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WISCONSIN DECA

# CHAPTER MANAGEMENT GUIDE

2018-2019

#WIDECA

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Dear DECA Members and Advisors,

The 2018-2019 Chapter Management Guide will be a valuable resource for you throughout the year. This guide tells you **WHO** to contact, **WHEN** events will be happening, and **HOW** to get more involved by using DECA, WI DECA, and State Officer Initiatives to coordinate chapter activities.

In an effort to make the Chapter Management Guide more efficient and user-friendly we have included many links to online documents that you will need to access throughout the year. Links to these resources can be found in this guide. We have also included bookmarks on this PDF. Please use this tool to quickly find the information you are looking for without having to scan the entire guide. I encourage you to share this document electronically so that everyone has the benefit of accessing the online forms and bookmarks.

Here are a few important changes that will positively impact your chapter this year:
**STATEWIDE HASHTAG:** This year Wisconsin DECA is implementing a statewide hashtag, #WIDECA. As many of you know, hashtags are a great way to spark engagement on social media, and our association has adopted hashtags for many of our events such as ELC, Trick-or-Can, or SCDC. This year, our new statewide hashtag can also raise awareness for Wisconsin DECA and strengthen our association's overall brand. Please help with this initiative and use the new hashtag, #WIDECA, on your chapter's social media accounts for this year. Additionally, please encourage your chapter members and leaders to use the hashtag on their own social media accounts.

**COMMUNITY SERVICE CHAPTER OF THE MONTH:** One of the ways you can keep your chapter involved this year is by encouraging members to share community service events your chapter is hosting on our Wisconsin DECA Community Service Calendar. Not only will this allow members statewide to get inspired by and potentially attend your event, your chapter will now also have the chance to earn additional recognition for their efforts. Each month this year, a chapter that shared an event on our calendar will have the opportunity to share the results of their efforts or even create a short recap video to be featured as a part of the Chapter Connections initiative. Chapters that are determined to have held the most noteworthy event of the month will be deemed Wisconsin DECA's Chapter of the Month and will be honored with recognition on our social media platforms and a certificate. This decision will be based on the creativity of the event, effort that went into it, and the reported results of your work, so don't be afraid to have members reach out, showcasing their achievements! Please submit your events to us for display on the calendar throughout the year by using this link.

**CHAPTER CONNECTIONS:** Chapter Connections is an interactive video series that will allow chapters to showcase their unique and successful activities. Each month there will be a different a theme and all submissions will be due by the last day of each month. Submissions will include a short video and write up of the event. The videos will then be reposted on the Wisconsin DECA YouTube channel, and both the write-ups and videos will be uploaded on the Wisconsin DECA website by the next month. Chapters will be able to learn from other chapters successes, allowing them to consider instituting new projects. When creating and submitting a project please use this link. The goal of this initiative is to share short, realistic videos and write ups about the outstanding impact Wisconsin DECA members are making in the world around them.

**WISCONSIN DECA MEMBERSHIP CAMPAIGN:** In an effort to streamline our due date with the National DECA Membership Campaign, we have moved our due date for the WI DECA Membership Campaign to December 3rd, the same date the National DECA Membership Campaign is due.

**COMPETITIVE EVENT CHANGES:** For a full list of competitive event changes, click here!

**UPDATED DRESS CODE:** National DECA has updated the official dress code for DECA events! Check out the new dress code on page 38 in the DECA guide. Updates include but are not limited to: Skirt length requirement (at or below the knee), removed gender specific requirements, socks/hosiery recommended but not required, updated unacceptable items during DECA activities.

We look forward to working with all of you to lead Wisconsin DECA to new levels of achievements.

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#WIDECA

Sincerely,

Tim Fandek
Wisconsin DECA Chartered Association Advisor

Terri Mackey
Wisconsin DECA Center Executive Director

WISCONSIN DECA

# STRATEGIC PLAN RESOURCES

This section will be a valuable resource for WHO to contact, WHO to network with, WHEN events will be happening, and HOW to get involved by using DECA, Wisconsin DECA, and the state officers' initiatives to coordinate chapter activites.


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# READY FOR IT

## WISCONSIN DECA CONTACT INFORMATION

| WHO | WHAT | WHERE |
|---|---|---|
| **WI DECA CHARTERED ASSOCIATION ADVISOR**<br>Tim Fandek | Tim serves Wisconsin as the Department of Public Instruction Marketing, Management & Entrepreneurship Consultant and as Wisconsin Chartered Association DECA Advisor | 125 South Webster Street<br>P.O. Box 7841<br>Madison, WI 53707<br>Phone: 608.267.9259<br>Fax: 608.267.9275<br>Timothy.Fandek@dpi.wi.gov |
| **WI DECA CENTER EXECUTIVE DIRECTOR**<br>Terri Mackey | Terri serves as the primary event coordinator, membership registration manager, and works on fund development. | Phone: 414.779.6145<br>widecacenterdirector@gmail.com |
| **WI DECA OFFICE ASSISTANT**<br>Garrett Commons | Garrett is available to answer billing questions and assists Wisconsin DECA on countless initiatives and projects. | 125 South Webster Street<br>P.O. Box 7841<br>Madison, WI 53707<br>Phone: 608.267.9259<br>Fax: 608.267.9275<br>Garrett.Commons@dpi.wi.gov |
| **WI DECA BOARD PRESIDENT**<br>Bob Hutchison | Contact Bob if you have any questions about governance of Wisconsin DECA or if you would like topics addressed at a WI DECA Board Meeting. | rhutchison@mcpasd.k12.wi.us |
| **WI DECA CENTER BOARD PRESIDENT**<br>Jason Holter | Contact Jason if you have any questions regarding operation of the WI DECA Center or if you would like topics addressed at WI DECA Center Board Meetings | holter.jason@wsalem.k12.wi.us<br>or<br>widecacenterpresident@gmail.com |
| **WI DECA JUDGE COORDINATOR & WEBSITE MANAGER**<br>Andrea Sapon | Andrea is available to assist with questions regarding judge registration for SCDC. She is also the primary content manager for the WI DECA website: www.wideca.org | ahsapon@gmail.com |
| **WI DECA LEADERSHIP SPECIALIST**<br>Keegan O'Brien<br>Kyle Willkom | Questions about state officer initiatives should be sent to Keegan. Questions about state officer leadership training should be sent to Kyle. | obrien.keegan@gmail.com<br><br>kyle@actionpackedleadership.com |
| **WI DECA CHAPTER ADVISOR CONTACTS** | Please click here to retrieve most current chapter contact information | |

# WISCONSIN DECA

# 2018-2019 CALENDAR

## JUNE 2018

1 Emerging Leaders Series (ELS) Registration Due
10-13 State Officer Workshop (Madison)
13-14 All CTSO Officer Training (Madison)
28 Wisconsin DECA Golf Outing

## JULY 2018

7-9 DECA, Inc. Emerging Leaders Series Conference (Chicago, IL)
18 WI DECA & WI DECA Center Board Meeting
19 CRLC 2020 Planning Meeting (Appleton)

## AUGUST 2018

TBD District Conference Coordinator Meeting
8-10 Association Management Conference
30 Chapter Management Guide Released

## SEPTEMBER 2018

TBD WI DECA Board Phone Conference Call
17 WI DECA Center Board Conference Call
25 Emerging Leaders Conference (ELC) Registration Due

## OCTOBER 2018

TBD SCDC Planning Meeting
12 Central Regions Leadership Conference (CRLC) Registration Due
29-30 Emerging Leaders Conference (ELC)

## NOVEMBER 2018

16-18 Central Regions Leadership Conference (CRLC) Detroit, MI
TBD Sports & Entertainment Marketing Conference Registration Due

## DECEMBER 2018

3 DECA Inc. & WI DECA Membership & Chapter Campaigns Due
TBD Sports & Entertainment Marketing Conference (SEM)

## JANUARY 2019

3 State Officer Applications Due
4 District Conference: 2
5 District Conference: 4, 5
12 District Conference: 1, 3, and 6
15 Final DECA, Inc. Membership Due
23 SCDC Service Associate Application Due

## FEBRUARY 2019

1 SCDC Project Submission Deadline - paper and online submission!
4 SCDC Registration Due
7 CTSO Government Day
8 WI DECA Board/WI DECA Center Board Meetings
8 SCDC Project Directors Meeting
9 State Officer Screening

## MARCH 2019

4-6 SCDC 2018 "Ready For It"
19 ICDC Registration Due

## APRIL 2019

5-6 State Officer Orientation
27-30 ICDC 2019 "Ready For It"

## MAY 2019

TBD WI DECA Center Phone Conference Call
TBD WI DECA Board Phone Conference Call

## JUNE 2019

9-13 State Officer Workshop
TBD COW Registration Due
TBD Wisconsin DECA Golf Outing

## JULY 2019

TBD Wisconsin DECA Board Meeting
18-19 Chapter Opportunity Workshop, Madison
TBD Wisconsin DECA Center Board Meeting

READY FOR IT

Click here for the National DECA 2018-19 Calendar of Events!

