be the prime consideration. Don't expect every officer to be familiar with the duties and responsibilities just as soon as they are elected, but be sure you have chosen a person who is willing to work hard to perform the duties and responsibilities of each office as well as knowledge of the qualities of leadership. Only with this understanding and knowledge can a good slate of officers be elected.

A leader is one who can communicate ideas and feelings and yet is willing to listen and understand the need for democratic procedures. A good leader respects the rights, the ability and dignity of every member and is able to convey enthusiasm and inspire confidence. A good leader is vitally interested in everything that concerns the chapter and the community, and is willing to put the good of the chapter before personal desires.

Each officer should be familiar with the chapter constitution and by-laws, and with the annual program of work. Each officer should know all ceremonies, be familiar with parliamentary procedure, and have a copy of the Chapter Handbook available for their use. Each officer should, of course, cooperate with other officers and all members at all times.

The chapter may want to consider electing a slate of officers each semester to allow maximum opportunity for leadership development.

Chapter President

Chapter meeting duties:

1. Presides over and conducts chapter meetings in accordance with accepted parliamentary procedures.
2. Keeps the meeting to its order of business.
3. Sees that time limits are observed.
4. Handles the discussion in an orderly way:
    a. Gives every member who wishes, a chance to speak.
    b. Tactfully keeps all speakers to rules of order and discussing the topic.
    c. Should give pro and con speakers alternating opportunities to speak.
5. Does not enter into discussion.
6. States each motion before it is discussed and before it is voted upon.
7. Puts motions to a vote and announces the outcome.
8. May vote when the vote changes the outcome or in any case when voting is by ballot.
9. Should be familiar enough with parliamentary law to inform assembly on proper procedures.
10. May appoint committees when authorized to do so.
11. May suggest motions (e.g. for adjournment) but may not make them.

During a chapter meeting, the President can remain seated during the meeting except at these times:

1. To call the meeting to order.
2. To put a question to vote.
3. To give a decision on a point of order.
4. May stand to recognize speakers (particularly if assembly is large).
5. In speaking to the assembly the President shall refer to himself/herself as "The Chair".

Other duties and responsibilities:

1. Represent the chapter at special school events, civic clubs and out-of-school organizations.
2. Coordinate and guide the efforts of all chapter officers.
3. Serve as an ex-officio member of chapter committees.
4. Consult regularly with the chapter advisor on the progress of the chapter's meetings.
5. Determine the need for, and call any necessary special chapter meetings.
6. Promote energetic activity on the part of the chapter through the display of enthusiasm.
7. Conduct themselves at all times in a manner that reflects favorably upon the chapter.
8. Counsel with other chapter officers concerning their duties and responsibilities.

Chapter Vice President

1. Assists the President in the discharge of duties and responsibilities.
2. Presides over chapter and executive committee meetings in the absence of the President.
3. Assumes the full responsibility of the President should he or she be absent for a long period or leave the chapter permanently.
4. Coordinates and guides the efforts of all chapter committees; thus serving as an Ex-Officio Member on all chapter committees.

Chapter Secretary

1. Keeps an accurate record of each meeting.
2. Keeps an up-to-date roll of members.
3. Provides a list of pending and potential business (agenda) for the president before the meeting.
4. Handles correspondence of organization (unless there is a Correspondence Secretary) and keeps a proper file of copies of all outgoing and incoming correspondence.
5. Notifies members of meetings (e.g. if a special meeting is called).
6. Prepares all necessary chapter reports.
7. Protects any and all permanent records of the chapter.
8. Responsible for the posting of items of common interest of benefit on the classroom and/or school bulletin boards.
9. Reads letters and/or other communications at chapter meetings.
10. Presents at every regular meeting information about any unfinished business or any new business which is before the chapter for the first time.
11. Have available at each regular meeting: minutes of previous meetings, a record of committees and their past reports, the chapter's program of work, a copy of the chapter's constitution and by-laws, a copy of Michigan DECA's constitution and by-laws, a copy of the Chapter Handbook and National DECA Chapter Management System.

Chapter Treasurer

1. Receives and accounts for all funds which come into the chapter treasury.
2. Assists in the preparation of a statement of estimated receipts and expenditures for the year.
3. Keeps financial records neat, accurate, and up-to-date.
4. Collects all individual state and national chapter dues and becomes responsible for their disbursement to the state office.
5. Pays out funds on authorization of the chapter.
6. Encourages individual chapter members to establish "thrift accounts" or "savings" plans.
7. Protects the financial reputation of the chapter by seeing that its obligations are met promptly.
8. Helps plan and execute the ways and means of providing for chapter income.
9. Assists in preparing monthly statements of receipts and expenditures.
10. Serves as an ex-officio member of the fundraising or financial committee.

Chapter Reporter and/or Historian

This position may be appointed by the President or elected.

1. Seeks, gathers and classifies all chapter news.
2. Prepares articles for publication in school and local newspapers.
3. Contacts and acquaints the editors of school and local newspapers with aims and purposes of marketing education and DECA.
4. Keeps a cumulative file of clippings, pictures, charts, copies of special programs, etc. and assists in building the Chapter Awards Program entry.

Chapter Parliamentarian

This position may be appointed by the President or elected.

1. Becomes interested in and willing to help other chapter members understand the fundamental purpose of parliamentary procedure.
2. Is prepared to advise the presiding officer and the other chapter members on points of parliamentary procedure.
3. Has reference material pertaining to acceptable parliamentary procedure available to refer to should the need arise.
4. Calls the Chair's attention to significant irregularities in procedure.
5. Explains any irregularity and its effect on the fair and equal rights to all chapter members.

Planning Meetings

First Meeting

A. Explain to the students the values of DECA as a part of the marketing education program.
    1. DECA provides a means through which the student can:
        a. Meet business people on a professional level.
        b. Develop and display leadership.
        c. Help other individuals and the community.
        d. Develop a mature, professional attitude.
    2. Of a more specific nature, DECA provides an opportunity for the individual students to:
        a. Develop and display leadership through participation in local, state, and national activities.
        b. Compete for recognition and awards on local, state and national levels.
        c. Be a member of an organization designed exclusively for those enrolled in marketing education.

B. Discuss the history and development of DECA.
    1. Its size.
    2. Its scope.
    3. Its purpose and objectives.

C. Allow the student to react and ask questions about joining DECA.

D. If DECA is new in the school:
    1. Find out school procedures for establishing a bona fide in-school student organization.
    2. Appoint a committee to develop a constitution by which the DECA chapter will function.

Second Meeting

A. Discuss the characteristics of a good member.

B. Discuss the characteristics of a good officer.

C. Discuss the qualifications and duties of each office and set up guidelines for local campaigning and chapter officer elections.

D. Collect or get a firm commitment for collecting all local, state and national dues (students should pay dues before allowed to exercise voting privileges).

E. Nominate Chapter Officers. All Officers should be active paid members.
Suggested officers include: President, Vice President, Secretary and Treasurer. Depending on the size of the chapter, you may want to include Historian, Reporter and/or Parliamentarian.

Third Meeting

A. Elect Officers.
    1. Allow candidate speeches and/or nominations from the floor.
    2. Vote by secret ballot.
    3. Have a student committee count ballots.
    4. Have acceptance speeches.
B. If new chapter, have officers draft a local chapter constitution. It could be modeled after the sample chapter constitution at the end of this section.
C. Collect all local, state and national dues.
D. Complete the DECA membership roster and submit it along with state and national dues.
E. Solicit professional membership from:
    1. Interested parents.
    2. School administrators.
    3. Advisory committee members and other interested individuals.

Following Third Meeting

A. Hold an executive committee meeting to allow elected officers to become organized.
B. Instruct officers, individually, as to what is expected of them.
C. Executive committee takes responsibility for planning and development:
    1. A program of work (projected chapter activities).
    2. A chapter budget (plan for the year).
    3. Appoint committees and committee chair people. Include all chapter members. Regular committees often consist of promotions, finance and chapter "social" activities.
    4. Develop an agenda for the next meeting. (See the suggested one on page III-5).
D. Discuss the basic elements of:
    1. Parliamentary Procedure.
    2. Motivating chapter members.
    3. Conducting a meeting.

Fourth Meeting

A. Items to be included in your meeting:
    1. If it's a new chapter, approve the chapter constitution.
    2. Officers submit a program of work and budget to the membership for acceptance.
    3. Decide on a regular meeting schedule.
B. Develop an agenda for future meetings.

Sample Meeting Agenda

Local High School DECA Chapter

October 1, 2025

Call to order: President

Pledge to the flag: Chapter Officer

Role call: Secretary

Officer's Reports:

1. President
2. Vice President
3. Treasurer
4. Secretary
5. Other Officers

Committee Reports

1. Finance
2. Promotions
3. Social
4. Special committees

Unfinished Business

New business

Program

Announcements

Adjournment

Sample Meeting

I. Call to Order

President, *"I now call to order the fifth meeting of the _____ High School DECA Chapter."* (Rap gavel twice).

