# 2026-2027 Conference Cost and Deadline Summary

***Refer to the 2026-2027 Michigan DECA Guide for complete information***

| CONFERENCE | DATE | COST* | DEADLINE |
|---|---|---|---|
| **MEMBERSHIP FEES**<br>*All students must be submitted members before registering for any conference* | Submit by<br>October 31<br><br>Pay by<br>November 30 | $ 17 per member | February 15<br>*Final payment deadline for all invoices* |
| **NEW ADVISOR WORKSHOP**<br>*Eastern Michigan University* | October 8 | $ 40 *per Advisor* | October 1 |
| **STATE LEADERSHIP SUMMIT**<br>*Marriott East Lansing at University Place and Broad College of Business at Michigan State University East Lansing, Michigan* | October 26 & 27 | $ 45 *per person, one day*<br>$ 65 *per person, two days*<br>$ 173.34 *per room, per night* | October 5<br>*limited to 12 students on Monday* |
| **DISTRICT CONFERENCES** | Online Testing:<br>Nov 30 - Dec 3 | *Prices vary by conference*<br><br>*Additional information will be mailed for your specific conference* | November 23<br>*for early rate*<br><br>December 3<br>*at late rate* |
| District 1 Conference - *Saginaw Valley State Univ.* | December 10 | | |
| District 2 Conference - *Grand Rapids Comm. College* | December 17 | | |
| District 3 Conference - *Western Michigan Univ.* | January 15 | | |
| District 4 Conference - *Eastern Michigan Univ.* | January 6 | | |
| District 5 Conference - *Eastern Michigan Univ.* | January 7 | | |
| District 6 Conference - *Lakeland High School* | December 12 | | |
| District 7 Conference - *Macomb Community College* | December 15 | | |
| District 8 Conference - *Wayne County CC, Taylor* | December 16 | | |
| District 9 Conference - *Eastern Michigan Univ.* | January 8 | | |
| **STATE CAREER DEVELOPMENT CONFERENCE**<br>*Detroit, Michigan* | Thurs-Saturday<br>March 11-13 | $ 110 per person<br><br>$ 200-229 *per room per night, depending on hotel.*<br>*Parking fees also apply* | February 1<br>*Qualifier Not Attending Form*<br><br>February 4<br>*Registration & Hotel* |
| **INTERNATIONAL CAREER DEVELOPMENT CONFERENCE**<br>*Anaheim, California* | April 17-21 | Registration rate will be announced in March<br><br>$ 304.00 *per room per night, depending on hotel assignment.*<br><br>*Parking fees also apply* | March 15<br>*Qualifier Not Attending Form*<br><br>March 16<br>*Registration & Hotel* |

***These are typical costs for planning purposes. Additional fees and taxes may apply.***

# 2026-2027
# Updated Items and Announcements

Please note that the items listed here are a summary of the major changes to this year's *Michigan DECA Guide*. Several other areas that are not listed here may have been updated and clarified. Please read the entire *Michigan DECA Guide* for complete information.

## Updates and Announcements from Michigan DECA

1. **The three Integrated Marketing Campaign events** will now start competition at the District Conference; students must qualify to advance on to the State Conference. Pitch decks must be uploaded one week prior to your District Conference.
2. Michigan DECA will provide **DECA+ subscriptions** for all Michigan chapters. Chapters will be sent their login the Wednesday after submission of membership with at least 10 students and 1 advisor.
3. The **New Advisor Workshop** will be held October 8 at Eastern Michigan University. If you know of a new advisor that is interested, please email dwait@emich.edu so we can send them more information.
4. The **State Leadership Summit** will be held on October 26 & 27 in East Lansing, Michigan. Michigan DECA is excited to continue our partnership with the Broad College of Business at Michigan State University, to coordinate many of the conference sessions and workshops. Each chapter is limited to 12 students on Monday. See pages 28-29 for more information. The last couple of years we have reached capacity, so please register early!
5. All submitted **membership invoices** need to be paid by November 30th for the Gimmie 5! Award eligibility, Conference Credit Incentive eligibility, counted towards the number of SCDC qualifiers recognized at the District Conferences, and for THRIVE-level Michigan rewards in the DECA Membership Campaign. See pages 5-6 for more information.
6. **Ethics Team Event** has a 40-point penalty if the Business Case Analysis (written paper) is not submitted at the State Conference orientation.
7. **Prepared Event hard copies** are only needed for Merit Awards Program and Chapter Awards Program, which need to arrive to our office by February 25, 2026. See pages 68-70 and 77-78 for more information.
8. **Prepared Event Screening** will take place in-person at EMU on Saturday, February 27, 2027, to review projects and to assess penalty points prior to the State Conference. **Chapters that have more than 2 prepared projects are to assist on this day or pay a $50 screening fee.**
9. **Bibliography Guidelines** for all Prepared Events have been clarified. See page 67 for more information.
10. **Chapter Awards Program** guidelines for ICDC competition have been clarified. See page 79 for more information.
11. Michigan will be piloting a new event: **AP Business Challenge**. Teams of 1-3 will compete at the State Conference to qualify to compete at the International Conference. It is a sales-pitch much like Shark Tank. Students must be enrolled in or have completed AP Business to be eligible to compete in this event. Information will be posted on our website in late fall.

## Updates and Announcements from DECA, Inc.

12. Evaluation forms for **ALL competitive events** in DECA's Competitive Events Program have been updated. Outlines for Prepared Events have also been updated. Refer to the National DECA Guide or the online competitive event guidelines for complete details.
13. **School Based Enterprise** now has a non-refundable, required $25 application fee for each submission. An invoice will be automatically generated and emailed to the chapter advisor. Payment must be received in order to complete the certification or re-certification process.
14. The use of Adobe Express as part of the **DECA Chapter Campaign** submissions is required:
    - For the Promotional Campaign, Adobe Express must be used for one outreach activity.
    - For the Community Service Campaign, Adobe Express must be used for the form of publicity or promotion.
    - *Adobe Express for Education is available to all DECA chapters free of charge. Information about accessing Adobe Express for free is available here.*
15. Submit at least 10 student members and one chapter advisor by September 28 and receive a digital download of competitive events preparation materials *(different than the content that is available in DECA+)*. The download link will be sent once payment has been received by the national office.
16. Chapters earning THRIVE level in the Chapter or Membership Campaigns may take **1-2 members** to the 2027 International Career Development Conference.
17. Chapters earning Gold Certification or Gold Re-Certification in School Based Enterprise may take **1-2 members** to the 2027 International Career Development Conference.
18. **Membership invoices must be paid by February 15th, in order to be eligible to attend the State and International Career Development Conferences.**

# 2026-2027 Michigan DECA Guide

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Michigan DECA is committed to creating and maintaining a healthy and respectful environment for all of our emerging leaders and entrepreneurs. Our philosophy is to ensure all members, regardless of race, color, religion, sex, national origin, age, disability, sexual orientation, or socio-economic status, are treated equally and respectfully. Any behavior in the form of discrimination, harassment or bullying will not be tolerated. It is the responsibility of all members to uphold and contribute to this climate.

MICHIGAN DECA

# CHAPTER INFORMATION AND POLICIES

**This section of the Michigan DECA Guide provides an overview of membership and participation requirements and support for the formation for a strong program of student leadership. As you review the contents, please remember that this information is also available on our website, and that all forms are also provided there in an interactive format.**

**DECA has been recognized by the United States and Michigan Departments of Education as an integral part of the CTE classroom curriculum because of its leadership development and how it prepares members to be college and career ready. DECA's industry-validated activities and competitive events are aligned with the State and National Curriculum Standards in the career clusters of marketing, business management and administration, finance, hospitality and tourism, and entrepreneurship.**

The **next big thing** is not just a goal, it's a mindset.

-Rob Marciano

NEXT BIG THING MICHIGAN DECA

# 2026 Calendar of Events

| | |
|---|---|
| ASAP | Submit 10 or more members to receive your free DECA+ subscription |
| Sept 28 - Oct 2 | DECA School Based Enterprise Week |
| September 30 | **Deadline** to activate your DECA chapter to receive free competition resources |
| October 1 | **Registration Deadline** for New Advisor In-Service |
| October 5 | **Registration Deadline** for State Leadership Summit<br>***Chapters are limited to 12 students per chapter for Thursday*** |
| October 8 | New Advisor In-Service, *Eastern Michigan University* |
| October 15 | **Registration Deadline** The Ultimate DECA Power Trip |
| October 26 & 27 | State Leadership Summit (SLC), *East Lansing, Michigan* |
| October 31 | **Initial Membership Rosters Due in the DECA Membership portal**<br>*All membership submissions must be submitted online by this date* |
| November | #DECAmonth |
| November 13 | **Registration Deadline** for Sports & Entertainment Marketing Workshop |
| November 16-22 | Global Entrepreneurship Week |
| November 20-22 | The Ultimate DECA Power Trip, *Louisville, Kentucky* |
| November 23 | **Registration Deadline** for District Conference at Early Rate |
| November 30 | **Payment for Initial Membership Rosters Due**<br>***All submitted membership invoices need to be PAID by this date for:***<br>• *Gimmie 5! Award eligibility*<br>• *Conference Credit incentive eligibility*<br>• *Counted towards your District's allocated number of SCDC qualifiers*<br>• *THRIVE-level Michigan rewards for the DECA Membership Campaign* |
| November 30 | **Deadline** for 100% Membership Reporting Form to Michigan DECA |
| Nov 30 - Dec 3 | Online Testing Window for District Conferences<br>*Chapters must choose two days during the window to test students* |
| December 1 | **Deadline** for Bronze level MAP names for recognition at District Conferences |
| December 1 | State Officer Candidate forms open **mideca.org/candidates** |
| December 1 | **Deadlines** for**:** Membership submissions online for campaign recognition<br>Membership Campaign entries to DECA Inc. |
| December 2 | Sports & Entertainment Marketing Workshop, *Little Caesars Arena, Detroit, Michigan* |
| December 3 | **Registration Deadline** for District Conference at Late Rate |
| One-week prior to District Conf. date | **Deadline** for all Pitch Deck Events to be uploaded to the District Conference portal<br>*(Innovation Plan, the three Integrated Marketing Campaigns, Start-Up Business Plan)* |
| December 10 | District 1 Conference, *Saginaw Valley State University* |
| December 12 | District 6 Conference, *Lakeland High School, White Lake* |
| December 15 | District 7 Conference, *Macomb Community College* |
| December 16 | District 8 Conference, *Wayne County Community College, Taylor Campus* |
| December 17 | District 2 Conference, *Grand Rapids Community College* |
| December 18 | **Payment Deadline** for District Conferences |

# 2027 Calendar of Events

| | |
|---|---|
| January 6 | District 4 Conference, *Eastern Michigan University* |
| January 7 | District 5 Conference, *Eastern Michigan University* |
| January 8 | District 9 Conference, *Eastern Michigan University* |
| January 11 | **Deadline** for DECA Student Scholarship Applications deca.org/scholarships |
| January 14 | **Deadline** for School-Based Enterprise Documentation deca.org/sbe |
| January 15 | District 3 Conference, *Western Michigan University* |
| January 20 | **Deadline** for DECA Advisor Scholarship Applications deca.org/advisorapplications |
| January 21 | **Deadline** for State Officer Candidate Screening Registration & Advisor Approval |
| January 26 | **Deadline** to submit the online State Officer Candidate Information Form |
| January 30 | State Officer Candidate Screening, *East Lansing, Michigan* |
| February | #CTEmonth |
| February 1 | **Deadlines** for: International Conference Academies Applications<br>Bronze, Silver, and Gold level MAP names |
| February 1 | **Deadline** for State Conference (SCDC) Qualifier Not Attending Notification |
| February 4 | **Registration Deadline** for State Conference Registration and Housing |
| February 9-15 | **Submission window** for all Prepared Events to the SCDC online competition portal |
| February 15 | **Final Payment Deadline of Membership Invoices**<br>***Membership must be paid by this date to be eligible to attend SCDC and ICDC*** |
| February 25 | **Deadline** for hard copy submission of Gold Merit and Chapter Awards Projects<br>***Hard copies must arrive at our office by this date. Refer to the event guidelines for details.*** |
| February 25 | **Payment Deadline** for State Career Development Conference |
| February 26 | Advisors' Council and SCDC Event Coordinator Meeting, *Eastern Michigan University* |
| February 27 | Prepared Event Screening, *Halle Library, Eastern Michigan University*<br>***Advisors with 2 or more prepared events must attend or pay a screening fee*** |
| February 28 | **Deadline** for MDA Verification form MDA to be recognized at State Conference |
| March 1 | **Deadline** for Advocacy Campaign entries to DECA Inc. |
| March 11-13 | State Career Development Conference (SCDC), *Detroit, Michigan* |
| March 15 | **Deadline** for ICDC Qualifier Not Attending Form due |
| March 16 | **Registration Deadline** for International Career Development Conference |
| March 23-30 | **Submission window** for all Prepared Events to the ICDC online competition portal |
| April 10 | **Payment Deadline** for International Career Development Conference |
| April 17-21 | International Career Development Conference (ICDC), *Anaheim, California* |

# 2026-2027 Executive Council

*From left to right: Kate Elias, Brayden Celeste, Gabrielle Nelson, Vivaan Jain, Coco Lopez, Marta Jimenez Pelay, Ellie Min, and Braulio Limon*

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### Vice President of Leadership Development

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# Contact Information

## Michigan DECA

**Michigan DECA**
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**Ypsilanti, Michigan 48197**

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**State Director**
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Michigan DECA is a tax-exempt, non-profit, 501(c)(3) educational association and is affiliated with DECA Inc., located in Reston, Virginia.

Michigan DECA is supported by a grant from the Michigan Department of Education to the GameAbove College of Engineering & Technology at Eastern Michigan University.

## DECA, Inc.

**DECA, Inc.**
**1908 Association Drive**
**Reston, Virginia 22091**

**Phone:** 703-860-5000

info@deca.org

**Website:** deca.org

**Membership:**
membership.decaregistration.com/deca#

**Resources & News:** decadirect.org

**ShopDECA:** shopdeca.org

**School Based Enterprise:** deca.org/sbe

# Gimmie 5! Award

Michigan DECA is encouraging each chapter to provide opportunities to more members by increasing their membership by five or more members. Each chapter that increases their membership by five members will receive a special Recognition Plaque for display in their classroom.

**Chapters with 100% membership can participate by submitting at least five Alumni and/or Professional members: in addition to the chapter advisor(s).**

**Recognition:**

- Additional competitor allocations for the District Conference
- Plaque for classroom display awarded at the State Conference
- Recognition in ***Spotlight on DECA***
- Recognition on mideca.org

**So, how does my chapter get recognition?**
This recognition is easy. You do not have to fill out any forms; there are no questions to answer... nothing formal to do. All you need to do is recruit **five** or more members for your DECA chapter. If you've got five more members than you did last year, then you'll be recognized. It's that simple!

**November 30 is the deadline to <u>submit and pay</u> your 2026-2027 DECA Membership invoices to be eligible for the Gimmie 5! Award.**

## Conference Credit for Gimmie5! Award Recipients

Michigan DECA will provide a credit towards the **State Conference Registration** to chapters that increase both their membership AND district conference participation by the amounts listed below. The process to receive this credit is simple - achieve **<u>either</u>** of the steps below:

| Submit and Pay | | Register | | Get |
|---|---|---|---|---|
| **5** more chapter members than you had last year* by November 30 | + | **5** more students for your District Conference than you had last year* | = | **$150** credit off your State Conference Registration |

**- OR -**

| Submit and Pay | | Register | | Get |
|---|---|---|---|---|
| **10** more chapter members than you had last year* by November 30 | + | **10** more students for your District Conference than you had last year* | = | **$250** credit off your State Conference Registration |

**Chapters must have a minimum of 16 members and register at least 10 students for the District Conference to be eligible for the $150 incentive.*

**Chapters with 100% membership can still be eligible if they return their 100% membership form by the deadline and sign up professional or alumni members in addition to the chapter advisor(s) to meet the needs for the membership portion of the incentive.*

# DECA's Chapter Campaigns

The Chapter Campaign recognition program has been divided into separate campaigns for Membership, Promotional, Community Service, Innovations+Entrepreneurship, and Advocacy. **Refer to page 21 in the National DECA Guide or at** deca.org/campaigns **for information on all the chapter recognition programs.**

## 2026-2027 National DECA Membership Campaign

### GOALS

1. Recruit and Submit 20 or more student members than last year
2. Submit memberships for 20 or more alumni members *(does not have to be new members)*
3. Submit memberships for 20 or more professional members *(does not have to be new members)*

### REWARDS

- **ACHIEVEMENT LEVEL -** For chapters that achieve any **one** of the above goals (#1-3):
    - DECA pennant
    - Certificate
    - ***Plus Additional Michigan Recognition:***
        - Recognition on mideca.org, in the State Conference Program, and in the Spring edition of ***Spotlight on DECA.***

**~OR~**

- **THRIVE LEVEL** - For chapters that achieve any **two** of the above goals (#1-3):

  DECA will also accept submissions of 20 students + 10 alumni + 10 professional members to qualify for the THRIVE level award.
    - DECA pennant
    - Plaque
    - Flag
    - **One to two (1-2)** student member allocations to the Thrive Academy at ICDC
    - ***Plus Additional Michigan Recognition****
        - Recognition on mideca.org, in the State Conference Program, and in the Spring edition of ***Spotlight on DECA.***
        - One additional entry per event for State Conference competition in the *Integrated Marketing Campaign Product, Integrated Marketing Campaign Service,* and *Integrated Marketing Campaign Event*.
        - **Plus,** reserved seating at the awards session at the State Conference *Reserved seating will be prioritized to chapters that have increased by the largest percentage of members.*

### DEADLINE

Submit your membership roster by December 1st, and pay membership invoices by February 15th.

***In order to receive the Michigan Recognition portion of the THRIVE level rewards, membership must be SUBMITTED AND PAID by November 30th.**

# Michigan DECA's 100% Membership Recognition

**DEADLINE: November 30th**

The foundation of a strong local chapter is for all marketing education students to be granted the opportunity to become DECA members. An active DECA chapter recognizes that all members can benefit from local activities. For this reason, chapters with 100% membership plan a program of local activities so all marketing education students can become DECA members, students learn to develop their leadership, civic, social, and career and technical skills at the local chapter level.

Michigan DECA defines 100% Membership as all students enrolled in all Marketing Education Classes taught by an individual teacher. This includes, but is not limited to, introductory courses, specialty courses (i.e., apparel, tourism, entrepreneurship) and management courses as well as general marketing education courses. **100% Membership recognition will not be given to those chapters who do not submit the completed 100% Membership Reporting Form by November 30th.**

Michigan DECA has developed the following recognition for chapters with 100% membership:

1. Each 100% Membership Chapter will be allowed an additional competitor in each competitive event offered at the District Conference.
2. Each 100% Membership Chapter will be allowed an additional entry per event for State Conference competition in *Innovation Plan, Integrated Marketing Campaign Event, Integrated Marketing Campaign Product, Integrated Marketing Campaign Service,* and *Start-Up Business Plan* events.
3. Each 100% Membership Chapter will receive special recognition at the State Conference, in ***Spotlight on DECA,*** and on mideca.org

## To receive these benefits for 100% Membership:

1. Submit their Membership Roster by November 30th.
2. **Submit Michigan DECA's 100% Membership Reporting Form to Michigan DECA by November 30th.**

# Membership Guidelines

## Membership fees:

- Students and Advisors: $17.00 per person ($9.00 State, $8.00 National) per person. The state fee portion includes accident insurance for each member.
- Professional members: $10.00 ($2.00 State, $8.00 National).

1. All chapters must have at least one (1) advisor and ten (10) student members or have 100% enrollment of all marketing education students.
2. All chapter advisors must pay membership fees.
3. **Student members must be an enrollee or a completer of a Marketing, Management, Finance, Hospitality or Entrepreneurship class.**
4. **Initial membership rosters are due by October 31**, via the online DECA membership portal. *Additional members can be added through February 15, or prior to being registered for a conference.*
5. DECA members are best prepared when enrolled in a state-approved marketing program. Schools that do not have a state-approved marketing program, will have to annually complete Michigan DECA's State Non-Approved Program Status Reporting Form.
6. All conference participants must be paid members of DECA. Students must be submitted through the DECA Membership Portal prior to being registered for a conference.

## Invoices and Payment:

1. **Initial membership invoices must be paid by November 30th**, to be eligible to receive the Gimmie 5! Award and its benefits, the Conference Credit for Gimmie 5! Award Recipients, 100% Membership, and Michigan recognition for the THRIVE membership award.
2. DECA Inc. will accept purchase orders for membership, but membership recognition will not start until the invoices have been paid.
3. Invoices may be obtained after submitting your membership roster, and clicking on the Invoice Tab of the membership portal.
4. All membership invoices must be paid by February 15 to be eligible to attend the State and International Career Development Conferences.
5. Once a roster has been submitted to DECA Inc., the chapter is responsible for payment for the number of members submitted (the amount due on the invoice).
6. Once submitted, State and National membership fees are non-transferable and non-refundable.
7. If an individual registered for a conference drops out of the class prior to the conference for which they are registered, or does **not** attend the conference, they are still required to pay the membership and conference fees.