# Month by Month Planning Guide

This is a great overall guide to use for your chapter strategic plan

## JULY

- Develop your strategic plan, DECA Calendar, and budget
- Examine the DECA Guide
- Attend the Chapter Opportunity Workshop (COW)
- Participate in professional development activates
- Put chapter activities and conference dates on school calendar and begin to request permission to attend
- Review DECA Comprehensive Learning Programs and develop how to integrate them into classroom instruction

## AUGUST

- Connect or reconnect with local DECA leaders, your association advisor, and other local advisors.
- Introduce DECA to your students
- Meet with Chapter leadership to initiate the chapter strategic plan

## SEPTEMBER

- Begin your membership campaign, show the DECA membership DVD and recruit students, alumni, and professional members
- Conduct a Parent's Night Program for your new members (Great way to build your professional members!)
- Introduce DECA's Competitive Events Program to your members and begin on written events
- Participate in DECA's online events and activities
- Register to attend upcoming DECA conferences

## OCTOBER

- Touch base with your membership... is your chapter on track to achieve goals
- Login to the online membership system and submit member names and information
- Review State Officer and WI DECA Initiatives and coordinate activities to fit into your strategic plan
- Review progress on DECA Campaigns due next month
- Finalize plans for DECA Month (November) activities
- Attend WI DECA Emerging Leaders Conference

## NOVEMBER

- Celebrate DECA Month
- Continue training and practice for competitive events
- Participate in Global Entrepreneurship Week activities
- Start preparing chapter leaders to take the next step to state leadership
- Attend CRLC

## DECEMBER

- Attend the WI DECA Sports & Entertainment Conference (SEM)
- Plan and executive a chapter social activity
- Participate in community service activities
- conduct a mid-year evaluation on chapter's progress
- Review the SCDC Registration Packet (available online) and begin planning for SCDC

## JANUARY

- Coordinate competitive event prep workshops with business partners and alumni
- State Officer Portfolios Due
- Attend your District Career Development Conference
- Polish and submit student scholarship applications
- Submit DECA Emerging Leaders Honor Award application
- Login to the online membership system and submit members' names by January 15th.

## FEBRUARY

- Celebrate Career and Technical Education Month by highlighting DECA chapter activities and accomplishments
- Verify that all members are on the paid roster
- Register for SCDC
- Review the ICDC Registration Packet (available online) and begin planning for and preparing your members to attend ICDC
- Promote DECA for next year's class registration

## MARCH

- Make plans to attend advisor professional development activities in the summer by submitting request, securing funding, and applying for scholarships
- Attend WI DECA State Career Development Conference (SCDC)
- Continue preparing to attend DECA ICDC by arranging travel, raising funds, and ensuring competitors have official DECA blazers.
- Reach out to middle schools and promote DECA

## APRIL

- Prepare to attend ICDC
- Thank sponsors and mentors for their contributions to your members during the past year

## May

- Celebrate your chapter success at ICDC
- Conduct an annual evaluation of your DECA chapter with your chapter leadership team
- Encourage graduating DECA members to enroll in Collegiate DECA
- Recognize business and community partners
- Recognize member contributions and achievements
- Select new chapter leadership team members

## JUNE

- Schedule a meeting with your outgoing and incoming chapter leadership team for a training and transition session
- Send an end of the year report and pride points to faculty, counselors, administrators, and business partners
- Train new chapter leadership team members
- Review the COW Registration Packet (available online) and begin planning your trip to COW.

CHAPTER
# CAMPAIGNS

deca.org/chaptercampaigns

CELEBRATE DECA MONTH IN
**NOVEMBER**

## MEMBERSHIP

Guide your membership efforts by meeting these goals.

**20** MORE STUDENTS THAN LAST YEAR

**20** ALUMNI

**20** PROFESSIONALS

### DEADLINE 12.3.18

Earn **ACHIEVEMENT LEVEL** by meeting the requirements in any **ONE** of the categories (students, alumni or professionals) of the Membership Campaign and receive a pennant and certificate.

Earn **THRIVE LEVEL** by meeting the requirements in any **TWO** of the categories of the Membership Campaign and receive a pennant, plaque, flag and three allocations to attend the **THRIVE ACADEMY** at ICDC!

## GLOBAL ENTREPRENEURSHIP WEEK

Activities must occur during November 12-18, 2018. Submit DECA Idea Challenge entries at www.deca.org/ideachallenge.

**3** IDEA CHALLENGE ENTRIES + **3** SUCCESS STORIES OF LOCAL ENTREPRENEURS + **3** SCHOOL/COMMUNITY OUTREACH ACTIVITIES

### DEADLINE 12.3.18

Earn **ACHIEVEMENT LEVEL** by meeting the requirements in any **ONE** of the three DECA Month Chapter Campaigns (Global Entrepreneurship Week Campaign, Promotional Campaign, or Community Service Campaign) and receive a pennant and certificate.

Earn **THRIVE LEVEL** by meeting the requirements in any **TWO** of the three DECA Month Chapter Campaigns (Global Entrepreneurship Week Campaign, Promotional Campaign, and Community Service Campaign) and receive a pennant, plaque, flag and three allocations to attend the **THRIVE ACADEMY** at ICDC!

## PROMOTIONAL

Conduct these activities from the beginning of your school year through DECA Month.

**3** SCHOOL OUTREACH ACTIVITIES + **3** SUCCESS STORIES OF ALUMNI + **3** COMMUNITY OUTREACH ACTIVITIES

### CHAPTER CAMPAIGN GUIDEBOOK

DECA, Inc has put together a great resource which provides you with more information about the National Campaigns, how you can connect them to your classroom, ideas on how to complete the campaign, action plans, and more! Make sure you check out this resource here!

Make sure to tweak this resource to help you complete the WI DECA Campaigns as well!

Click Here for cool new ideas on how to complete campaigns!

## COMMUNITY SERVICE

Conduct a community service activity from the beginning of your school year through DECA Month.

**1** OR MORE COMMUNITY SERVICE ACTIVITIES + **75%** OR MORE PARTICIPATION OF YOUR DECA MEMBERS + **1** FORM OF PUBLICITY OR PROMOTION

## ADVOCACY

Advocate during Career and Technical Education Month in February.

**3** SCHOOL OUTREACH ACTIVITIES + **3** PUBLIC POLICY MAKERS OUTREACH + **3** COMMUNITY OUTREACH ACTIVITIES

### DEADLINE 3.1.19

Meet the requirements in the Advocacy Campaign during February and receive a pennant, special plaque from DECA's Congressional Advisory Board and a letter of recognition sent to your school administrator and government officials.

*Eligibility to attend ICDC is determined by the chartered associations, based on their policies. Chapters should consult with their association advisor for eligibility guidelines.*

See the next page for the Wisconsin DECA for details on Wisconsin DECA Campaigns!

WISCONSIN DECA

# CAMPAIGNS

CELEBRATE DECA MONTH IN **NOVEMBER**

## MEMBERSHIP

Guide your membership efforts by meeting these goals.

**10** MORE STUDENTS THAN LAST YEAR

**10** ALUMNI

**10** PROFESSIONALS

### DEADLINE 12.03.18

If your chapter earns one or more of the membership achievements by 12/3/18 your chapter will receive:

- A membership ribbon at SCDC 2019
- Entered into a drawing for an SCDC allocation spot for EACH achievement you earn (15 spots will be drawn, each chapter can receive a maximum of TWO spots. Chapters that complete the Chapter Campaign will also be entered into this drawing

No form, needed, WI DECA automatically tracks membership.

## GLOBAL ENTREPRENEURSHIP WEEK

Activities must occur during November 13-19, 2017. Submit DECA Idea Challenge entries at www.deca.org/ideachallenge.

**3** IDEA CHALLENGE ENTRIES + **3** SUCCESS STORIES OF LOCAL ENTREPRENEURS + **3** SCHOOL/COMMUNITY OUTREACH ACTIVITIES

## PROMOTIONAL

Conduct these activities from the beginning of your school year through DECA Month.

**3** SCHOOL OUTREACH ACTIVITIES + **3** SUCCESS STORIES OF ALUMNI + **3** COMMUNITY OUTREACH ACTIVITIES

## COMMUNITY SERVICE

Conduct a community service activity from the beginning of your school year through DECA Month.

**1** OR MORE COMMUNITY SERVICE ACTIVITIES + **75%** OR MORE PARTICIPATION OF YOUR DECA MEMBERS + **1** FORM OF PUBLICITY OR PROMOTION

### DEADLINE 12.03.18

Each chapter that completes the requirements for ONE or more of the three DECA month Chapter Campaigns (listed in the blue section) will receive:

- A membership ribbon at SDCD 2019
- Entered into a drawing for an SCDC allocation spot for EACH achievement you earn (15 spots will be drawn, each chapter can receive a maximum of TWO spots) Chapters that complete the Membership Campaign will also be entered into this drawing.