II. Pledge to the Flag

Chapter Officer, *"Will the membership please stand, face the flag and recite the pledge."*

III. Role Call

President: *"Will the Secretary please take role."*

Secretary: (Call each member's name and record if they are in attendance. After role has been taken, tell if quorum has been established.) *"Mr. President, there are _____ members present, quorum has (has not) been established."*

IV. Approval of Minutes

President: *"Will the Secretary read the minutes of the last meeting."*

Secretary: (Read the minutes)

President: *"Are there any corrections to the minutes?"* (Members give corrections if any are in order.) *"If there are no (further) corrections, I will entertain a motion to approve the minutes as read (or corrected)."*

Chapter Member: *"I move to approve the minutes as read (corrected)".*

Second Chapter Member: *"I second the motion."* (No discussion on this motion).

President: *"All those in favor, say "Aye." "All those opposed, "No".*

President: (Announce if motion passed or not).

V. Officer Reports

President: *"We will now move into a period of officers' reports."*

President: (Gives short verbal report). *"Are there any questions?"*

(Answer questions) *"Will the Vice President please give their report."*

Vice President: (Gives short verbal report).

(Continue process for other officers).

VI. Committee Reports

(The above process is repeated for each committee report).

VII. Unfinished Business

President: *"We will now move into a period of old business. Is there any old business?"*

Chapter Member: *"I move to take (old motion) from the table."* (Each motion is discussed and settled before another is introduced. When all old business is complete, the President moves on).

VIII. New Business

President: *"We will now move into a period of new business. Is there any new business?"*

Chapter Member: *"I move to* (state motion)."

Chapter Member: *"I second the motion."*

President: (Calls on members to discuss the motion. The member introducing the motion has the opportunity to speak first or last to the motion. When all new business is completed, the President moves on).

IX. Program

President: (Introduces the program speaker if one is planned).

X. Announcements

President: *"Are there any announcements?"* (Chapter members are recognized to make any appropriate announcements).

XI. Adjournment

President: *"If there is no further business, I will entertain a motion to adjourn the meeting."*

Chapter Member: *"I move to adjourn the meeting."*

Chapter Member: *"I second the motion."*

(The motion is non debatable, proceed to vote).

President: (If approved) *"I adjourn the meeting."* (Rap gavel once). (If the chapter wishes to adjourn the meeting before all business is completed, the meeting must be adjourned by a motion).

Meeting Minutes

The minutes are a record of what is done - not what is said. Keep notes together in a special notebook. Organize the notes into clear, concise, statements and records in a permanent minute book to be read at the next meeting. Record each motion in a separate paragraph. Minutes should be read and approved at the next regular meeting. If the organization is not scheduled to meet for several months, minutes should be read before adjournment of the meeting or a committee may be appointed to approve them when they are in permanent form.

Chapter minutes should include:

1. Kind of meeting (regular, special or adjourned)
2. Name of assembly
3. Date, hour, and place of meeting
4. Name and title of officer presiding and presence of quorum
5. Approval of previous minutes
6. Record of reports
7. Record of each main motion (unless withdrawn) with the name of the person who made it
8. Record of points of order and appeals
9. Record of all other motions (unless withdrawn)
10. Record of counted votes
11. Time of adjournment
12. Signature and title of secretary

Final Forms of the Minutes

Should be typewritten or legibly written in permanent ink. They should not be defaced. (Corrections should be made by bracketing the erroneous portions and stated correctly in the wide margin). Should be kept in book form. If in longhand, a bound book should be used; if typewritten, a loose-leaf notebook should be used. If a loose-leaf notebook is used, each page should be numbered and signed by the Secretary and one other officer to guard against substitutional of pages. Should be recorded with wide margins for corrections. Minutes, when approved, should be signed by the Secretary, and if desired, by the President also.

Sample Minutes

Rydell High School DECA Chapter

Meeting Minutes from October 1, 2025

The meeting was called to order by President Bill Renberg, in the marketing education classroom of Rydell High School, at 11:36 a.m.

Carol Baker, Chapter Secretary, took roll. 29 of the 30 members were present; quorum was established.

Carol Baker, Chapter Secretary read the minutes; they were approved as read.

Carla Mains, Treasurer, reported that we currently have $278.95 in the chapter treasury.

Sara Thompson, Chapter President, reported that she will represent the chapter at the student council meeting on October 2, 2016.

Committee reports: Karen Hansen, Fundraising Committee Chairman, explained the progress the committee has made on contracting a band for the dance on November 5. They have "New Directions" for four hours beginning at 9 p.m. Their cost is $300.

Frank Smith reported the Social Committee has planned a pizza feast at Shakey's Pizza on Saturday, October 5. Everyone is invited and encouraged to bring a guest. The cost will be only $1 per person.

The old business was presented to the membership. Karen Hansen moved and Bob Jones seconded, to hire "New Directions" for the dance on November 5, at the cost of $300 for four hours beginning at 9 p.m. Motion passed; 26 in favor, 2 against and 2 abstentions.

It was moved by Jim Smith and seconded by Tom Lincoln to adjourn the meeting; the motion passed.

The meeting was adjourned at 12:16 p.m.

Respectfully Submitted,

ss/(signed after the minutes are approved)

Carol Baker, Secretary

Parliamentary Procedure

Parliamentary Procedure enables a DECA Chapter the opportunity to transact business with speed and efficiency. It protects the rights of each individual (both those in the majority and those in the minority). Parliamentary Procedure also preserves a spirit of harmony and cooperation in a group.

Types of Motions and Their Uses

What is a Motion? A motion is a form of bringing questions of consideration before an organization.

1. **Main Motion**
   A main motion introduces new business and must be made when no other business is pending. It yields to all privileged, incidental, and subsidiary motions and must be seconded (if not, it will be lost from the floor). A main motion is debatable and requires a majority vote.

   Rules for processing a main motion or resolution
   A. A member secures the floor
      Member rises, addresses the chair, and is then recognized by the chair.)
   B. A member introduces business
      Member makes a motion "I Move' and another member seconds the motion, and the Chair states the motion, which opens the question presented to discussion.
   C. The chair puts the question to vote
      The chair takes the affirmative vote and must announce the result either carried or lost.

2. **Subsidiary Motion**
   Relates to other motions and used for the purpose of changing them or closing debates on the matter.

   A. Motion to Amend (used to change motions to the satisfaction of the majority)
      1. Amend by: Adding, striking out, inserting or substituting
      2. Needs to be seconded
      3. Is debatable
      4. Requires a majority vote

   B. Motion to Refer to Committee
      1. Requires a second
      2. Is debatable
      3. Is amendable
      4. Requires a majority vote

   C. Motion to Postpone Indefinitely
      1. Requires a second
      2. Is debatable
      3. Is amendable
      4. Needs a majority vote

   D. Motion to Limit Debate
      1. Requires a second
      2. Is not debatable
      3. Is amendable
      4. Requires a two-thirds vote

3. **Incidental Motion**
   An incidental motion does not apply to a main motion but is incidental to it (relates to other motions under consideration). It is used to rise to a point or order (parliamentary inquiry) or rise for information. An incidental motion has precedence over all other motions and is not amendable or debatable.

4. **Privileged Motion**
   A privileged motion does not refer to the motion under consideration. It introduces a question that must be settled immediately. A privileged motion is not debatable and is used for disturbances, unfavorable room conditions and protects rights of the members.

Rules for Debate

1. Each member is entitled to speak once to a question, sometimes more often if there is no objection.
2. Members indulge in no personalities, avoid reference by name.
3. Maker of motion has privilege of opening or closing debate.
4. Members always make inquiries through the chair.
5. Chair must remain strictly neutral and must leave the chair (calling the Vice President to preside) to debate and does not return until the question is voted upon.

Rules for Voting

1. **Methods for Voting**
   A. Voice vote: "Aye" or "No" - used for majority vote
   B. Show of hands: "Affirmative or Negative" - used for small groups
   C. Rising vote: (members stand) "Affirmative or Negative" - used for two-thirds vote
   D. Roll call: Secretary calls attendance as well as the vote for "Affirmative or Negative"
   E. General consent: Chair states, "If there are no objections, the motion passes."
   F. Division on the House: used to verify a vote that is very close. Those voting "Affirmative" are asked to stand on one side of the room and those voting "Negative" stand on the other.
   G. Ballot: used for secret voting; each person writes the decision on a piece of paper

2. **Types of Votes**
   A. Majority: at least one more than half of the votes cast
   B. Plurality: (simply majority) the most votes cast regardless of majority
   C. Two-thirds vote: at least two-thirds of the votes cast
   D. Tie Vote: same number for and against; in this case, the motion is lost. (The Chair may vote to break the tie or may abstain.)

Parliamentary Procedure Cases for Chapter Practice

Case I

A motion has been made and seconded that the Rydell Chapter will have a picnic Saturday at 2:00. There is discussion on this motion and someone wants to change the time to 5:00. How would you do this with correct parliamentary procedure?

A. Identify the type of motion.
B. What is the name of the motion?
C. Does it require a second?
D. What is the vote required for adoption?
E. What is the correct procedure for the above motion?

Case 2

A motion is being discussed when a member becomes too cold in the room and wants the window closed.

A. Should the member interrupt in the middle of a debate? If so, what is the correct procedure to use?
B. Identify the type of motion.
C. What is the name of the motion?
D. Is this in order when another has the floor?
E. What is the vote required for adoption?
F. What is the correct procedure for the above motion?

