

# DECA EXPERIENCE the DIFFERENCE

## Virginia DECA

### 2023-2024 STATE ACTION TEAM

**Raaga Kodali** | President  
**Theo Villanueva** | VP of Leadership  
**Arjun Setty** | VP of Career Development  
**Amelia Greathouse** | VP of Marketing  
**Damon Davis** | VP of Hospitality  
**Praggy Sangeetham** | Region 1 Vice President  
**Shyla Menon** | Region 2 Vice President  
**Siena Schaller** | Region 3 Vice President  
**Caroline Arbogast** | Region 4 Vice President  
**Aanandi Parashar** | Region 5 Vice President

### STATE STAFF

**Ryan Witzig** | Chartered Association Advisor  
**Karen Charney** | Marketing & Related Cluster Specialist

### VA DECA BOARD OF TRUSTEES

**Heather VanDyke** | Board Chair | Region 1  
**Sandi Tucker** | Rock Ridge | Region 1  
**Mel Barrow** | Oakton | Region 2  
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**Sharon Kojo** | William Fleming | Region 5  
**Amy Granahan** | Fairfax County | Local Admin

## DECA prepares emerging leaders and entrepreneurs

DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management in high schools and colleges around the globe. DECA prepares the next generation to be academically prepared, community oriented, professionally responsible, experienced leaders.



# VA DECA SLC Registration Guide 2024

## Table of Contents

- [VA DECA Registration Check List and Timeline](#)
- [VA DECA SLC Registration Costs](#)
- [SLC Lodging and Payment Information](#)
- [SLC Conference Agenda](#)
- [SLC Participation Guide](#)
- [SLC Additional Information](#)
- [ICDC Preview](#)
- [SBE Exploring Guidelines](#)
- [VA Emerging Leader Chapter Project](#)

Due	Description	Additional Information
11/29	Merit Award Application Due	<a href="https://www.cognitofrms.com/VADECA1/VADECAMeritAward">https://www.cognitofrms.com/VADECA1/VADECAMeritAward</a>
11/29	Honor Society Application Due	<a href="https://www.cognitofrms.com/VADECA1/VADECAHonorSocietyApplication">https://www.cognitofrms.com/VADECA1/VADECAHonorSocietyApplication</a>
12/1	VA DECA Day Recognition Due	<a href="https://www.cognitofrms.com/VADECA1/VirginiaDECADayResponseForm">https://www.cognitofrms.com/VADECA1/VirginiaDECADayResponseForm</a>
12/1	SLC Mini Grant Application Due	<a href="https://www.cognitofrms.com/VADECA1/SLCMiniGrantApplicationChapterGrant">https://www.cognitofrms.com/VADECA1/SLCMiniGrantApplicationChapterGrant</a>
12/1	SBE Certification Portal Opens	<a href="https://sbe.decaregistration.com">https://sbe.decaregistration.com</a>
12/8	State Officer Applications Due	<a href="https://www.cognitofrms.com/VADECA1/VADECAStateOfficerApplication">https://www.cognitofrms.com/VADECA1/VADECAStateOfficerApplication</a>
12/15	VA DECA Scholarship Application Due	<a href="https://www.cognitofrms.com/VADECA1/VADECAScholarshipApplication">https://www.cognitofrms.com/VADECA1/VADECAScholarshipApplication</a>
1/11	SBE Certification Due	<a href="https://sbe.decaregistration.com">https://sbe.decaregistration.com</a>
1/19	Last Day to Submit Members for Recognition at SLC	<a href="https://membership.decaregistration.com/deca#">https://membership.decaregistration.com/deca#</a>
1/19	SLC Registration Closes	<a href="https://www.decaregistration.com/va/Main.asp">https://www.decaregistration.com/va/Main.asp</a>
1/26	Outstanding Chapter Advisor Award Due	<a href="https://www.cognitofrms.com/VADECA1/OutstandingAdvisorRecognitionForm">https://www.cognitofrms.com/VADECA1/OutstandingAdvisorRecognitionForm</a>
1/26	Friend of DECA Award Due	<a href="https://www.cognitofrms.com/VADECA1/FriendOfDECAAward">https://www.cognitofrms.com/VADECA1/FriendOfDECAAward</a>
1/26	Annual Report Due	<a href="https://judgepro.registermychapter.com/org/jpva-scdc/conf/scdc#">https://judgepro.registermychapter.com/org/jpva-scdc/conf/scdc#</a>