HOW TO SUBMIT YOUR CAMPAIGN

- Global Entrepreneurship Week: This is an on line submission to National DECA. Make sure you submit the on-line form by the due date.
- Promotional Campaign: his is an on line submission to National DECA. Make sure you submit the on-line form by the due date.
- Community Service Campaign: You must submit TWO forms to be recognized by both National and State DECA!
  - National DECA Form: Click Here (this form must be completed to be recognized at ICDC 2019)
  - Wisconsin DECA Community Service Form: Click Here (this form must be completed to be recognized at SCDC 2019)

## LIMITLESS IMPACT VIDEO BONUS

### DEADLINE 2.1.19

Chapters that complete all 3 achievements of the Membership Campaign, all 3 Chapter Campaigns, and create ONE Impact Video will receive the following:

- 1 additional allocation spot to SCDC 2018
- Reserved seating at the front of the room for all SCDC General Sessions
- Pizza Party at ICDC 2019

**See the next page for more information on the Impact Video Bonus and how to submit your video!**

# READY FOR IT

# WISCONSIN DECA IMPACT VIDEO BONUS

Similar to the DECA, Inc. Impact Program, the Wisconsin DECA Impact Video Bonus is designed to encourage chapters to increase the net impact of their efforts around specific DECA related categories. **This year Wisconsin DECA is focusing on Community Outreach.** Chapters only need to complete a video which highlights how your chapter has assisted the communities in your area AND meet all the requirements listed below to qualify for the Wisconsin DECA Impact Bonus.

## 2018-19 GUIDELINES

- Meet all of the requirements of the 2018-19 Wisconsin DECA Membership Campaign (ALL 3 ACHIEVEMENTS) by December 3, 2018
- Meet all of the requirements of the 3 Chapter Campaigns (ALL 3 ACHIEVEMENTS in each campaign) by December 3, 2018
- Submit ONE Impact video. Each video entry must be a maximum of 1:30 in length and should demonstrate a strong connection to community service. **Your video must include:**
    - **Showcase highlights from the event(s)**
    - **Highlight the amount raised or donated for each event**
    - **Impact statement(s) from students involved in planning the event**
    - **Impact statement(s) from charity and/or individuals who received or benefited from the funds raised and/or donations from your chapter.**
    - **Video must be shared with your local school administration and your local school board.**
- All videos are due by Feb. 1, 2019.

## 2018-19 EVALUATION

- The video entries will be evaluated by WI DECA Leadership to confirm all the requirements listed above are included in the video.
- WI DECA leadership will verify that all the membership and chapter campaign requirements have been meet by the set deadlines.
- Terri Mackey will follow up with all chapters who completed the Impact Video Bonus by mid February and provide instructions on how to receive recognition at SCDC.

## 2018-19 RECOGNITION

- 1 additional allocation to SCDC 2019
- Reserved seating at the front of each SCDC 2019 general session
- All chapters will be recognized at SCDC 2019

**Click here to submit your Impact Video!**

# ICDC PIZZA PARTY

If you are looking for an easy way to save money at ICDC... Look no further! Wisconsin DECA wants as many videos for the Impact Program as possible!

EVERY CHAPTER THAT CREATES AN IMPACT VIDEO...

## WILL RECEIVE A FREE PIZZA PARTY AT ICDC

*(even if you do not meet all of the requirements of the Impact Video Bonus). The video MUST meet the following requirements:*

- *The video should be a maximum of 1:30 in length and should demonstrate a strong connection to community service*
- *Showcase highlights from the event(s)*
- *Highlight the amount raised or donated for each event*
- *Impact statement(s) from students involved in planning the event*
- *Impact statement(s) from charity and/or individuals who received or benefited from the funds raised and/or donations from your chapter.*
- *Video must be shared with your local school administration and your local school board.*

*SUBMIT YOUR IMPACT VIDEO HERE BY FEBRUARY 1ST, 2019 TO BE INCLUDED IN THE PIZZA PARTY!*

**FOR MORE INFORMATION ABOUT THE IMPACT VIDEO PROGRAM, PLEASE SEE THE PREVIOUS PAGE!**

# READY FOR IT

# WISCONSIN DECA MEMBERSHIP REGISTRATION AND GUIDELINES

It is necessary to register all DECA members as soon as possible in the school year. Wisconsin DECA connects all in-state and out-of-state event registration to membership. There are also incentives offered for registration completed before December 3, 2018. See the WI DECA Membership Campaign for more information on these incentives.

**WISCONSIN DECA UNIFIED MEMBERSHIP POLICY**

- Conference registration is connected to DECA membership. All attendees to WI DECA and/or DECA events, must be paid DECA members.
- WI DECA and DECA have unified membership policies. All members of WI DECA must also be members of DECA, Inc.

**ONLINE REGISTRATION AND PAYMENT INFORMATION**

- Wisconsin registers directly with DECA Inc. You must log on to the following site in order to complete the process: https://membership.decaregistration.com/deca. For each student member the system will require you to provide the following information: First Name, Last Name, Grade, Gender, Demographic/Race, Years as a Member. If you are unsure of the demographic information, it is important you select OPT OUT vs. Other! This will help keep our information as accurate as possible. Please register information as accurately as you can. Changes/Edits need to be approved by Terri Mackey (after submitting membership) You can send name change requests right from the registration system. Once you send the request, it will be reviewed, approved/denied by Terri Mackey and then the system automatically makes the change.
- Please make sure you register your chapter officers and include their email address! See the next page for more information!

Here are some important tips to follow:

- The advisor listed as the primary advisor will also be the primary contact in our conference registration system. Please be sure that this information (especially Email address) is entered correctly.
- IMPORTANT! ADVISOR CHANGES: NEVER delete an advisor from your chapter! If you need to remove and advisor from your roster it is very important that you click them as inactive and DO NOT DELETE THEM! If this advisor has moved to another chapter, their information will follow them to the new chapter if you click them as inactive. If you delete them, it will remove all of their information in the system. After 1 year as being inactive, this advisor will no longer show up in your chapter. To make an advisor inactive simply click on the check mark under status. The check mark will than change to a red circle with a line through it. This means they are inactive in your chapter!!
- If you have all your members listed in an excel document, you can add them all at one time using the Bulk CSV Upload. There is a template you can also download to make the process even easier!
- You may add members at any time up until January 15, 2019. Each time you add members, you will generate a new invoice for those members.
- Dues are as follows: DECA Inc. Dues ($8.00) + WIDECA Dues ($6.00)= $14.00.
- You may collect more money for dues at the chapter level to help support your chapter budgetary needs.
- All membership payments (for the full amount of $14.00 per member) should be sent to DECA Inc. **Do NOT send membership payment to WI DECA.**
- Membership dues must be paid in full upon receipt of invoice (this generates automatically each time you register members). **Unpaid membership dues after March 1, 2019 will impact eligibility to attend ICDC.**
- DECA Inc Address: 1908 Association Drive / Reston, VA 20191
- When entering your membership, make sure you are updating your contact information!

| WHO CAN BE A DECA MEMBER? | | |
|---|---|---|
| **STUDENTS** currently enrolled in marketing education, small business management, entrepreneurship, sports marketing, international marketing and other courses determined to be within the total marketing education program.<br><br>**STUDENTS** who have been enrolled in any marketing or marketing related class. It is a local chapter decision to extend membership to this group of students. | **STUDENTS** who plan to enroll in marketing education or marketing related courses. These students should have an interest in marketing as a career or career enhancement purposes. It is a local chapter decision to extend membership to this group of students.<br><br>DECA members can be from any grade in the district as determined by the local chapter advisor. Refer to the DECA Competitive Event Guidelines for eligibility for participation. | **ADVISORS & CO-ADVISORS** are required to register as paid advisor members of DECA.<br><br>**ALUMNI** of any DECA chapter who wish to stay actively connected to the local chapter, WI DECA, and DECA should be registered as Alumni Members.<br><br>Business partners, local school administrators, student teachers, parents, local chapter advisory board members, and any other interested parties who wish to stay actively connected to DECA should be registered as **PROFESSIONAL MEMBERS.** |

# REGISTERING YOUR CHAPTER OFFICERS!

To support WI DECA Leadership and Team 53 with a number of initiatives, we are looking to create a master list of all Chapter Officers throughout the state with their position title and email address. This information will be used for:

- Leadership Network (formerly the monthly newsletter from the WI DECA President) - all chapter officers will automatically receive this email each month.
- Chapter Connections
- Promote Middle School DECA Initiatives
- To recruit for Member of the Month nominations
- Community Service Initiatives
- WI DECA event promotion and updates

Please send out the link below to your chapter officers and ask them to complete the form as soon as possible.

**Chapter Officer Contact Information**
https://wisconsindeca.formstack.com/forms/chapter_officer_contact_information

This will also give your chapter officers a direct line of communication to the State

# READY FOR IT

## MIDDLE SCHOOL DECA

The Wisconsin DECA Middle School program mimics that of a high school chapter learning business, entrepreneurial, and marketing skills. High school DECA members interact and mentor middle school DECA members with community service events and with participating in competitive events. To start middle school DECA you do NOT need to create a new class for these students, you can simply start with a one day competition event that is run by your high school members and creates excitement for middle school students.