# DECA Chapter Membership Policy

DECA's Program of activities has been designed to be a co-curricular component of a Marketing, Management, Finance and Hospitality Program. The program is designed to develop a well-rounded student and is centered on DECA's Guiding Principles:

DECA's Comprehensive Learning Program:

- Integrates into the Classroom Instruction
- Applies Learning
- Connects to Business
- Promotes Competition

DECA prepares the next generation to be:

- Academically Prepared
- Community Orientated
- Professionally Responsible
- Experienced Leaders

Our ultimate goal is for all DECA members to be enrolled in a state approved marketing, management, finance, or hospitality program. Because we know that this is not always possible due to funding or policy issues for some school districts, we have established exceptions for schools that currently do not have a state approved program to offer a DECA chapter.

1. The school is in the process of applying to be a State Approved Program.
2. DECA members are enrolled in a marketing class, and the chapter advisor is authorized or certified to teach marketing, finance, management, hospitality, or entrepreneurship.
3. Another teacher who is authorized or certified and teaching marketing, serves as a chapter co-advisor.

Chapters that are not a state approved program are strongly encouraged to work with their CTE Director to apply to become a state approved program.

All DECA chapters that are at schools without a state approved program, are mailed a Non-approved Status Form that needs to be completed and returned by October 15th.

**Chapters that do not return the form, will NOT be allowed to participate in DECA's Competitive Events Program.**

*(No action needs to be taken by an advisor that has not received a letter asking for clarification on their program status.)*

# MDA Partnership

DECA is very proud of our more than 40-year partnership with the Muscular Dystrophy Association (MDA)! This partnership is the hallmark of our programming and instruction in community service – a foundational principle of DECA.

Every year our members and advisors give generously to support MDA and organize community events that benefit MDA. These community events are often the basis of DECA's Community Service Campaign.

Over the course of our partnership, DECA members and advisors have raised over $6 million to help MDA provide free accessible summer camps for thousands, and medical services at 225 MDA clinics nationwide and the scientific research to find a cure for muscular dystrophy!

## MDA Challenge

We encourage all chapters to join this effort and set a goal of raising at least $250. If your chapter has been successful at raising funds for MDA, we encourage you to raise more!

All chapters raising funds for MDA will be recognized on the Michigan DECA website. Chapters raising $1000 or more will be presented a plaque at the State Conference.

MDA will assist chapters every step of the way along your fund-raising journey. By participating in this challenge, you'll be helping to make a concrete difference in the lives of people in your community. Just $850 will send one student to an MDA camp – for a chapter of 43 members, that's only asking each member to raise $20, for a great cause.

Chapters can raise their contribution in the manner that best fits their local needs. This could range from a canister drive in your school store to pledge drives. These pledge drives should focus on one of three areas of fund raising, for example, any type of 'a-thon' activity, lock-ins, and super dances. MDA will work closely with DECA chapters to provide promotional materials to help develop a marketing plan for fund raising events.

**Chapters participating must submit the money raised to the MDA before February 28th on the Fund Verification Form. Funds submitted after February 28th will be counted with next year's campaign. To find the form, please visit the Michigan DECA website at mideca.org**

Michigan DECA State Officers will conduct a MDA Miracle Minute at the State Leadership Summit, each District Conference, and the State Conference. The goal is to collect as much money as possible during these one-minute countdowns to support MDA. Encourage everyone to bring a donation! Money collected will count towards our state's contribution to MDA.

**For more information on MDA, please contact:**

**312.525.8396**
**studentservices@mdausa.org**
Or visit **mda.org**

# Individual Contributions to Michigan DECA

**Your assistance is needed to improve Michigan DECA's student recognition program.**

Our goal is to establish sponsors for all competitive events that are conducted at our annual State Career Development Conference.

The total cost for a business, group, or corporation to sponsor an event is $5,000+ depending on the type of package chosen. By contributing to Michigan DECA as part of a group, you can ensure that all DECA members receive the recognition they deserve!

If you know of a business that is interested in sponsorships, please direct them to our website for more information: **https://mideca.org/supportus/**

Individuals can contribute smaller amounts, which will be pooled together to sponsor an event at the State Career Development Conference.

As a participant in a group, you will contribute directly by:

1. Providing International Career Development Conference travel scholarships to the top winners from Michigan in an event
2. Providing awards to State Champions
3. Helping to keep membership and registration fees at reasonable levels

**Please consider making your personal contribution to Michigan DECA today!**

# Safe Driving Pledge

*Each day in the United States, approximately nine people are killed and more than 1,000 injured in crashes that are reported to involve a distracted driver. Distracted driving is driving while doing another activity that takes your attention away from driving.*

*Source: June 9, 2017 cdc.gov/motorvehiclesafety/distracted_driving/index.html*

Multi-tasking is something a lot of us are convinced we do well. You might be surprised to learn that's not true at all, for teens and adults. We often think we are great at multitasking: we can carry on a text conversation while doing homework, binge watch a show online and wash the dishes, right? Well... not really.

When we multi-task, our brain is really switching back and forth between doing various tasks. Depending on the task and the person, switching can be very quick and appear seamless. But really, every time the brain switches tasks, it slows its reaction time. That's not a big deal when texting a friend and watching TV, but it can be deadly behind the wheel.

Hands-free won't cut it either. A driver on the phone can miss up to 50 percent of the driving environment. And that distraction can linger; studies show that a distraction can continue up to 27 seconds after the call ends.

Today's technology brings a new distraction for drivers - the infotainment system. Technology has become a big part of the driving experience. Some features, including new safety systems, improve the driving experience. Others, like voice-controlled systems that promise to do everything from calls, texts, emails and even posting to social media platforms, present new distractions. Remember that these features are included in the car for convenience, not safety. All drivers should avoid the dash to the dashboard. Only use the infotainment system when the car is in park!

**The distractions while driving include, but are not limited to:**

- *Texting - looking at and sending texts*
- *Talking on the phone*
- *Using car infotainment systems while driving*
- *Programming a GPS*
- *Grooming - brushing hair, applying makeup, etc.*
- *Reading*
- *Looking for things in the glove box, dropped items, or reaching for a purse or backpack*
- *Eating*
- *Fumbling while performing what seems like a simple task*
- *Being distracted by other passengers*
- *Reacting to interesting road signs, events, or accidents on the side of the road, beautiful scenery, etc.*

***We ask you to pledge to remove distractions while driving to and from all DECA activities. Also, if you are running late for a meeting or activity, you will pull into a safe parking spot and text the person that is expecting you. It is better to be a few additional minutes late, than to be distracted while driving.***

**Please encourage all members to sign this pledge!**

**This Safe Driving Pledge is posted on mideca.org with lines for signatures from the member, parent, and advisor.**

# Michigan DECA Dress Code

## District and State Conferences and Activities

*The following Dress Code has been developed for all students, advisors, alumni, and guests attending any Michigan DECA conference.*

One of DECA's primary goals is to develop its members' social intelligence by administering helpful advice on how to dress properly in business situations. Delegates at every conference are always representing Michigan DECA, therefore it is necessary for delegates to be in appropriate attire at all times. It is important to remember that judges, sponsors, and vendors develop an impression of Michigan DECA based on its members' appearance and conduct at these conferences.

### When Appearing Before Judges (Competition) and During Sessions/Meetings:

- Dress slacks, dress skirt or business dress
- Collared dress shirt, dress blouse or dress sweater
- DECA Blazer, suit, or sport coat are optional
- Dress shoes
- Necktie/scarf is required if a collared shirt is worn

**Note: All dresses and skirts must be at or below the knee. All blouses and dresses must have covered shoulders. Sleeveless blouses and dresses are acceptable if covered by a jacket, sweater, or blazer.**

*For a more professional appearance, it is recommended that students wear appropriate plain hosiery/socks.*

### DECA Business Casual

- Casual slacks (e.g., Dockers), blouse or shirt, socks, and casual shoes.
- Jeans, T-shirts, and athletic shoes are not acceptable business casual attire.

### Unacceptable during any DECA activity

- Skin-tight or revealing clothing, including skirts
- Athletic clothing
- Leggings or graphic design hosiery/tights
- Midriff-baring clothing
- Clothing with holes
- Bare arms or shoulders
- Swimwear
- Sleepwear
- Hats
- Clothing with printing that is suggestive, obscene or promotes illegal substances
- Unacceptable types of shoes include boat shoes, canvas or fabric shoes, flip flops or casual sandals, athletic shoes, industrial work shoes and hiking boots

ALL CLOTHING MUST BE NEAT AND IN GOOD REPAIR

**Students violating any of these points will NOT be allowed to participate in the activity or conference without correcting the violation or being penalized on their judged event.**

# DECA International Conference Dress Code

Professional appearance is an important aspect of the overall preparation of DECA members for the business world. To that end, DECA supports a dress code for its career-based functions that exemplifies the highest standards of professionalism while being non-discriminatory between genders.

DECA's board of directors has developed the following official dress standards for the International Career Development Conference. Students, Advisors, and Chaperones must follow the dress code.

**Competitors must wear an official DECA blazer during interaction with the judges or when on stage.** While official DECA blazers are not required during briefing and testing, professional business dress is required. Professional dress should also be worn to all conference sessions including workshops and special meal functions such as luncheons.

For a more polished, professional appearance, it is recommended that attendees wear appropriate hosiery/ socks.

**All skirts and dresses must be at or below the knee.**

## When Appearing Before Judges (During Competition) and On Stage

- Official DECA blazer
- Dress slacks or dress skirt or business dress
- Collared dress shirt and appropriate neckwear (necktie, or scarf) or Dress blouse
- Dress shoes

## During Sessions, Meal Functions, Event Briefing, Academies, Manual Registration, Event Orientation, and Testing

- Business suit or sport coat or blazer (blazer optional)
- Dress slacks, dress skirt or business dress
- Collared dress shirt, dress blouse or dress sweater
- DECA Blazer optional
- Dress shoes
- Necktie/scarf (optional)

## DECA Business Casual

- Casual slacks (e.g., Dockers), blouse or shirt, socks, and casual shoes.
- Jeans, t-shirts, and athletic shoes are not included in business casual attire.

## Unacceptable during any DECA activity

- Skin-tight or revealing clothing
- Midriff-baring clothing
- Swimwear
- Athletic clothing
- Leggings or graphic designed hosiery/tights
- Clothing with printing that is suggestive, obscene or promotes illegal substances
- Unacceptable types of shoes include boat shoes, canvas or fabric shoes, flip flops or casual sandals, athletic shoes, industrial work shoes and hiking boots

***When judging adherence to the dress code, DECA asks that advisors, teachers and chaperones use observation as the tool for assessing compliance. DECA does not support nor condone the touching of students or their clothing as a means of determining whether or not a student is following the dress code guidelines.***

# DECA Scholarship Application Procedures

Each year DECA awards almost $300,000 for members to continue their education. Scholarships are awarded in various categories, community service, scholarship and DECA involvement.

All scholarship applications are online.

**January 11, 2027** **Student Scholarship Applications Due at deca.org/scholarships**

**January 20, 2027** **Advisor Scholarship Applications Due at deca.org/advisorapplications**

# State Officer Candidate Information

A Michigan DECA State officer works as a member of a team in establishing common goals and objectives, and acts as a liaison between Michigan DECA and the student membership. Officers also act as the voice of DECA to those not familiar with the organization.

An officer is a dedicated and enthusiastic individual with the motivation and integrity to represent what he/she believes. As a flexible member of the team, he/she accepts the responsibility of being a leader as well as a follower. With the personal qualities of a public relations person, the officer should convey professionalism through commitment, attitude, skill, knowledge, and style to ensure a successful year.

**Only one candidate is allowed per school.**

Interested Juniors should review the State Officer Candidate Guidebook that can be found on our website, which includes required activities, duties, responsibilities, and estimated costs.

## Key dates to know:

**December 1, 2026** **Candidate Online Forms Open** mideca.org/candidates

**January 21, 2027** **Screening Registration & Advisor Approval Due**

**January 26, 2027** **Candidate Application and Information Form Due**

**January 30, 2027** **State Officer Candidate Screening in Lansing, Michigan**
*Candidates will turn in completed applications, be interviewed, take a test, and participate in a group activity.*

**February 25, 2027** **Campaign Form and Flyer Due**

**March 11, 2027** **Campaign Activities at the State Career Development Conference**
*Candidates will attend a meeting and set up a campaign table on Thursday before the opening session. Candidates will introduce themselves during the opening session. Voting will take place after the session. Results will be announced on Saturday during the award session.*

# Accident Insurance

Michigan DECA has purchased an accident insurance policy for each dues-paying member. This policy will cover all members listed on your affiliation form for any accidental injury occurring during a chapter, region, state or national DECA activity, meeting, or conference.

American Income Life Insurance Company, Policy Number: A MI40345

| **Table of Benefits** | **Maximum Benefits** |
|---|---|
| For expenses incurred within 52 weeks of the date of accident for medical and surgical treatment, x-ray charges, hospital confinement, ambulance expense and prescriptions. | $2,500.00 |
| For dental expenses incurred within 52 weeks of accident, involving sound natural teeth. | $500.00 |
| For losses within 100 days of accident which result in the loss of life. | $5,000.00 |
| For losses within 100 days of accident which cause loss of both hands or both feet, or one hand and one foot, or the entire sight of both eyes, or one hand and the entire sight of one eye, or one foot and the entire sight of one eye. | $10,000.00 |
| For losses within 100 days of accident which caused the loss of one arm, one hand, one leg or one foot. | $5,000.00 |
| For losses within 100 days of accident which causes the entire sight of one eye. | $3,000.00 |

## This policy does not cover the following:

- Illness
- Eyeglass replacement or prescription thereof
- Hernia in any form
- Suicide, self-destruction, or any attempted threat
- Aviation accidents
- Pregnancy
- Loss covered by Workers' Compensation, Medicare, or Personal Insurance
- Treatment by self, family members, or persons employed by the policyholder
- Participating in these snow sports: tubing, skiing, tobogganing, or sledding
- Dental treatment (other than injury to sound, natural teeth)

*This is a summary of the coverage and is subject to the conditions of the policy.*

Contact Michigan DECA if you need to submit a claim.

# Competitive Event Substitution Policy

Chapter Advisors are responsible for explaining to their students the substitution policy, depending on their type of competitive event:

## TEAM DECISION MAKING EVENTS

Team Decision Making Events require a minimum number of team members (two students); a student is not allowed to compete individually in these events.

- **Before or at the District Conference:**
  If one member of a team does not attend, the attending student will be automatically moved into the corresponding individual event:

| *Team Decision Making Event* | *Corresponding Individual Event* |
|---|---|
| Business Law & Ethics (BLTDM) | Human Resources Management Series (HRM) |
| Buying and Merchandising (BTDM) | Retail Merchandising Series (RMS) |
| Entrepreneurship (ETDM) | Entrepreneurship Series (ENT) |
| Financial Services (FTDM) | Business Finance Series (BFS) |
| Hospitality Services (HTDM) | Hotel & Lodging Management Series (HLM) |
| Marketing Management (MTDM) | Marketing Communications Series (MCS) |
| Sports & Entertainment Marketing (STDM) | Sports & Entertainment Series (SEM) |
| Travel & Tourism Marketing (TTDM) | Hotel & Lodging Management Series (HLM) |

- **After the District Conference**
  If one member cannot attend the next level of competition, **no one may be substituted** in his or her place, and the remaining team member CANNOT move into another event. The students qualified as a team, so they must either compete as a team, or cancel as a team - and **not** advance to the next level of competition. The chapter Advisor must submit the Qualifier Not Attending form by February 1st so the alternate can be called up to compete in place of the qualifying team.

## PREPARED EVENTS

- **Prepared Event Substitutions** - team members may NOT be substituted between the District, State, and International Conference. Teams are allowed to have members drop out of the competition, with the remaining members allowed to compete at the District, State, or International Conferences.

- **Prepared Event Team Members** - the names on the submitted DECA Prepared Event Statement of Assurances and Academic Integrity form **MUST** be the same as those on the conference registration form. **If one person fails to sign the submitted DECA Prepared Event Statement of Assurances and Academic Integrity form - even if their name is printed or typed on the form - they will not be allowed to compete and will be dropped from the conference.**

## How are alternates called to compete?

**For students that are qualifiers for the State Conference from the District Conferences:**
The Chapter Advisor of the qualifier(s) that cannot attend is responsible for submitting the online form (link below) **before February 1, 2027**, so we can notify the next alternate that they will be able to advance to the State Conference.

**For students that are qualifiers for the International Conference from the State Conference:**
The Chapter Advisor of the qualifier(s) that cannot attend is responsible for submitting the online form (link below) **before March 15, 2027**, so we can notify the next alternate that they will be able to advance to the International Conference.

**tinyurl.com/MIDECA-QNA**

# Competitive Event Tie Breaking Policy

**All decisions of the judges are final.** Michigan DECA **will not** re-evaluate the judges' decisions. Please note that there are usually several excellent projects and competitors. The difference between first and second place could be as little as one point.

Michigan DECA **will** correct any tabulation errors.

## DISTRICT CONFERENCE EVENTS

**In the event that there is a tie between overall finalists that are in the same section at the District Conference:**

- The tie is not broken; both finalists will advance.

## STATE CONFERENCE EVENTS

**In the event that there is a tie between overall finalists that are in the same section at the State Conference:**

- **For Events that have a Comprehensive Exam** - the exam score will be used to break the tie, followed by the participatory (roleplay or presentation) event score for the event labeled "1", then followed by the participatory (roleplay or presentation) event score for the event labeled "2".
- **For Events that do not have a Comprehensive Exam** - the presentation score will be used to break the tie, followed by the judges' overall impression score, followed by the scoring categories worth the most points.

# Plagiarism Policy

## Intention

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

## Definitions

Cheating by students is defined as attempting to take credit for someone else's work, using unauthorized materials, submitting work that has previously been entered into any competition, or otherwise acting to deceive the evaluator in an assignment, project, or test.

## Is Using AI Considered Plagiarism?

Using artificial intelligence (AI) during testing or competition is considered cheating and a form of academic dishonesty, which violates the Michigan DECA Code of Conduct. Using AI as a resource to help you study or gather your thoughts for testing and competition is different than having it answer test questions or complete a prepared event, even if the chapter advisor approves.

## Intentional Plagiarism is defined as, but not limited to:

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

## Technical Plagiarism is defined as, but limited to:

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

## Determination of Plagiarism/Cheating

The Chapter Advisor will be informed immediately when a student is suspected of plagiarism or cheating. State staff will review the plagiarism report to determine if evidence of plagiarism exists, and which definition applies, by utilizing TurnItIn.com and other search engines.

## Consequence

Plagiarism and cheating shall result in the student being disqualified from competition. No refunds will be given for disqualified students.

## Disciplinary consequences

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

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

# Billing and Late Fee Policy

The following procedures and charges have been developed by the Planning and Budget Committee to encourage chapters to pay membership and registration fees on time. Michigan DECA relies on registration fees to be paid when registration forms are submitted so proper cash flow is available to pay our bills on time and without late fees being assessed to our association.

Michigan DECA accepts payments in the form of check, money order, and credit cards (American Express, Visa, MasterCard, and Discover). **Payments made by students/parents must be turned over to the school and have a school check issued to Michigan DECA. We are not able to accept personal checks from anyone other than the chapter advisor**.

**All refunds will be processed to the school's account, and not a specific individual.**

A Purchase Order is not a form of payment, but rather a promise to pay an invoice. Schools will be responsible for any late fees if payments arrive after the due date, even if the Purchase Order was received prior to the due date. Michigan DECA is not able to hold personal checks and/or credit cards until payment is received from a school. We are not able to accept cash payments.

**Request for Payment Extension:**
Michigan DECA will grant a two (2) week payment extension if the advisor submits a signed Payment Extension Request Form **at least two (2) weeks prior to the payment deadline.** The extension **will not** be granted if the form is submitted **less than two weeks prior to the deadline**.

**Membership Fees:**
Membership fees are due to DECA Inc. by November 30th. Michigan DECA will compare chapter rosters with all conference registrations. Chapter advisors will be notified if they have any student registered for a conference that is not on their roster. The advisor will have 30 days to submit student membership to DECA Inc. without a penalty. If DECA Inc. does not receive the additional membership within 30 days, Michigan DECA will bill the chapter a $5.00 late fee for each member, every 30 days until the membership and late fees are paid.

Each chapter is responsible for the payment of membership fees for every student registered for any conference, workshop, or activity, even if the student does not attend the conference or leaves the marketing education program entirely.

**Conference Registrations:**
Chapters will be assessed a late registration and payment fee for all registrations and payments received after the registration deadline. A fee of up to $15.00 per person and up to a maximum of $200.00 per chapter will be assessed per conference. Any chapter that owes any amount for a conference by the time the conference takes place could have a letter sent to the school Principal and/or Superintendent asking for assistance with the payment.

**Invoices:**
All past due accounts will be invoiced the first of each month. An additional $20.00 invoicing fee will be applied to each invoice or statement sent for accounts over 30 days past due.

Final Action – Any school that is not paid in full or issued a Purchase Order for any outstanding invoices by the payment due date for the International Conference, will have their registration canceled.