<b>Du</b>	<b>Description</b>	<b>Additional Information</b>
2/1	Rule of 75 Submissions Due	<a href="https://www.cognitofrms.com/VADECA1/VADECARuleOf75">https://www.cognitofrms.com/VADECA1/VADECARuleOf75</a>
2/6	Written Events Due Online	<a href="https://judgepro.registemychapter.com/org/jpva-scdc/conf/scdc#">https://judgepro.registemychapter.com/org/jpva-scdc/conf/scdc#</a>
2/6	Last Day for Drops with Partial Refund	<a href="https://www.cognitofrms.com/VADECA1/SLCChangesDropsRequests">https://www.cognitofrms.com/VADECA1/SLCChangesDropsRequests</a>
2/12-2/16	SLC Testing Window	<a href="https://www.answerwrite.com/proctor">https://www.answerwrite.com/proctor</a>
2/15	ICDC Competitor Membership Deadline	<a href="https://www.decaregistration.com/va/Main.asp">https://www.decaregistration.com/va/Main.asp</a>
2/16	SLC Payment Due	
2/23	Last Day for Substitutions	<a href="https://www.cognitofrms.com/VADECA1/SLCChangesDropsRequests">https://www.cognitofrms.com/VADECA1/SLCChangesDropsRequests</a>
3/1- 3/3	State Leadership Conference	<a href="https://vadeca.org/events/state-leadership-conference.html">https://vadeca.org/events/state-leadership-conference.html</a>
3/3	ICDC Special Permission Form Opens	<a href="https://www.cognitofrms.com/VADECA1/VADECAICDCSpecialRequestForm">https://www.cognitofrms.com/VADECA1/VADECAICDCSpecialRequestForm</a>
3/3 - 3/12	ICDC Registration Window	<a href="https://www.decaregistration.com/va-icdc">https://www.decaregistration.com/va-icdc</a>

## Conference Registration

- Registration Window: December 4 - January 19
- Registration Site: <https://www.decaregistration.com/va/Main.asp>
- Chapters are expected to adhere to DECA's guideline for student to adult ratio 10:1. (For ICDC this ratio will be 8:1 per DECA Inc. requirement)
- All registrations will be monitored for compliance.
- All Chaperones & Advisors must be registered for the conference
- Advisors may NOT register as chaperones – this will be monitored with revised registration & invoices sent if changes are necessary.

## Registration Options

### Conference Only - \$125

- Registration fees apply to advisors, chaperones, and students.
- Conference participants will receive the following registration materials:
  - Conference T-Shirt
  - Name Tag
  - Conference Program App Access
  - Access to Leadership Village activities

### Conference Including Dinner Friday Night - \$155

- Registration fees apply to advisors, chaperones, and students.
- Includes Friday Night Dinner at the Convention Center
- Conference participants will receive the following registration materials:
  - Conference T-Shirt
  - Name Tag
  - Conference Program App Access
  - Access to Leadership Village activities

### New Administrator Fee - \$0 (no meal option) OR \$30 with Friday Meal

- Administrator must be able to make disciplinary decisions and understand school policy to help make key decisions while at the conference.

### Saturday Night Meal Add On -\$35/person

- purchased as optional item
- NOTE: You must register your entire chapter – advisors, students & chaperones for the same meal registration option.
- Chapters registering for either option with a meal(s) will receive wristbands that must be worn to meal functions.