The Wisconsin DECA Middle School program will jump-start learning real world leadership skills and truly elevate future success in the high school DECA program and beyond!

A BIG thank you to Mark and Donell Bonetti for creating all the resources you will need to start Middle School DECA in your community! These resources include:

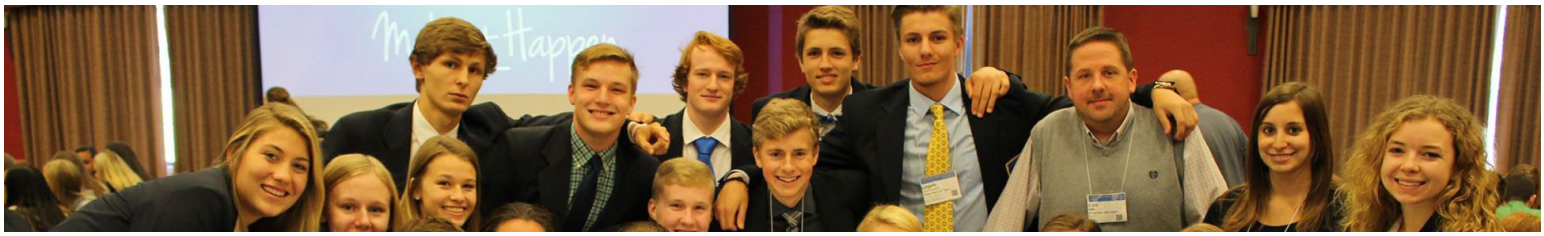
- A Middle School DECA Meeting Checklist and Time line
- Middle School DECA Meeting Agenda
- Tips for Success
- Ice Breakers
- Practice Role Plays
- Practice Quizzes

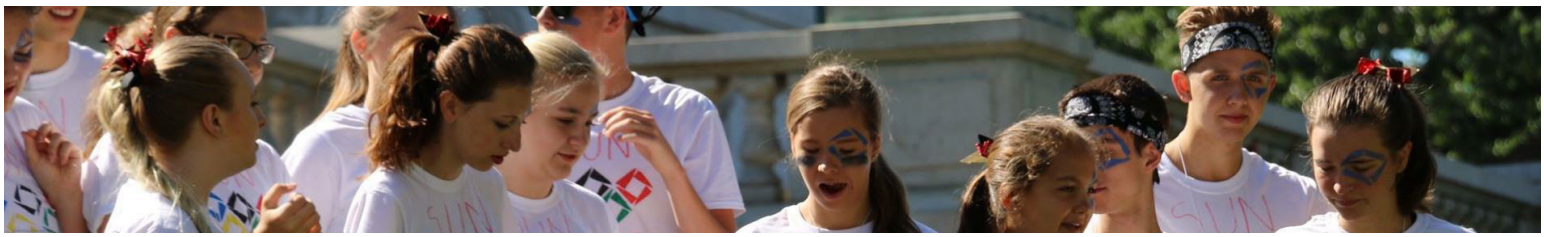
All of this information, as well as information to set up and gain support for your new chapter, implementation and 2018/2019 time line can be found here!

**Membership Registration:** At this time, Wisconsin DECA does not require you to register your middle school DECA members. However, you are allowed to register your middle school DECA members if you choose to do so. IF you register your Middle School members they will count towards your quota for the state conference. Also, Wisconsin DECA will work with you to ensure that these students WILL be eligible for Principle events their Freshman year.

**Wisconsin DECA Events:** At this time, Middle School Members will NOT be allowed to attend Wisconsin DECA Events. Wisconsin DECA will review the chapters who have a middle school program after this year and evaluate the need to add state wide events for middle school members. We encourage you to include your middle school members at your local events for community service, fundraising, networking, etc.

WISCONSIN MIDDLE SCHOOL DECA





READY FOR IT

# WISCONSIN DECA TEAM 53 INITIATIVES

# STRATEGIZE
# WITH TEAM 53

The DECA experience isn't just for one kind of member with one specific set of goals. The DECA experience is about exploring your options, discovering new paths and experiencing opportunities you never knew existed. With DECA, the possibilities for success are limitless.

From DECA's competitive events and leadership opportunities, to career pathway conferences and chapter programs, there is a unique event, program, conference and campaign for every member to participate in. Being a DECA member allows you to discover your true ambition, realize your college and career goals and begin a journey of self-discovery.

When you utilize DECA's endless resources, there is no limit to what you can achieve. So ignore your fear and push aside your uncertainty, because you're about to embark on an incredible journey.

**ANNA MICHALSKI**
PRESIDENT
widecapresident@gmail.com

**AUDREY WILLIAMS**
VICE PRESIDENT OF COMMUNITY SERVICE
widecacommunityservice@gmail.com

**KAITEY CROSBY**
VICE PRESIDENT OF BRAND MANAGEMENT
widecabrandmanagement@gmail.com

**MARIAH LESAR**
VICE PRESIDENT OF EVENT MANAGEMENT
widecaeventmanagement@gmail.com

**ABIGAIL KRUEGER**
VICE PRESIDENT OF MEMBERSHIP DEVELOPMENT
widecabrandmanagement@gmail.com

**LAUREN CHRISTENSEN**
VICE PRESIDENT OF LEADERSHIP DEVELOPMENT
widecaleadershipdev@gmail.com

# PROGRAM OF WORK

Team 53 and I are absolutely elated to help grow Wisconsin DECA this year and to witness all the achievements that come from our incredible members. My goal for the year is to bring a more-involved DECA experience to each and every member with the implementation of the monthly Wisconsin DECA Leadership Network. My main focus this year, however, will be supporting each member of Team 53 in their own work and initiatives to ensure they each have the resources to create a profound impact this year.

Being such a large and diverse organization, it can sometimes be difficult for all students to be a part of Wisconsin DECA on a state level. This is a gap I seek to bridge using the Wisconsin DECA Leadership Network. This monthly communication will update all chapter advisors, members, and leaders. It will also give each participant the chance to engage and share their ideas, while gaining insight from chapter across the state and help from all of Wisconsin DECA with any challenges.

A large part of my responsibilities will be assisting the rest of Team 53 with their personal initiatives. I seek to ensure that each officer feels completely supported and like they are meeting their full potential in their position. With this, I aim to help Team 53 create the greatest positive impact possible on Wisconsin DECA.

## GOALS:

- **Help leaders across the state connect with the Wisconsin DECA Leadership Network**
  - Update chapter leaders on the events and activities of Wisconsin DECA
  - Give participants the chance to connect and share with all of Wisconsin DECA
- **Help leaders across the state connect with the WI DECA Leadership Network**
  - Help officers manage their time and goal progress
  - Assist officers in executing their vision for how to impact Wisconsin DECA

I am filled with nothing but excitement and anticipation to see what lies ahead this year. I know that this year will hold an astounding amount of success for all members, as each of my fellow officers work to better Wisconsin DECA for the 2018-2019 year and beyond. Together, I know that we can and will create a promising future and legacy where all members of Wisconsin DECA feel that they have a place and a passion within our organization.

**ANNA MICHALSKI**
PRESIDENT
widecapresident@gmail.com

# PROGRAM OF WORK

I am thrilled to have the opportunity to enhance Wisconsin DECA members' competitive opportunities this year as well as increase the overall experience at all of our events. I hope to create an exciting atmosphere for both new and returning DECA members to expand upon their leadership.

My goal is to create easily accessible links, as well as a series of "How to Prepare for Competition" guides to all of members and advisors. I will also be revamping our event experience by providing new opportunities to returning members so that the experience is just as exciting as their first year in DECA.

## GOALS:

### Revamp the Conference Experience

- Create new track experiences at events for returning members
- Implement fun challenges to encourage maximum engagement at events
- Continue the VIP challenge experience to acknowledge the hard work our chapters put into their year

### Enhance Competitive Success

- Provide resources for both first year and returning DECA members to increase success at competition
- Feature advice columns from member and advisor competition veterans
- Create a series of "How to" guides to assist our organization by giving our future leaders the utmost confidence when they walk into competition

### Secure New Sponsors

- Research potential business partners to provide more travel scholarship opportunities to hardworking Wisconsin DECA members

I cannot express enough how excited I am for this upcoming year. The members of this organization are why I applied for State Office and why I am so excited for the year ahead. I cannot wait to meet more members and help make sure all of our members are Ready For It!

**MARIAH LESAR**
VICE PRESIDENT OF EVENT MANAGEMENT
widecaeventmanagement@gmail.com

# PROGRAM OF WORK

I am so excited to have the opportunity to work with Wisconsin DECA and its members this year to positively impact our communities statewide. In addition to continuing great service projects such as Trick-or-Can and polar plunges, there are many new ways for chapters to get involved. I know that it's going to be an absolutely amazing year.