*Revised by the Michigan DECA Planning and Budget Committee, August 24, 2009*

# DECA's Copyright Agreements

## For DECA's Competitive Events and DECA Comprehensive Exams

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

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

**All Chapter Advisors must agree to the following:**

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

# Health and Safety of our Members

Michigan DECA's highest priority is the health and safety of our members. Michigan DECA works with our conference venues to plan events with safety as a priority.

Some of the key points include:

- Working with venues to ensure that they are using high cleaning standards.
- Hiring additional security during the event and in the evenings.
- Limiting access by non-registered individuals.
- Ensuring that all conference delegates abide by the DECA Code of Conduct.
- Having a high Code of Ethics for our Chapter Advisors.
- Following the guidance outlined in Michigan DECA's Policy for the Protection of Youth.

While COVID-19 was a challenge for all of us, one thing that we learned is to take additional steps to stay healthy by providing supplies to sanitize common areas, encouraging thorough handwashing, understanding when someone prefers to wear a face covering, and to stay home when someone is ill or has tested positive for a disease even if they are not experiencing symptoms.

**Individuals attending Michigan DECA Conferences and Activities voluntarily agree to assume all risks and accept sole responsibility for any infection or injury that may result due to participation in or attendance at the event. Attendees hereby release, covenant not to sue, discharge, and hold harmless Michigan DECA, its employees, agents, and representatives, of and from any claims associated with, arising from, or related to any infection, or injury including all liabilities, claims, actions, damages, costs, or expenses of any kind arising out of or relating thereto. Attendees understand and agree that this release includes any claims based on the actions or omissions of Michigan DECA, its employees, agents, and representatives, whether an infection occurs before, during, or after participation in or attendance at the event.**

As a small non-profit organization, we must budget so we can carry out our objectives without placing the organization in financial jeopardy. Because of this, refunds are not available after published deadlines or refund dates. These dates are developed based on when we need to give guarantees for purchasing items and meals, and reserving space. It is best to notify Michigan DECA, and if appropriate, conference hotels and airlines, as soon as possible if someone needs to cancel from the conference.

Michigan DECA does allow for substitutions in some situations. Refer to the specific conference deadlines for cancellations, and refunds. Refer to the Substitution Policy regarding competitive event changes.

**Conference attendees should specifically affirm and attest to the following:**

- Attendees are NOT experiencing any symptoms of an illness; including, but not limited to, a fever in excess of 100.4 degrees, cough, shortness of breath or difficulty breathing, sore throat, body aches or chills, or new loss of taste or smell.
- Attendees that have been diagnosed with a communicable illness, symptoms, or come in close contact with someone with a suspected or confirmed communicable illness with in the past 5 days, will not attend the event.

# Policy for the Protection of Youth

It shall be the policy and covenant of Michigan DECA to do everything in our power to prevent physical, emotional, or sexual abuse against children, youth, and adults who patronize Michigan DECA or activities sponsored by Michigan DECA. We are covenanted to be aware of our legal responsibilities to comply with those responsibilities and go beyond those responsibilities when necessary to act justly in the best interest of those who have been abused or those most vulnerable to abuse.

Michigan DECA will require all Advisors to certify that their school has screened them and have received sexual abuse training from their school and that all chaperones assisting with any Michigan DECA conference or activity are aware of Michigan DECA's and their school's sexual abuse policies. Advisors will annually attest that they follow these procedures by submitting their completed Advisor Code of Ethics each fall.

**Scope**
This policy and its provisions shall apply to all staff, Advisors, and Chaperones who have direct or indirect contact with children and/or youth patronizing Michigan DECA or activities sponsored by Michigan DECA.

**Ethics Policy**
All Staff, Advisors, and Chaperones of Michigan DECA shall not engage in sexual abuse, sexual harassment, sexual misconduct, physical abuse, physical neglect, lack of supervision, or emotional, educational, and/or moral-legal maltreatment of children and youth.

**Implementation**
Professionals, employees, and volunteers shall be provided with a copy of this policy and receive any training required from local school districts to assist in understanding and implementing this policy.

This policy applies to:

1. **Chapter Advisor** (someone that teaches marketing, management, finance, hospitality, or entrepreneurship) must sign an Advisor Code of Conduct each year, certifying that their school has conducted a background check, that they have received their school's sexual abuse training, and have shared Michigan DECA's Policy for the Protection of Youth with chaperones and parents attending the conference.
2. **Chaperones or Alumni** (Non-teachers or volunteers) must have received a copy of Michigan DECA's Policy for the Protection of Youth. Each school district will decide if these individuals require additional training or screening.
3. **Parents and family members** registering for a conference through a school must have received a copy of Michigan DECA's Policy for the Protection of Youth. Each school district will decide if these individuals require additional training or screening.
4. Individuals serving only as **Competitive Event Judges** do not have to receive a copy of Michigan DECA's Policy for the Protection of Youth because Advisors supervise them during competition, and their time/contact with students is limited.

**Making a Complaint**
People who know of possible violations of this policy by management and employees should report to appropriate supervisors and administrators. The Administration will act in the investigation, reporting, due process, and take action to seek justice.

**Screening for Volunteers and Staff**
Each participating school shall conduct screening to prevent the abuse of children and youth. Screening calls for carefully gathering and reviewing information in search of persons who can provide safe contact in a safe environment.

# Policy for the Protection of Youth

**Training**
Each participating school shall develop and implement training procedures for all employees who have direct or indirect contact with children and youth as part of their duties, activities, and events. After January 1, 2027, no person shall have direct or indirect contact with children until they have reviewed this policy.

**Supervision**
Supervision and enforcement of policy and procedures regarding all staff, advisors, and chaperones who have direct or indirect contact with children, youth should be communicated within Michigan DECA's policies and procedures.

**Reporting of Incidents**
All incidents should be immediately reported to Michigan DECA's State Director, and an incident report should be filed. Michigan DECA will retain all incident reports for reference. When reporting is necessary, the protection of children and youth must be paramount.

**Definitions**

1. An **Advisor** is the classroom teacher who manages their school's DECA activities. More than one person from a school can serve as an advisor.
2. A **Chaperone** is an individual that assists with the supervision of students at conferences. This person may or may not be a school employee. If you are submitting them as a DECA member, you should use the Professional Member category.
3. **Sexual abuse** is unwanted physical conduct of a sexual nature, sexual contact, or sexualized behavior and may include, for example, touching, fondling, other physical contact, and sexual relations with a child/youth/adult with developmental disabilities sexual abuse is defined as the sexual exploitation or use of same for the satisfaction of sexual drives.
4. **Sexual Harassment** is any unwanted sexual advance or demand, either verbal or physical, that the recipient reasonably perceives as demeaning, intimidating, or coercive. Sexual harassment must be understood as exploiting a power relationship rather than an exclusively sexual issue. Sexual harassment includes but is not limited to creating a hostile or abusive working environment resulting from discrimination based on gender.
5. **Sexual Misconduct** is a chargeable offense.
6. **Physical Abuse** is any act of omission or an act that endangers a person's physical or mental health. This definition includes any non-accidental physical injury. Physical abuse may result from overly punitive or inappropriate punishment to the individual's age or condition. In addition, physical abuse may result from purposeful acts that harm a child's or youth's physical health.
7. **Physical Neglect** is when an individual in charge does not take adequate precautions (given a child's, youth, or vulnerable person's particular emotional developmental needs) to ensure his or her safety in and out of the residence.
8. **Lack of Supervision** is when the individual in charge does not take adequate precautions (given a child's, youth, or vulnerable person's particular emotional developmental needs) to ensure his or her safety in and out of the residence.
9. **Emotional Maltreatment** is the persistent or extreme thwarting of a child's, youth, or vulnerable person's basic emotional needs (such as the need to feel safe and accepted)
10. **Educational Maltreatment** is when the individual in charge fails to ensure that a child, youth, or vulnerable person receives adequate education
11. **Moral/Legal Maltreatment** is when the individual in charge exposes or involves a child, youth, or vulnerable person in illegal or other activities that may foster delinquency or anti-social behavior.

**Procedures for Reporting, Investigating, and Resolving Violations of Policy**

1. Report immediately upon receipt of an allegation of a policy violation to the Michigan DECA State Director. The State Director will facilitate reporting to law enforcement agencies according to State and Federal reporting guidelines and appropriate supervisors.
2. The Conference Management Team shall assist in investigating the complaint and the process to use to work through the complaint. This may include assistance with legal and public relations issues and interviews necessary to investigate the complaint.
3. The person against whom an allegation has been confirmed will immediately be suspended from participating at the conference.
4. If a minor is involved, that person's parent(s)/guardian(s) shall be notified of the alleged policy violation by a person designated by the Conference Management Team.
5. The person or persons who first report the alleged policy violation will be asked to document their knowledge of this incident(s) and provide that documentation to the Conference Management Team.
6. The Conference Management Team will determine who needs to be interviewed to determine the nature of the alleged violation and its impact. All conversations shall be documented, including (but not exclusive of) the date, time, place, and names of the people involved. In addition, the substance of the conversation shall be documented, with the person interviewed asked to review notes for accuracy and to sign such notes. In addition, all contacts made, and actions taken by the Conference Management Team are to be documented.
7. If a formal complaint is made, the Conference Management Team shall provide the respondent with a copy of the complaint.
8. Those making the allegations ("Plaintiff"), the parent(s)/guardian(s) of any minor involved, the Respondent, and any persons who supervise such persons shall be notified of any result of the investigation and final decision of the Michigan DECA documentation shall be retained in a confidential, personal file.
9. The Conference Management Team will determine when and with whom information needs to be shared. If investigations or allegations of abuse should come to the media's attention, a response shall come from a spokesperson.
10. It shall be the goals of Michigan DECA to provide supportive care to both the Plaintiff and the Respondent and to restore such persons to wholeness. Supportive care can include the procedures of the criminal justice system and appropriate counseling referrals.
11. If the Plaintiff should desire to appeal the decision of the Michigan DECA, The Conference Management Teams' legal counsel will be consulted.

MICHIGAN DECA

# LEADERSHIP AND CAREER DEVELOPMENT CONFERENCES

**Michigan DECA's year begins with student members participating as an emerging leader, which helps them attain 21st Century Skills in the areas of collaboration and teamwork, communication, critical thinking, problem solving and creativity. Participation starts at the local level and continues with opportunities at district, state, and international conferences.**

**Michigan DECA holds eleven conferences each year so our student members can enhance their knowledge of marketing, while developing their leadership, teamwork, and problem-solving skills. During many of the conferences, members can apply what they have learned in the classroom to solve real-life business situations.**

**DECA members demonstrate their college and career ready knowledge and skills by participating in DECA's industry-validated Competitive Events Program, aligned with Career Clusters, National Curriculum Standards and 21st Century Skills in the areas of marketing, finance, hospitality, management, and entrepreneurship. Members attend the district, state, and international conferences to apply what they have learned in the classroom and to receive feedback and recognition on their performance.**

The **next big thing** will happen in unexpected places.

-Anna Sui

NEXT BIG THING MICHIGAN DECA

# Hotel Conduct and Courtesy Guidelines

One of DECA's purposes is to provide opportunities for personal development and preparation for adult life. DECA conferences and activities are prime opportunities to help members develop important social skills, and among those, appropriate hotel behavior. These guidelines have been designed to assist our members in this area; by no means is this list exhaustive.

1. Do not change rooms with a friend; you must stay in your assigned room. Your parents may call looking for you, and the hotel should be able to connect them to the proper room.
2. Students may not have a member of the opposite sex in their room unless the chapter advisor is present.
3. Irons and ironing boards are usually located in each guest room. If you use them, make sure you put them away at the end of each night.
4. Window curtains should be drawn when lights are on in your room. Be completely dressed if your curtains are open.
5. Be completely dressed according to the Michigan DECA Dress Code any time you're outside of your own room.
6. Do not leave money or valuables unattended in your room or hotel lobby. Keep your room door closed and locked at all times. If someone knocks, find out who it is before opening the door. Make certain the night lock is engaged before you go to bed.
7. Do not prop your door open. An open door invites strangers in.
8. We are not the only guests in the hotel. Do not let your door slam when you enter or leave your room.
9. Your room is not soundproof. Be in your own room and quiet at curfew to give hotel guests peace and quiet when they want to sleep.
10. Be courteous to all other hotel guests on the elevators/escalators. Because it's difficult to move the number of people we have participating in our activities, do not delay the elevators. When entering an elevator, step aside to let people off the elevator before getting on. Whenever possible, especially if you only must go up or down a floor or two, see if you can take the stairs to help alleviate elevator congestion.
11. Do not overcrowd elevators. Excessive weight causes them to shut down, thus slowing the process of moving everyone from floor to floor. Hotels often charge the chapter a repair fee, if elevator malfunctions or room damage are found to be caused by horseplay, roughhousing, or excessive jumping.
12. Be sure your room is in neat order when you check-out. All trash should be placed in the trash can, iron and ironing boards put away, bedding piled on the bed, and towels in the bathtub.
13. You may not order any food deliveries after curfew. This includes deliveries from room service and off-property restaurants to both adult and student rooms.
14. When dining in the hotel or neighboring restaurants, please remember the following guidelines for gratuities; 15% of bill for good service and 20% of bill for great service.

# Conference Registration System

Michigan DECA uses an online Conference Registration System (CRS) to process registration and housing for all conferences. The system interacts with the DECA membership portal, so all students must be submitted as members prior to entering them to attend a conference. CRS will also require you to have the proper number of adults to submit your registration.

Refer to **mideca.org/advisors** for forms and information

| | **Adult to Student Ratio** *(registration cannot be submitted without meeting this ratio)* | **Regular Registration Deadline** *(a per person late fee will be automatically applied for registrations and additions after this date)* | **Late Registration Deadline** *(changes and additions with a late fee accepted through this date)* |
|---|---|---|---|
| **State Leadership Summit Registration and Housing** | 1 adult for every 10 students *limited to 12 two-day students* | **October 5** | n/a |
| **District Conference Registration** | 1 adult for every 20 students | **November 23** | December 3 |
| **State Conference Registration and Housing** | 1 adult for every 10 students | **February 4** | n/a |
| **State Conference Prepared Event Project Submissions** | | **February 9-15** also CAP and MAP hard copies are due by February 15 | n/a |
| **International Conference Registration and Housing** | 1 adult for every 5 students | **March 16** at Midnight | n/a |

*Please refer to the specific conference guidelines for cancellation and refund information*

# State Leadership Summit

## October 26 & 27, 2026 in East Lansing, Michigan

### Registration Deadline is October 5, 2026

*or when we reach our maximum of 225 participants on Monday or 550 for both days*

**Each chapter is limited to 12 students on Monday.**

***If you wish to register additional students for Monday, we will let you know on September 30 if we can allow additional participants (based on number registered).***

Michigan DECA's State Leadership Summit has been designed so that your members learn:

- Career competencies
- Business trends from marketing professionals
- Competition strategies
- Insight into DECA projects and activities

**Michigan DECA is excited to partner with the Broad College of Business, Michigan State University to coordinate many of the conference sessions and workshops.**

Monday will provide a unique opportunity for members to interact with business professionals. The Monday night banquet at the Marriott East Lansing at University Place will begin with a presentation by an industry executive. During the dinner, the members from each chapter will be divided into groups of two or three people to have dinner with other members and a businessperson recruited by the Broad College of Business. Each table will have unique conservations based on the businessperson's experience, like the way the discussions take place during DECA's ASPIRE Academy at the International Conference. After the dinner, a fun, fast-paced networking session will be led by the State Officer team.

Optional campus tours will be available. More information about the tours will be included in the conference packet, posted to our website in late September.

Tuesday's activities will take place at the Broad College of Business. The morning will start with a second keynote session by a business executive, followed by two rounds of breakout sessions presented by the business community and representatives of MSU. After lunch we will have two rounds of DECA breakout sessions presented by the State Officers and Chapter Advisors.

Conference Objectives:

- Learn about the latest marketing trends
- Learn effective leadership and teamwork skills to use as a chapter leader
- Understand and communicate the DECA brand as a chapter leader
- Understand the components of an effective chapter program of work
- Learn how to empower and engage all DECA members

### Transportation

Chapters staying at the Marriott on Monday night have two travel options to reach MSU on Tuesday morning:

- Use their own transportation
- Reserve conference transportation for $5.00 per person

Chapters reserving transportation will have access to a secure room to store their luggage at the Marriott during the conference.

Please note: Return transportation to the hotel is not provided after the Summit. Chapters will need to coordinate with their school for pickup at 2:30 p.m. at MSU and return to the Marriott to collect their luggage.

Transportation reservations must be made at the time of registration.

## State Leadership Summit Tentative Agenda

**Monday, October 26, 2026, at Marriott East Lansing at University Place**

| | |
|---|---|
| 12:00 p.m. – 5:00 p.m. | Optional Campus Tours - *pre-ordered in registration portal* |
| 3:00 – 5:00 p.m. | Registration *(by Chapter Officers)* |
| 6:30 – 8:30 p.m. | Keynote, dinner, and roundtable discussions with business professionals |
| 9:00-10:15 p.m. | Team building and networking |
| 11:00 p.m. – 7:00 a.m. | Curfew |

**Tuesday, October 27, 2026, at Broad College of Business, Michigan State University**

| | |
|---|---|
| 8:15 – 8:45 a.m. | Registration *(for chapters arriving on Tuesday)*<br>MSU Materials Pickup *(for chapters that arrived on Monday)* |
| 8:30 – 8:45 a.m. | Continental Breakfast |
| 8:30 a.m. – 1:30 p.m. | Vendor and Career Expo |
| 9:00 – 10:00 a.m. | Opening Session, keynote, team building, and networking |
| 10:10 – 10:40 a.m. | Break Out Sessions on Marketing and Business Topics |
| 10:50 – 11:20 a.m. | Break Out Sessions on Marketing and Business Topics |
| 11:30 a.m. – 12:10 p.m. | Group A Lunch<br>Group B Workshop: *What I should have asked before attending college* |
| 12:20 p.m. – 1:00 p.m. | Group B Lunch<br>Group A Workshop: *What I should have asked before attending college* |
| 1:10 – 1:40 p.m. | Break Out Sessions on DECA Topics |
| 1:50 – 2:20 p.m. | Break Out Sessions on DECA Topics |
| 2:30 p.m. | Adjournment |

# State Leadership Hotel Information

**Hotel Reservation Procedures**
All conference participants registering for both days of the conference will be required to stay at the official conference hotel:

Marriott East Lansing at University Place, 300 M.A.C. Avenue, East Lansing, Michigan 48823
517-337-4440

**Parking**
Chapters are responsible for their parking charges. We will have more information in the conference registration packet, which will be posted online by mid-September.

**Hotel Rooms**
Room reservations must be made through the online Conference Registration System. Payment is due to the hotel by October 20, 2026.

Student delegates may be housed two, three, or four to a room. Advisors have the option of staying in a single or double room. If necessary, you may assign two or three students to a quad room and arrange with another chapter to fill the balance of the room. Advisors will have to contact other schools to obtain permission to fill rooms. Please note that the hotel cannot guarantee that the shared room will be near both schools' hotel rooms.

**Arrangements to share hotel rooms with another chapter:** After both chapters have started (but not finalized) their conference and housing registrations on the online Conference Registration System, one of the chapters will click on the link that states, "Add From Another Chapter", select the chapter, then the attendees name, and add them to one of your hotel rooms. The system will split the cost of the room between each chapter, and the charges will appear on each chapter's housing invoice. *Please make sure you have contacted the Advisor about sharing a room prior to sharing rooms in the portal.*

In the event a delegate cancels and you are unable to re-assign your delegates or arrange for a delegate(s) from another chapter, you are responsible for full payment of that portion of the assigned room. In the event a delegate does not show up for a reserved room, the same condition applies.

There will be no state tax charged on the room, if a copy of your school's Tax-Exempt Certificate is included with your housing form and if the payment is in the form of a school issued check or school credit card. The 9% local tax has been included in the room rate.

**Definition of Room Types**

- A **King Room** will consist of one king bed. Up to two individuals can stay in this room with only one bed.
- A **Triple Room** will consist of a king bed and a roll-away, or at the hotel's choice, two double beds. Three individuals can stay in this room with the two beds.
- A **Double/Quad Room** will consist of two double beds. Four students or two adults can use this room type. If two adults want to have separate beds, they must request this type of accommodation.

**Incidental Charges:** The hotel will place a restriction on all DECA guest rooms for outside phone use (local and long distance) and pay-per-view movie services. However, if you would prefer any one or all your guest rooms to have either or both services, a credit card must be presented at the front desk to make these services available.

# State Leadership Summit Registration

Registration information and forms can be found at **mideca.org/advisors**

**Registration**

- The two-day registration fee includes dinner Monday at the Marriott East Lansing at University Place, continental breakfast on Tuesday, lunch on Tuesday, participation in all sessions and workshops, and conference registration materials.
- The one-day registration fee includes continental breakfast on Tuesday, lunch on Tuesday, participation in all sessions and workshops, and conference registration materials.

Refunds are not available after the final conference registration deadline, which is October 1, 2026.

All conference participants attending both days of the conference will be required to stay at the official conference hotel.