### Other Add Ons

- **Extra T-shirts**
- **Alumni Dues:** If you want senior Alumni Dues for 2024-25 invoiced with your registration, you may add it as an option item. Alumni Dues can be found under “Items” in the registration. Seniors prepaid with registration, will receive recognition on screen at the opening session and will receive a free alumni t-shirt with their conference materials.

## Conference Lodging

- Lodging - Rate includes taxes and fees are per night
- Chapters will be notified of their assigned hotel property. These assignments are conditional and may be adjusted after registration closes.
- It is possible that chapters will need to be moved after registration closes in order to fill required hotel blocks. You will be notified if your chapter is affected.
- Please see the website for the list of hotel assignments.
- Lodging and Registration will be on one bill in the online registration system.
- Invoices will include message with breakdown of lodging rate, taxes, and fees to assist with Perkins reimbursements
- All chapters must utilize lodging within DECA's hotel blocks. No independent arrangements can be made.
- Chapters will make reservations directly with VA DECA. Do not contact the hotel to make hotel reservations.

## Payment Information

### All Payments should be remitted to:

Treasurer of Virginia Tech with DECA noted in the memo line

### AND Mailed to:

VCE-DECA  
115 Hutcheson Hall (0908)  
250 Drillfield Drive  
Blacksburg, VA 24061

### Refunds:

- A partial refund of \$40.00 for registration can be given if the request is received by Feb. 6. After Feb. 6, refunds will not be given.
- It is imperative that you get commitments from students prior to registration closing on Jan. 19!
- WHY: Once registration closes VA DECA commits to orders for T-shirts, programs, conference, materials, meals, etc. Once those orders are placed, we cannot refund money spent.
- Substitutions: Substitutions can be made until February 23.
  - Due to the nature of written events, substitutions cannot be made in this event category once the paper and Statement of Assurances and Integrity has been signed.

### SLC Chapter Grants - Application Due 12/1

- <https://www.cognitofrms.com/VADECA1/SLCMiniGrantApplicationChapterGrant>
- NEW for SY24, VA DECA will provide 24-chapter grants at \$250 each.
- Chapters will complete an application process to be considered for the grant.
- Chapters will be notified prior to the new year so that decisions can be made.

Description	Location	Floor	Times
<b>Friday March 1, 2024</b>			
Conference Headquarters	MR 2AB	2nd Floor	7AM-12AM
Registration	Hall A	1st Floor	10AM-5PM
Information Booth	Ticket Box	1st Floor	10AM - 8PM
The Hub (Formerly Leadership Village)	Suite 3	2nd Floor	11AM-4PM
Opening Session	Hall CD	1st Floor	6PM - 7:30PM
Meal Plan Dinner	Hall AB	1st Floor	7:30PM
Curfew	Hotel	Your Room	11PM
<b>Saturday March 2, 2024</b>			
Conference Headquarters	MR 2AB	2nd Floor	5AM-12AM
Judge Check-In	Hall AB Lobby	1st Floor	7:30AM - 9 AM
Information Booth	Ticket Box	1st Floor	7AM - 4PM
Individual Events	Hall AB	1st Floor	8AM - 4PM
Team Decision Making Events	Hall AB	1st Floor	8AM - 4PM
Prepared Events	Suite 1	2nd Floor	8AM - 4PM
The Hub	Suite 3	2nd Floor	9AM - 4PM

Description	Location	Floor	Times
<b>Saturday March 2, 2024 Continued</b>			
Entrepreneurship Pitch Lab	Suite 4	2nd Floor	9AM - 2PM
SLDA - Leadership Academy	Suite 2AB	2nd Floor	9AM - 2PM
Business Session and Election	Suite 5	2nd Floor	2PM - 3PM
Meal Plan Dinner	TBD	2nd Floor	5PM - 7PM
Awards Session 1	Hall CD	1st Floor	8PM
Curfew	Hotel	Your Room	11PM
<b>Sunday March 3, 2024</b>			
Conference Headquarters	MR 2AB	2nd Floor	5AM-1PM
Shuttles Begin		1st Floor	7AM
Award Session 2	Hall CD	1st Floor	8:30AM

This agenda is tentative and will be finalized in January. Room locations may change.