## GOALS:

- Promote and increase involvement in existing community service events
- Maintain and build upon partnerships with MDA, Make-A-Wish, and Special Olympics
- Recognize achievements of outstanding chapters through the selection of a "Chapter of the Month" from the Community Service Calendar
- Encourage communication between chapters about events and best practices through writing of blog posts and sharing to the Community Service Calendar
- Connect the efforts of Wisconsin DECA members to outside advisors, businesses, and charities, and provide a platform for them to spotlight the impact of Wisconsin DECA on the Community Service Google+ page
- Expand the Community Service Guide with example videos/blog posts from members

In the past, the Community Service Calendar has been a great reference for chapters when looking for events to attend or host in the future. This year, a focus will be put on not only promoting the events beforehand, but following up and learning about their effects. Information on how the event turned out and how it could be improved will be valuable for other chapters. Additionally, I will utilize these results to recognize a "Chapter of the Month," selected based on outstanding efforts within their community.

Wisconsin DECA had three chapters place in the top 20 internationally for money raised for MDA in 2018! This year, I want to encourage members and chapters to share more about what they do to create so much change, through opportunities such as writing blog posts about successful events they have held. Furthermore, our Community Service Google+ page will provide another platform for these stories and for people outside of DECA to highlight the impact Wisconsin DECA chapters have had on their communities.

I cannot wait to see Wisconsin DECA members impacting their communities all year long. It is clear to me that a lot of change will be made through their efforts, so I hope Wisconsin is "Ready For It!"

**AUDREY WILLIAMS**
VICE PRESIDENT OF COMMUNITY SERVICE
widecacommunityservice@gmail.com

# PROGRAM OF WORK

This year, I am ecstatic to work alongside Wisconsin DECA leaders and members in order to build upon our association's strong online brand! By working together, we can witness tremendous growth for Wisconsin DECA this year. Wherever this year takes us, we are surely Ready For It!

Wisconsin DECA already has a thriving online brand, and I hope to foster increased growth by helping build the DECA brand at the local level. To do this, I will be creating a Wisconsin DECA Chapter Social Media Guide. This guide will provide local leaders with tips and resources to help grow their chapter's social media strategy. It will also showcase best practices already being done by WI DECA chapters as a source of inspiration for others around the state! By building each brand on the chapter level, we elevate Wisconsin DECA's brand as a whole.

## GOALS:

- Release a Chapter Social Media Guide in late August to help local chapters build upon their social media strategy
- Initiate an official Wisconsin DECA statewide hashtag, #WIDECA, for the 2018-2019 school year in order to build brand recognition
- Create a Conference Social Media Team at ELC, SEM, and SCDC in order to allow external sources to see Wisconsin DECA conferences from the members' eyes
- Maintain a daily presence on Wisconsin DECA social media platforms and increase engagements with members and chapters

With the addition of the Chapter Social Media Guide, our statewide hashtag, and our Social Media Team at conferences, I hope to take our strong brand to new heights. In order to make Wisconsin DECA's social media as great as it can be, make sure to follow us on Instagram, Twitter, and Snapchat (@WI_DECA), "Like" our Facebook page (Wisconsin DECA), connect with us on LinkedIn, and subscribe to our YouTube channel! Additionally, make sure you're using the official Wisconsin DECA hashtag, #WIDECA. I am excited to see the limitless ways our association grows this year, are you #ReadyForIt?

**KAITEY CROSBY**
VICE PRESIDENT OF BRAND MANAGEMENT
widecabrandmanagement@gmail.com

# PROGRAM OF WORK

I am overjoyed to be working with Team 53 and develop endless opportunities for members to enhance their leadership abilities this year! With the engagement of Leadership Council and other Wisconsin DECA leaders, and I am sure this year will bring the leadership skills of Wisconsin DECA to new heights.

With over 85 members from 50 chapters across the state, Leadership Council has proven to be a notable aspect of Wisconsin DECA. Members have the opportunity to lead projects, write blogs, and gain knowledge from business professionals, and this year will be no different. My goal is to allow Leadership Council members to network with others who have similar interests and to provide resources for prominent Wisconsin leaders to lunge into new depths of leadership.

## GOALS:

- **Expand and enhance the Ambassador program for returning Leadership Council members**
    - Ambassadors will have the opportunity to enroll in leadership courses to extend their knowledge on several leadership topics
- **Increase quality involvement of Leadership Council by offering various projects**
- **Provide leadership resources for all LC members utilizing the LC Google+ Community**
    - Team 53 will assist to facilitate discussion and provide resources on generalized topics
- **Assist in facilitating several networking opportunities throughout the year for Leadership Council and Team 53**

This year, with the continuation of the DECA Ambassador program, leadership courses, and resources on various DECA-related topics, the Leadership Council experience and leadership skills in Wisconsin DECA as a whole will flourish. I know this year will have endless success, are you Ready For It?

**LAUREN CHRISTENSEN**
VICE PRESIDENT OF LEADERSHIP DEVELOPMENT
widecaleadershipdev@gmail.com

# PROGRAM OF WORK

This year as the Vice President of Membership Development, I cannot wait to watch Wisconsin DECA excel, not only in the sheer membership of our organization, but also membership involvement as a whole. In the effort of increasing chapter communications, I am ecstatic to introduce the “Chapter Connections” campaign.

“Chapter Connections” will allow chapters to create short, realistic videos of their unique chapter activities throughout the course of the year. Videos will be under two minutes and will be accompanied by a brief description of the event showcased. Once these videos are created, they will be promoted through the Wisconsin DECA website, our social media pages, Leadership Council, and to all chapters. My goal through this initiative is to reach all chapters and increase communication, so that as a state we can learn and build off of each other’s successes.

## GOALS:

- **Institute a “Chapter Connections” campaign where chapters can learn from the successes of other chapters around the state**
  - Have 40% of chapters create video content that all chapters across the state can benefit from
  - Personally connect with every chapter in the state to encourage them to both create a “Chapter Connections” entry and view the submissions of others
- **Continue to foster the success of Member of the Month, including as many different chapters as possible**
  - Have a Member of the Month from a different chapter each month of the year

Being the sixth largest association in the world, Wisconsin DECA harbors over 11,000 talented members from across the state. Each member is unique with a specific skill set, making up the over 100 chapters across Wisconsin DECA. “Chapter Connections“ will help each of these chapters share and network their creative projects and events. This interconnected campaign will allow Wisconsin DECA to be "Ready For It" this upcoming year!

**ABIGAIL KRUEGER**
VICE PRESIDENT OF MEMBERSHIP DEVELOPMENT
widecamembershipdev@gmail.com

WISCONSIN DECA

# CONFERENCE INFORMATION

There are several resources available to you when you need a question answered about conferences and/or competitive events! First is this guide. We have tried to make it as comprehensive as possible to include facts, links, and other information to help you. Also,as conference registration packets are released throughout the year, they will be directly emailed to you, as well as posted on http://dpi.wi.gov/deca/event-registration-info.

Tim Fandek and Terri Mackey are here to help you. Our contact information is available at the beginning of this Chapter Management Guide. Please don't hesitate to call or email us.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# READY FOR IT
# WI DECA CONFERENCE REGISTRATION GUIDELINES

**Conference Packets**
Conference Packets that include registration information for WI DECA and DECA Conferences are available online at http://dpi.wi.gov/deca/event-registration-info These packets include programming information as well as pricing for registration and housing (if applicable). The packets will also include required forms for the conference.

**Early Bird Registration Incentive**
As an incentive to register for conferences early, WI DECA will offer special pricing on the registration cost if a chapter registers and submits conference registration by a designated "Early Bird" date. Please refer to individual conference registration packets for specific "Early Bird" dates for each conference. There will no longer be a penalty (or late fee) assessed to registrations received after the final close of registration.

**Cancellation Policy for All Events**
In order to provide our chapters with the latest possible registration dates, "cancellation" deadlines will be the same date as the close of registration. Chapter advisors may log on to the conference registration site and cancel any participant up to the closing date of registration at no charge. After the changes have been made by the advisor, a new invoice will be generated and emailed to the email address on record for the advisor. After the close of registration, notice of the cancellation must be submitted using a conference Cancellation/Substitution Form (for applicable conferences) via email to Terri Mackey (widecacenterdirector@gmail.com). **No refunds will be issued after the close of registration.** Substitutions will be accepted. Please refer to conference packets for more specific information. Emergency situations will be reviewed for medical and family reasons only.