Chapters may register for optional campus tours. The interactive tours will be given so members can better understand what life on a large university campus might be like. Neat casual attire is acceptable. Tours will be held rain or shine, so be sure to check that day's weather and dress appropriately. An advisor must attend for every eight student members. We will have more information in the conference registration packet, which will be posted online by mid-September.

**Membership Policy:** All students registered for the conference must be submitted members of Michigan DECA before registering for the conference. ***If an individual registered for a conference does not attend or drops out of the marketing education program prior to the conference for which they are registered, they are still required to pay the membership fees, and if necessary, the $5.00 late payment penalty per member.***

**Supervision:** At least one (1) adult must **attend and pay** the registration fee for every 10 students attending.

Each advisor and chaperone are asked to assist with supervision at the conference, by being visible on the floors prior to and after curfew. To keep the registration fee as low as possible, we have elected to use advisors in place of outside security.

**Advisors' Meeting and Assistance:** There will be special meetings for all advisors.
Advisors and chaperones will be assigned to a two-hour shift to monitor participation and behavior during the workshops.

**Delegate Code of Conduct Form:** Each delegate attending the conference must sign the Michigan DECA Delegate Code of Conduct Form. This form is to be hand-carried to the conference by the advisor and not sent in with the registration.

**Attire During conference sessions and activities:**

- Business attire is required on Monday evening.
- Business casual attire is allowed on Tuesday so students can fully participate in the leadership activities. Khaki (Docker) style pants (no cargo pants) will be appropriate for both males and females. Ladies should have blouses, sweaters, polo-style or collared shirts. Gentlemen should wear sweaters, polo-style, or collared shirts. Ties would be appreciated.
- **Denim, T-shirts, leggings, hats, and cargo pants are not allowed either day.**

MICHIGAN DECA

DETROIT PISTONS VS MEMPHIS GRIZZLIES

**For chapters that attend this event, we will extend the online testing window to Friday, December 4, 2026.**

# WEDNESDAY, DECEMBER 2ND | 7:00PM

## SPORTS & ENTERTAINMENT MARKETING CONFERENCE

## AT LITTLE CAESARS ARENA

**Join us at Little Caesars Arena for the Sports & Entertainment Marketing Conference and an exciting night of Detroit Basketball!**

Take advantage of this unique opportunity to hear from Detroit Pistons professionals about the business of basketball including topics on **marketing, management, and hospitality.**

### AGENDA TIMELINE

| | |
|---|---|
| 12:00 PM | ARRIVAL AND CHECK-IN |
| 1:00 PM | PROGRAM BEGINS |
| 3:00 PM | PROGRAM ENDS |
| 3:30 PM | TIME TO EXPLORE DOWNTOWN AND HAVE DINNER |
| 5:30 PM | GATES OPEN; RETURN LCA FOR SECURITY CHECK AND FINDING SEATS |
| 7:00 PM | GAME STARTS! |

### REGISTRATION PRICING

| | |
|---|---|
| 100-LEVEL ENDZONE (Very Limited Inventory) | $48 |
| 200-LEVEL CORNER | $29 |

### REGISTRATION INCLUDES

Access to the conference at 1:00PM, a ticket to the Pistons vs Grizzlies game, school welcome message on scoreboard, free DECA winter hat (pictured left), and opportunity to shoot a free throw on the Pistons court!

ALL ATTENDEES RECEIVE A FREE DECA WINTER HAT!

**DEADLINE TO REGISTER IS NOVEMBER 13, 2026.**

All Student participants are required to be members of a Career and Technical Student Organization.

### TO REGISTER YOUR SCHOOL PLEASE CONTACT:

Brandon Goebel | (313) 771-7466 | bgoebel@pistons.com

# District Career Development Conferences

The following general registration information is for all District Conferences. Your specific district conference information memo will be sent separately as soon as it is finalized by your district conference coordinator.

## Number of Competitors Allowed per Chapter:

| **Chapters will be able to register the number of competitors listed below, based on your chapter membership:** | ***Maximum Number in EACH Event from the following event types*** | | | |
|---|---|---|---|---|
| | ***Individual Series and Principles Events*** | ***Team Decision Making Events*** *(# of teams)* | ***Consulting/ Selling Events*** | ***Pitch Deck Events*** *(# of teams)* |
| Chapters with 35 or less members by October 31st | 2* | 1* | 1* | 1* |
| Chapters with 36-65 members by October 31st | 3* | 2* | 1* | 1* |
| Chapters with 66-114 members by October 31st | 4* | 2* | 2* | 2* |
| Chapters with 115 or more members by October 31st | 5* | 3* | 3* | 3* |
| **Chapters with 100% Membership, receiving the Gimmie 5! Award, or New Chapters are allowed one extra competitor in each event.* | | | | |

### Competition

Competition will take place at the District Conference for *Individual Series Events, Team Decision Making events, Principles events, Selling Events, and the five (5) Pitch Deck Events.*

**Seniors may not enter the five (5) Principles Events.**

**UPDATE for 2026-2027**: Competition will be held at the district level for *Innovation Plan, Start-Up Business Plan,* ***and the three Integrated Marketing Campaigns (Event, Product, Service)*** which will need to be uploaded to the judge portal 1 week prior to the conference. The rest of the Prepared (written) Events will start competition at the State Conference.

**Number of finalists attending the State Conference will be determined by the paid memberships for each district received by November 30.**

### Supervision

Chapters are required to have proper supervision:

| ***Number of Registered Students*** | ***Minimum Number of Registered Advisors/Event Assistants per 20 students*** |
|---|---|
| 1-20 students | 1 |

**All Advisors and Chaperones/Event Assistants will be assigned to help run the competitive events.** If a chapter wishes to have an adult available to only chaperone students, they will need to bring additional individuals above the minimum number set above. These individuals must be noted on the registration form as chaperones, so they will not be assigned to assist with an event. Chaperones will need to pay the registration fee, according to each District's policy.

**Chaperones/Event Assistants are in addition to any judges required for the conference.**

# District Career Development Conferences

**Judges** are an integral part of the conference. Each District Conference sets a minimum number of judges that each chapter must secure to offer a quality experience for every student. This minimum number is communicated in the conference information memo that is sent for your district. **If a chapter does not fulfill their minimum number of judges for the conference two (2) weeks prior to the conference date, the chapter will be charged $50 for each judge they are short.** This fee also applies to judges that are no-shows at the conference. **It is the chapter's responsibility** (not Michigan DECA's) **to monitor the number of judges needed, and that your recruited judges register, attend and assist at the conference.** *Former students must have been out of high school for at least three (3) years before being allowed to serve as a judge. Teachers from your school may NOT serve as judges.*

**Registration Deadline:** Registration must be received on or before November 23, 2026. There are no refunds after November 23, and you must pay for everyone registered. However, you may substitute for a cancelled student at no charge.

Registration information and forms can be found at **mideca.org/advisors**

**Registration Additions:** Additions after the registration deadline will have a $5 late fee per person applied from November 24 - December 3, 2026.

**Payment Deadline:** Payments must be received on or before December 18, 2026. A late fee of $10.00 per person (up to a maximum of $100.00) will apply for payments received after this date.

**Registration Fees:** Each district sets its own registration fees. Refer to the separate conference information memo that is sent from your Conference Chairperson for the costs.

**Event Changes:** Once a student has taken the Comprehensive (online) Examination, and they need to change events, they can only change to an event that takes the same exam that they have taken.

**Membership Policy:** All conference participants must be submitted members of Michigan DECA before they are registered for the conference. ***If an individual registered for a conference does not attend or drops out of the marketing education program prior to the conference for which they are registered, they are still required to pay the membership fee, and if necessary, a $5.00 late payment penalty per member.***

**Competitive Event Substitution Policy:** Please be aware of Michigan DECA's Competitive Event Substitution Policy before entering students into team events. **You should explain to students that *neither student will be able to compete* if one of them is unable for any reason to attend the next level of competition (if qualified).** Please see page 17 for the full Competitive Event Substitution Policy.

**Conduct:** Review the Delegate Code of Conduct with your students. **These completed forms must be brought with the advisor to the conference.**

**Attire:** Business attire is expected of all delegates. Delegates with improper attire (denim, T-shirts, sweats, cargo pants, no tie, athletic shoes, etc.) will be **penalized twenty points** on the judged event. Refer to the Dress Code for more information.

**Awards:** Bronze medallions with red, white, and blue ribbons will be presented to the top overall finalists in each event. These individuals will be eligible to represent your district at the State Career Development Conference. Bronze Merit Award Participants will be recognized.

**Supplies:** Each participant is expected to have a pen or pencil and a calculator during competition. Other items (workbooks, notebooks, handouts, etc.) are not allowed. **Cell phones, smartphones, smartwatches, iPads, iPods, AirPods/wireless or wired earbuds, PDAs, programmable calculators, and graphing calculators may not be used or worn during competition**, which includes during online testing, holding areas, prep-time, waiting for judges, and during competition in role-play events.

**Transportation:** Busses will be given directions on where to park prior to the conference. Students are **not allowed to use their cars** for any reason once they arrive at the conference.

## Payment Option for District Conference Online Testing

Michigan DECA provides the Comprehensive Cluster Examination as a way for school districts to assess the progress of their marketing education students. Michigan DECA's online testing could be used as an allowable expense for Perkins, Added-cost, CTE millages, etc., based on your local policies and budgets. Advisors should talk to their CTE Administrator to discuss how to include the examination in the appropriate budget.

### Major Components of the Comprehensive Cluster Examinations:

- Chapters can arrange to have the comprehensive cluster examination fee invoiced separately from their District or State Conference fees, so you can pay for this portion of the conference out of your instructional budget. Email Ann a request to breakout the testing fees.
- The Cluster Examination is a national test developed by the MBA Research Center. It tests the curriculum and performance indicators that business and industry have selected for each of the cluster areas: Marketing, Management, Finance, Hospitality, and the Principles of Business Administration Core.
- **The examinations are open to any marketing education student.** Only students registered for a District Conference who are members of DECA will receive awards for their achievements. The cost of the awards is included in the full district conference registration fees.
- The following reports will be provided by February 2027:
    1. Personalized report for each student showing their overall score and their average by each instructional area.
    2. A school report showing how all students did by instructional area.
    3. A school to Michigan DECA District to State comparison report.
- The testing fee for Comprehensive Cluster Online Examination is $9.00 for each student. There are no refunds for students that register but do not take the test.
- Students who register for just the examination are encouraged to, but do not have to be DECA members.

# Overview of Online Testing Guidelines

Acknowledgment of Testing form must be signed by an administrator prior to testing.

**Proctor Ratio per Student**
1 proctor is required for every 50 students you have concurrently testing. Additionally, if testing is taking place in multiple rooms, a proctor must be consistently in each room that testing is taking place at all times, and watching the student's computers; they cannot be moving from one classroom or lab to another.

**Only school issued computers/Chromebooks or computers in labs are allowed during testing.**

**All students must test in the presence of the proctor at the school.** Michigan DECA will be monitoring IP addresses, MAC addresses, and other data to identify irregularities.

**Adult Roles**
- Exam Authorizer - Administrator, Point of Contact for Testing Observers
- Exam Proctor - Non-Advisor, non-business teacher to actively monitor student's screens
- Testing Coordinator - Advisor or other school employee to check-in students, assist with logins

**Seating Guidelines**
Students in the same team/event should not sit near each other. We recommend students be spaced at least 3' from each other.

**Test Scheduling**
- Chapters with less than 100 students may select only 1 Test Day + 1 Makeup Day
- Chapters with more than 100 students testing may select only 2 Test Days + 1 Makeup Day

- All chapters may select their first test day between the days of Monday-Thursday, Nov 30-Dec 2, 2026
- All chapters may select their Makeup test day/Second Test Day between Tues-Thurs, Dec 1-3, 2026

**Expanded Prohibited Items**
Each participant may have a pen/pencil, scratch paper, and a basic calculator during testing. All other items are not allowed to be worn or used during testing; this includes but not limited to workbooks, notebooks, handouts, notes, cell phones/smartphones, smartwatches, other wearable technology, tablets/iPads, iPods, AirPods/ wireless or wired earbuds, programmable calculators, graphing calculators, use of AI tools/browser extensions/ applications, any other websites, or pop-up applications apart from the testing platform. We strongly encourage chapters to require students to turn-in mobile and wearable devices when they arrive for testing (or leave them in a secure location in the room).

**Browsers will be Checked**
The AnswerWrite testing platform will now validate the student's browser window prior to testing. The validation checks for over 1000 AI tools, Browser Extensions, and JavaScript tampering. A warning message will be displayed if detected with the instructions to disable these prior to testing. If a tool is turned on after starting the test, the test will be submitted and flagged as suspicious.

**Student Protection Clause**
Students who report testing irregularities in good faith will be allowed to re-test without penalty.

**Consequences for Non-Compliance**
Chapters may lose eligibility for test-based events or chapter-level awards for violations.

**Testing Observers**
Michigan DECA reserves the right to assign a Testing Observer to any chapter's testing site, with or without prior notice. The plan is to visit 10-15 chapters each year. These observers (e.g., retired advisors or state staff) are authorized to monitor compliance of testing rules, interview staff or students post-testing, and to submit independent reports to Michigan DECA of their visit.

# Online Testing

**Online testing will be utilized for all District Conference Comprehensive Exams**

Refer to **mideca.org/testing** for forms and information

## Important Dates and Deadlines for District Conferences

- October 31, 2026 – Initial membership must be submitted to National DECA. Additions to membership are permitted before you register them for the District Conference.
- November 23, 2026 – Submit your district conference registration via the online portal.
- **Select the days for your students to test** during the testing window of November 30 to December 1-3, 2026. You may schedule as many test periods in a day as you need during the test window.
  - Chapters with less than 100 students may select only 1 Test Day + 1 Makeup Day
  - Chapters with more than 100 students testing may select only 2 Test Days + 1 Makeup Day
  - All chapters may select their first test day during the window of Monday-Wednesday, November 30-December 2, 2026
  - All chapters may select their Makeup test day/Second Test Day during the window of Tuesday-Thursday, December 1-3, 2026
- November 20, 2026 – Submit the **Acknowledgement of Testing Form signed by your Administrator before testing can take place.**
- November 30, 2026 – Deadline to pay all your submitted **membership invoices** for the Gimmie 5! Award eligibility, Conference Credit incentive, and to be included in the number of SCDC qualifiers recognized at the District Conferences.
- **No testing can take place after December 3, 2026.**
- Submit the signed **Exam Certification** and **Testing Irregularity Forms** within 24 hours of the last student completes their test.

**Comprehensive Exam testing for the State Conference is in person during the event orientation on Thursday.**

# 2027 State Conference Deadline Summary

| | |
|---|---|
| January 21 | Officer Candidate Screening Registration & Advisor Approval |
| January 26 | Officer Candidate Information Form Due |
| January 30 | Officer Candidate Screening, Interview & Testing - *Lansing, Michigan* |
| February 1 | ICDC Academy Applications due to Michigan DECA |
| February 1 | Bronze, Silver & Gold Merit Award Project names due to Michigan DECA for Certificates |
| February 1 | Qualifier Not Attending State Conference Notification Due |
| February 4 | Last Day to Submit State Conference Registration<br>Last Day to Submit State Conference Housing<br>State Conference T-shirt Pre-orders due<br>Second Semester Membership Rosters due to National DECA |
| February 9-15 | Window to Upload State Conference Prepared Events *(all except for CAP)* |
| February 15 | Final Payment Deadline of Membership Invoices<br>*Membership must be paid by this date to be eligible to attend SCDC and ICDC* |
| February 25 | State Conference Payment Deadline |
| February 25 | Last Day to Submit Hard Copies of Merit and Chapter Awards Projects<br>*Hard copies must arrive at our office by this date.* |
| February 25 | Last Day to sign up to assist at the Prepared Event Screening<br>***Chapters that have 2 or more prepared projects that are not able to assist will be invoiced the $50 fee.*** |
| February 27 | Prepared Event Screening, *Halle Library, Eastern Michigan University* |
| February 28 | MDA Verification Form and funds due to MDA for SCDC recognition |
| March 5 | Hotel payment due to your assigned hotel |
| March 8 | Last day to make housing changes with your assigned hotel |

***All dates are when items are received.***

**Refer to mideca.org/advisors for forms and information**

# State Conference Judge Needs

## February 22 - March 8, 2027

**Prepared Event Project Evaluations** **30 Judges Needed**

Evaluations of the written portion of the projects will be conducted online.

## Thursday, March 11, 2027 at Huntington Place

**Prepared Event Presentation Evaluations**
**1:00 p.m. - 7:00 p.m.** **70 Judges Needed**

Business Operations Research Events
Chapter Award Program
Entrepreneurship Prepared Events
Integrated Marketing Campaign Events
Merit Award Program
Project Management Events

## Friday, March 12, 2027 at Huntington Place

**Morning Events - 8:30 a.m. - 2:00 p.m.** **280 Judges Needed**

Accounting Applications
Automotive Services Marketing
Business Finance
Business Law & Ethics Team Decision Making
Buying & Merchandising Team Decision Making
Financial Consulting
Financial Services Team Decision Making
Hospitality & Tourism Professional Selling
Leadership & Teamwork
Marketing Management Team Decision Making
Personal Financial Literacy
Principles of Business Management
Principles of Entrepreneurship
Principles of Finance
Principles of Hospitality & Tourism
Principles of Marketing
Professional Selling Event
Quick Serve Restaurant Management
School Based Enterprise

**Afternoon Events - 12:00 noon - 6:00 p.m.** **315 Judges Needed**

Apparel & Accessories Marketing
Business Services Marketing
Entrepreneurship Series
Entrepreneurship Team Decision Making
Ethics Team Event
Food Marketing
Hospitality Services Team Decision Making
Hotel & Lodging Management
Human Resources Management
Marketing Communications
Restaurant & Food Service Management
Retail Merchandising
Sports & Entertainment Series
Sports & Entertainment Team Decision Making
Travel & Tourism Team Decision Making

**Total Judges Needed: 695**

# State Conference Hotel Information

Student housing is based on four (4) to a room. If a chapter does not have multiples of four (4) delegates of the same sex, the chapter may fill a room by contacting other chapters or absorb the additional cost (per person) for occupancy less than four (4). Chapters need to house the majority of their delegation in quad rooms so Michigan DECA can ensure that there will be adequate room for all delegates. Students will not be permitted to be in a single room.

Advisors will have to contact other schools to obtain permission to fill rooms. Please note that the hotel cannot guarantee that the shared room will be near both schools' hotel rooms. Each school sharing rooms should rank their hotel selections in the same order.

**Arrangements to share hotel rooms with another chapter:**
After both chapters have started (but not finalized) their conference and housing registrations on the online Conference Registration System, one of the chapters will click on the button, "Add From Another Chapter", select the chapter, then the attendees name, and add them to one of your hotel rooms. The system will split the cost of the room between each chapter, and the charges will appear on each chapter's housing invoice. *Please make sure you have contacted the Advisor about sharing a room prior to sharing rooms in the portal.*

Also, remember to **register all family members** that will be staying with you during the conference.

In the event a delegate cancels and you are unable to re-assign your delegates or arrange for a delegate(s) from another chapter, you are responsible for full payment of that portion of the assigned room. In the event a delegate does not show up for a reserved room, the same condition applies.

There will be no state tax charged on the room, if a copy of your school's Tax-Exempt Certificate is uploaded to the Conference Registration System and your housing payment is in the form of a school issued check or school credit card. The 9% local tax has already been included in the room rate.

Chapters are responsible for their parking charges. Self-parking rates range from $25-40 per day.

**Definition of Room Types:**

- A **King Room** will consist of one king bed. Up to two individuals can stay in this room with only one bed.
- A **Triple Room** will consist of a king bed and a roll-a-way/sofa sleeper, or at the hotel's choice, two double beds. Three individuals can stay in this room with the two beds.
- A **Double/Double Room** will consist of two double beds. Four students or two adults can use this room type. If two adults want to have separate beds, they must request this type of accommodation. ***Due to a limited number of rooms with two beds, two students cannot use this room type unless the chapter has submitted a School Board policy that applies to all student, sports, field trips, and conferences.*** This policy must be emailed to dwait@emich.edu by February 1, 2027.

# State Conference Hotel Information

**Hotel Assignments**
Michigan DECA has established these procedures to allow for the same opportunity of conference hotels regardless of when each district conference was held. This will also reduce the number of changes that are submitted to the hotel once the initial housing list has been submitted to the hotel. By reducing the number of changes made, the hotel will be able to block rooms to maximize the use of the hotel's available double/double rooms.

1. **Room reservations will be made through the online Conference Registration System, which will close on February 4, 2027.** You may edit your housing registration until the close date of February 4, 2027.
   A. Schools that have submitted their housing by the deadline will be placed in a rotational order based on the district that they are located. For the 2027 State Conference, hotels will be assigned to chapters in the following district order: *3, 4, 6, 5, 9, 8, 7, 2, 1.*

      The rotational order will change each year. The last two districts in the order from the previous year will move up to the front of the rotation. *For example, for the 2028 State Conference, hotels will be assigned to chapters in the following district order: 1, 2, 3, 4, 6, 5, 9, 8, 7.*

   B. Once all chapters that have submitted their housing list by the deadline have been assigned, the remaining schools will be assigned based on when the housing list has been received.
2. Michigan DECA will assign schools to a hotel based on the housing order and the school's hotel preferences, until the inventory for a particular hotel has been exhausted. They will then be assigned to the next hotel that meets their needs. Once a school has been assigned, the hotel's housing manager will send a hotel confirmation and invoice that indicates the school's placement for the conference. **Payment is due to your assigned hotel in full by March 5, 2027.**

## State Conference Hotels

Advisors should review the rates and hotel facilities to rank, in order, your preferred hotel selections. We will post a chart on our website with information on each hotel's amenities to help you choose your hotel preferences.