### Who Should Attend SLC?

- Students who placed at their District Leadership Conference
- Students competing in Team Decision Making or DECA's Prepared Events
- SBE Teams
- Future Chapter Leaders
- Student Entrepreneurs currently launching or running their own business
- State Officer Candidates
- Students interested in being a conference intern

### Competitive Events

You will find a breakdown of allocations for competitive events at SLC. Please stick to these allocations.

- The Wild Card Membership incentive continues this year! As Advisor you get to decide how to use any wild cards earned! 1 entry could be 1 individual event, 1 team decision making team, or 1 written event team. No event is off limits.
- SBE no longer has an academy at SLC. Teams will only compete. Certified chapters may submit one team per SBE Certification you submitted to DECA in January.

### State Leadership Development Academy (SLDA)

SLDA participants will have the opportunity to participate in different workshops led by professional leadership trainers and coaches.

- Details about topics and programming for SLDA will be available prior to SLC.
- Each chapter can send up to five students for SLDA.
- If you are a new chapter or would like to request additional slots for SLDA, email Ryan Witzig at [StateAdvisor@vadeca.org](mailto:StateAdvisor@vadeca.org)

### Entrepreneurship Pitch Lab

Do you have students who are launching or operating their own business? Students who are launching or currently operating their own business are invited to the VA DECA Entrepreneurship Pitch Lab.

- Students participating will have a table with two chairs.
- Setup will take place on Friday, March 1.
- Students will pitch their businesses to their peers on Saturday March 2nd.
- Chapters are not limited to the number of students participating.
- Students may also compete in an event but it is not a requirement.
- Conference participants will be invited to visit booths and vote for businesses. Recognition will be given on Sunday morning.

### Conference Intern

VA DECA is piloting a VA DECA Conference Intern program this year. We are able to accept a max of 10 students.

- Students will assist beginning at opening session and concluding at the closing session.
- A schedule will be provided to selected participants.
- This is ideal for students who are not interested in competing but enjoy DECA conferences .
- Applications will be available in December.

### State Officer Candidates

State officer candidates should refer to the State Officer Application packet for more information.



## 2024 VA DECA SLC COMPETITION ELIGIBILITY LIST

### Category 1 - Individual Role Play Events | Begins at District Conference

Individual Series Events  
ACT | AAM | ASM | BFS | BSM | FMS | ENT | HLM | HRM |  
MCS | QSRM | RFSM | RMS | SEM

Principles Events  
\*1st Year DECA Members Only  
PBM | PFN | PHT | PMK

Personal Financial Literacy  
PFL

VA Only Events - Freshmen Only  
VA-J | VA-SEL | VA-SM

1st Place: Districts with 1-225 members  
1st & 2nd Place: Districts with 226-375 members  
1st, 2nd & 3rd Place: Districts with 376-525 members  
1st - 4th: Place Districts with 526+ members

### Category 2 - Team Decision Making Events | Begins at State Conference

\*Some Districts may opt to offer some of these events at DLC.

Team Decision Making Events  
BLTDM | BTDM | FTDM | HTDM | STDM | TTDM

Each chapter is permitted a limited number of entries:

*Based on Total Chapter Membership*  
Chapters with 0 - 10: 2 teams Total  
Chapters with 11 - 30: 3 teams Total  
Chapters with 31 - 40: 4 teams Total  
Chapters with 41 - 50: 6 teams Total  
Chapters with 51 - 70: 8 teams Total  
Chapters with 71 - 100: 10 teams Total

\*\*For every 25 additional members over 100: 1 additional team may be entered  
Chapters may decide where teams may be submitted; multiple entries in a single category are permitted.