Case 3

A motion has been made and seconded that the Rydell Chapter have a candy sale to raise money. This motion is being discussed when someone realizes that time is running out and a more important matter than the one being discussed has to be taken up before the end of the meeting. How would you handle the motion being discussed using correct parliamentary procedure?

A. Identify the type of motion.
B. What is the name of the motion?
C. Does it require a second?
D. Is it debatable?
E. What is the correct procedure for the above motion?

Case 4

A motion has been made to have a bake sale. The presiding officer restates the motion and asks if there is any discussion. As a member, you realize that the above motion does not have correct parliamentary procedure. What would you do as a member at this meeting?

A. Identify the type of motion.
B. What is the name of the motion?
C. Does it require a second?
D. Is it debatable?
E. What is the correct procedure for the above motion?

Parliamentary Procedure Cases for Chapter Practice

Answer Key

Case 1

A. Subsidiary Motion
B. Amendment
C. Requires a second
D. Majority vote required for adoption
E. Example - *"I move to amend the motion be striking out 2:00 and inserting 5:00."*

Case 2

A. Yes
B. Privileged Motion
C. Question of privilege
D. Yes
E. No vote required
F. *"Mr./Ms. Chairperson, I rise to a question or privilege."* Member is recognized by the Chair. Member requests that the window be closed since the room is too cold.

Case 3

A. Subsidiary Motion
B. Lay on the Table
C. Requires a second
D. No
E. *"I move to lay this question on the table"*

Case 4

A. Incidental Motion
B. Point of Order
C. Does not require a second
D. No
E. Member stands up and says, *"Point of order."* Member is recognized by the Chair. The member states that the motion was not seconded. This is ruled upon by the Chair. The chairperson then gets a second on the motion.

Chapter Activities

How Can Your DECA Chapter Contribute to its Members, School and Community?

Chapters can best serve their school and community if they provide a variety of activities throughout the year. Your DECA Chapter will get its full reward of enthusiasm and member satisfaction if it plans activities in each of the following recommended areas:

Benevolent Activities

Benevolent activities involves the helping of others with no regard for recognition other than the satisfaction derived from helping those in need. Suggested activities include:

1. Christmas party for needy children
2. Halloween Party for young children
3. Sponsoring an outing for Senior Citizens
4. Preparing Thanksgiving and Christmas boxes for the needy

Your local civic organizations can be contacted for more ideas concerning a benevolent activity for your community. Certainly, the possibility to serve the needy is unlimited.

Civic Activities

Civic activities are those that a chapter can serve its entire community. Civic projects can develop a wholesome reputation for your chapter. Many chapters sponsor or cosponsor such activities as:

1. Muscular Dystrophy Campaign
2. March of Dimes Drive
3. Special Olympics Fund
4. Heart Fund
5. United Way

Activities of this nature offer a valuable service to the community and develop respect for the local DECA Chapter. Other civic oriented activities inform the public about marketing education and DECA and develop good public relations. Chapters often enter floats in parades and sponsor booths at community fairs that tell the marketing education/DECA story. Through working with Chambers of Commerce and other local merchant and business organizations, a DECA chapter may provide a worthwhile service to their local business community by conducting a comprehensive Creative Marketing Project relevant to improving the business community.

The typical school offers a multitude of opportunities for a chapter to be of service. Some chapters assist in school-wide activities, such as clean-up drives and citizenship campaigns. Assembly programs such as an anti-shoplifting program can serve the school. Speaker or films of general interest can be presented to the student body in an open meeting of the chapter.

Professional Activities

Most chapters provide professional meetings to enlighten their members' knowledge of various career fields. Guest speakers, panel discussions, and films are specific problems relating to their marketing instruction. Possibly the most widely used professional activity is the annual Employer-Employee Banquet or DECA Appreciation Banquet. This activity is used by more chapters than any other single activity to create goodwill in the community.

Competitive events and project participation are also considered professional activities. District, State, and International Conferences provide the providing grounds for students to test their knowledge, skills, and ability with others. Recognizing individual achievement is only one objective of DECA competitive events and projects. Their basic purposes are to improve the knowledge and skills of students through practice and application. Win or lose, students profit from their experience.

Alumni follow-up is yet another type of professional activity. Many chapters sponsor annual socials in honor of past DECA members. Some have even established scholarships that are awarded to deserving graduates.

Sales Project Activities

There is no question about the importance of a chapter's finances. Sales projects are educational and fun when every chapter member participates. Sales projects provide a common goal for achievement and can develop into competition and enthusiasm among chapter members. Members are usually more enthusiastic about paying dues when they know their chapter earns the money it spends. Ideas range from special sales to promoting fashion shows, but the type of project adopted is of little consequence when compared to the pride members develop in a chapter that pays its own way as much as it can. Consult the annual DECA Guide for nationally approved projects.

Social Activities

Chapters should provide recreation for their members. One of the original philosophies of DECA, as true today as ever, is to provide social activities to make up for the school functions members miss because of off-campus work experience. Various social activities can be used to acquaint other students about your program. Increased public interest can result if other faculty members, area merchants, and parents are involved at the social functions. Activities that are well-planned help to develop social intelligence on the part of each chapter member.

Creating a Chapter Calendar

An effective DECA chapter plans ahead to ensure that dates are available so proper planning can take place resulting in successful activities. Chapters should also look at the Chapter Awards Program Guidelines to see how they can enter their activities for state recognition.

The calendar of activities should contain local, state and national events and should be posted in the marketing education classroom.

A calendar of activities identifies what, where, and most important, when an activity will take place. A calendar of activities designating the date (exact when possible) to carry out an activity, is necessary if the chapter is to plan meetings and carry out the activities efficiently.

1. As the program of action is developed, dates from carrying out an activity are identified. *(Example: Hold Christmas dance, December 16, 2010, at a cost not to exceed $500.)*
2. After all committees have completed their list of activities, they should be listed in order by months.
3. The committee chairperson should go over the activity dates for the member approval.
4. The activities should then be typed on a form and reviewed with your school administrator for possible conflicts with other school activities.
5. After dates have been approved by school officials, the DECA Chapter Advisor, and the Chapter Officers, the calendar of activities should be reproduced and posted on a bulletin board.
6. The calendar of activities then should be used as a guide for developing chapter meetings. Example: an activity for January should be discussed at the November or December meeting, depending upon the amount of preparation needed. The activities carried out during January should then be discussed and evaluated during the February meeting.

It is important not to schedule too many activities during any single month. Activities should be scheduled throughout the school year. This will allow an active chapter to have the involvement of all members.

Sample Chapter Calendar Of Events

September	Monthly DECA Chapter meeting Election of new officers Newspaper release Members pay DECA dues to Chapter Treasurer Sales project (raise funds for State Leadership Conference)
October	Monthly DECA Chapter meeting (with guest speaker) Installation ceremony for new officers Sales project (raise funds for Central Region Leadership Conference) Chapter open house Benevolent activity Finalize Chapter Awards Program activities
November	Monthly DECA Chapter meeting DECA Month Attend State Leadership Conference Newspaper release Thanksgiving project for needy Field trip
December	Monthly DECA Chapter meeting Attend PowerTrip Conduct District Conference Comprehensive Exams (online testing) Chapter holiday party Chapter toy drive for needy
January	Newspaper release Monthly DECA Chapter meeting (with guest speaker) Approved sales project Attend District Career Development Conference
February	Monthly DECA Chapter meeting Newspaper release Civic consciousness project Creative marketing project Turn in written events for Written Event Screening at Michigan DECA Office
March	Monthly DECA Chapter meeting (with guest speaker) Attend State Career Development Conference TV and radio show
April	Monthly DECA Chapter meeting Fashion show Newspaper release Easter Seals campaign Attend International Career Development Conference
May	Monthly DECA Chapter meeting
June	Year-end DECA Chapter meeting DECA Member banquet

Typical Michigan DECA Calendar of Events

May	State Officer Training CTSO camp
July	Emerging Leaders Summit
August	DECA Advisors' Council summer meeting
September	Executive Council/State Advisory Board meeting DECA PowerTrip registration due
October	New Advisor In-Service State Leadership Conference registration due Student and Advisor DECA Memberships due Michigan Marketing Educators Fall Conference
November	DECA Month State Leadership Conference District Career Development Conference registration due
December	DECA PowerTrip District Conference Comprehensive Exams conducted online
December/January	District Career Development Conferences
February	State Officer Candidate screening DECA Membership second semester additions due State Career Development Conference registration due State Conference Comprehensive Exams conducted online Written Event Screening *(All written projects, Gold Merit Award Projects, Chapter Award Projects due to Michigan DECA)*
March	State Career Development Conference International Career Development Conference registration due
April/May	International Career Development Conference *(location varies)*

Fundraising

Many chapters prefer, either by choice or because of local school policy, to pay local dues or use school store revenues to take care of chapter responsibilities rather than participating in fundraising activities which will finance chapter functions. However, other chapters prefer to supplement their dues with funds that members earn through a team effort. These activities can either be called sales projects or fundraising projects. This type of activity can benefit every participating DECA chapter in at least five ways.

- Provides all members a practical method for selling experiences.
- Provides for planning and conducting a sales promotion event.
- Provides funds to carry out a beneficial chapter program.
- Provides an avenue to promote the school's marketing education program.
- Provides a learning activity which encompasses the entire merchandising process.