Your assigned hotel will email an invoice for your housing charges.

- AC Hotel Detroit at Bonstelle, 10 Eliot Street
- Atheneum Suite Hotel, 1000 Brush Street
- Cambria Hotel Detroit Downtown, 600 W Lafayette Boulevard
- Courtyard Detroit Downtown, 333 East Jefferson Avenue
- Detroit Foundation Hotel, 250 W Larned
- Detroit Marriott at the Renaissance Center, 100 Renaissance Center Drive
- DoubleTree Suites Detroit Downtown Fort Shelby, 525 W. Lafayette Boulevard
- Element Detroit at the Metropolitan, 33 John R Street
- Fort Pontchartrain Detroit, 2 Washington Boulevard
- Hilton Garden Inn Detroit Downtown, 351 Gratiot Avenue
- Hotel Indigo Detroit Downtown, 1020 Washington Boulevard
- Westin Book Cadillac Detroit, 1114 Washington Boulevard

# State Conference Hotel Information

## Points to keep in mind when making your hotel choices:

1. The majority of student rooms must be quad occupancy.

2. **If a school requires students to have their own bed, Michigan DECA requires a copy of that policy which has been approved by your Board of Education that applies to all student, sports, field trips, and conferences.** This policy must be emailed to dwait@emich.edu by February 1, 2027.

3. Schools that require each student to have their own bed will be housed at the Detroit Marriott, since this hotel has the largest number of two-bedded rooms in our hotel blocks. This will help to reduce the number of people who will be using the elevators at the Detroit Marriott.

4. Schools that wish to arrive on Wednesday will need to select the Detroit Marriott, since this is the hotel that has contracted rooms for that night. *(The only other option is Fort Ponchartrain with 20 total rooms for Wednesday.)*

5. We recommend schools wanting to use meeting rooms to select one of these hotels:
   - Detroit Marriott - Twelve meeting rooms available that each can accommodate up to 150 people.
   - Fort Ponchartrain - Two meeting rooms available that each can accommodate up to 60 people.
   - Westin Book Cadillac - Two meeting rooms available that each can accommodate up to 40 people.

## Other Important Points to Remember:

- **Michigan DECA Policy requires that all chapters stay at one of the official conference hotels.** Conference Registration will not be accepted from schools that are not staying at one of our official hotels.
- Special requests are based upon the availability according to the housing order.
- The hotel will accept housing changes until 5:00 p.m. on March 8, 2027. There will be no refunds for cancellations after this date.
- **Please note that check-in time is 4:00 p.m., and all sleeping rooms may not be available for arrivals prior to 4:00 p.m. Delegates should dress accordingly for conference activities on Thursday afternoon.**
- All incidental charges, (i.e., telephone, room service, parking, and movies) must be paid before checking out.

# State Conference Registration Information

**Registration Fee:** The fee will cover two meal vouchers for the Huntington Place food court, registration materials, awards, a Pistons game ticket on Thursday, and conference administrative expenses.

Registration information and forms can be found at **mideca.org/advisors**

**Supervision:** As per the Advisor Code of Ethics, each chapter is to have proper supervision:

| *Number of Registered Students* | *Minimum Number of Registered Advisors/Event Assistants* |
|---|---|
| 1-10 students | 1 |

All adults will be assigned to assist with the conference. **Please see page 48 for more information on the adult assistance policy.**

**Competitor Eligibility:** Only students who qualified to compete at the State Conference may attend the conference.

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

**Refunds:** Refunds will be given depending on the date submitted. *Please don't forget to also fill out the Qualifier Not Attending Form so we may call up alternates in your student's place (if applicable).*

| **If Notified:** | **Amount of Refund** | **Method** |
|---|---|---|
| By February 4 | Full Refund | Delete in the registration portal |
| By February 15 | 50% Refund | Fill out the online form |
| By February 28 | 25% Refund | Fill out the online form |
| After February 28 | No Refund | Fill out the online form |

**Competitive Event Substitution Policy:** Refer to the Competitive Event Substitution Policy on page 17 for complete details. **Advisors should explain to students the policy of how team members are effected if one member of the team is unable for any reason to attend the next level of competition.**

**Family Members:** Family members are able to stay with your chapter in your assigned hotel and attend the conference, they are then considered part of your delegation, so they must also register for the conference and pay the registration fee. They will need to be included in the registration portal as the rest of the chapter and adhere to the same deadlines, and the Code of Conduct for students and adults, even if they are paying their portion on their own. All fees must be paid to the chapter, who in turn pays Michigan DECA and the assigned hotel.

**The conference recognition session and awards session is closed to the public, including parents, due to the limited seating available. The sessions will be live streamed.**

**Due to limited number of hotel rooms, parents are not able to stay at a conference hotel unless they are registered as chaperones.**

# State Conference Highlights

**Schedule:** On-site conference registration will start at 11:00 a.m. Thursday, with the first student activity at 2:00pm. A tentative program will be included in the February issue of ***Spotlight on DECA*** and will be posted on **mideca.org**. Delegates are responsible to read the conference program to know their event times.

**Meals:** Two meal vouchers will be provided for the Huntington Place food court. Other meals will be the responsibility of each delegate/chapter.

**Advisor Reception & Recognition:** Michigan DECA will host a reception and recognition session for all advisors on Friday evening.

**Dress During the Conference:** Business attire is required for all scheduled sessions and activities. Delegates' clothing must be neat and in good repair to compete, attend the sessions, or be allowed on stage. **Improperly dressed delegates will be sent to change before being allowed to compete or attend any conference activity.**

**No cargo pants, jeans (denim material), T-shirts, sweatshirts, leggings, flip-flop sandals, or athletic shoes of any form will be allowed during the competition or at sessions.** During free time, shirts may not have bare shoulders, arms, or midriff. Skirts and shorts must be at least fingertip length. Please review the Michigan DECA Dress Code with your attendees.

**Sessions:** All delegates are required to attend the two sessions. Advisors are **not allowed** to plan alternate activities for their chapters/members.

Seating will be assigned by district. One seat will be allocated for each paid delegate. Schools that achieve THRIVE level in DECA's Membership Campaign will have reserved seating at the State Conference. Refer to the membership campaign guidelines on page 6 for more information.

- **Friday Recognition Session:** A recognition session will be held at Huntington Place from 9:00 to 10:30 p.m. It will include recognition for Chapter Awards Program, Merit Awards Program, School Based Enterprise, Chapter Membership Awards, and Campaign recognition, Alumni Division recognition, Collegiate Division information, the top 10 scores in the Economics and Marketing Math tests, and Announcement of the ICDC Academy participants.
- **Saturday Award Session:** A list of the order that the events will be awarded and approximate times will be included in your registration materials.

**Conference Security:** Because of global security concerns, the following security procedures will be implemented at the State Conference:

- All students and adults must wear a name badge and wristband to enter conference activities, such as competition and general sessions. Security personnel will be at the doors to monitor access to competition and the general sessions at Huntington Place.
- **The conference recognition session and awards session is closed to the public, including parents, due to the limited seating available. The sessions will be live streamed.**

**Name Badges & Wristbands:** All delegates (adult and student) must wear their name badges and wristbands at all times. No one will be admitted to conference activities without a name badge and wristband.

If a delegate loses their wrist band or name badge, a replacement may be obtained in the conference headquarters for $5.00 each. Delegates will be required to show identification for a replacement name badge or must have their Advisor with them.

# State Conference Competition Information

Competitors in the *Individual Series events, Team Decision Making events, Principles events, Financial Consulting event, Hospitality & Tourism Professional Selling event, Professional Selling Event, Innovation Plan,* and *Start-Up Business Plan* will qualify at the District Conference level to compete at the State Conference.

**The Individual Series Events, Principles Events, Team Decision Making Events, Selling Events, School Based Enterprise, Leadership and Teamwork, and the Ethics Team Event will compete on Friday.** Individual Series Events, Principles Events, Team Decision Making Events will have two (2) judged activities.

**Applied Certification Exam:** Delegates are required to take one of the following exams on Friday. *(Students have the option to take both if desired.)* A certificate will be awarded to those who achieve minimum proficiency on each exam. The top ten participants on each test will receive special recognition.

- Applied Economics Certification Exam
- Applied Marketing Mathematics Certification Exam

**Leadership & Teamwork Event (MILTW):** Each chapter may enter only one team in the Leadership & Teamwork Event. These competitors will not be able to compete in any other event. Teams will consist of three (3) participants, who are non-Seniors. All participants in the Leadership & Teamwork Event will take the Principals of Business Cluster exam online as part of their competition. The top teams in the Leadership & Teamwork event will qualify to attend the IGNITE Academy at the International Conference. Event information can be found on page 81 of the *Michigan DECA Guide* and on our website.

**Ethics Team Event (MIETH):** Each chapter may enter only one team in the Ethics Team Event. These competitors will not be able to compete in any other event. Teams will consist of two (2) participants, and only open to Seniors. All participants in the Ethics Team Event will take the Business Management & Administration Cluster exam online as part of their competition. The prepared portion of the project will be turned in at the State Conference. The top teams in the Ethics Team Event will qualify to attend the ASPIRE Academy at the International Conference. Event information can be found on page 82 of the *Michigan DECA Guide* and on our website.

**Stock Market Game and the Virtual Business Challenge Events:** Participants in these events will not attend or compete at the State Conference, unless they are competing in another event. Those named as qualifiers in these events will proceed directly to the International Career Development Conference, through the process established by DECA Inc. If they were to qualify for ICDC in both events, they will need to make a choice, as they cannot compete in both events at ICDC.

**School Based Enterprise (MISBE):** Schools participating in this activity must submit their project to DECA Inc., to be received before January 14, 2027, according to the DECA Inc. guidelines. Chapters that receive the Gold Certification or Gold Re-Certification have the **option** to bring **1-2 student members** to present their work at the State Conference, if they are not in an event that is competing Friday morning. This practice competition will follow the international guidelines. The top teams will receive recognition at the Friday Awards Session. Teams that receive the Gold Certification or Re-Certification do not have to attend the State Conference; they can advance directly to the International Conference. Event information can be found on page 80 of the *Michigan DECA Guide* and on our website.

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

# State Conference Competition Information

Each participant is expected to have a pen or pencil and a calculator for competition. Other items (workbooks, notebooks, handouts, etc.) are not allowed. **Cell phones, smartphones, smartwatches, iPads, iPods, AirPods/wireless or wired earbuds, PDAs, programmable calculators, and graphing calculators may not be used or worn during competition**, which includes holding areas, prep-time, waiting for judges, and during competition in role-play events.

**All Prepared Events will compete on Thursday from 3:00 p.m. to 7:00 p.m.** Prepared Event participants will have their orientation at 2:00 p.m. on Thursday. There will be one interview with one or two judges. All Prepared Event participants are required to take either the math or economics evaluation.

All Prepared Events (except the Chapter Awards Program) will need to be uploaded to the Judge Portal by February 15, 2027. Complete instructions on how to upload projects will be provided in January.

All Prepared Events must follow the Michigan DECA Prepared Event Guidelines in addition to the national guidelines. The first page of each event must be the signed DECA Prepared Event Statement of Assurances and Academic Integrity form, or fifteen (15) penalty points will be assessed. **This form should be typed.** An electronic form is available on the Michigan DECA web site. The signature(s) must be either physical signatures or digital signatures. Typed names in a font will not be accepted as signatures.

All content must be original work of the DECA members member(s) listed on the DECA Prepared Event Statement of Assurances and Academic Integrity form. **No part of the prepared project can be previously entered into competition or submitted in another DECA competitive event; participants that do enter past work will be disqualified. Any student who is disqualified will be dropped from the conference without refund.**

**Merit Awards Program (MIGMAP) Overview:** Please refer to the MAP guidelines on pages 68-70.

- **Limited to 8 participants per chapter.**
- Participants must have their names submitted by using the online form before February 1st. Names submitted will receive a participant certificate for the level (Bronze, Silver, Gold) achieved. Certificates will be mailed after the conference.
- Silver and Bronze MAP Participants will not be allowed to compete or attend the conference unless they are competing in a different event. Only Gold-Level projects will compete at the State Conference.
- The Gold-Level Merit Award Projects (MIGMAP) must be digitally uploaded to the Competition Portal by February 15, 2027. Complete instructions on how to upload projects will be provided in January.
- Hard copies of the Merit Awards Projects are due to the Michigan DECA office by February 25, 2027. Hard copies of events will not be accepted after February 25, 2027.
- All MIGMAP participants will be scheduled for an orientation and interview on Thursday between 2:00-7:00pm.
- MIGMAP participants may compete in another event that competes on Friday.
- All MIGMAP participants not competing in another event are required to take the Economic and/or Math Evaluation.

**Chapter Awards Program (MICAP) Overview:** Please refer to the CAP guidelines on 73-76.

- Hard copies of the Chapter Award Program are due to the Michigan DECA office by February 25, 2027. Hard copies will not be accepted after February 25, 2027.
- All MICAP participants will be scheduled for an orientation and interview on Thursday between 2:00-7:00pm.
- MICAP participants may compete in another event that competes on Friday.
- All MICAP participants not competing in another event are required to take the Economic and/or Math Evaluation.

# State Conference Election Information

**State Officer Candidate Screening:** The screening is scheduled for Saturday, January 30, 2027. Screening registrations and Advisor approvals are due by January 21, 2027. The online Candidate Application and Information Form is due by January 26, 2027. Complete information on the candidate nominating and election process is available online at **mideca.org/candidates**

**State Officer Candidates at the Conference:**

- Candidates will have a briefing meeting on Friday at the State Conference. A sample of each item that will be handed out at the campaign table and the Campaign Materials Form will need to be turned in at the candidates' meeting.
- Candidates will have time to set up their campaign table immediately following the candidates' meeting.
- Candidates will introduce themselves at the Friday Recognition Session.
- No campaigning can take place after 9:00 p.m. on Friday.
- Elected Candidates will be announced on Saturday and sworn in on stage.

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

**Voting:** Voting will take place on Thursday following the opening session. Please ensure that your chapter's voting delegates vote during the time allotted.

All Voting Delegates must be registered in the Conference Registration System with a valid email address.

**Number of Voting Delegates per Chapter Membership:**

According to the Constitution, each chapter is allowed one voting delegate per 40 members or a major fraction thereof. See the table below for the number of voting delegates based on chapter size. The appropriate number of voting delegate ribbons will be included in your chapter's registration materials. The advisor will distribute the ribbons to the voting delegates for their chapter. **Voting Delegates must wear their ribbon to enter the candidate campaign room.** Replacement ribbons will not be provided once a chapter has picked up their registration materials at the conference.

| | |
|---|---|
| 1 voting delegate for 1 to 61 members | 2 voting delegates for 62 to 101 members |
| 3 voting delegates for 102 to 141 members | 4 voting delegates for 142 to 181 members |
| 5 voting delegates for 182 to 221 members | 6 voting delegates for 222 to 261 members |
| 7 voting delegates for 262 to 301 members | 8 voting delegates for 302 to 341 members |

## State Conference T-Shirts

Michigan Alumni DECA is selling State Conference T-shirts designed around the conference theme and will be 100% cotton T-shirts. T-shirts are to be pre-ordered with the conference registration via the Conference Registration System.

If we have any extra shirts available to sell, they will be sold at the Alumni booth on Friday. **Please consider pre-ordering your shirts when you register for the conference, as the limited number we have to sell are usually sold out early!**

# State Conference Supervision and Assistance

**Supervision:** As per the Advisor Code of Ethics, at least 1 adult must **attend and pay** the registration fee for every 10 student delegates attending.

**Conference Assistance:** To have a successful conference, **adults will need to assist with the conference**. Advisors will be pre-assigned by members of the Advisors Council to work a competitive event. All individuals are required to assist during their assigned time. Because this assistance is critical to the success of the conference, advisors and chaperones who do not assist during their entire assigned time **will have letters stressing the importance of their assistance and their absence sent to their school principal**.

**Chaperones:** All chaperones attending the conference are responsible for assisting with the conference and supervision. Please select your preference for the area you would like each of your chaperones to assist with on the registration. All chaperones are required to pay the conference registration fee, even if you bring more than the number required.

**Chaperone Assistance Option:** For chapters with three or more adults attending the conference, the chapter advisor will have the option to assign every third adult to remain at the hotel, so they have on-site contact and supervision of the students. This person is to remain available for the chapter's students while the other adults are assisting at the convention center. **Please note that the first, second, fourth, fifth adults, etc., that are registered will be required to assist with competitive events at the conference.**

**Advisors/chaperones must attend and be seated with their students during all general and award sessions, to ensure proper dress and conduct (behavior) during the sessions.**

**Judges:** If a judge will also be serving as a chaperone for the chapter's proper adult-to-student ratio as described above, **then chapter must pay for the judge's conference registration fee.** There is no charge for judges if your chapter has reached the proper adult-to-student ratio, as described above. **Teachers may not serve as competitive event judges.** *Registration materials and meal tickets will only be provided to Judges and Chaperones who pay the conference registration fee. Parking reimbursement is not available for chaperones or alumni.*

**Hotel Monitoring:** All advisors/chaperones are required to conduct room checks at curfew and patrol the floors of the hotel after curfew. Managing a large number of students is a challenging task, therefore we need every advisor's support and assistance.

**Curfew:** All students must be in their own room at curfew. **No chapter activities (meetings, practice sessions, etc.) may be conducted after curfew, even if it takes place in their Advisor's room**. No food may be delivered to any room after curfew.

**Code of Conduct & Medical Treatment Authorization Forms:** Each delegate, student, and adult, must sign the Code of Conduct & Medical Treatment Forms. These forms must be hand-carried to the conference, so the advisor has access to the forms if a situation occurs. Do not send them to the Michigan DECA office.

**No alcoholic beverages or drugs may be possessed by any delegate at the conference**. This is a school function. Delegates may **not** enter the lounges at the hotels. Students suspected of being under the influence of alcohol will be required to take a breath alcohol test as specified by state law. Hired security will be on site during the evening hours of the conference.

**Private Autos at the Conference:** The use of private automobiles (either driving or riding as a passenger) will not be permitted after arrival at the conference. Car doors shall be locked upon arrival, and the keys turned over to the chapter advisor.

# DECA's International Conference Academies

## DUE FEBRUARY 1, 2027

Students for the ASPIRE, ELEVATE, and IGNITE Academies at the International Conference are selected by an application process. Applications can be obtained on the Michigan DECA website at **mideca.org/icdc** All completed applications are due by mail to Michigan DECA by February 1, 2027. Applications may NOT be emailed.

The students selected for the ASPIRE, ELEVATE, and IGNITE Academies will be announced at the State Conference during Friday's General Session.

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ASPIRE

Be the ultimate DECA graduate! As soon as you graduate, the sky is the limit for your aspirations. Do you know what to expect in college or how to be successful in your career? Learn how to leverage your DECA experience to your advantage in college, interviews, and internships. ASPIRE to get on the fast track to college and career success.

**Member participation is based on an application or competition.**
The ASPIRE Academy is open to **SENIORS ONLY**. Chapters may submit applications for up to two (2) students to attend this academy.

We have 14 spaces available for this academy.

The top competitors in the Ethics Team Event will automatically qualify for the ASPIRE Academy.

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**Chapters may submit applications for up to two (2) students to attend either the ELEVATE or IGNITE Academies. Michigan DECA will decide which academy best suits the student based on their application.**

ELEVATE

Be the ultimate DECA chapter leader! Discover your personal leadership style and how you can use that to take your chapter to the next level. Now is your time to ELEVATE your DECA status from member to chapter leader. The ELEVATE academy is also ideal for students that will be chairing the chapter's entry next year in the Chapter Awards Program.

**Member participation is based on an application.** We have 20 spaces available for this academy.
The ELEVATE Academy is open to **SOPHOMORES AND JUNIORS ONLY**.

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IGNITE

Be the ultimate DECA member! IGNITE your spark for DECA! As an emerging leader, you have great potential to take advantage of all that DECA offers. Now's your time to gain an edge as you learn how you can take your personal DECA experience to the next level and IGNITE your passion for DECA.

**Member participation is based on an application or competition.** We have 18 spaces available for this academy.
The IGNITE Academy is open to **SOPHOMORES AND JUNIORS ONLY**.

The top competitors in the Leadership & Teamwork Event will automatically qualify for the IGNITE Academy.

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THRIVE

Be the ultimate DECA Chapter! Now it's time to THRIVE with other high performing chapters and continue to develop your toolbox of collaboration, communications, critical thinking, and creativity skills.

**Member participation is based on chapter status.**
Chapters that earn recognition in at least two (2) of DECA's chapter campaigns or DECA's membership campaigns can send up to **two (2) students** from any grade level to the THRIVE Academy. Students do not have to apply for the academy to represent their chapter.