### Category 3 - Prepared Events | Begins at State Conference

Business Operations Research Events  
BOR | BMOR | FOR | HTOR | SEOR

Entrepreneurship Events  
ENI | EIB | EBG | IBP | EFB | ESB

Project Management Events  
PMBS | PMCD | PMCA | PMCG | PMFL | PMSP

Integrated Marketing Events  
IMCE | IMCP | IMCS

Professional Selling/Consulting Events  
FCE | HTPS | PSE

*Based on Total Chapter Membership*  
Chapters with 1-50: 2 entries in each event  
Chapters with 51 - 125: 3 entries in each event  
Chapters with 126 - 225: 4 entries in each event  
Chapters with 226 - 350: 5 entries in each event  
Chapters with 350+: 6 entries in each event

### Category 4 - VA Prepared Events | Begins at State Conference

\*These events do not advance to ICDC from SLC. Leadership spots are offered to top performers in SBE-E and ELCP.

SBE-E  
SBE Exploring for chapters with out a current  
School Based Enterprise

(1) Team of 1-2 Members

SBE-C  
SBE Certified for chapters that have submitted  
their SBE Certification for the current year.

(1) Team of 1-2 Members (per SBE Submitted to DECA)

ELCP  
Emerging Leader Chapter Project

(1) Team of 1-3 Members

**What paperwork am I required to have?**

- All Advisors must have the Advisor Statement of Compliance on file before a chapter can register. This should have been done in the fall but can be accessed here: <https://www.cognitofrms.com/VADECA1/AdvisorStatementOfComplianceSubmissionForm>
- Every student must have a Comprehensive Consent Form on file with the advisor prior to SLC. These will not be collected but should be with you when you travel.

**Dress Code**

All competitors should be professionally dressed. DECA Inc dress code will be enforced for all students appearing before judges.

NOTE: If a collared shirt is worn, a tie or scarf is required. If a blouse is worn, a scarf is NOT required.

Please see the complete dress code for all requirements. <https://vadeca.org/events/state-leadership-conference.html>

**Judges**

Chapters are encouraged to assist in recruiting judges who are business professionals. We will need both on site judges and those who are comfortable working in an electronic format to evaluate written events prior to the conference. Chapters will receive a \$40 credit toward ICDC for each judge recruited and who shows up at SLC on the day of competition or assists in pre-judging.

Please share the Judge Application link with any individuals you feel would make a good judge for both role play and written/prepared events. <https://www.cognitofrms.com/VADECA1/VADECAJudgeForm>

**Written Event Submission**

ALL Written Events (both 10- and 20-page papers) will be submitted by the advisors online by 11:59pm on February 6, 2024. Papers must be in a PDF document. Additional instructions for uploading papers will be provided in December.

**Testing**

Testing will take place February 12-16, 2024.

- ALL testing will occur on Monday through Friday between the hours of 7:00AM – 7:00PM.
- All testing must be proctored by an adult who is not the students marketing teacher.
- All Advisors must complete the SLC Test Security Agreement. <https://www.cognitofrms.com/VADECA1/SLCTestSecurityAgreement>
- The proctor site will be available to advisors beginning on February 8th to begin printing test tickets.
- Detailed testing instructions will be provided in December.

**Conference Attendees Needing Accommodations**

Please complete this form if any adult or student attending SLC in your group has any accommodations that will ensure a successful event for the individual.

<https://www.cognitofrms.com/VADECA1/VADECASLCAccommodationRequest>

**Voting Delegates**

All chapters will send voting delegates to the business session on Saturday. Pre-Registration is not required.