Sales project activities, conducted in the proper manner, will provide a learning experience as well as raise revenue for activities.

Careful planning well in advance is the secret to the success of any sales project. School policy should be investigated to ascertain philosophy regarding this type of activity. The school administrator's approval should be obtained.

The next step is establishing the necessary committees. Finance, publicity, project selection, and inventory groups all play a vital function. "Sales Meetings" can be most helpful in moving merchandise.

A great deal of consideration should be given to the selection of the product to be sold or the service rendered. DECA is a quality program and any merchandise or service sold connected with DECA should be top quality. The manner in which the activity is conducted will reflect upon the marketing and education program.

For DECA chapters interested in sales projects, National DECA attempts to identify reputable companies who offer an accepted margin of profit as well as an item that will have maximum acceptance by the buying public. Each of the approved National DECA sales project companies meet this criteria as well as the guidelines approved by the DECA, Inc., Board of Directors.

Some Helpful Hints on Fundraising Activities

- Be practical - Set a fundraising forecast and goal which your group can achieve.
- Be careful - Don't ask the public to contribute towards something that benefits "only" your members.
- Be informed - Be sure members know what cause you are raising funds for and how the money will be used.
- Be enthusiastic - It will help attract workers and contributions.
- Be realistic - Choose a project your members and public will enjoy.
- Be wise - Clear the proposed project with chapter membership, advisor, and school administration.
- Be alert - Avoid possible conflict with a competing event.
- Be aware - Check for possible local, state, federal, or union regulations.
- Be sensible - Choose responsible committee chairperson and competent committee members.

- Be organized - Develop a plan, a calendar, and check lists.
- Be business-like - Price your product, service, or entertainment sensibly.
- Be professional - Publicize and advertise your event. Use every promotional tool at your disposal.
- Be prepared - Double check every detail. Provide for emergencies.
- Be neat - Clean-up; leave no mess.
- Be appreciative - Send prompt thank you's to helpers and donors.
- Be a record keeper - Ask committee chairperson to submit brief summaries, plus complete Treasurer's report on cost and profits. These records are valuable for future fundraising activities.

Fundraising Activity Ideas

- Handling concessions at ball games
- Operating school stores
- Selling magazines, records and cassettes
- Sponsoring entertainment programs (talent shows)
- School dances (also consider dances for middle school students)
- Securing ads and subscriptions for the school yearbook and/or newspapers
- Wrapping packages at Christmas in a shopping mall
- Selling Christmas cards and candles
- Faculty-student games
- Sponsoring movies
- School carnivals
- Fashion shows
- Printing signs for community organizations
- Candy and bake sales
- Walk-a-thons, Dance-a-thons, Any-kind-a-thons
- Car washes
- Pie-throwing contests
- Taking inventory
- Coordinating fundraising activities for other school organizations
- School vending machines
- Raffles
- Selling ads for a newspaper insert on DECA and marketing education

Chapter Public Relations

Publicity

The public judges an enterprise by what is does and by what it says. If its purpose is sound, its services good, its people aggressive and successful, and its program beneficial, your community should be told about it. This combination of sound policies and good practices, multiplied by effective publicity, is what produces good public relations. This means simply winning the friendship and support of the public.

Good publicity for marketing education and DECA activities will perform several functions:

- Keep students informed and interested
- Attract additional students to the marketing education program
- Maintain pride among students and stimulate them to further progress
- Create interest on the part of the general public
- Create and sustain public support of the marketing education program and DECA

Building an Effective Program

One major objective of each DECA chapter is to present to the general public the importance and significance of your marketing education program and DECA chapter. Your chapter members will want to use the various public relations media available in your community. Your chapter will want to use one, or perhaps several, depending on the importance of your activity and the effectiveness desired.

The personal touch through speeches to civic groups, personal letters, and assemblies is an extremely effective means of reaching the public. DECA chapter members could speak before some of the following or similar groups on behalf of your marketing education program and DECA chapter.

- Advisory committee
- Business and professional clubs
- Chamber of Commerce
- Faculty meetings
- Kiwanis Club
- Lions Club
- PTA
- Rotary Club
- School assemblies
- School Board meetings
- Youth organizations

Public Relations Tools

Effective publicity is easier when you have good tools for the job. Many news media people will supply you with guides to follow in preparing copy for them. Tools for use by people charged with publicity responsibilities have been developed and are available.

A date book with room to note deadlines and plans is an invaluable help. Dates of important events and special projects should be noted in this book as well as a schedule of planned publicity. The schedule should include advance publicity as well as publicity at the time the event takes place.

Assemble a scrapbook of publicity as it appears. Keep notes on radio and television publicity and other media used. Send one clipping of every printed article to the Michigan DECA Office.

What is News?

Learn to recognize and use publicity for only those things that interest others. News media wants to capture the attention of their audience and hold it. Many DECA accomplishments will do this. You stand a good chance of having these stories used. Some things worthy of mention are:

- Leadership Conferences
- Outstanding speakers
- Tours and competitions
- Election of DECA officers
- Accomplishment of individual DECA members, promotions, and winners of competitions
- DECA awards won or awards given
- Events honoring major industry supporters or long-time industry supporters
- Scholarship awards
- Other events of interest as they occur

Writing a News Release

Five points are important to a good news release: Who, What, When, Where, and Why. If possible, a sixth How should be included. It is important to get all these points in the first sentence or two, whether you're writing for printed or broadcast media. These first sentences are called the "lead." A good "lead" captures the attention of a reader or listener and makes the reader or listener want to know more.

Now go into the details of your story. Each succeeding paragraph should be of declining importance. If any editor cannot use the whole release, the editor can then cut from the bottom—where the least important details are given. Use short words. Write short sentences, short paragraphs. Two sentences make a good paragraph in a news release. Be brief.

If possible, have a standard letterhead type format for your news releases. This should carry the name of the DECA Chapter contact, address, and telephone number—probably the name of your DECA advisor. (Many a story has failed to appear because the newspaper or magazine did not have a contact to call to verify a fact or name.) Always give exact dates in a news release: June 10, 2011 rather than "next Thursday" or "tomorrow". Specify "October" and not "next month". Eliminate adjectives when you write a news release. Be sure to check every point of your story for accuracy. Never guess on names, places, dates, or times.

Mechanics of Preparing a Release

News releases should always be typewritten, double-spaced on 8 1/2" x 11" plain white paper unless you have a standard letterhead type format. Use a quality paper that can be handled without tearing.

When identical, individually typed releases are sent out, be sure to list at the top of the release just which newspaper and broadcast outlets are getting identical stories. Be sure to keep a copy of every release you sent out. Leave ample margins (1 1/2 inches) on each side of the paper. In the upper left hand corner of the first page, type the name of the DECA Chapter contact, address, and telephone number. Next type the release date in the upper right hand corner. "FOR IMMEDIATE RELEASE" means the editor or broadcaster can use it at once. If at all possible, your release should carry this notation.

If you MUST ask for a specific publication date, it should read, "RELEASE AFTER 4 P.M. THURSDAY, APRIL 10, 2011." Such releases complicate an editor's job, so should be avoided whenever possible. Always start typing your copy one-third of the way down the first page. The editor needs this space left open to write a headline for your story and give other instructions. (Most editors prefer to write the headline for your story, but a few may ask you to provide one). Type double-space or triple-space on one side of the paper only. Indent each paragraph at least 0.5 inches.

If your story must run more than one page, write "MORE" at the bottom of each page except the last. Always end each page with a complete sentence and paragraph. Start each succeeding page with the DECA Chapter's name at the top. Drop down one inch below this and continue your story. Type a few "####" under the final paragraph of the news release.

Many newspapers and magazines supply a style sheet or request telling how they capitalize, abbreviate, spell, and punctuate their copy. Follow the editorial style of each paper carefully.

Check your news release for absolute accuracy in typing. Make sure all names, dates, hours and places are correct. If there are unusual names, put a small check over each one to let the editor know you have checked them for accuracy. Never staple the pages of a news release. They must be separated in the news room and may be torn in the process.

Deliver or mail every release so it arrives well in advance of whatever deadline you must meet. Whenever possible, include a photograph with your release.

Photographs

Photo requirements are definite, paper by paper, magazine by magazine. They varying greatly depending on the make-up and budget of each one. Check with each editor to determine needs and requirements. Note carefully what each will supply and what you are expected to provide for the kind of photo publicity you need. Some newspapers will send a photographer to cover a story as will some magazines. Others will be glad to use photographs if they are furnished to them in proper form. Be sure - if you send photos - to follow the editor's direction for picture arrangement size and finish of prints.

Broadcast Media

In-school news channels, local public-access channels or public television might offer the opportunity for a show to explain marketing education and DECA. Such a show would help attract students to the program as well as create and sustain public support. Contacts at the cable television or radio station should be the program director or the news editor. They coordinate the public service time.

A few possibilities of shows that might be available to you are:

- Interview shows (if you have an important out-of-town speaker, here's a good place to try to arrange publicity)
- Panel or group discussions

Meeting deadlines and prompt appearance for live or taped shows cannot be stressed too much in your work with the broadcast industry. It is extremely important to arrive well in advance. Choose people to represent your program who are not given to nervousness and who have a pleasant speaking voice.