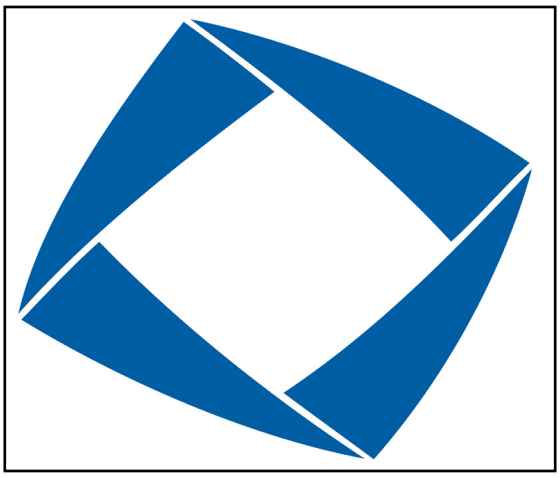
**Housing Procedure**
Flat Rate Pricing will be in effect for all WI DECA and DECA Conferences. Every effort will be made to grant housing requests. **Housing requests should be submitted through the online registration system in the "Special Needs" area.** Do NOT send email requests for housing! Any chapters requesting to share or combine housing must be arriving and departing on the SAME DAY as each other in order to accommodate housing requests. It is WI DECA procedure to combine housing between chapters to accommodate contracted housing allotments for each conference. In most cases, this means that student rooms will be quads and advisor rooms will be doubles. There are exceptions for every conference and your cooperation and understanding is greatly appreciated.

# DECA CODE OF CONDUCT

These forms only have to be filled out ONE time per school year. Once the forms are turned in they will be valid for all WIDECA events in the current school year. Terri Mackey will create a google spreadsheet that will include the names of each student that completed the form. There are 3 forms that need to be completed:

- **Student Code of Conduct**
- **Advisor/Chaperone Code of Conduct**
- **Administration Code of Conduct**

As an event approaches Terri will updated this spreadsheet every Monday. You will be able to look at the spreadsheet to see who has completed a form and who has not. Click here to view all completed code of conduct forms. If you would like a copy of the full form, contact Terri Mackey at (widecacenterdirector@gmail.com). Paper forms will NOT be accepted.



**STUDENT TO ADULT RATIO**

| | |
|---|---|
| **WI DECA Events** | **16:1** |
| **CRLC** | **10:1** |
| **ICDC** | **8:1** |

Please ensure that your registration is in accordance with this WI DECA practice.

If chapters plan to "combine" advisors to adhere to the proper ratio, please email Terri Mackey BEFORE you begin registration for any conference. WI DECA is willing to work with and accommodate special needs of local administrations, but please communicate these BEFORE beginning to register. All advisors/ chaperones will be responsible for monitoring the behavior of their students and providing supervision at conferences.

Please reference the updated bylaws to review the updated expectations for chaperones!

Special Note:
CRLC adult ratio is governed by the Central Region Board of Governor's Policy.

# EVENT REGISTRATION INFORMATION

**WI DECA Emerging Leaders Conference (ELC), Kalahari Resort, Wisconsin Dells**
**October 29-30, 2018**
**NEW DATE PATTERN: Monday/Tuesday**
https://www.decaregistration.com/wi-fall/Main.asp

**IMPORTANT DATES & COST:**
**Registration:** August 30-September 27
**REGISTRATION COST:** $95 per student, $55 per advisor
**HOUSING COST:** $45 per person

**Central Region Leadership Conference (CRLC), Detroit, MI**
**November 16-18, 2018**

**IMPORTANT DATES & COST:**
**Registration:** September 15th - October 15th (registration closes at 5pm)
**REGISTRATION COST:** $140 per person
**HOUSING COST:** $163.00 per room, per night (NOT flat rate housing!)

**WI DECA Sports & Entertainment Marketing Conference (SEM), Milwaukee, WI (TENTATIVE)**
**December 2018 - TBD**
https://www.decaregistration.com/wi-lab/Main.asp

**IMPORTANT DATES & COSTS**
**Registration:** TBD
**REGISTRATION COST:** $50 per person (No housing available)

**State Career Development Conference (SCDC), Grand Geneva Resort, Lake Geneva**
**March 4-6, 2019**
https://www.decaregistration.com/wi/Main.asp

**IMPORTANT DATES & COSTS**
**Early Bird Registration:** January 1-18
**REGISTRATION COST:** $100 per person
**Regular Registration:** January 19 - Feb. 4 (registration closes at 11:59 PM on Feb. 4th)
**REGISTRATION COST:** $115 per person
**HOUSING COST**: $50 per person

**International Career Development Conference (ICDC), Orlando, FL**
**April 27-30, 2019**
https://www.decaregistration.com/wi-icdc/Main.asp

**IMPORTANT DATES & COSTS**
**Registration:** March 8-15 (registration closes at 11:59am on March 15th)
**REGISTATION COST:** $125 per person
**Housing Cost:** TBD, Rosen Plaza Hotel

**WI DECA Chapter Opportunity Workshop (COW), Madison, WI**
**July 18-19 2019**
https://www.decaregistration.com/wi-cow/Main.asp

**IMPORTANT DATES & COSTS**
**Registration:** TBD
**REGISTRATION & HOUSING COSTS:** $105 per person (All inclusive prcing includes registration and housing)

# OFFICIAL DECA DRESS

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. 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.

AN OFFICIAL DECA BLAZER IS REQUIRED TO RECEIVE RECOGNITION OR AN AWARD ON STAGE.

### WHEN APPEARING BEFORE JUDGES AND ON-STAGE

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

### DECA GENERAL SESSIONS, MEAL FUNCTIONS, EVENT BRIEFING, MANUAL REGISTRATION 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
- 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 DECA ACTIVITIES

- 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 dress shoes include boat shoes, canvas or fabric shoes, flip flops or casual sandals, athletic shoes, industrial work shoes and hiking boots.

### WI DECA CHAPTER PRIDE(Acceptable at WIDECA events ONLY, when listed in event registration packet)

- Jeans, khakis, shorts, matching chapter or team t-shirts, athletic Shoes
- Athletic clothing such as track pants, sweat pants, leggings are acceptable ONLY WHEN LISTED (IE: DECA dance)

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 or condone the touching of students or their clothing as a means of determining whether or not a student is following the dress code guidelines.

**Click here to view a slide show that explains WI DECA Dress Code FAQS AND what will happen if the dress code is not followed!**

# READY FOR IT

# DISTRICT CONFERENCE INFORMATION & CONTACT INFORMATION

## District 1: January 12, 2019
Registration link: https://www.decaregistration.com/wi-d01

**LOCATION**
UW-Stout
Jarvis Hall Science Wing
410 10th Avenue East
Menomonie, WI 54751

**CONFERENCE COORDINATOR & CONTACT INFORMATION**
Debbie Stanislawski
Phone: 715.232.3195
stanislawskid@uwstout.edu

## District 2: January 4, 2019
Registration link: https://www.decaregistration.com/wi-d02

**LOCATION**
Midstate Technical College
500 32nd Street North
Wisconsin Rapids, WI 54494

**CONFERENCE COORDINATORS & CONTACT INFORMATION**

Eric Siler
Phone: 715.422.7178
eric.siler@wrps.net

Ashley Tessmer
ashley.tessmer@wrps.net

## District 3: January 12, 2019
Registration link: https://www.decaregistration.com/wi-d03

**LOCATION**
Sun Prairie High School
888 Grove Street
Sun Prairie, WI 53590

**CONFERENCE COORDINATORS & CONTACT INFORMATION**

Sarah Van Berkum
Phone: 608.561.6187
sarah.vanberkum@edgerton.k12.wi.us

John Zimmerman
Phone: 608.743.5582
jzimmerman@janesville.k12.wi.us

## District 4: January 5, 2019
Registration link: https://www.decaregistration.com/wi-d04

**LOCATION**
Bay Port High School
2710 Lineville Road
Green Bay, WI 54313

**CONFERENCE COORDINATOR & CONTACT INFORMATION**
Lindsay Matuszewski
Phone: 920.662.7000
lindmatu@hssd.k12.wi.us

## District 5: January 5, 2019
Registration link: https://www.decaregistration.com/wi-d05

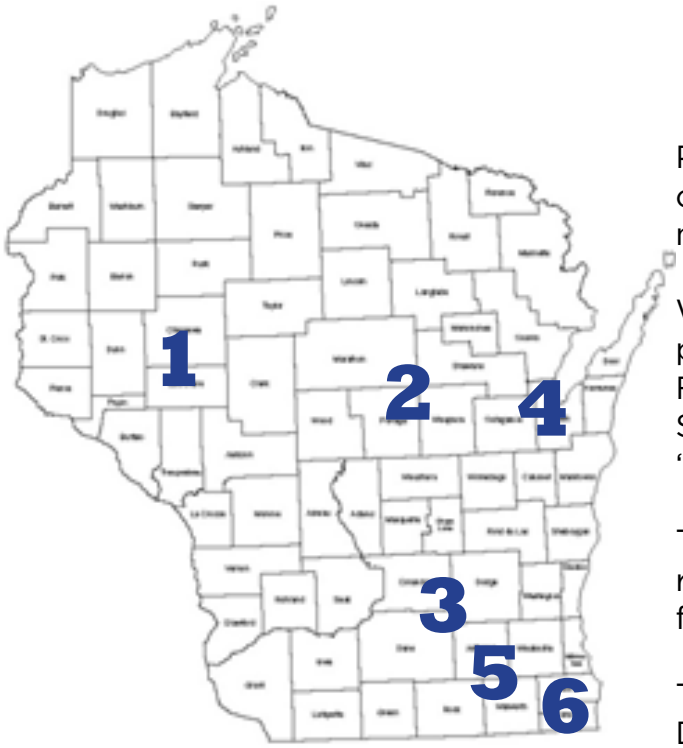
**LOCATION**
Kettle Moraine High School
349 N. Oak Crest Drive
Wales, WI 53183

**CONFERENCE COORDINATOR & CONTACT INFORMATION**
Steve Melzer
Phone: 262-369-3612 ext. 4333
Email: Melzer@ahs.k12.wi.us

## District 6: January 12, 2019
Registration link: https://www.decaregistration.com/wi-d06

**LOCATION**
Racine Case High School
7345 Washington Ave.
Racine, WI 53406

**CONFERENCE COORDINATOR & CONTACT INFORMATION**
Christine Grochowski
Phone: 262.539.5012
cfg.deca@gmail.com




WISCONSIN DECA

Please utilize this list as a reference to your chapter's DECA District based on 2017-2018 membership.