**ICDC 2024**

*Competitors must make a minimum of competency level to move on to ICDC. 65% in each component of the event.*

**Top 8 per event advance in the following events:**

- Principles events
- Individual Series Events
- Team Decision Making Events

**Top 7 per event advance in the following events:**

- Operations Research
- Project Management Events
- Entrepreneurship Events
- Integrated Marketing Campaigns
- Professional Selling Events

**Chapters earning THRIVE or SBE Gold Certification do not need special permission to attend.**

**ICDC SPECIAL PERMISSION SLOTS**

Available Special Permission Spots:

- Voting Delegate – these slots are filled by current and incoming state officer teams
- Ignite Academy — recommended for first and second year DECA members.
- Elevate Academy — recommended for upcoming chapter leaders and officers.
- Aspire Academy — limited to graduating seniors.

**Registration Fee** - \$135 per attendee (advisor, student, chaperone)

**Optional Conference Pack:** \$25

**Hotel: Anaheim Marriott** 700 W Convention Way | Anaheim, CA 92802

**Rates:** King - \$292.41 per night | Q/Q or D/D - \$304.11 per night

**This is just a preview.**

**The VA DECA ICDC Registration Packet will be available in late December/early January.**

## SBE Exploring Chapters SLC Presentation Guidelines

**Purpose** The exploring SBE Event is open to any chapter that currently does not operate a School Based Enterprise or that has a School Based Enterprise but has never certified the business through DECA's SBE Certification Program. Through this competition students will be able to explore the potential success of a proposed or existing SBE through the development of a business plan.

### Procedure

- The Exploring SBEs Event consists of an oral presentation.
- Each event entry will be composed of one to two members of a DECA chapter.
- All participants must present the project to the judges.
- The oral presentation may be a maximum of 10 minutes in length.
- The judge will evaluate the presentation, focusing on the effectiveness of public speaking and presentation skills and how well the participant addresses the content indicated on the rubric.

**Knowledge and Skills Assessed** The participants will demonstrate knowledge and skills needed to address the components of the project as described in the content outline and evaluation forms as well as learn/understand the importance of

- communications knowledge and skills—the ability to exchange information and ideas with others through writing, speaking, reading or listening
- analytical knowledge and skills—the ability to derive facts from data, findings from facts, conclusions from findings and recommendations from conclusions
- critical thinking/problem-solving knowledge and skills
- production knowledge and skills—the ability to take a concept from an idea and make it real
- teamwork—the ability to be an effective member of a productive group
- priorities/time management—the ability to determine priorities and manage time commitments and deadlines
- identification of competitive conditions within market areas
- the basic steps involved in starting a small business
- the ability to self-evaluate personal skills, knowledge, abilities and willingness to take risks

**Guidelines and Outline for the Presentation** Follow this outline when you prepare your entry. Points for each section are included on the Evaluation Form.

### I. BUSINESS/PRODUCT/SERVICE

- A. Explanation of proposed or existing business/product/service
- B. Description of the opportunity that exists (What need does the product/service fulfill? What challenge does the product/service solve?)
- C. Description of the target market

### II. RATIONALE AND FEASIBILITY

- A. Trend—What trend is occurring which suggests the proposed or existing business/product/service will be marketable?
- B. Differentiation—What is the unique selling proposition?
- C. Potential
  1. What is the potential reach of the proposed or existing business/product/service?
  2. What is the growth potential?
  3. What is the earning potential?

### III. CONCLUSION Steps to start the SBE and summary of key points

## SBE Exploring Chapters SLC Presentation Guidelines

### Presentation Guidelines

- The participants will present the project to the judge in a 10-minute presentation worth 100 points. (See Presentation Judging.)
- The presentation begins immediately after the introduction of the participants to the judge by the adult assistant. Each participant must take part in the presentation.
- Each participant may bring note cards pertaining to the written entry and use as reference during the presentation.
- Only visual aids that can be easily hand carried to the presentation by the actual participants will be permitted. The participants themselves must set up the visuals. 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 will be supplied. Alternate power sources such as small generators are not allowed. Sound may be used, as long as the volume is kept at a conversational level.
- Materials appropriate to the situation may be handed to or left with judges in all competitive events. 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. No food or drinks allowed. This includes examples of products in the presentation. Empty wrappers may be utilized but no actual food or drink are permitted in any capacity.
- If any of these rules are violated, the adult assistant must be notified by the judge.