When you write releases for radio and television, the same basic rules apply as in newspaper copy. Be brief, accurate, and neat. Always submit on 8 1/2" x 11" plain white paper and typed double-spaced. The guide to radio and television publicity, *"If you want Air Time,"* published by the Public Relations Service, National Association of Broadcasters, Washington, D.C., will be helpful.

Courtesy to the Press

It is a good idea to extend an open invitation to the press to attend any events conducted by your chapter. A special invitation should be extended for particularly important events. When they do attend, introduce them. If a reporter or a photographer attends any function, they should do so as your guest.

Provide each reporter or photographer who attends your event a typed list of the "important people" expected to be in attendance. Try to provide copies of any marketing education or DECA brochures which may help him or her understand your program and its purpose.

Remember to write thank you notes in a prompt manner to the papers, magazines, radio stations, and television stations who have given you publicity.

Section IV

Competitive Events

Preparing for DECA Events IV-2

Competitive Event Descriptions IV-3

- Individual Series Events IV-4
- Principals Events IV-7
- Selling and Consulting Events IV-8
- Team Events IV-9
- Prepared Events IV-11

Preparing For DECA Events

What is a competitive event?

Competitive events are learning activities designed to evaluate the essential competencies needed for entry or advancement in marketing occupations.

How do I know which competencies will be evaluated?

Competitive events are developed from the competencies and job tasks required by industry for each occupational area. An exact listing can be obtained from a DECA Chapter Advisor, DECA Related Materials to use as a reference for preparation.

Will I have to do a lot of extra studying?

Probably not. Your teacher's instruction is based upon the same competencies used in the events. If you pay attention in class, you'll do well in competition. However, your teacher won't cover some competencies in class until after competition. Check with your teacher now to find out the areas you'll have to study on your own. You'll have to prepare for competencies in all areas.

How many events will I participate in?

Competitive events are organized into a series approach; you compete in a series of two or three individual events (based on the instructional areas) within a single occupational category.

Does everyone compete together?

No, each occupational area competes separately.

Why should I bother to compete?

Past participants have said that they learned and actually gained self-confidence by competing. It's a new experience, and you'll be hesitant at first. But, that's the same way you'll feel at a job interview or beginning to work at a new job. You're also representing your chapter- showing responsibility and initiative.

What happens if I win?

Everyone is a winner by participating, but special recognition is provided for those who do the best and place in each occupational area and level, will receive medallions and/or certificates. Comprehensive Exam, Judged Event and Overall Event places are recognized. Qualifiers from District Conferences go on to compete at the State Career Development Conference. Qualifiers from the State Conference will compete at the International Career Development Conference.

Who can compete at the State Conference?

The top district finalists in each occupational area and level qualify for state competition.

What type of events should I expect?

The events fall into 2 main categories:

1. Online Comprehensive Examination- a 100 item multiple choice test which evaluates your knowledge of general marketing competencies.
2. Judged Event- You will be asked to participate in a role playing activity in which you will have to perform, apply, or use job competencies with the evaluation being done by a judge. The judge will actually participate in the role playing activity.

How will I know what to do?

Each event will have a brief summary, a list of what competencies will be evaluated, and specific instructions.

Competitive Event Descriptions

Competitive Events are organized into a series approach. Each participant will compete in a series of two or three individual events (based on the instructional areas) within a single occupational category. The events are developed from the competencies and job tasks required by industry for each occupational area. An exact listing can be obtained from DECA Related Materials to use as a reference for preparation. The DECA member must decide which occupational area she/he is interested in competing.

The evaluation or actual event will consist of 2 categories:

1. Online Comprehensive Examination- a 100 item multiple choice test covering the following:
    a. Comprehensive- evaluating knowledge in all instructional areas.
    b. Unit- evaluates knowledge over one instructional area, i.e., math, communications, display,
    c. Case problems- evaluates the members' understanding of a marketing problem and their ability to express their writing skills.
2. Judged Event (role play)- the member will be asked to participate in a role play or case study, using the specified competencies. The judge(s) may actually participate with the member.

Individual Series Events

Individual Series Events are the most common type of competitive event in DECA. It is designed for one participant and is composed of two major parts: the written cluster exam and a role-play with a judge. Some individual series events are sponsored by companies and offer cash prizes for placing within the top-three competitors at the International Conference.

SCORING

- At the District Conference, the written cluster exam is worth one-third, and the role play is worth two-thirds of the total score.
- At the State and International Conferences, the written cluster exam is worth one-third. The participant will participate in two role plays and each is worth one-third of the total score.

WRITTEN CLUSTER EXAM (100 multiple choice questions):

- For the District and State Conferences, the exam will be administered by the chapter online prior to the conference.
- For the International Conference, the exam will be administered on-site during the event briefing.

PREPARATION TIME (10 minutes):

- The participant will receive the written scenario and will have 10 minutes to read the written scenario and create a presentation for the judged presentation.
- The written scenario will contain the prompt that the presentation should answer, the role the participant will play, and the role that the judge will play. The written scenario will also contain performance indicators—tasks that the participant should accomplish during the role-play, as they will be judged on those performance indicators.
- During this time, the participant is allowed to make notes, drawings, or any other aid that can be achieved with a writing utensil and paper.

PRESENTATION (10 minutes):

- The participant will speak to a judge and present their ideas and solutions to the prompt given in the written scenario.
- Participants should remember the roles that they and the judge are supposed to be playing.
- There will not always be a warning when the time limit is almost up—remember to stay mindful of the time so that the presentation is not cut off.
- After the presentation, the judge will collect all aids and tools used (if applicable) and score the presentation out of 100 points.

Apparel and Accessories Marketing

Students are prepared for the dynamic, ever-changing fashion industry. Those who choose careers in design, construction or merchandising will find themselves in an environment that is always fresh and full of new challenges.

Automotive Services Marketing

The Automotive Marketing event teaches students the skills needed to succeed in this highly competitive industry. Students will perform tasks related to service stations or stores. They will learn to identify their market and develop a product mix, anticipate business risks, and ensure customer satisfaction.

Business Finance

Students will be challenged to perform management functions and tasks focusing on high-level financial and business planning, including collection and organization of data, development and use of reports, and analysis of data to make business decisions. Concepts include understanding the source and purpose of financial statements, the impact of management decisions on statements, and the analysis and interpretation of data for corporate planning purposes. Roles in these events are those of supervisors, managers, financial experts or entrepreneurs.

Business Services Marketing

In the Business Services Marketing event, the student is given a description of a specific situation that measures skills, knowledge and attitudes in business services marketing. Students will be challenged to perform marketing functions and tasks involved in providing services to businesses on a fee or contract basis or providing services to consumers. Roles in these events are those of customers, employees, supervisors, managers and entrepreneurs.

Entrepreneurship Event

Students will be challenged to perform the ability to recognize opportunities and to act on them, determine needs, identify markets, utilize marketing research, identify sources of capital and use management skills.

Financial Consulting Event

The Professional Selling Events provide an opportunity for participants to demonstrate skills needed for a career in sales. Participants will organize and deliver a sales presentation for one or more products and/or services in the finance industry.

Food Marketing

The food marketing event helps students learn the laws and regulations that govern the food marketing industry, understand the importance of food safety and quality, and be able to effectively manage and work as a team with other employees and food distributors.

Hotel and Lodging Management

In the Hotel and Lodging Management Event, students are given a description of a specific situation that measures skills, knowledge and attitudes in hotel and lodging marketing or marketing management. Students will be challenged to perform marketing and management functions and tasks in hotels, motels, lodging services, convention services, and food and beverage services. Roles in these events are those of customers, employees, supervisors and managers.

Human Resources Management

Students will be challenged to perform management functions and tasks focusing on staffing, recruitment, selection, training, performance appraisal, compensation and safety training. Roles in these events are those of supervisors, managers, human resource experts or entrepreneurs.

Marketing Communications

The Marketing Communications event allows students to apply marketing techniques to learn how to manage a firm or company's marketing resources and activities. Students learn how to choose target markets as well as keep and acquire customers through creating, delivering, and communicating superior customer value.

Personal Financial Literacy

The Personal Financial Literacy Event measures the personal finance knowledge and skills that K-12 students should possess. The Personal Financial Literacy Event is designed to measure the participant's ability to apply reliable information and systematic decision making to personal financial decisions.

Quick Serve Restaurant Management

The Quick Serve Restaurant Management event prepares students to effectively run a quick serve restaurant and manage their employees. Students learn the procedures for safe food handling and preparation, safety precautions, and how to satisfy their customers.

Restaurant and Food Service Management

The Restaurant and Food Service Management event prepares students to be the future leaders in the hospitality and tourism industries by teaching them the skills necessary to successfully operate a restaurant. Students learn how to create menu options for special promotions or holidays, how to handle competition from other restaurants, and how to effectively manage a restaurant.

Retail Merchandising

The Retail Merchandising event allows students to apply promotion, advertising and marketing strategies in order to effectively run a retail store. Students also learn to address customer service issues and enhance their shopping experiences as well as work as a team with other retail service representatives.