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**Students selected to represent Michigan in any Academy must attend the entire opening session at the International Career Development Conference.**
**Travel may not be booked that will interfere with session attendance.**

# International Conference Registration Information

## Deadlines:

**February 15 - Membership Invoices must be paid by this date to be eligible to attend ICDC**

**March 15 - Qualifier Not Attending Form Due to Michigan DECA**

**March 16 - Travel Forms Due to travel agency**

**March 16 - Housing and Registration Due through the Conference Registration System**

**April 10 - Final Payment Deadline**

Registration information and forms can be found at **mideca.org/advisors**

**Membership Invoices MUST be PAID IN FULL by February 15 to be eligible to register and attend the conference.** The registration portal will also require you to register the required number of adults attending (1 adult per 5 students) to be able to submit your registration. Registration for this conference will open Sunday, March 14, 2027, and close at 11:59pm on March 16, 2027.

The National Association of Secondary School Principals has placed DECA's International Career Development Conference on the NASSP National Advisory List of Contests and Activities for 2026-27.

**Deadlines and Late Fees**
A $15.00 per delegate late fee will be added for all registrations and payments that do not meet the above deadlines. Michigan DECA has a commitment to submit our registrations to DECA, Inc. before the established deadline. Chapters that register late may also run the risk of staying at a different hotel than with the Michigan delegation.

Michigan DECA accepts payments in the form of check, money order, and credit cards (American Express, Visa, MasterCard, and Discover). **Payments made by students/ parents should be turned over to the school and have a school check issued to Michigan DECA. We are only able to accept personal checks from chapter advisors.**

**International Conference Registration Fee**
The registration fee will include lodging, conference registration, security, staff and state officer travel, and state spirit items such as (shirt, pins, and glow items) and state tours/activities. Specific information will be posted online in early March, and will be discussed at the advisor meeting at the State Conference.

**Cancellations**
Registration refunds will only be given if the request is submitted on the Michigan DECA Change and Cancellation Form. A registration cancellation fee will apply, based on the refund schedule, which is found in the information packet (distributed at the SCDC Advisor Meeting and posted online in March). The sooner the form is received, the larger the refund. Housing refunds may not be possible if other roommates are still occupying the hotel room.

**Any refunds will be processed to the school's account, and not a specific individual.**

Please be aware that airline tickets are not refundable.

**Eligibility**
Only Michigan DECA members who qualified at the State Conference, attending a Leadership Academy, or incoming and outgoing state officers are eligible to attend at the International Career Development Conference.

**Membership Invoices MUST be PAID IN FULL by February 15 to be eligible to attend the conference.**

## Supervision and Family Members

**Supervision:** Michigan DECA has the following supervision requirements for ICDC to ensure student safety. This will allow one adult to assist students if a situation occurs that requires one of the adults to attend to another matter. The ideal is to have one person of each gender.

| *Number of Registered Students* | *Minimum Number of Registered Advisors/Chaperones* |
|---|---|
| 1-5 students | 1 |
| 6-10 students | 2 |
| 11-20 students | 3 |
| 21-30 students | 4 |
| 31-40 students | 5 |

All advisors are required to assist with a competitive event. Additionally, the attending adults **must** assist with supervision of the delegates by conducting room checks at and after curfew.

**Family Members of Advisors** are able to stay with your chapter in your assigned hotel and attend the conference. They are then considered part of your delegation, so they must also register for the conference and pay the registration fee. They will need to be included in the registration portal as the rest of the chapter and adhere to the same deadlines, and the Code of Conduct for students and adults. All fees must be paid to the chapter, who in turn pays Michigan DECA.

**Due to limited hotel rooms, parents are not able to stay at the conference hotel unless they are registered as chaperones.**

### Conference Assistance

To have a successful conference, national DECA needs each advisor to assist at least one day, while at the conference. Michigan DECA advisors have the option to assist with the following activities:

| Activity | Day | # of People Needed |
|---|---|---|
| Competitive Event Assistance | Sunday or Tuesday | 40 |
| New Advisor Academy | Sunday & Monday | 10 |
| Merit Award Program | Sunday | 5 |
| Chapter Awards Program | Sunday | 9 |
| Hotel Supervision | Sunday, Monday, or Tuesday nights | 40 |

*If you have a particular activity that you would like to assist with, please send an email to Marshall at* mconley6@emich.edu *(requests cannot be guaranteed). Otherwise, you will be assigned by the Event Coordinators.*

### Chaperone Assistance

**All Chaperones (including parents) are required to assist with the management of the conference.** Chaperones may request any of the above activities or request to serve as a competitive event judge.

If any businessperson(s), parents, or family members will be traveling to the conference with your chapter, they will be required to assist with competition.

## Required Activities

As stated in the delegate code of conduct, all students and advisors are required to attend conference sessions. Chapters that do not attend or leave the state meeting, or opening session early will risk being placed on probation and not being allowed to attend next year's International Conference.

**State Meeting**
A state meeting will be held on Friday at 9:00 p.m. All delegates that have arrived at their hotel prior to 7:00 p.m. are required to attend the meeting.

**Reserved Seating at General Sessions**
All Michigan Delegates (students and advisors) are required to attend the Opening Session. Our delegation will be assigned seats for the Opening Session. Seating charts will be available when you receive your registration materials.

## Other Information

**DECA Blazers Are Required**
DECA Blazers will be required for competition and anyone going on the stage (scholarship recipients, MDA award recipients, competition winners, etc.) at the International Conference. Please plan on purchasing a blazer from ShopDECA if you need one. Usually, blazer pre-orders are due by April 1st; after that date, no pre-orders will be taken, and blazers must be purchased at the conference. If you do need to purchase a blazer at the conference, plan on going to the ShopDECA booth when you arrive at the conference to ensure they have their size in stock.

Proper business attire is required at all sessions. DECA's Dress Code can be found on page 14 of the ***Michigan DECA Guide*** or in the (national) ***DECA Guide*** on pages 48-49.

**Code of Conduct Forms**
Each delegate, both student and adult, must sign the Code of Conduct Form. **Forms are to be brought to the International Conference.** Do not send them to the Michigan DECA office. Each advisor must sign a release stating that they have a completed form for each delegate and will bring the forms to the conference. It is recommended that these forms be notarized for out-of-state travel.

**Weather**
You can expect temperatures in the 70's and nights in the 60's during our stay in Anaheim.

**International Conference Academies**
Because of the demand for delegates to attend DECA's International Conference Academies, Michigan DECA has developed an application process for selecting delegates to represent Michigan DECA at the Academies. The application deadline is February 1, 2027. Individuals selected to represent Michigan DECA will be announced at the State Conference. The application form for the Academies can be found on Michigan DECA's website. Each school may only submit two applications per academy.

## HOTEL

**All hotel reservations must be made through Michigan DECA. Hotel rewards may not be used.**

**All conference attendees must stay a minimum of 4 nights starting on Saturday, departing on Tuesday. No early departures are allowed.**

Michigan DECA has been assigned to the following hotels:

| *Hotel* | *Address* | *Distance to Convention Center* | *Walk to Convention Center* | *Walk to Downtown Disney* |
|---|---|---|---|---|
| Holiday Inn & Suites Anaheim | 1240 S. Walnut Street | 1.5 miles | 33 minutes | 16 minutes |
| Majestic Garden Hotel | 900 South Disneyland Drive | 1.5 miles | 32 minutes | 15 minutes |

**Transportation**
DECA provides shuttles from our hotel to the convention center. Schedules will be posted in the hotel.

We do not recommend renting cars in Anaheim, due to the high cost of parking at hotels and the convention center.

**Chapter Hotel Assignments**
Michigan DECA will work to assign chapters to a hotel in the reverse order of the State Conference rotation.

**Student Housing**
Student housing is based on four (4) delegates to a room. If delegates from your chapter do **not** complete a room of four, consider finding roommates from another chapter. **Michigan DECA will not be matching attendees to fill hotel rooms.** Advisors should contact other advisors if you would like to house your students with another school to fill rooms.

DECA allocates Michigan a set number of rooms at our assigned hotels. Because of this, we cannot guarantee that we can accommodate all requests for single, double, and triple rooms. There is a chance that we may have to change a double-bedded room type requested for 2-3 students to a room with one king bed, and a roll-away (for triple rooms).

**If a school requires students to have their own bed, Michigan DECA requires a copy of that policy which has been approved by your Board of Education. A copy of the policy must be sent to Dave at dwait@emich.edu by February 1st.**

**Advisor/Adult Housing**
Advisors will be assigned to double rooms. Please indicate the name and school of the individual you wish to share a room with. **Michigan DECA will not be matching attendees to fill hotel rooms.** Advisors should contact other advisors if you would like to fill rooms. **Michigan DECA will request two beds for advisors sharing a room, but there is no guarantee that we will receive them from National DECA and the hotel.** Advisors interested in a single room should indicate this on the registration form. Single rooms will be assigned according to space availability.

**Incidental Charges**
Room service, phone calls, movies, etc., should not be charged to any room. Phone calls from the guest rooms should be avoided; calls are less expensive from personal cell phones.

## Tentative State Agenda

**Friday, April 17, 2027**

| | | |
|---|---|---|
| | Chapters Arrive | |
| 7:00 - 8:30 p.m. | Advisor Registration Materials Pickup<br>*For chapters that arrive on Friday* | Majestic Garden Hotel |
| 9:00 p.m. | State Meeting<br>*For chapters that arrive on Friday* | Majestic Garden Hotel |
| 11:00 p.m. | Michigan Curfew | Your Assigned Hotel |

**Saturday, April 18, 2027**

| | | |
|---|---|---|
| 7:30 - 9:30 a.m. | Load busses for Los Angeles Excursion to the Farmers Market and Beach<br>**Excursion is mandatory for chapters that arrive on Friday**<br>**Chapters may not plan any other activities during this time**<br>*Chapters will be assigned an excursion time based on their arrival in California.* | |
| 9:00-10:30 a.m.<br>and 3:00-5:00 p.m. | Advisor Registration Materials Pickup<br>*For chapters that arrive on Saturday* | Majestic Garden Hotel |
| 9:30 p.m. | Opening Session | Convention Center |
| 11:00 p.m. | Michigan Curfew | Your Assigned Hotel |

**Sunday, April 19, 2027**

| | | |
|---|---|---|
| | Leadership Academies | Convention Center |
| | International Competitive Events | Convention Center |
| 9:00 a.m. - 4:00 p.m. | State Competitive Events (CAP and MAP) | Holiday Inn Suites |
| 10:30 p.m. | State Recognition Session (CAP and MAP) | Holiday Inn Suites |
| 11:30 p.m. | Michigan Curfew | Your Assigned Hotel |

**Monday, April 20, 2027**

| | | |
|---|---|---|
| | Career and Sales Exhibits | Convention Center |
| | Leadership Academies | Convention Center |
| | International Competitive Events | Convention Center |
| Midnight | Michigan Curfew | Your Assigned Hotel |

**Tuesday, April 21, 2027**

| | | |
|---|---|---|
| 8:00 a.m. - 10:30 a.m. | Second General Session | Convention Center |
| 9:30 a.m. - 6:00 p.m. | Competitive Event Finals | Convention Center |
| 6:30 p.m. - 8:00 p.m. | Scholarship Reception | Convention Center |
| 8:30 p.m. - 10:30 p.m. | Grand Awards Session | Convention Center |
| 12:30 p.m. | Michigan Curfew | Your Assigned Hotel |

**Wednesday, April 22, 2027**

| | | |
|---|---|---|
| | Chapters Return Home | |

MICHIGAN DECA

# COMPETITIVE EVENT INFORMATION

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

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

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

## CLASSROOM CONNECTION

**DECA's Career Development Conferences supports educational initiatives.**

- Career Clusters®
- National Curriculum Standards
- Career Competencies
- Common Core State Standards
- Project-based Learning
- Michigan's Marketing Curriculum Standards

NEXT BIG THING
MICHIGAN DECA

# 2027 Competitive Event Categories

**Competitive event evaluation forms have been revised this year. Refer to the Event Guidelines.**

| | *District* | *State@* | *International** |
|---|---|---|---|
| **Principles Events** | | | |
| *Only for non-Seniors, and first year DECA members (not first-time competitors)* | | | |
| # Principles of Business Management (PBM) | X | X | 7 |
| # Principles of Entrepreneurship (PEN) | X | X | 7 |
| # Principles of Finance (PFN) | X | X | 7 |
| # Principles of Hospitality and Tourism (PHT) | X | X | 7 |
| # Principles of Marketing (PMK) | X | X | 7 |
| **Individual Series Events** | | | |
| # Accounting Applications (ACT) | X | X | 7 |
| # Apparel & Accessories Marketing (AAM) | X | X | 7 |
| # Automotive Services Marketing (ASM) | X | X | 7 |
| # Business Finance (BFS) | X | X | 7 |
| # Business Services Marketing (BSM) | X | X | 7 |
| # Entrepreneurship Series (ENT) | X | X | 7 |
| # Food Marketing (FMS) | X | X | 7 |
| # Hotel and Lodging Management (HLM) | X | X | 7 |
| # Human Resources Management (HRM) | X | X | 7 |
| # Marketing Communications (MCS) | X | X | 7 |
| # Quick Serve Restaurant Management (QSRM) | X | X | 7 |
| # Personal Financial Literacy (PFL) | X | X | 7 |
| # Restaurant and Food Service Management (RFSM) | X | X | 7 |
| # Retail Merchandising (RMS) | X | X | 7 |
| # Sports and Entertainment (SEM) | X | X | 7 |
| **Team Decision Making Events** | | | |
| # Business Law & Ethics (BLTDM) | X | X | 7 |
| # Buying and Merchandising (BTDM) | X | X | 7 |
| # Entrepreneurship (ETDM) | X | X | 7 |
| # Financial Services (FTDM) | X | X | 7 |
| # Hospitality Services (HTDM) | X | X | 7 |
| # Marketing Management (MTDM) | X | X | 7 |
| # Sports & Entertainment Marketing (STDM) | X | X | 7 |
| # Travel & Tourism Marketing (TTDM) | X | X | 7 |
| **State Events** | | | |
| # **NEW PILOT EVENT** AP Business Challenge | - | X | X |
| # Chapter Award Program (MICAP) | - | X | Gold |
| # Ethics Team Event (MIETH) *(Team of 2 Seniors only)* | - | 1 | - |
| # Gold Merit Award Program (MIGMAP) | - | Gold | Gold |
| # Leadership & Teamwork (MILTW) *(Team of 3 non-Seniors only)* | - | 1 | - |

Key

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

# 2027 Competitive Event Categories

**Competitive event evaluation forms have been revised this year. Refer to the Event Guidelines.**

| | *District* | *State@* | *International** |
|---|---|---|---|
| **Business Operations Research Prepared Events** | | | |
| # Business Services Operations (BOR) | - | X | 6 |
| # Buying & Merchandising Operations (BMOR) | - | X | 6 |
| # Finance Operations (FOR) | - | X | 6 |
| # Hospitality & Tourism Operations (HTOR) | - | X | 6 |
| # Sports & Entertainment Marketing Operations (SEOR) | - | X | 6 |
| **Project Management Prepared Events** | | | |
| # Business Solutions Project (PMBS) | - | X | 6 |
| # Career Development Project (PMCD) | - | X | 6 |
| # Community Awareness Project (PMCA) | - | X | 6 |
| # Community Giving Project (PMCG) | - | X | 6 |
| # Financial Literacy Project (PMFL) | - | X | 6 |
| # Sales Project (PMSP) | - | X | 6 |
| **Entrepreneurship Prepared Events** | | | |
| # Business Growth Plan (EGB) | - | X | 6 |
| # Franchise Business Plan (EFB) | - | X | 6 |
| # Independent Business Plan (EIB) | - | X | 6 |
| # Innovation Plan (EIP) | X | X | 6 |
| # International Business Plan (IBP) | - | X | 6 |
| # Start-Up Business Plan (ESB) | X | X | 6 |
| **Integrated Marketing Campaign Prepared Events** | | | |
| # Integrated Marketing Campaign - Event (IMCE) | X | X | 6 |
| # Integrated Marketing Campaign - Product (IMCP) | X | X | 6 |
| # Integrated Marketing Campaign - Service (IMCS) | X | X | 6 |
| **Professional Selling & Consulting Prepared Events** | | | |
| # Financial Consulting (FCE) | X | 3 | 6 |
| # Hospitality & Tourism Professional Selling (HTPS) | X | 3 | 6 |
| # Professional Selling (PSE) | X | 3 | 6 |
| **Direct to the International Career Development Conference** | | | |
| # School Based Enterprise (SBE) *(limited to 1-2 members)* | - | Gold Optional | Refer to event guidelines |
| # Stock Market Game (SMG) | - | - | Refer to event guidelines |
| Virtual Business Challenge: Accounting (VBCAC) | - | - | Refer to event guidelines |
| Virtual Business Challenge: Entrepreneurship (VBCEN) | - | - | Refer to event guidelines |
| Virtual Business Challenge: Fashion (VBCFA) | - | - | Refer to event guidelines |
| Virtual Business Challenge: Hotel Management (VBCHM) | - | - | Refer to event guidelines |
| Virtual Business Challenge: Personal Finance (VBCPF) | - | - | Refer to event guidelines |
| Virtual Business Challenge: Restaurant (VBCRS) | - | - | Refer to event guidelines |
| Virtual Business Challenge: Retail (VBCRT) | - | - | Refer to event guidelines |
| Virtual Business Challenge: Sports (VBCSP) | - | - | Refer to event guidelines |

Key

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

# District Conference Chapter Allocations

**Eligibility**

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

## CHAPTERS THAT SUBMIT AND PAY THEIR MEMBERSHIP ROSTER BY NOVEMBER 30

| **Chapters will be able to register the number of competitors listed below, based on your chapter membership by October 31st:** | ***Maximum Number in EACH Event from the following event types*** | | | |
|---|---|---|---|---|
| | ***Individual Series and Principles Events*** | ***Team Decision Making Events*** *(# of teams of 2)* | ***Consulting/ Selling Events*** | ***Pitch Deck Events*** *(# of teams of 1-3)* |
| Chapters with 35 or less members | 2* | 1* | 1* | 1* |
| Chapters with 36-65 members | 3* | 2* | 1* | 1* |
| Chapters with 66-114 members | 4* | 2* | 2* | 2* |
| Chapters with 115 or more members | 5* | 3* | 3* | 3* |
| **Chapters with 100% Membership, receiving the Gimmie 5! Award, or New Chapters are allowed one extra competitor in each event.* | | | | |

## CHAPTERS THAT SUBMIT AND/OR PAY THEIR MEMBERSHIP ROSTER AFTER NOVEMBER 30

Each chapter (area career center or comprehensive high school) may send a maximum of:

- Two (2) students in each individual Series and Principles event
- One (1) team comprised of 2 students in each TDM event
- One (1) student in each of the Consulting/Selling events (*Financial Consulting, Hospitality & Tourism Professional Selling, Professional Selling)*
- One (1) team comprised of 1-3 students in each of the Pitch Deck events (*Innovation Plan, Integrated Marketing Campaign-Event, Integrated Marketing Campaign-Product, Integrated Marketing Campaign-Service, Start-Up Business Plan)*

This will allow a maximum of **74** participants per school.