When registering your membership with DECA please include this information as listed below. For example: If you are from Ashland High School, please list your district as "District 1."

This list can also be a great networking resource. Reference the schools in your area for partnerships.

The illustration represents the Wisconsin DECA District Conference Locations.

| District 1 | | District 2 | | District 3 | |
|---|---|---|---|---|---|
| Altoona<br>Ashland<br>Chippewa Falls<br>Eau Claire Memorial<br>Eau Claire North<br>Glenwood City<br>Holmen<br>Hudson<br>LaCrosse Central<br>LaCrosse Logan<br>Ladysmith | Menomonie<br>Northland Pines<br>Northwestern<br>Plum City*<br>St. Croix Falls<br>Sparta<br>Stanley-Boyd<br>Stoughton**<br>Superior<br>Tomah<br>West Salem | Adams Friendship<br>Antigo<br>Auburndale<br>DC Everest<br>Iola-Scandinavia<br>Lakeland Union<br>Medford<br>Mosinee | Necedah<br>Rhinelander<br>Stevens Point**<br>Wausau East<br>Wausau West<br>Westfield*<br>Wisconsin Rapids | Beaver Dam<br>Belleville<br>Beloit Memorial*<br>Cambridge<br>Cardinal Heights<br>Clinton<br>DeForest<br>Dodgeville<br>Edgerton<br>FJ Turner<br>Janesville Craig<br>Janesville Parker<br>Jefferson | Madison East<br>Madison LaFollette<br>Madison West<br>McFarland<br>Middleton<br>Monona Grove<br>Mount Horeb<br>Oregon<br>Sun Prairie<br>Watertown<br>Waunakee |
| **District 4** | | **District 5** | | **District 6** | |
| Appleton East<br>Appleton North<br>Appleton West<br>Ashwaubenon<br>Bay Port<br>De Pere<br>Dickson-Iron Vocational School*<br>Gibraltar<br>Green Bay East<br>Green Bay Preble<br>Green Bay Southwest | Green Bay West<br>Hortonville<br>Kaukauna**<br>Kimberly<br>Neenah<br>New London<br>Oshkosh West<br>Sheboygan North* | Arrowhead<br>Germantown<br>Hartford Union<br>Homestead<br>Kettle Moraine<br>Mukwonago<br>New Berlin Eisenhower<br>New Berlin West<br>Oconomowoc<br>Port Washington | Slinger<br>Waukesha North<br>Waukesha South<br>Waukesha West<br>West Allis Nathan Hale<br>Whitnall | Badger<br>Brookfield Central<br>Brookfield East<br>Brown Deer<br>Elkhorn<br>Hamilton Sussex<br>Indian Trail<br>Kenosha Bradford<br>Kenosha Tremper | Racine Case<br>Racine Park<br>South Milwaukee<br>St. Francis**<br>Union Grove<br>Westosha<br>Wilmot |

*Schools that are new for the 2017-2018 school year
**Schools that are new for the 2018-2019 school year

READY FOR IT

WISCONSIN DECA

# COMPETITIVE EVENT GUIDELINES

In this section you will find many great resources for competitive events. In addition to reviewing this section, there are a couple of websites that will provide you with great information: www.deca.org and http://dpi.wi.gov/deca are your two primary web resources for all things DECA. If you have not done so already, we also suggest you sign up to receive updates from www. decadirect.org. This website provides updates from DECA, Inc. all year long.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READY FOR IT

DECA COMPETITIVE EVENTS

# Purpose of DECA's Competitive Events Program

The DECA Competitive Events Program contributes to every student being college and career ready when they graduate from high school by focusing on the following outcomes:

**Academically Prepared**
*DECA's competitive events provide a vehicle to demonstrate National Curriculum Standards through individual or team activities, develop and employ the key skills of analysis, application of knowledge, creative problem solving and logical presentations.*

**Community Orientated**
*DECA's competitive events help members explore their communities, participate in an environment of cooperation and recognize their responsibility to the community.*

**Professionally Responsible**
*DECA's competitive events encourage members to develop ethics, integrity and high standards, and to assume responsibility for self-improvement and self-discipline.*

**Experienced Leaders**
*DECA's competitive events provide constructive avenues for team expression, initiative and creativity.*

DECA's competitive events program promotes ***competence, innovation, integrity and teamwork.***

DECA Competitive Events Guidelines are detailed in the DECA Guide or at the following website: http://www.deca.org/high-school-programs/high-school-competitive-events/

Performance Indicators are available for each event by clicking on the event abbreviation in the performance indicator column at the above site.

**BECAUSE OF DECA COPYRIGHT AGREEMENTS, SCDC PERFORMANCE INDICATORS WILL NOT BE DISTRIBUTED PRIOR TO SCDC.**

# READY FOR IT

## WI DECA DISTRICT COMPETITIVE EVENTS

- WI DECA Marketing Educators conducted industry research to develop the WI DECA District role-plays
- Similar to National DECA, each District competitive events writer will be compensated $125/role-play. The honorarium expenses will be covered by each of the District conferences—Approximately $1,100/District
- Other Chartered Associations may be interested in purchasing the District role-plays; therefore, an acceptable use policy is required for the events (reference below)
- Anticipated District Competitive Events Time line:

| | |
|---|---|
| JULY | Draft Events Submitted & Reviewed by WI DECA District Leaders |
| AUGUST/SEPTEMBER | Final Events Submitted |
| SEPTEMBER | Final Review & Approval |
| OCTOBER | • Event Distribution to District Coordinators<br>• Distribution of Performance Indicators (1st Page Only) on www.wideca.org under the Events tab (District Events) |
| FEBRUARY | Post Full Events on wideca.org to help members practice for SCDC/ICDC |

## Below is the acceptable use policy for the 2018 WI DECA District Role-Plays:

| ACCEPTABLE | NOT ACCEPTABLE |
|---|---|
| Receive the Performance Indicators PRIOR to DISTRICTS | Post the Performance Indicators Online |
| Receive entire event (after a date specified by WI DECA) | Post the entire event online |
| Use the events for preparation of SCDC/ICDC | Sell the events |

## The WI DECA Board will determine the consequences for chapters that break the acceptable use policy.

# READY FOR IT

## GENERAL QUALIFICATIONS & GUIDELINES FOR COMPETITION

### Wisconsin DECA Competitive Event Categories

| Category | Required Event | Events in this Category |
|---|---|---|
| Series Events | **Yes**<br>*(if not registered for Series Event)*<br><br>All competitors must register for **ONE** series **OR** Team Decision Making event at SCDC.<br>They can also choose to register for a Professional Selling, Manual, **OR** Chapter Team Event.<br>They may also register for a Special Event. | **Principles of Business Administration Events**<br>***If a student was on ANY previous rosters (even if they did NOT compete) they are NOT eligible for these events. These events are for Freshman and Sophomores only, Juniors/Seniors are NOT allowed to compete in this event.***<br><br>**Individual Series Events & Personal Financial Literacy Event**<br>*(see the next page for a full list of events in these categories)* |
| Team Events (TDM) | **Yes**<br>*(if not registered for Series Event)*<br><br>All competitors must register for **ONE** series **OR** Team Decision Making event at SCDC.<br>They can also choose to register for a Professional Selling, Manual, **OR** Chapter Team Event.<br>They may also register for a Special Event. | **Business Law & Ethics TDM**<br>**Buying & Merchandising TDM**<br>**Entrepreneurship TDM**<br>**Financial Services TDM**<br>**Hospitality Services TMD**<br>**Marketing Management TDM**<br>**Sports & Entertainment TDM**<br>**Travel & Tourism TDM** |
| Professional Selling Events | **No**<br>Competitors can choose to register for ONE of these events **in addition to the required series/TMD event.** They can also choose to compete in one or more Special Event. A student registered in one of these events **CAN NOT** compete in a Manual or Chapter Team Event! | **Financial Consulting**<br>**Hospitality and Tourism Professional Selling**<br>**Professional Selling** |
| Manual Events | **No**<br>Competitors can choose to register for **ONE** of these events **in addition to the required series/TMD event.** They can also choose to compete in one or more Special Event, including WI SBE. | **Business Operations Research Events**<br>**Business Management and Entrepreneurship Events**<br>**Integrated Marketing Campaign Events**<br>*(see the next page for a full list of events in these categories)* |
| Chapter Team Events | **No**<br>Competitors can choose to register for **ONE** of these events **in addition to the required series/TMD event.** They can also choose to compete in one or more Special Event, including WI SBE. | **Community Service Project**<br>**Creative Marketing Project**<br>**Entrepreneurship Promotion Project**<br>**Financial Literacy Promotion Project**<br>**Lean and Earn Project**<br>**Public relations Project** |
| Special Events | **No**<br>Competitors can choose to register for **ONE** of these events **in addition to the required series/TMD event**.<br>They can choose to also compete in a Professional Selling Event, Manual Event, OR a Chapter Team Event. | **Economic Excellence Online Test**<br>**Wisconsin Gold Chapter**<br>**Wisconsin Gold Student**<br>**Marketing Education and Training Event**<br>**Wisconsin School Based Academy** |