Sports and Entertainment Marketing

In the Sports & Entertainment Marketing event, students learn marketing and management functions that can be applied in amateur or professional sports or sporting events, entertainment or entertainment events, selling or renting of supplies and equipment (other than vehicles) used for recreational or sporting purposes, products and services related to hobbies or cultural events, or businesses primarily engaged in satisfying the desire to make productive or enjoyable use of leisure time.

Principles Events

The Principles Events are designed for non-senior, first year DECA members who are enrolled in introductory-level principles of marketing/business courses. It is designed for one participant and is composed of two major parts: the written cluster exam and a role-play with a judge.

Principles of Business Management and Administration

The Principles of Business Management and Administration event is for those interested in careers in the following fields: Administrative Services, Business Information Management, General Management, Human Resources Management, and Operations Management.

Principles of Finance

The Principles of Entrepreneurship event is for those interested in entrepreneurship and small-business owners.

Principles of Finance

The Principles of Finance event is for those interested in careers in the following fields: Accounting, Banking Services, Business Finance, Insurance and Securities, and Investments.

Principles of Hospitality and Tourism

The Principles of Hospitality and Tourism event is for those interested in careers in the following fields: Hotels, Restaurants, and Tourism and Travel.

Principles of Marketing

The Principles of Marketing event is for those interested in careers in the following fields: Marketing Communications, Marketing Management, Marketing Research, Merchandising and Professional Selling.

Selling and Consulting Events

Financial Consulting Event

The Professional Selling Events provide an opportunity for participants to demonstrate skills needed for a career in sales. Participants will organize and deliver a sales presentation for one or more products and/or services in the finance industry.

Hospitality and Tourism Professional Selling Event

The Professional Selling Events provide an opportunity for participants to demonstrate skills needed for a career in sales. Participants will organize and deliver a sales presentation for one or more products and/or services in the hospitality and/or tourism industry.

Professional Selling Event

The purpose of the Professional Selling Event is to provide an opportunity for the participant to demonstrate knowledge of the National Curriculum Framework performance indicators (DECA's general marketing performance indicators) as well as the ability to organize and deliver a sales presentation for one or more technical products and/or services which have already been created.

Team Decision Making Events

Team Decision Making Events are one of the most popular type of competitive event in DECA. It is designed for two participants and is composed of two major parts: the written cluster exam and a role-play with a judge. Some events are sponsored by companies and offer cash prizes for placing within the top-three competitors at the International Conference.

SCORING

- The written cluster exam score for each participant is averaged together and worth one-third of the total score, and the role play is worth two-thirds of the total score.
- At the State and International Conferences, the team may participate in two role-plays. When this is the case, each role-play is worth one-third of the total score.

WRITTEN CLUSTER EXAM (100 multiple choice questions):

- For the District and State Conferences, the exam will be administered by the chapter online prior to the conference.
- For the International Conference, the exam will be administered on-site during the event briefing.

PREPARATION TIME (30 minutes):

- The team will receive the written scenario and will have 30 minutes to read the written scenario and create a presentation for the judged presentation.
- The written scenario will contain the prompt that the presentation should answer, the role the team will play, and the role that the judge will play. The written scenario will also contain performance indicators—tasks that the participants should accomplish during the role-play, as they will be judged on those performance indicators.
- During this time, the participants is allowed to make notes, drawings, or any other aid that can be achieved with a writing utensil and paper.

PRESENTATION (15 minutes):

- The team will speak to a judge and present their ideas and solutions to the prompt given in the written scenario.
- Participants should remember the roles that they and the judge are supposed to be playing.
- There will not always be a warning when the time limit is almost up—remember to stay mindful of the time so that the presentation is not cut off.
- After the presentation, the judge will collect all aids and tools used (if applicable) and score the presentation out of 100 points.

Please note:

- The team decision making events are for two participants - no more and no less.
- If a team member drops out of competition before the District Conference, Michigan DECA will move the remaining participant into a corresponding individual event.
- Once a team competes at a conference and qualifies for the next level of competition, and a team member drops, then the entire team must drop. The remaining team member cannot be moved into a different event that would require the participant to be a qualifer from the previous level of competition. However, the remaining team member can be moved into a different event that has not yet had a qualifying round of competition.

Business Law & Ethics Team Decision Making Event

In the Business Law & Ethics event, students will learn about business law contracts, product liability, employment, and types of business ownership. Students will also learn about ethics by evaluating competing social values that may reasonably be argued from either side.

Buying & Merchandising Team Decision Making Event

In the Buying & Merchandising event, students learn about buying and merchandising positions to get product into the hands of the customer. This process includes forecasting, planning, buying, displaying, selling and providing customer service.

Entrepreneurship Team Decision Making Event

Entrepreneurship includes the ability to recognize opportunities and to act on them, determine needs, identify markets, utilize marketing research, identify sources of capital and use management skills.

Financial Services Team Decision Making Event

In the Financial Services event, students will market for financial institutions such as commercial banks, savings and loan associations, credit agencies, credit unions, consumer-finance companies, collection agencies, and business credit departments. Students must understand the source and purpose of financial statements, the impact of management decisions on statements, and the interpretation of data for planning purposes.

Hospitality Services Team Decision Making Event

The Hospitality Service event prepares students for careers in the hotel and lodging field with a strong emphasis on customer service and efficiency in managing a hotel. Students learn how to coordinate the activities of room accommodations, meeting room rentals, recreation, tourism, as well as solve any customer service issues that may arise.

Marketing Management Team Decision Making Event

In the Marketing Management event, students focus on marketing functions and tasks that inform, remind, and/or persuade a target market of ideas, experiences, goods/services, and/or images.

Sports & Entertainment Marketing Team Decision Making Event

In the Sports & Entertainment Marketing event, students learn marketing and management functions that can be applied in amateur or professional sports or sporting events, entertainment or entertainment events, selling or renting of supplies and equipment (other than vehicles) used for recreational or sporting purposes, products and services related to hobbies or cultural events, or businesses primarily engaged in satisfying the desire to make productive or enjoyable use of leisure time.

Travel & Tourism Marketing Team Decision Making Event

The Travel & Tourism Marketing Event prepares students to offer superior customer service in passenger transportation and arranging tours as well as attracting and serving the traveling public in hotels, casinos, museums and many other tourism industries. Students also learn how to promote these industries through marketing campaigns and strategies.

Prepared events

Prepared events provide the DECA member with the opportunity to develop and implement a marketing plan for a particular business. In the fall of each year, National DECA distributes the actual case problems to be used. They may range from developing a merchandise plan to planning a sales promotion campaign. The written portion will also give a basic breakdown of the type of business, products, and market. The event also consists of a presentation before a judge. The event is generally limited to 30 pages. Competency Based Prepared events are in four areas: Apparel and Accessories, Finance and Credit, Food Marketing and General Merchandise.

Business Growth Plan

The Business Growth Plan involves the idea generation and strategy development needed to grow their existing real business. Participants in the Business Growth Plan will analyze their current business operations and identify opportunities to grow and expand the business. Options may include franchising, expanding into new markets, opening a second location, licensing agreements, merging with or acquiring another business, diversifying product lines, forming strategic alliances with other businesses, expanding to the Internet, etc. At least one member of the team must be the actual owner/operator of the business, with documentation to prove ownership. Parent's businesses do not qualify.

Business Services Operations Research

The Business Services Operations Research event provides an opportunity for participants to demonstrate skills needed by management personnel in human resources, information technology and personal and contracted services businesses.

Business Solutions Project

The Business Solutions Project uses the project management process to work with a local business or organization to identify a specific problem with the current business operations and implement a solution. Examples include talent acquisition, employee on-boarding, policies and procedures, technology integration, customer service improvement, safety operations, marketing and promotion activities, and productivity and output enhancement.

Buying and Merchandising Operations Research

The Buying and Merchandising Operations Research event provides an opportunity for participants to demonstrate skills needed by management personnel in retail and wholesale businesses that provide consumer goods.

Career Development Project

The Career Development Project uses the project management process to promote/educate the knowledge and skills needed for careers in marketing, finance, hospitality, management and entrepreneurship. Examples include career fairs, summer boot camps, professional dress seminars, résumé development workshops, career exploration initiatives, mock interviews, educational paths, career paths, workplace re-entry and mentor programs.

Chapter Awards Program

The Chapter Awards Program will provide recognition at three levels: bronze, silver and gold. The recognition level will be determined by the number and type of activities a chapter completes in each of the categories: membership, chapter standards, promotion/public relations, chapter activities and DECA week. *At the Michigan DECA State Career Development Conference, students may compete in CAP as well as another event, as long as the competition days/times do not conflict.*

Community Awareness Project

The Community Awareness Project uses the project management process to raise awareness for a community issue or cause. Examples include day of service, distracted driving, driving under the influence, bullying, disease awareness, mental health awareness, drug awareness, ethics, environmental and green issues, and vaping.

Community Giving Project

The Community Giving Project uses the project management process to raise funds or collect donations to be given to a cause/charity. Examples include food bank donations, homeless shelter donations, 5K's, sports tournaments, auctions, banquets, item collections, holiday drives, adopt a families, etc.