***Chapters with 100% membership, chapters that receive the Gimme 5! award, and new chapters submitting late rosters WILL NOT be allowed the additional participants.***

# Comprehensive Exam Areas

## For District, State, and International Competition

**Business Administration Core**
- Principles of Business Administration
- Principles of Entrepreneurship
- Principles of Finance
- Principles of Hospitality
- Principles of Marketing
- Leadership & Teamwork**

**Business Management & Administration Cluster**
- Business Law & Ethics TDM
- Ethics Team Event**
- Human Resources Management Event

**Entrepreneurship Cluster**
- Entrepreneurship Series
- Entrepreneurship TDM

**Finance Cluster**
- Business Finance Event
- Financial Consulting Event
- Financial Services TDM

**Hospitality and Tourism Cluster**
- Hotel & Lodging Event
- Hospitality Services TDM
- Hospitality & Tourism Professional Selling Event
- Quick Serve Restaurant Management
- Restaurant and Food Service Management
- Travel & Tourism TDM

**Marketing Cluster**
- Apparel & Accessories Event
- Automotive Services Marketing
- Business Services Marketing
- Buying & Merchandising TDM
- Food Marketing Event
- Integrated Marketing Campaign Event
- Integrated Marketing Campaign Product
- Integrated Marketing Campaign Service
- Marketing Communications Event
- Marketing Management TDM
- Professional Selling Event
- Retail Merchandising Event
- Sports & Entertainment Event
- Sports & Entertainment TDM

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

*** The Leadership & Teamwork Event and the Ethics Team Event does not compete at the District or International Conferences. However, the top teams in these events will qualify for a spot in an International Conference Academy.*

## Exam Composition for Cluster Level Events at Each Conference

The **DECA Comprehensive Exams** will now include more items from the Career Cluster (tier 2) performance indicators. As members advance in competition, exam item content becomes more specialized to the Career Cluster.

| | DISTRICT | STATE | INTERNATIONAL |
|---|---|---|---|
| **BUSINESS ADMINISTRATION CORE** *(Prerequisite and Curriculum Sustaining Curriculum Planning Levels)* | **50%** | **40%** | **30%** |
| **CAREER CLUSTER** *(Specialist and Supervisor Curriculum Planning Levels)* | **50%** | **60%** | **70%** |

# State Conference Chapter Allocations

1. The number of SCDC qualifiers from each district will be determined annually based on the number of **paid** memberships by November 30, as a percentage of the total state-wide DECA membership. Each district will be guaranteed a minimum of five (5) participants and a maximum of twelve (12) participants per individual event at the State Career Development Conference. There will be 70 participants for each individual event, and 56 for each Team Decision Making Event at SCDC.
2. If there is an extra slot(s) due to rounding, it will be given to the district with smallest membership.
3. If an event at a District Conference has less students competing than the number of qualifiers allocated for the state conference for that district, then the number of qualifiers will be reduced to half of the allocation. This is done because each student competing at the State Conference must earn their way there by placing at their District Conference.
4. Competitors in the *Individual Series, Principles, Team Decision Making, Consulting/Selling, and Pitch Deck* events must qualify at the District Conference level to compete at the State Conference.
5. The following lists the number of entries allowed per chapter for each Prepared Event at the SCDC:

| **Each chapter is allowed the specified number of entries in EACH of the listed events** | | |
|---|---|---|
| Chapters with: | Business Solutions Project<br>Career Development Project<br>Community Awareness Project<br>Community Giving Project<br>Financial Literacy Project<br>Sales Project | Business Growth Plan<br>Business Services Operations Research<br>Buying & Merchandising Operations Research<br>Finance Operations Research<br>Franchise Business Plan<br>Hospitality & Tourism Operations Research<br>Independent Business Plan<br>International Business Plan<br>Sports & Ent. Marketing Operations Research |
| 0-99 members | 1 | 2 |
| 100+ members | 2 | 3 |

6. Chapters may enter one (1) team of three **non-Seniors** in the Leadership & Teamwork event (MILTW).
7. Chapters may enter one (1) team of two **Seniors** in the Ethics Team Event (MIETH).
8. Participants in the *Stock Market Game,* and the *Virtual Business Challenge Events* will not compete at the State Conference. ICDC Qualifiers in these events will proceed directly to the International Career Development Conference, through the process established by DECA Inc. These students will not attend the State Conference unless they are competing in another event.
9. Chapters participating in *School Based Enterprise* that receive the Gold Certification or Gold Re-Certification have the option to bring **1 to 2 student manager(s)** to present their work at the State Conference, if they are not in an event that is competing Friday morning. This practice competition will follow the International Career Development Conference guidelines. The top five teams will receive recognition at the Friday Session. *Note: Teams that receive the Gold Certification or Re-Certification through the process outlined by DECA Inc., do not have to attend the Michigan State Career Development Conference; they can advance directly to the International Career Development Conference.*

# 2027 State Conference Competitive Event Schedule

| ***All times are subject to change*** EVENT | ADVISOR AND EVENT ASSISTANT ORIENTATION | STUDENT ORIENTATION AND TESTING | COMPETITION |
|---|---|---|---|
| Business Growth Plan (EBG)<br>Business Services Operations Research (BOR)<br>Business Solutions Project (PMBS)<br>Buying & Merchandising Operations Research (BMOR)<br>Career Development Project (PMCD)<br>Chapter Award Program (MICAP)<br>Community Awareness Project (PMCA)<br>Community Giving Project (PMCG)<br>Financial Literacy Project (PMFL)<br>Financial Operations Research (FOR)<br>Franchise Business Plan (EFB)<br>Gold Merit Awards Program (MIGMAP)<br>Hospitality & Tourism Operations Research (HTOR)<br>Independent Business Plan (EIB)<br>Innovation Plan (EIP)<br>Integrated Marketing Campaign - Event (IMCE)<br>Integrated Marketing Campaign - Product (IMCP)<br>Integrated Marketing Campaign - Service (IMCS)<br>International Business Plan (IBP)<br>Sales Project (PMSP)<br>Sports & Entertainment Operations Research (SEOR)<br>Start-Up Business Plan (ESB) | **Thursday**<br>1:00 p.m.<br>to<br>1:45 p.m. | **Thursday**<br>2:00 p.m.<br>to<br>2:45 p.m.<br>*Integrated Marketing Campaigns (Event, Product, and Service) will take their comprehensive exam on Friday at 10:00 a.m.* | **Thursday**<br>3:00 p.m.<br>to<br>7:00 p.m. |
| Accounting Applications (ACT)<br>Automotive Services Marketing (ASM)<br>Business Finance (BFS)<br>Business Law & Ethics Team Decision Making (BLTDM)<br>Buying & Merchandising Team Decision Making (BTDM)<br>Financial Consulting (FCE)<br>Financial Services Team Decision Making (FTDM)<br>Hospitality & Tourism Professional Selling (HTPS)<br>Leadership & Teamwork (MILTW)<br>Principles of Business Management (PBM)<br>Principles of Entrepreneurship (PEN)<br>Principles of Finance (PFN)<br>Principles of Hospitality & Tourism (PHT)<br>Principles of Marketing (PMK)<br>Professional Selling Event (PSE)<br>Quick Serve Restaurant Management (QSRM)<br>Retail Merchandising (RMS)<br>School Based Enterprise (MISBE)<br>Travel & Tourism Team Decision Making (TTDM) | **Thursday**<br>one hour prior to student orientation | **Thursday**<br>2:30 p.m.<br>to<br>7:00 p.m.<br>*specific times will be posted online in March* | **Friday Morning**<br>8:30 a.m.<br>to<br>1:00 p.m. |
| **NEW PILOT EVENT** AP Business Challenge<br>Apparel & Accessories Marketing (ASM)<br>Business Services Marketing (BSM)<br>Entrepreneurship Series (ENT)<br>Entrepreneurship Team Decision Making (ETDM)<br>Ethics Team Event (MIETH)<br>Food Marketing (FMS)<br>Hospitality Services Team Decision Making (HTDM)<br>Hotel & Lodging Management (HLM)<br>Human Resources Management (HRM)<br>Marketing Communications (MCS)<br>Marketing Management Team Decision Making (MTDM)<br>Personal Financial Literacy (PFL)<br>Restaurant & Food Service Management (RFSM)<br>Sports & Entertainment Series (SEM)<br>Sports & Entertainment Team Decision Making (STDM) | **Thursday**<br>one hour prior to student orientation | **Thursday**<br>2:30 p.m.<br>to<br>7:00 p.m.<br>*specific times will be posted online in March* | **Friday Afternoon**<br>12:30 p.m.<br>to<br>5:30 p.m. |

# Prepared Event Submission Guidelines

**The following requirements are in effect for <u>all Prepared Events</u> submitted to Michigan DECA for the State Conference only. These requirements are in addition to the guidelines set by National DECA.**

1. All students competing at the State Conference MUST be included in the chapter's submitted conference registration before you can upload projects.
2. Advisors are responsible to ensure that the prepared projects are submitted under the correct event and that team members paired correctly. If Michigan DECA discovers that an event has been submitted incorrectly (for example, a BOR project submitted as BMOR), a $25 fee per project will be accessed. **Michigan DECA is not responsible if the incorrect prepared event is uploaded to be screened and evaluated.**
3. All entries *(except Chapter Award Program)* must be digitally uploaded during the window of February 9-15, 2027, through the online competition submission portal. Complete instructions on how to upload projects will be provided in January.
4. The **DECA Prepared Event Statement of Assurances and Academic Integrity form** *(on page 61 of the national DECA Guide)*, which certifies the originality of the work, must be signed by the advisor and each student listed on the event before the event is submitted. The DECA Prepared Event Statement of Assurances and Academic Integrity form must be the first page of each entry. Only those students who signed the DECA Prepared Event Statement of Assurances and Academic Integrity form and have been included on the chapter's registration will be allowed to compete in the event. The signature(s) must be either physical signatures or digital signatures. Typed names in a font will not be accepted as signatures.
5. **All content must be original work of the student member(s) who signed the DECA Prepared Event Statement of Assurances and Academic Integrity form. No part of the prepared project can be previously entered into competition or submitted in another DECA competitive event.** Michigan DECA staff will upload all entries to TurnItIn.com to be screened for plagiarism. Any events that are found to be plagiarized or previously submitted into competition will be disqualified. All student members listed on the project will be dropped from the conference, and are not eligible for a refund of the conference registration fee.
6. Entries must be in the following order: completed and signed DECA Statement of Assurances and Academic Integrity form, Cover Page, then the actual event following the guidelines set by DECA. (Do not include any evaluation forms.)
7. Chapter Advisors should review the work of the student members and only submit Prepared Events that are a positive reflection on their chapter and their school.
8. We strongly recommend that these projects have a minimum number of pages of at least half of the maximum pages allowed.
9. If a project needs to be re-uploaded after the submission deadline (i.e., missing any required documentation or pages as is specified in the event guidelines), the project will be assessed **20 penalty points**.
10. Prepared Event Screening will take place in-person at EMU on Saturday, February 27, 2027, to review projects and access penalty points prior to the conference. Chapters that have more than 2 prepared projects are to assist on this day, or pay a $50 fee.
11. Any project that receives **25 or more penalty points** will not be eligible to compete or attend the State Conference. The registration fee will be refunded at the 50% refund rate. Merit Award Projects and Chapter Award Projects that receive 35 or more penalty points will not be eligible to compete or attend the State Conference.
12. Participants are not able to use internet for their Prepared Event presentations. Anything that participants might want to reference during the presentation must be saved directly onto the computer.

# Prepared Event Submission Guidelines

***In addition to the guidelines on page 61, the following additional guidelines apply:***

## For the Following Prepared (Written Paper) Events:

Each of the Prepared Events listed below must be uploaded using the Competition Portal during the window of February 9-15, 2027. **No hardcopy will be turned in for these events:**

- Business Growth Plan (EBG)
- Business Services Operations Research (BOR)
- Business Solutions Project (PMBS)
- Buying and Merchandising Operations Research (BMOR)
- Career Development Project (PMCD)
- Community Awareness Project (PMCA)
- Community Giving Project (PMCG)
- Finance Operations Research (FOR)
- Financial Literacy Project (PMFL)
- Franchise Business Plan (EFB)
- Hospitality and Tourism Operations Research (HTOR)
- Independent Business Plan (EIB)
- International Business Plan (IBP)
- Sales Project (PMSP)
- Sports and Entertainment Marketing Operations Research (SEOR)

  - Michigan DECA will share the uploaded entry file with a judge who has volunteered to evaluate the written portion of the project online prior to the State Conference.
  - A different judge will be recruited to evaluate the presentation portion of the project at the State Conference.
  - The written score and presentation score will be added together to determine the State Champion for each section.

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## For the Following Prepared (Pitch Deck) Events:

The five pitch deck events will compete at the District Conference in order to qualify for State Conference competition. The pitch deck must be uploaded one week prior to the District Conference date.

If the pitch deck event has qualified for the State Conference at the District Conference competition, it must be re-uploaded using the Competition Portal during the window of February 9-15, 2027. *Pitch decks may be edited/updated between competitions.* **No hardcopy will be turned in for these events.**

- Innovation Plan (EIP)
- Integrated Marketing Campaign Event (IMCE)
- Integrated Marketing Campaign Product (IMCP)
- Integrated Marketing Campaign Service (IMCS)
- Start–Up Business Plan (ESB)

  - One judge will be recruited to evaluate both the presentation and the pitch deck together on one rubric at the State Conference.

## Prepared Event Competition at the DECA International Conference:

*The following applies to ALL Prepared Events except for Chapter Award Program and Merit Awards Program. Refer to the event's guidelines for competition information at ICDC.*

1. Any project that receives penalty points at the State Conference must be corrected prior to being submitted at the International Conference.

2. All international competitive events with a prepared project component will require that the prepared project be submitted online prior to the DECA International Career Development Conference. The window for submission through the national DECA online judging portal is March 23-30, 2027.

3. Preliminary presentations for International Prepared Events without an exam component will present to the judge on Sunday. The prepared project will be evaluated prior to ICDC. Finalists will be announced Tuesday morning.

4. Penalty Points will be accessed for Prepared Events at the International Conference to only the finalists' projects after the preliminary presentations, to determine the event finalists. Not every project will be accessed for penalty points.

# Penalty Point Guidance

The Penalty Point Checklist is used to access penalty points for all Prepared Events *(except Chapter Awards and Merit Awards Programs, as they have their own specific Penalty Point Checklists).*

Explain to your student members that the primary purpose of the Prepared Event Statement of Assurances and Academic Integrity Form, is to ensure that the highest ethical standards are maintained by the competitors. Make sure your student members understand that they agree that the contents of the prepared entry are the results of **their own work** and that credit has been appropriately cited.

Michigan DECA has clarified and expanded on national DECA's Penalty Point Checklist. Michigan DECA's Penalty Point Checklist will be used during Michigan's Prepared Event Screening which will take place before the State Conference. Each numbered item below corresponds to an item on the Penalty Point Checklist and includes frequently asked questions below each item.

1. **The DECA Prepared Event Statement of Assurances and Academic Integrity must be signed by all participants and the chapter advisor and placed in front of the prepared project. The signature(s) must be either physical signatures or digital signatures. Typed names in a font will not be accepted as signatures.**

   **Michigan DECA is not responsible if the incorrect prepared event is uploaded to be screened and evaluated.**

   - If only the chapter advisor signature is missing, are penalty points accessed? YES
   - If one or more team members' signature is missing, are penalty points accessed? NO - *however, the student with the missing signature cannot participate in the presentation and will be dropped from the conference.*
   - If a student's name is missing on the form or not registered for the project, are penalty points accessed? NO - *however, if a name is missing from the DECA Prepared Event Statement of Assurances and Academic Integrity form, the student CANNOT participate in the presentation and will be dropped from the conference.*
   - If the wrong event name is listed on the form, are penalty points accessed? YES

2. **Limited to the number of pages specified in the guidelines (plus the title page and the table of contents). *This includes the appendix.***

   - Are 5 penalty points accessed for every page over the limit? YES
   - Do the Written Statement of Assurances, title page, and table of contents count in the total number of pages? NO

3. **All pages are numbered in sequence starting with the executive summary and ending with the final page of the appendix. Do not use separate sheets between sections or as title pages for sections.**

   - If the title page and table of contents are numbered, are penalty points accessed? YES
   - If a graphic covers a page number, are penalty points accessed? YES
   - If a page is used only as a title page for a section, are penalty points accessed? YES
   - If page numbers are taped on, are penalty points accessed? YES
   - If page numbers are handwritten, are penalty points accessed? YES

4. **The prepared project follows the outline in the guidelines for the event. Additional subsections are permitted in the body of the prepared project.** ***The Roman Numeral Section Headings and subsection headings MUST be in the body of the prepared project. The roman numeral section headings must be listed in the table of contents with the correct page numbers.***
   *Note: The maximum penalty for this area is 5 points, even if there is more than one error. All errors will be noted.*
   - Must the entry include a title page and table of contents? YES
   - Are the title page and table of contents penalty pointed for formatting? NO
   - Is the title page missing any required information? YES
   - Is the date missing any component? YES - correct format needs to include Month Date, Year. Note: *It is recommended that the date used for the entry is the date of the submission. No penalty points are assessed if a different date is listed, as long as it is during the current school year.*
   - Do page numbers on the table of contents have to match the body of the project? YES
   - Do main sections have to have page numbers on the table of contents? YES - *Main Sections are the sections in the event guidelines that have Roman numerals and are in UPPERCASE letters.*
   - Do Roman numerals have to be utilized? NO
   - Does each main section have to be addressed? YES - in the body of the project.
   - Are sections penalty pointed if this year's event guidelines are not followed? YES
   - Are sections penalty pointed if not properly sequenced? YES
   - Must each main section be titled exactly? NO - *wording may be adjusted. For example, section 4 in the event guidelines states: "Identification of the Target Market"; the section could be labeled "Target Market".*
   - Do subsections have to be in the paper? YES – *unless the guidelines state that the subsection is optional.*
   - Can additional subsections be added to content? YES - *Refer to the sample on page 66 of the Michigan DECA Guide for page number formatting.*
   - Do subsections have to be on the table of contents? NO
   - Do subsections have to have page numbers on the table of contents? NO - *however, if page numbers are included on the table of contents, and are not correct, penalty points will be accessed.*
   - Is a Bibliography required? YES
   - Is an Appendix required? NO

5. **Entry must be typed and use a page size of 8½ inches x 11 inches. Handwritten corrections, notes, charts, and graphs will be penalized.**
   *Note: Written content is no longer required to be doubled spaced; single spaced is optional.*
   - If there are any handwritten marks or notes from previous reviews, are penalty points accessed? YES
   - If there are any handwritten charts or graphs, are penalty points accessed? YES
   - If something extends past the 8½ inches x 11 inches, are penalty points accessed? YES
   - If colored paper, card stock, graphics or water marks used, are penalty points accessed? NO

**All penalty points accessed during Prepared Event Screening will be approved by one of the Prepared Event Directors. The Director will confirm the total number of penalty points assessed.**

**All penalty points must be corrected before submitting the prepared project for competition at the International Conference.**

# Sample Prepared Event Formatting

***Be sure to consult the specific event guidelines for the correct section headings.***

## TABLE OF CONTENTS


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


***Commonly accessed penalty points:***

*Main sections as stated in the event's guidelines must be in the table of contents AND the body of the project with the correct page numbers.*

*Subsections must be in the body of the prepared event <u>UNLESS</u> the event's guidelines state that they are optional. Subsections are optional in the table of contents.*

*Page numbers for the main sections must be included with the correct page number.*

*Page numbers for subsections are not required on the table of contents, BUT if you choose to add page numbers for subsections, they must be correct, or you will be accessed penalty points.*

SAMPLE

**Update for 2027:**

**All Prepared Events (both written paper and pitch deck events) require a bibliography in the correct format, or penalty points will be accessed.**

- **Follow either APA or MLA format.**
- **Any website links may not stand alone; they must include full information.**
- **All use of AI must be cited**
- **Be sure to consult your specific event guidelines**

**Tip: use citationmachine.net to help with formatting**

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SAMPLE

# Gold Merit Award Program Guidelines

**The following summary of standards are in effect for the Gold-Level Merit Award Program.**

1. Gold Merit Awards Program students ARE allowed to also compete in a roleplay event that competes on Friday at the State Conference.
2. Only students completing all three levels will compete at the State Conference. Students completing only in the bronze and/or silver levels need to have their names and occupational areas submitted online by the deadline to receive a certificate of participation and will not compete at the State Conference.
3. **Each chapter may register 8 students for competition in Gold Merit Awards at the State Conference.**
4. The Chapter Advisor should review the work of the students and only submit Prepared Events that are a positive reflection on their chapter and their school.
5. All students competing at the State Conference in Gold Merit Awards Program MUST be included in the chapter's submitted conference registration before you can upload projects.
6. Gold Merit Award entries will need to be uploaded to the competition portal by the chapter advisor during the window of February 9-15, 2027. **The upload will need to be in one file that includes only Gold level activities**. Complete instructions on how to upload projects will be provided in January.
7. A hard copy of the **Bronze, Silver, and Gold level activities** must be submitted in a DECA binder or a plain white or plain blue binder where the spine does not exceed 1 inch. **The hard copy of the original project must be mailed to the Michigan DECA office to be received by February 25, 2027 (note this date is later than the upload deadline)**. We strongly recommend shipping with a service that offers tracking of packages. Late arrivals will not be judged, so be sure that it arrives by February 25, 2027. We do not receive shipments on the weekends, even if you have paid extra for the service.
8. The **DECA Prepared Event Statement of Assurances and Academic Integrity form** *(page 61 of the national DECA Guide and on the Michigan DECA website*) which certifies the originality of the work, must be signed by the advisor and the student before the event is submitted. The DECA Prepared Event Statement of Assurances and Academic Integrity form must be the first page of the entry. The signature(s) must be either physical signatures or digital signatures. Typed names in a font will not be accepted as signatures.
9. **Page order:**
   *All activities must be in the order indicated on each level's MAP Progress Forms.*
   *A separate Table of Contents should not be submitted.*
   - The first page is the signed DECA Statement of Assurances and Academic Integrity form.
   - The second page is the title page.
   - Next is the tab for the Bronze Section which includes:
     - The completed Bronze Level MAP Progress Form
     - The completed Bronze level activities
   - Next is the tab for the Silver Section which includes:
     - The completed Silver Level MAP Progress Form
     - The completed Silver level activities
   - Next is the tab for the Gold Section which includes:
     - The completed Gold Level MAP Progress Form
     - The completed Gold level activities

# Gold Merit Award Program Guidelines

10. Each activity must be cited appropriately by footnote(s) at the end of each activity. Students should use the formatting style recommended by their school, i.e., MLA and APA.

11. Tabs must be used for the different levels, (Bronze, Silver & Gold). Tabs should not be used for the different areas.

12. Sheet protectors may not be used.

13. All 22 activities submitted must be typed. The majority of the work must be typed in 12-point font. We recommend for the major content of the prepared project to be double-spaced.