**Presentation Judging** Each participant will make a 10-minute presentation to you. You are role-playing a school Principal.

- During the 10 minutes of the presentation (after introduction), the participant will describe the proposal and present the steps to start the SBE. Allow the participants to complete this portion without interruption, unless you are asked to respond. Each participant must take part in the presentation.
- If there is time remaining in the 10-minute presentation time, you may question the participants. However, participants may use their entire 10 minutes without leaving time for questions.

At the conclusion of the presentation, thank the participants. Then complete the Presentation Evaluation Form, making sure to record a score for all categories. Maximum score for the presentation is 100 points.

## SBE Exploring Chapters SLC Presentation Rubric

Description	Little	Below	Meet	Exceed	Score
<b>BUSINESS/PRODUCT/SERVICE</b>					
Explanation of business/product/service	0-1-2	3-4-5	6-7-8	9-10	
Description of the opportunity that exists (what need or challenge does the business/product/service solve)	0-1-2	3-4-5	6-7-8	9-10	
Description of the target market	0-1-2	3-4-5	6-7-8	9-10	
<b>RATIONALE AND FEASIBILITY</b>					
Description of trend(s) that suggests the business/product/service will be marketable	0-1-2	3-4-5	6-7-8	9-10	
Description of the unique selling position	0-1-2	3-4-5	6-7-8	9-10	
Description of the potential reach of the proposed business/product/service.	0-1-2	3-4-5	6-7-8	9-10	
Description of the growth AND earning potential	0-1-2-3-4	5-6-7-8-9	10-11-12-13	14-15	
<b>CONCLUSION</b>					
Presented steps to start up and summary of key	0-1-2	3-4-5	6-7-8	9-10	
<b>OVERALL IMPRESSIONS</b>					
Use of visuals that are appropriate and enhance the presentation	0-1	2	3-4	5	
Communicate Clearly	0-1	2	3-4	5	
Overall impression of the student(s) skill and performance	0-1	2	3-4	5	



## VA Emerging Leader Chapter Project

**Purpose** The Emerging Leader Chapter project provides an opportunity for VA DECA Chapters to demonstrate how their program of leadership plans and chapter activities support DECA's Guiding Principles.

Participants will demonstrate how their chapter has created opportunities for chapter members to be:

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

### Procedure

- Consists of two major parts: the concept paper and the oral presentation by the participants.
- Teams will be composed of one to three members of the DECA chapter. All participants must present the project to the judges.
- The body of the written entry limited to 10 numbered pages.
- The oral presentation may be a maximum 15 minutes in length, including time for the judge's questions.

**Guidelines and Outline for the Presentation** Follow this outline when you prepare your entry. Points for each section are included on the Evaluation Form.

**WRITTEN EVENT STATEMENT OF ASSURANCES AND ACADEMIC INTEGRITY.** This must be signed and submitted with the entry. Do not include it in the page numbering.

**TITLE PAGE.** The first page of the written entry is the title page. It must include in any order, but is not limited to, the following:

- Name of the event
- Name of high school
- School address
- City, State/Province, ZIP/Postal Code
- Names of participants
- Date
- Title page will not be numbered.

**TABLE OF CONTENTS.** The table of contents should follow the title page. The table of contents may be single-spaced and may be one or more pages long. The table of contents page(s) will not be numbered.

**BODY OF THE WRITTEN ENTRY.** The body of the written entry begins with Section I, Executive Summary, and continues in the sequence outlined here. The first page of the body is numbered "1" and all following pages are numbered in sequence. Page numbers continue through the appendix (optional). This outline must be followed. Points for each section are included on the Written Entry Evaluation Form. Each section must be titled, including the appendix.

Please see next page for outline.