Entrepreneurship Promotion Project

Chapter representatives will plan, organize, implement and evaluate a campaign to educate chapter members and the general public or an organized group about opportunities available for becoming an entrepreneur. The chapter project develops economic and marketing skills necessary to be successful in a global economy. After learning the economic principles associated with entrepreneurship, chapter members will use their marketing skills to communicate the benefits of entrepreneurship to others.

Franchise Business Plan

The purpose of the Franchise Business Plan Event is designed for participants to present a comprehensive business plan proposal to buy into an existing franchise. The Franchise Business Plan Event includes the development and presentation of various aspects of a plan to form a business. The event provides an opportunity for a participant to develop and demonstrate mastery of essential knowledge and skills as they apply to the analysis of a business opportunity, the development of a marketing/promotion plan and the development of a financial plan.

Finance Operations Research

The Finance Operations Research event provides an opportunity for participants to demonstrate skills needed by management personnel in banks, credit unions, accounting, investments and other financial businesses.

Financial Literacy Project

The Financial Literacy Project uses the project management process to promote the importance of financial literacy, including spending and saving, credit and debt, employment and income, investing, risk and insurance and financial decision making. Examples include organizing and implementing seminars for students (elementary, middle, high and post-secondary), tax preparation assistance, retirement planning, and student loan workshops.

Hospitality and Tourism Operations Research

The Hospitality and Tourism Operations Research event provides an opportunity for participants to demonstrate skills needed by management personnel in hotels, restaurants and tourism-related businesses.

Independent Business Plan

The Independent Business Plan Event involves the development of a comprehensive proposal to start a new business. Any type of business may be used. The Independent Business Plan Event will provide the participants with the opportunity to prepare a written proposal for a new business, and to request financing for the proposal in a role-playing interview with a bank or venture capital official.

Innovation Plan

The Innovation Plan Event involves the idea generation and opportunity recognition needed to take advantage of market opportunities to introduce a new business, product or service. Any type of business, product or service may be used. Participants in the Innovation Plan Event will present a pitch deck explaining the opportunity that exists in the marketplace and how their innovation will meet the needs of consumers.

Integrated Marketing Campaign Events (Event, Product, Service)

The Integrated Marketing Campaign Events provide an opportunity for the participants to demonstrate promotional knowledge and skills needed by marketing personnel. Participants in the Integrated Marketing Campaign Events will develop an integrated marketing campaign of no more than 45 days in length for a real event, product, or service. They will present a pitch deck to a prospective client/ advertiser.

International Business Plan

The purpose of the International Business Plan Event is to provide an opportunity for the participants to apply marketing skills in an international setting prepare a written proposal for a new business venture (a new business or a new product or service of an existing business).

Merit Awards Program

DECA's Merit Awards Program (MAP) provides avenues outside the competitive event structure for individual members to engage in a graduated program of competency based self-improvement activities. The program handbook "maps" a self-directed path for exploring marketing and increasing marketing expertise—from the bronze level (knowledge) through the silver (analysis) to the gold (interpretation). With MAP, students receive recognition for their accomplishments on the local, state and national levels. *At the Michigan DECA State Career Development Conference, students may compete in MAP as well as another event, as long as the competition days/times do not conflict.*

Sales Project

The Sales Project uses the project management process to raise funds for the local DECA chapter. Examples include sports tournaments, t-shirt sales, 5K's, school merchandise sales, catalog sales, sponsorship development initiatives, fashion shows, pageants, restaurant nights, value cards, and yearbook sales.

Sports and Entertainment Marketing Operations Research

The Sports and Entertainment Marketing Operations Research event provides an opportunity for participants to demonstrate skills needed by management personnel in businesses that conduct sporting and/or entertainment events.

Start-Up Business Plan

The purpose of the Start-Up Business Plan Event is to provide an opportunity for the participant or team to develop and present a proposal to form a business. The event provides an opportunity for a participants to develop and demonstrate mastery of essential knowledge and skills as they apply to the analysis of a business opportunity in a pitch deck format.

Additional Information

More information on each international event may be obtained from your chapter advisor, in the DECA Guides or online at http://www.deca.org or http://mideca.org

Section V

Michigan Alumni DECA

Alumni DECA Background	V-2
Purposes of Alumni DECA	V-3
Activities for Alumni Members	V-4
Help! For the Chapter Advisor	V-5
How to Organize a DECA Alumni Chapter	V-6
Lifetime Membership Program	V-7
Constitution of the Michigan Alumni DECA	V-8

Alumni DECA Background

This section is designed to assist Michigan DECA Chapters and Michigan Alumni DECA members. It is hoped that the reader will find this section a valuable resource in providing needed information and suggestions in carrying out a program of work for Alumni Members.

The purpose is to provide information which will aid chapter advisors and officers in organizing, planning, and conducting alumni 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 following pages represent a compilation of materials, suggestions and ideas submitted from alumni members, chapter advisors, and state association advisors on how an Alumni DECA Chapter can function to be of maximum services to its members.

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

Alumni DECA

After more than five decades of continuous growth, DECA had developed into one of the most dynamic student organizations in America today. Marketing Education and DECA create a foundation for students in marketing, and from this foundation they are constantly building themselves from students to mature adults. As an Alumni Member of DECA, you will have endless opportunities to share your experiences as a member and assist others in their activities. In doing so, you will help those members get the most out of DECA. You will also gain knowledge and personal satisfaction while continuing to grow yourself. The success of an organization depends on its members. Since we change for the better as active Alumni Members, then what else could DECA do in the process, but become even greater and more dynamic!

Michigan Alumni DECA

The Michigan Alumni Division was formed in the Fall of 1978 by former high school members who wanted to continue to work with and support DECA. Since then we have grown in numbers, but more importantly, in service. Some of the activities the Michigan Alumni Division has undertaken include: assisting local chapter advisors and members, providing scholarships, and assisting at the State Leadership, District, State and International Career Development Conferences.

Besides assisting with the high school division's activities, the Alumni Divisions has its own meetings throughout the year to develop its program of work, along with opportunities to travel several times a year outside the state to International Conferences where one can learn and meet with other Alumni members.

Purposes of Alumni DECA

Alumni DECA was envisioned by its founders to serve DECA in a supporting capacity with 3 purposes:

- To provide a means by which Marketing Education Students can maintain an association with DECA.
- To encourage support (personal and financial) for DECA programs of student activity on a local, state, and international level.
- To promote the purposes of DECA.

Services Provided by the Michigan Alumni DECA:

- Subscription to the Michigan DECA Alumni Newsletter: Spotlight on DECA, the Alumni Edition
- Eligible to attend all Michigan Alumni meetings
- Invited to assist with high school division conferences
- Provide speakers, assistants, or judges for local chapters
- Annual summer picnic for members and high school graduates
- Assist at the State Officer Candidate Screening
- Annual Christmas meeting
- Conduct workshops at the State Leadership Conference
- Life memberships
- Provide conference assistance at State and International Career Development Conferences

Services Provided by the National Alumni DECA:

- Subscription to Dimensions
- Eligible to attend International Alumni Meetings
- Provide speakers, assistants, or judges for local chapters
- Invited to assist with high school division conferences
- Membership cards

Activities For Alumni Members

- Keep advisors informed about possible training stations for students.
- Explain and promote Marketing Education to business and local civic groups.
- Assist the local Marketing Education teachers by keeping them aware of new films and training aids that would be useful to the program.
- Serve on Marketing Education and/or DECA chapter advisory committees.
- Encourage students to consider majoring in Marketing Education.
- Chaperone students at local, area, state, and international meetings and conferences.
- Assist with local DECA chapter fundraising projects.
- Cosponsor activities with the DECA chapter.
- Provide financial support for local and state DECA scholarships.
- Attend local, state, and international DECA meetings and conferences.
- Assist in DECA chapter initiation and officer installation ceremonies.
- Assist local chapters with National DECA Week promotions.
- Suggest methods for expanding DECA Chapter Award Programs for DECA members.
- Sponsor an Outstanding Member of the Year Award for local chapter.
- Support programs in your community emphasizing the importance of our Free Enterprise System.
- Identify one or more major projects annually that will assist Marketing Education and DECA locally.
- Maintain close liaison with the Marketing Education teacher in your area at all times.
- Develop a local chapter alumni constitution and by-laws.
- Sponsor local competency based competition for DECA members.
- Submit alumni articles to state and international newsletters.
- Assist at the Michigan DECA State Career Development Conference.
- Develop a campaign to sign up new Alumni Members.
- Nominate local alumni officers for state and/or national alumni office.
- Design a local alumni banner to be displayed at special events.
- Submit ideas on the alumni division to state and national officers.
- Hold a summer picnic to recruit new members to the alumni division.
- Maintain an active association with your state alumni division and/ or alumni members.
- Elect chapter alumni officers and hold regular meetings.
- Invite local business or professional people to join the alumni division as a business member.
- Contact National Advisory Board members to promote the alumni division and gain additional support for DECA.
- Plan a program of recognition for outstanding alumni members.
- STAY ACTIVE, recruit new members and enjoy staying a part of DECA!

HELP! For the Chapter Advisor

If you're like most successful Marketing Education Teachers, you need all the additional help you can get. Would you like some volunteers to help you in obtaining…

- Expert resource people for field trips or classroom presentations?
- Occupational experience programs or projects for your students?
- Judges and facilitators for participatory events.
- Materials and supplies for student shop projects?
- Support and communicating with your school board and administrators?