14. Headings of each activity must consist of and be in the following order:
    1. Award Level (Bronze, Silver, Gold)
    2. Instructional Area *(Economic Understanding, Human Relations, Marketing, Promotion, Product & Service Knowledge)*
    3. Activity Title
    4. Member's Name
    5. Completion Date

15. All activities must be documented by: (activity cover/title pages should not be used):
    - Bronze level - include a total of 10 activities, 2 pages average = minimum length of 20 pages.
    - Silver level - include a total of 7 activities, 3 pages average = minimum length of 21 pages.
    - Gold level - include a total of 5 activities, 4 pages average = minimum length of 20 pages.

16. Examples of Original Work consist of the participant's drawings, photos of the participant's work or student generated computer illustrations. Photos of products, business maps, internet downloads, etc., may be included but are not calculated in the minimum page count.

17. Pages must have at least 2/3 page of text to count as a page. If the participant is making a PowerPoint presentation, the pages must be printed as a handout with a minimum of 3 slides per page. Please note that 6 slides on a page does not count as two pages. Hands-on projects must have at least a one-page narrative to support the photos of the hands on-work.

18. All pages are numbered beginning with the first activity in the Bronze section, starting at page 1 and match the Progress Reporting Form. Page numbers may start over for each section. All activities in each section must be consecutively numbered.

19. A team of volunteer advisors will review the projects online to access penalty points prior to the conference.

20. Projects with **35 or more** penalty points will not be allowed to advance to the next level of competition. Those projects will be returned, and the student **will not** be allowed to attend the State Conference as a Gold Merit Award Participant. The registration fee will be refunded at the 50% refund rate.

21. Michigan DECA staff will upload all entries to TurnItIn.com to be screened for plagiarism. The entries will be screened by Michigan DECA staff by the end of February. Evidence of plagiarism or cheating shall result in the student being disqualified from competition. No refunds will be given for disqualified dropped students.

## State Conference Presentation Guidelines:

22. Participants will give a 10-minute presentation at the State Career Development Conference, which should cover the five gold level projects. The presentation will be followed by a 5-minute question and answer period.

23. The presentation begins immediately after the introduction of the participants to the judge by the adult assistant.

24. Each participant may bring a copy of the project or note cards pertaining to the project and use them as reference during the presentation.

25. Only visual aids that can be easily hand carried to the presentation by the actual participant will be permitted. The participant must set up the visuals without assistance. Wheeled carts, moving straps or similar items may not be used to bring visuals into the area. Set up time is included in the total presentation time. Participants must furnish their own materials and equipment. No electrical power or internet connection will be supplied. Alternate power sources such as small generators are not allowed. Sound may be used, if the volume is kept at a conversational level.

26. Materials appropriate to the situation may be handed to or left with judges. Items of monetary value may be handed to, but may not be left with judges. Items such as flyers, brochures, pamphlets, and business cards may be handed to or left with the judge.

27. No food or drinks are allowed.

28. Video may be shown during the presentation but are **not** to be included with the project when it is uploaded for competition.

29. Participants are not able to use internet for their Prepared Event presentations. Anything that participants might want to reference during the presentation must be saved directly onto the computer.

30. Special consideration during the evaluation will be given for special needs students who are unable to complete the above guidelines. Such a request needs to be communicated by the chapter advisor to the Michigan DECA Director of Competitive Events.

31. Awards will be given to the outstanding projects and will be evaluated using the Outstanding Gold Project Evaluation form, which can be found on Michigan DECA's website at www.mideca.org

32. **Projects must have at least 75 points after any penalty points have been deducted to advance on to the International Conference.**

## International Conference Screening and Competition:

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

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

# Chapter Award Program Overview

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

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

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

The Chapter Award Program will provide recognition at three levels:

1. Bronze
2. Silver
3. Gold

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

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

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

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

**Chapter Award Program activities must take place between May 1, 2026, and February 1, 2027.**

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

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

The entry must follow these specifications.

**DECA Prepared Event Statement of Assurances and Academic Integrity form -** This completed form is the first page. The **DECA Prepared Event Statement of Assurances and Academic Integrity form** *(page 61 of the national DECA Guide)* which certifies the originality of the work, must be signed by the advisor and the student before the event is submitted. The DECA Prepared Event Statement of Assurances and Academic Integrity form must be the first page of each entry. **Only those students whose name appears on the DECA Prepared Event Statement of Assurances and Academic Integrity form and have been included in the chapter's registration will be allowed to compete in the event.** The signature(s) must be either physical signatures or digital signatures. Typed names in a font will not be accepted as signatures.

All work must be completed by the chapter members, not by a chapter advisor.

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

- Chapter Award Program
- Designated level of achievement (Bronze, Silver, or Gold)
- Name of DECA chapter
- Name of School
- School address
- City/State/Zip code
- Names of Chapter Representatives
- Date

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

**Body of the project -** The body of the prepared project begins with Section 1, with the Executive Summary on page 1, and continues in the sequence outlined below. All following pages are numbered in sequence. Each activity must include a page narrative explaining goals, completion and evaluation of the activity, and a page documenting the activity. Documentation may include photos, programs, brochures, etc.

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

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

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

**A. Requirement**

1. Bronze level: DECA membership for a minimum of 40% of the marketing education students or is a new chapter, and completion of any two (2) membership activities
2. Silver level: DECA membership for a minimum of 60% of the marketing education students and completion of any four (4) membership development activities
3. Gold level: Chapters achieve either the Gimmie 5! Award, or has 100% DECA membership, and completion of any six (6) membership development activities.

**B. Membership development activities:**

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

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

**A. Requirement**

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

**B. Community Service activities**

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

**IV. Experienced Leaders** - *Illustrates the activities that the DECA chapter has conducted to develop each member's leadership skills.*

**A. Requirement**

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

**B. Leadership activities**

1. **NEW for 2027:** Have two chapter representatives serve on the District Council.
2. Advisory committee membership
3. Chapter meeting minutes
4. Annual budget
5. Chapter officers conduct a workshop at the State Leadership Conference
6. Attend a leadership conference or workshop
7. Hold a chapter installation ceremony
8. Other activities related to leadership development
9. Officer elections

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

**A. Requirement**

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

**B. Academic or CTE activities**

1. Assist a business with taking inventory
2. Conduct a local Career Development Conference
3. Complete the Business Solutions Project
4. Complete the Career Development Project
5. Complete the Sales Project
6. Majority of chapter members participate in the DECA District Conference
7. Chapter serves as "Host Chapter" for a District/Regional Conference
8. Majority of members participate in a competitive event
9. Other activities related to vocational understanding

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

**A. Requirement**

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

**B. Professional activities**

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

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

**A. Requirement**

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

**B. In-school activities**

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

**C. Submitting articles to**

1. State newspaper, *Spotlight on DECA*
2. State association newsletters
3. Other publications

**D. Community**

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

**E. DECA Week**

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

## Prepared Project Guidelines:

1. **Chapter Award Program activities must take place between May 1, 2026, and February 1, 2027.**
2. The original project must be submitted in a DECA binder or a plain white or plain blue binder where the spine does not exceed 2 inches. Chapters are encouraged to use a view binder with a customized binder cover. All binders submitted should be in good condition. Entries may not be submitted in a DECA folio or scrapbook. No markings, tape or other material should be attached to the binder. School names must be visible on the binder.
3. **The hard copy of the project must be mailed to the Michigan DECA office to be received by February 25, 2027.** We strongly recommend shipping with a service that offers tracking of packages. Late arrivals will not be judged, so be sure that it arrives by February 25, 2027. We do not receive shipments on the weekends, even if you have paid extra for the service.
4. Sheet protectors are optional. Attachments, glued in elements, and photographs may be used if they are contained on the page.
5. The pages **must** be numbered in sequence starting with the executive summary and ending with promotion.
6. For state level certification of the award level, the body of the entry must be limited to:
    - 35 total numbered pages for the Bronze award
    - 70 total numbered pages for the Silver award
    - 105 total numbered pages for the Gold award
    - *Pages must include all narrative and documentation.*
7. The completed Chapter Awards Progress Form will serve as the table of contents.
8. Major content of the prepared project must be at least double-spaced (not one-and-a-half spaced). Title page, table of contents, executive summary, bibliography, appendix, footnotes, long quotes, material in tables, figures, exhibits, lists, headings, documentation pages, etc., may be single spaced.
9. The entry must be typed/word processed (not handwritten). Charts and graphs may be handwritten.
10. Each specific activity will count only once, but chapters can do multiple versions of an activity. *For example, chapters may raise funds for two different organizations and count it as two separate activities.*
11. The entry may include activities conducted after the prior year's International Career Development Conference through prior to the annual submission deadline.
12. All activities must have a heading that contains:
    a. Activity area
    b. Activity title
    c. Activity date
13. Each activity must contain one narrative page directly followed by one documentation page for that activity. Documentation may come in the form of pictures, programs, charts, etc. All documentation must be labeled. These pages must be numbered in sequence with the rest of the project. The narrative of each activity should contain:
    a. Goals of the activity
    b. A summary of the activity *(write as though the reader knows nothing about the activity)*
    c. Explain how the activity was completed
    d. Evaluation of the activity

## State Screening and Competition:

14. Chapter Award Program students ARE allowed to compete in a roleplay event that competes on Friday.
15. All students competing at the State Conference MUST be included in the chapter's submitted conference registration.
16. A team of volunteer advisors will review the projects prior to the State Conference, to ensure they meet the minimum standards and for penalty points. Projects **not** meeting the minimum standards (**35 or more penalty points**) will be returned and the students will **not** be able to attend the conference as a Chapter Award Program participant. The registration fee will be refunded at the 50% rate.
17. Participants (maximum of three project chairpersons) will give a 10-minute presentation at the State Career Development Conference, which should cover what was learned and a highlight of their outstanding activities. The presentation will be followed by a 5-minute question/answer period.
18. The presentation begins immediately after the introduction of the participants to the judge.
19. Each participant may bring a copy of the project or note cards pertaining to the project and use them as reference during the presentation.
20. Only visual aids that can be easily hand carried to the presentation by the actual participant will be permitted. The participants must set up the visuals without assistance. Wheeled carts, moving straps or similar items may not be used to bring visuals into the area. Set up time is included in the total presentation time. Participants must furnish their own materials and equipment. No electrical power or internet connection will be supplied. Alternate power sources such as small generators are not allowed. Sound may be used if the volume is kept at a conversational level.
21. Materials appropriate to the situation may be handed to or left with judges. Items of monetary value may be handed to but may not be left with judges. Items such as flyers, brochures, pamphlets, and business cards may be handed to or left with the judge.
22. No food or beverages are allowed.
23. Video may be shown during the presentation but are **not** to be included with the project when it is submitted for competition.
24. Participants will not be able to use the hotel or convention center internet for their Prepared Event presentations, because that would involve asking someone else to help them with their equipment. (Refer to the presentation guidelines.) They may use a personal hotspot with their computer if the participants have one. But we caution that it could be difficult for participants to receive and maintain a connection due to so many people using cell phones while at the conference. If they lose connection, they will not be given additional time. Our suggestion is for anything that participants might want to reference during the presentation, to save it directly onto the computer.
25. Projects meeting the minimum standards will receive recognition at the State Career Development Conference.
26. The decision of the judges is final. Students and Advisors are **not** to ask judges for justification of their scores.
27. **Projects must have at least 75 points after any penalty points have been deducted to advance on to the International Conference.**

## International Conference Screening and Competition:

For Chapter Award Program participants competing at the International Career Development Conference, all items on the previous two pages for the State Conference apply, plus these additional points listed below:

1. If a Chapter Award Program delegate is elected as an incoming State Officer at the State Conference, they will **NOT** be allowed to compete in the Chapter Award Program at the International Conference.
2. If a Chapter Award Program delegate qualifies to attend the International Conference in another competitive event, they will **NOT** be allowed to compete in Chapter Award Program; the International DECA event has priority.
3. Projects may be revised between the State and International Conferences.
4. Any project that received penalty points at the State Conference needs to be corrected prior to being submitted at the International Conference.
5. **Only chapters or chapters receiving a membership award and receiving the Gold award for CAP at the State Conference are eligible to attend the International Career Development Conference.** Up to three delegates may chair the project and represent their chapter.
6. **2027 CLARIFICATION ADDED: Teams competing at the International Conference only need to submit their Gold Level activities which consist of:**
    - The Executive Summary
    - The two best activities in each of the 6 categories: *Membership Development, Community Oriented, Experienced Leaders, Academically Prepared, Professionally Responsible, Promotion/Public Relations.*
7. Projects are to be turned in at the specified time and location at the International Conference. Projects must be in an official 1-inch DECA Binder or a plain white or plain blue binder where the spine does not exceed 1 inch. Only students who participated in the interview at the State Conference will be allowed to attend the International Conference.
8. Students may not compete in any other event, nor attend any of the International Conference Academies.
9. Two advisors will evaluate the project and interview the team.
10. Participants must follow the International Conference Dress Code. This includes wearing a DECA blazer when being judged.
11. The top project in each section will be recognized as an outstanding project at Michigan DECA's State Recognition Session at the International Career Development Conference.
12. The decision of the judges is final. Students and Advisors are **not** to ask judges for justification of their scores.
13. Students receiving a score of 70 or higher will receive a Certificate of Excellence.

# School Based Enterprise Certification Program

The School Based Enterprise (SBE) Certification Program was developed to provide recognition for outstanding achievement by school-based enterprises and to motivate SBEs to strive for excellence and to grow. The program will provide SBEs with standards for model school store operation. The Certification Program will provide recognition for school-based enterprises at three levels: bronze, silver, and gold. The number and type of activities a school-based enterprise completes in each of twelve categories will determine the recognition level. A sample gold level SBE manual can be found on DECA's SBE website at **deca.org/sbe**.

## CERTIFICATION

School Based Enterprise entries must follow DECA's guidelines and be **submitted to DECA, Inc. by January 14, 2027,** for certification of the award achievement level. Chapter advisors will receive official notification from DECA Inc. regarding the level of achievement. DECA Inc. will then submit a list to Michigan DECA of SBEs that achieve certification, along with the appropriate award certificates.

## RE-CERTIFICATION

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

## 2026-2027 UPDATES

1. A non-refundable $25 application fee is required for each submission to the School Based Enterprise Certification Program. Following online submission, an invoice will be automatically generated and emailed to the chapter advisor. Payment must be received to complete the Gold Certification or Gold Re-certification process. The fee supports the review of the increasing number of annual submissions, contributes to the cost of plaques and medallions awarded, and ensures program sustainability.
2. The evaluation form for the presentation has been updated with new evaluation levels, which provide more guidance to judges and the exemplary score sets the standard of evaluations.

## STATE CAREER DEVELOPMENT CONFERENCE COMPETITION

*Teams that receive Gold Certification do not have to attend the State Career Development Conference; they can advance directly to the International Conference.*

Chapters that receive the Gold Certification or Gold Re-Certification have the ***option*** to bring **1 to 2 student manager(s)** to compete at the State Conference. They will present on Friday morning. The evaluation form will be the same one that will be used at the International Conference. The top teams will receive recognition at the Awards Session.

**SBE students may not compete in another event that is competing on Friday morning at the State Conference.** They will also be required to take either the Math or Economics Examination on Friday.

## INTERNATIONAL CAREER DEVELOPMENT CONFERENCE COMPETITION

Chapters receiving the Gold Level Certification or Re-Certification will be eligible to bring an advisor and **1 to 2 student manager(s)** to the International Career Development Conference. They will compete at the International Conference, presenting their project to a judge. The top SBEs will be recognized at the Grand Award Ceremony.

***Information and guidelines for School Based Enterprise can be found at deca.org/sbe***

# Leadership and Teamwork Event

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

**2027 Update: The judge's evaluation form has been updated to reflect the changes DECA, Inc. has made for all the other events.**

## EVENT GUIDELINES

1. Each school is eligible to enter one (1) team in the Leadership & Teamwork Event at the State Conference.
2. A team will consist of three members. **Each team member must be non-Seniors. A 15-point penalty will apply for teams with two members.**
3. Team members are not allowed to compete in any other event, except the Merit Award Program or Chapter Awards Program.
4. The top teams will be recognized with trophies, and are eligible to attend the IGNITE Academy at the International Conference, as there is no competition for this event at the International Conference.
5. Participants will take the Business Administration Core Exam during the event orientation at the State Career Development Conference. The scores of the team members will be averaged together.
6. The presentation and participation during the prep time score is weighted twice (2 times) the value of the averaged exam score: (Presentation Score x 2) + Average of Team's Comprehensive Exam Scores = Overall Score
7. Business attire must be worn during competition at the State Conference.
8. The decision of the judges is final. Students are **not** to ask judges for justification of their scores.

## COMPETITION GUIDELINES

9. Team members are to report to the assigned prep room at least five minutes prior to their assigned reporting time, but no more than fifteen minutes prior to the assigned time.
10. Only team members and judges will be allowed in the preparation room. No advisor contact will be allowed from the time of preparation to the completion of the event. An audience will not be allowed.
11. During the prep time, the team members will have twenty (20) minutes to review the event situation and develop three alternatives to the situation.
12. One person must assume the role of facilitator and one person must assume the role of recorder.
13. A judge will evaluate the team members during the prep period on how all team members are participating, how they demonstrate effective problem solving, reasoning, and communication skills.
14. During the presentation, team members will have eight (8) minutes to present their alternatives and their recommendation for the best alternative.
15. Up to five (5) minutes will be allowed to each team for questions by the judges, at the completion of the presentation. These questions will be directed to the facilitator for any team member to answer. Questions will reference the abilities demonstrated during the event.

| **Equipment Supplied:** | **Length of Event** | **Preparation:** |
|---|---|---|
| Blank white paper. | Comprehensive exam during orientation, *90 minutes allowed*<br><br>20 minutes for prep time<br>8 minutes for presentation time<br>5 minutes for judge's questions | Sample case situations, Judge's evaluation form, and guidelines can be found on **mideca.org/ltw** |

# Ethics Team Event

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

**2027 Update: The judge's evaluation form has been updated to reflect the changes DECA, Inc. has made for all the other events.**

## EVENT GUIDELINES

1. Each school is eligible to enter one (1) team in the Ethics Team Event at the State Conference.
2. A team will consist of two members. **Each team member must be a Senior.**
3. Team members are NOT allowed to compete in any other event, except the Gold Merit Award Program or Chapter Award Program.
4. The top teams will be recognized with trophies, and are eligible to attend the ASPIRE Academy at the International Conference, as there is no competition for this event at the International Conference.
5. Participants will take the Business Management & Administration Cluster exam during the event orientation at the State Career Development Conference. The scores of the team members will be averaged together.
6. If any of the guidelines are violated, the Event Coordinator must be notified of such, by the judge(s).
7. The presentation and prepared project score is weighted twice (2 times) the value of the averaged exam score: (Presentation/Project Score x 2) + Average of Team's Comprehensive Exam Scores = Overall Score
8. The decision of the judges is final. Students are **not** to ask judges for justification of their scores.

## BUSINESS CASE ANALYSIS (PREPARED PROJECT) GUIDELINES

9. The case-study situation will be posted on the Michigan DECA website by February 10th.
10. Each team will analyze the posted case-study situation, and write a **five (5) page report**, in which the team members identify the ethical issues involved and explain how they will address the issues.
11. The prepared project must be brought to the State Conference and turned in during the event's orientation on Thursday. **If the prepared project is not submitted, the team will be penalized 40 points.**
12. The prepared project must be submitted in a **DECA Prepared Event folio, not a binder.** Older versions of folios are accepted.
13. A complete DECA Prepared Event Statement of Assurances and Academic Integrity form *(page 61 of the national DECA Guide),* which certifies the originality of the work, must be signed by the advisor and the students must be included. The DECA Prepared Event Statement of Assurances and Academic Integrity form must be the first page of the prepared project. **Only those students whose name appears on the DECA Prepared Event Statement of Assurances and Academic Integrity form and have been included on the chapter's registration will be allowed to compete in the event.** The signature(s) must be either physical signatures or digital signatures. Typed names in a font will not be accepted as signatures.

## PRESENTATION GUIDELINES

14. During competition, each team will give a **ten (10) minute presentation** of their analysis and recommendations to the judges, followed by up to five (5) minutes for questions from the judges.
15. Each team member must participate in the oral presentation and respond to questions from the judges.
16. Only visual aids that can be easily carried to the presentation by the actual participants will be permitted, and the participants themselves must set up the visuals. No set-up time will be allowed.
17. Participants must furnish their own materials.
18. If participants wish, they may use a laptop or tablet to aid their presentation. No electrical power will be supplied. A personal hotspot may be used. *We caution that it could be difficult for participants to receive and maintain a Wi-Fi connection due to so many people using cell phones while at the conference. If the team loses internet connection, you will not be given additional time. Our suggestion is for anything that participants might want to reference or show during the presentation, to save it directly onto a laptop or tablet.*
19. Participants may use note cards during the presentation.
20. No materials may be handed to the judges.

| **Length of Event** | **Preparation:** |
|---|---|
| Comprehensive exam during orientation, *90 minutes allowed*<br>10 minutes for presentation time, 5 minutes for judge's questions | Sample case situations, Judge's evaluation form, and guidelines can be found on **mideca.org/eth** |