## **VA Emerging Leader Chapter Project**

### **Written Paper Outline**

#### **I. Executive Summary**

One page description of the project

#### **II. Description of the DECA Chapter and School Community**

#### **III. Description of how chapter members demonstrated being Academically Prepared**

#### **IV. Description of how chapter members demonstrated being community oriented.**

#### **V. Description of how chapter members demonstrated being professionally responsible.**

#### **VI. Description of how chapter members demonstrated being experienced leaders.**

#### **VII Evaluation of school year and recommendations for next year.**

#### **VIII. Appendix**

An appendix is optional. If additional material is appended, all pages must be numbered as noted previously. Include in an appendix any exhibits appropriate to the written entry, but not important enough to include in the body.

**Penalty Points will be evaluated using DECA's Penalty Point Guidelines.**

### **Presentation Guidelines**

- Prior to the presentation, a judge will evaluate the written portion of the entry. The major emphasis of the written entry is on the content. Drawings, illustrations and graphic presentations (where allowed) will be judged for clarity, not artistic value.
- The participants will present to the judge in a 15-minute presentation worth 40 points. (See Presentation Judging.)
- The presentation begins immediately after the introduction of the participants to the judge by the adult assistant. Each participant must take part in the presentation.
- Each participant may bring a copy of the written entry or note cards pertaining to the written entry to use as reference during the presentation.
- Only visual aids that can be easily hand carried to the presentation by the actual participant(s) will be permitted. The participants themselves must set up the visuals. 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, as long as the volume is kept at a conversational level.
- Materials appropriate to the situation may be handed to or left with judges in all competitive events. 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. No food or drinks allowed.
- If any of these rules are violated, the adult assistant must be notified by the judge.

### **Presentation Judging**

- Participants will make a 15-minute presentation to you.
- At the beginning of the presentation (after introductions), the participants will begin. Allow the participants to complete this portion without interruption, unless you are asked to respond. Each participant must take part in the presentation.
- If time remains, you may ask questions that seem appropriate, based on your notes.
- At the conclusion of the presentation, thank the participant(s). Then complete the Presentation Evaluation Form, making sure to record a score for all categories. The maximum score for the presentation is 40 points

**VA Emerging Leader Chapter Project Written Evaluation**

<b>Description</b>	<b>Little</b>	<b>Below</b>	<b>Meet</b>	<b>Exceed</b>	<b>Score</b>
I. Executive Summary	0-1-2	3-4-5	6-7-8	9-10	
II. Description of the DECA Chapter and School Community	0-1	2	3-4	5	
III. Description of how chapter members demonstrated being Academically Prepared	0-1-2	3-4-5	6-7-8	9-10	
IV. Description of how chapter members demonstrated being community oriented.	0-1-2	3-4-5	6-7-8	9-10	
V. Description of how chapter members demonstrated being professionally responsible.	0-1-2	3-4-5	6-7-8	9-10	
VI. Description of how chapter members demonstrated being experienced leaders.	0-1-2	3-4-5	6-7-8	9-10	
VII Evaluation of school year and recommendations for next year.	0-1	2	3-4	5	
Written Entry Total Points (60)					

### VA Emerging Leader Chapter Project Presentation Evaluation

Description	Little	Below	Meet	Exceed	Score
Presentation Opening	0-1-2	3-4-5	6-7-8	9-10	
Explain how chapter is academically prepared	0-1	2-3	4-5	6	
Explain how chapter is community oriented	0-1	2-3	4-5	6	
Explain how chapter is professionally responsible	0-1	2-3	4-5	6	
Explain how chapter has developed experienced leaders	0-1	2-3	4-5	6	
Professional Standards (appearance, poise, confidence), presentation technique, effective use of visuals, and participation of all	0-1	2-3	4-5	6	
Written Entry Total Points (60)					
Presentation (40)					
Subtotal (100)					
Less Penalty Points					
<b>Total Score</b>					