All the help you can use is out there wanting and waiting for you just to ask. There are thousands of former DECA members... and hundreds of them are probably living in your own area. All you have to do is make a one-time effort to get an active Alumni DECA Chapter started, and you'll receive the continuing lifetime support of a dedicated and interested group of people. Alumni are proud of DECA and appreciate its value based on their own experience, both in and out of business who would want to join with others to promote and support the DECA organization and activities.

You can be the catalyst in bringing together the organized efforts of former members to actively help DECA and Marketing Education. Alumni DECA is the medium through which past and current DECA members may mutually benefit. It can be the link through which your community can be kept informed of and participate in the promotion and support of the DECA program.

Why do we need Alumni DECA? With the expanding scope of the Marketing Education Programs, it's becoming more difficult to keep up with the additional activities. Former DECA members are a natural source of knowledgeable people to give you the help you need. They realize more then anyone what DECA means to youth, and the opportunity it offers young people in developing leadership, character, and good citizenship - in addition to preparing them for a career in marketing.

How can Alumni DECA help your program? First, the experience, skills, and talents of former DECA members can provide an almost limitless source for stimulation, developing and supporting your program of activities. An active Alumni Chapter can make facilities, materials and supplies available for special projects. They can participate as speakers, consultants, advisors, mentors and judges as well as in many other areas.

As active community members, they can provide guidance and counseling on career opportunities. They can also contribute to your curriculum development, based on their knowledge of current vocational need. They can help you make supervised occupational experience available to members. In many local areas, Alumni DECA members are very successful in securing job placement or cooperative placement opportunities for DECA members.

The activities of your local Alumni DECA Chapter will depend upon your local needs, but the possibilities are only limited by the imagination of the members. For more ideas on what other Alumni groups are doing around the country, contact: National DECA; 1908 Association Drive; Reston, VA 22091; (703) 860-5000, or Michigan DECA; Eastern Michigan University; Ypsilanti, MI 48197; (734) 487-3322.

How To Organize a DECA Alumni Chapter

The Alumni DECA Chapter should be organized in support of Marketing Education. Alumni DECA realizes that not all members are able to belong to a local chapter due to many reasons such as going away to school or not living near a chapter, but for those who are able to put in some time at the local level will find it even more rewarding. One way of starting a local chapter is outlined below.

I. Develop a Steering Committee
   a. Maximum of six members who are willing to work.

II. Steering Committee Responsibilities
   a. Develop proposed constitution for presentation at the first meeting.
   b. Develop a program of activities for the Alumni members. Support activities that are needed by the DECA Chapter. Suggest a minimum of five activities.
   c. Set a date for the first meeting.
   d. Develop a plan for contacting former members of DECA

1. Visit the Chapter Advisor and use their list of former members.
2. The steering committee should personally contact as many people as possible.
3. Contact by mail the remaining former members.
   a. Develop a proposed slate of Alumni DECA officers for presentation at the organizational meeting. Important to secure persons committed to work.
   b. Plan an agenda for the meeting.

1. The program should start with a need and purpose. Both the DECA Advisor and steering representatives should present possible areas the Alumni DECA members could assist in the DECA program.
2. Present proposed constitution for review, modification, and approval.
3. Present proposed slate of officers. Acting moderator should encourage other nominations before electing officers.
4. Develop a system for accomplishing the support and service needed form Alumni DECA.
5. Establish a dues system which covers both State and National dues. Suggest keeping local dues minimal with funding primarily from Alumni members as expenses occur.

III. Suggested System for Accomplishing a Program of Work
   a. Requirement for membership includes payment of dues and commitment to support Marketing Education.
   b. The Alumni DECA Chapter as a group should meet two to four times a year.
   c. A Structured committee system must be developed.

1. Committee system should be planned from the Alumni program of work. (Each Alumni activity could become a committee).
2. Suggested Committees may include: Transportation, Finance, Membership, Social, Scholarship, Public Relations, Communications, Judging, etc.
   a. Each Alumni member and their phone numbers should be listed by committees they will support and serve on.
   b. Committee chairman should be selected.
   c. The Alumni executive committee officers should meet monthly to supervise and coordinate the DECA Alumni Programs.

Lifetime Membership Program

Guidelines

I. Purpose:

Lifetime Membership provides an opportunity for individuals to support the mission of "DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management in high schools and colleges across the globe ." Lifetime Members can achieve this while at the same time building a financial base for the Michigan Alumni Division of DECA.

II. Membership Fees:

a. The onetime fee for joining the Michigan Alumni Division as a life member is one hundred (100) dollars.

b. The fee may be paid all at once or in installments.

1. The installment of (25) dollars for five years.

a. As a lifetime member of the Michigan Alumni Division of DECA, the association will pay your yearly national membership fee, up to five (5) dollars per year or until such time that National DECA establishes its own lifetime membership program.

b. Upon the establishment of a national lifetime membership program each Michigan Life Member will have the option to either:

1. Apply twenty-five (25) dollars of their membership to the national program, or
2. Have their annual national membership paid until such a time that their twenty-five (25) dollars is exhausted.

a. Upon the establishment of a national lifetime membership program, the following changes will take place for all new members. Item A above will become seventy-five (75) dollars. The remainder of this section will become void.

III. Use of the Lifetime Membership Fees:

a. The principle of the fee may be used only in two ways.

1. To invest in a low risk high yield savings program, or
2. To cover the members' annual membership fee for the first five years, if the interest will not cover the amount.

a. Income from the investment may be used to:

1. Make annual contributions to the Michigan Alumni Division of DECA for each member's annual membership fee, or;
2. Cover promotional and operational costs of the life membership program (The program is intended to be self- supporting) or;
3. Provide scholarships to DECA members, or;
4. Aid in the development of the other divisions of DECA, or;
5. Be reinvested

a. Upon the death of the lifetime member, the original principle will be placed into the scholarship fund.

IV. Amendments:

Amendments to the Michigan Alumni DECA Lifetime Membership Program are to be submitted to the chairman thirty (30) days prior to any general membership meeting of the Michigan Alumni Division. The amendment then must be approved by a majority vote of the members present.

Constitution of the Michigan Alumni DECA

Approved October 9, 1983
Revised March 1984

Article I Name and Purpose

Section 1. The official name shall be (Michigan Alumni DECA) " The Michigan Alumni Division of the Distributive Education Clubs of America or referred to as Michigan Alumni."

Section 2. The purpose of this Division shall be:

a. To provide a means by which past DECA members may maintain an association with DECA.
b. To encourage support for and assist DECA in all facets of its program of student activities on the local, state, and national levels.
c. To promote the purposes of Marketing and Distributive Education and DECA.

Article II Membership

Section 1. Membership shall be open to former active High School, Delta Epsilon Chi, or Collegiate members and others interested in (DECA) the Distributive Education Clubs of America.

Section 2. An active member must have paid their annual fees through a chapter, or individual subscription.

Article III Organization

Section 1. Michigan Alumni DECA officers shall consist of a chairperson and five members making up the Board of Directors.

Section 2. Only active members of the Michigan Alumni Division shall be eligible for office in this division.

a. The chairperson must have served on the Board of Directors or as a past chairperson. (In the event no past member of Board of Directors or chairperson is applying, then nominations will be opened at the business meeting.)
b. Not more than two (2) Board Members may be from the same district, as outlined by the Michigan High School Division.

Section 3. The chairperson shall preside at all meetings, edit the newsletter, keep records of meetings and finances and be the voice of the Michigan Alumni DECA.

Section 4. The Board of Directors shall be the decision-making body for the division, and shall serve this division in any capacity as directed by the chairperson to promote the growth and development of the division.

Section 5. Nominations for all officers will open on January 1 of each year and close thirty (30) days prior to the State Career Development Conference. In the event that not all nominations for all positions have been filled thirty (30) days prior to the CDC, then

they will be reopened at the business meeting.

Section 6. Election of officers shall be held during the State CDC of the High School Division. Each officer shall be elected by a majority vote.

Section 7. The Board of Directors may fill by appointment any vacancy occurring in the Board of Directors.

Article IV Meetings

Section 1. The annual meeting shall be held during the State Career Development Conference of the High School Division of the Michigan Association of DECA. Additional meetings may be called by the chairperson with approval of the Board of Directors.

Section 2. Workshops, seminars, and/or informative meetings may be held as necessary.

Section 3. Robert's Rules of Order, Newly Revised, shall be the deciding authority on question of parliamentary law and procedure.

Article V Voting

Section 1. Michigan Alumni Division members are eligible to vote at the state meetings. A quorum shall consist of a majority of the members present at the meeting.

Article VI Fees

Section 1. Annual state membership fees shall be $5.00 per year to be payable on an annual basis beginning July 1 and ending July 30 inclusive.

Section 2. A "Lifetime Membership" class of state fees is established at $100.00

By-Law VII Amendments

Section 1. To amend this constitution the proposed amendment must be submitted to the chairperson on or before February 1 for publication. The proposed amendment shall be presented at the next scheduled annual business meeting and introduced by a member. An amendment shall be adopted by two- thirds (2/3) vote of the members present at the meeting. If approved, it shall become effective on July 1 following the meeting, or as otherwise specified within such amendment.