# READY FOR IT
# COMPETITIVE EVENT CATEGORIES

DECA, Inc. allocates each Chartered Association a certain amount of spots to ICDC based on Membership. Below shows the spots WI DECA gets for each event and the test associated with each event. **Events with the * are the REQUIRED EVENTS (I.E. students must compete in ONE of these events).**

| PRINCIPLES OF BUSINESS ADMINISTRATION EVENTS | ICDC | CLUSTER EXAM | |
|---|---|---|---|
| 1. Principles of Business Management and Administration—PBM | Top 6 | Bus. Admin Core | * |
| 2. Principles of Finance—PFN | Top 6 | Bus. Admin Core | * |
| 3. Principles of Hospitality and Tourism—PHT | Top 6 | Bus. Admin Core | * |
| 4. Principles of Marketing—PMK | Top 6 | Bus. Admin Core | * |
| **INDIVIDUAL SERIES EVENTS** | **ICDC** | **CLUSTER EXAM** | |
| 1. Accounting Applications Series—ACT | Top 6 | Finance | * |
| 2. Apparel and Accessories Marketing Series—AAM | Top 6 | Marketing | * |
| 3. Automotive Services Marketing Series—ASM | Top 6 | Marketing | * |
| 4. Business Finance Series—BFS | Top 6 | Finance | * |
| 5. Business Services Marketing Series—BSM | Top 6 | Marketing | * |
| 6. Entrepreneurship Series | Top 6 | Entrepreneurship | * |
| 7. Food Marketing Series—FMS | Top 6 | Marketing | * |
| 8. Hotel and Lodging Management Series—HLM | Top 6 | Hospitality | * |
| 9. Human Resources Management Series—HRM | Top 6 | Bus. Mgmt. Admin | * |
| 10. Marketing Communications – MCS | Top 6 | Marketing | * |
| 11. Quick Serve Restaurant Management Series—QSRM | Top 6 | Hospitality | * |
| 12. Restaurant and Food Service Management Series—RFSM | Top 6 | Hospitality | * |
| 13. Retail Merchandising Series—RMS | Top 6 | Marketing | * |
| 14. Sports and Entertainment Marketing Series—SEM | Top 6 | Marketing | * |
| **PERSONAL FINANCIAL LITERACY EVENT** | **ICDC** | **CLUSTER EXAM** | |
| 1. Personal Financial Literacy—PFL | Top 6 | Financial Literacy | * |
| **TEAM DECISION MAKING EVENTS** | **ICDC** | **CLUSTER EXAM** | |
| 1. Business Law and Ethics Team Decision Making—BLTDM | Top 6 | Bus. Mgmt. Admin | * |
| 2. Buying and Merchandising Team Decision Making—BTDM | Top 6 | Marketing | * |
| 3. Entrepreneurship Team Decision Making | Top 6 | Entrepreneurship | |
| 4. Financial Services Team Decision Making—FTDM | Top 6 | Finance | * |
| 5. Hospitality Services Team Decision Making—HTDM | Top 6 | Hospitality | * |
| 6. Marketing Management Team Decision Making—MTDM | Top 6 | Marketing | * |
| 7. Sports and Entertainment Marketing Team Decision Making—STDM | Top 6 | Marketing | * |
| 8. Travel and Tourism Team Decision Making—TTDM | Top 6 | Hospitality | * |

# READY FOR IT
# COMPETITIVE EVENT CATEGORIES

| PROFESSIONAL SELLING AND CONSULTING EVENTS | ICDC | CLUSTER EXAM | |
|---|---|---|---|
| 1. Financial Consulting—FCE | Top 6 | Finance | |
| 2. Hospitality and Tourism Professional Selling—HTPS | Top 6 | Hospitality | |
| 3. Professional Selling—PSE | Top 6 | Marketing | |
| **BUSINESS OPERATIONS RESEARCH EVENTS** | **ICDC** | **CLUSTER EXAM** | |
| 1. Business Services Operations Research—BOR | Top 6 | | |
| 2. Buying and Merchandising Operations Research—BMOR | Top 6 | | |
| 3. Finance Operations Research—FOR | Top 6 | | |
| 4. Hospitality and Tourism Operations Research—HTOR | Top 6 | | |
| 5. Sports and Entertainment Marketing Operations Research— SEOR | Top 6 | | |
| **BUSINESS MANAGEMENT AND ENTREPRENEURSHIP EVENTS** | **ICDC** | **CLUSTER EXAM** | |
| 1. Entrepreneurship - Innovation Plan—EIP | Top 6 | | |
| 2. Entrepreneurship-Start-Up Business Plan—ESB OR Franchising Business Plan - EFB | Top 6 | | |
| 3. Entrepreneurship - Independent Business Plan—EIB | Top 6 | | |
| 4. Entrepreneurship - Business Growth Plan—EBG | Top 6 | | |
| 5. International Business Plan—IBP | Top 6 | | |
| **INTEGRATED MARKETING CAMPAIGN EVENTS** | **ICDC** | **CLUSTER EXAM** | |
| 1. Integrated Marketing Campaign - Events - IMCE | Top 6 | Marketing | |
| 2. Integrated Marketing Campaign - Product - IMCP | Top 6 | Marketing | |
| 3. Integrated Marketing Campaign - Service - IMCS | Top 6 | Marketing | |
| **CHAPTER TEAM EVENTS** | **ICDC** | **CLUSTER EXAM** | |
| 1. Community Service Project—CSP | Top 6 | | |
| 2. Creative Marketing Project—CMP | Top 6 | | |
| 3. Entrepreneurship Promotion Project—EPP | Top 6 | | |
| 4. Financial Literacy Promotion Project—FLPP | Top 6 | | |
| 5. Learn and Earn Project—LEP | Top 6 | | |
| 6. Public Relations Project—PRP | Top 6 | | |
| **WISCONSIN ONLY SPECIAL EVENTS** | **ICDC** | | |
| Economics Excellence – Top 20 students receive small medals and Top 10 will receive Champion medals. | Top 10 | Non-competitive Spot | |
| Wisconsin Gold Chapter: All Gold Certified Chapters earn ONE Non-competitive Spot | | | |
| Wisconsin Gold Student | Top 6 | Non-competitive Spot | |
| Marketing Education and Training Event | Top 6 | Non-competitive Spot | |
| State Officer Elections: Newly elected officers are required to attend ICDC 2019 | | | |
| Wisconsin School Based Enterprise Academy: Top TWO teams in each track earn ONE Non-competitive spot. | | | |
| ICDC Non Competitive/Academy Application/Voting Delegate | Application process required. | | |

**Projects that require a manual will be submitted in hard copy format per DECA guidelines.**
**Projects (one copy in DECA Binder and two photocopies) must be postmarked (in the mail) to WI DECA by FEBRUARY 1, 2019. Projects must also be submitted online by Feb. 1ST! Refer to the SCDC Registration Packet for more details. See the ONLINE PROJECT SUBMISSION REQUIREMENT available in this document!**

# READY FOR IT

## SCDC UPDATES

*Check out the updates below and make sure you read the complete updates in this guide and in the SCDC Registration Packet.*

| | |
|---|---|
| SCDC QUOTA ALLOCATION | At the July 2018 DECA Board Meeting, the board reviewed the current SCDC quota system and considered feedback from the field. At this time, the SCDC Quota system will NOT change for the 2018-19 school year. |
| OPENING SESSION SURVEY UPDATES | The SCDC Leadership Committee is reviewing the feedback we received from the Opening Session Survey to ensure we offer a high energy and timely opening session. We will be making strategic changes to the opening session based on your feedback. Thank you to everyone who completed the survey! |
| SBE ACADEMY | There will be a change in the format of the SBE Academy at SCDC. Students will be able to opt into a session that will provide them with tips and tricks for presenting a successful SBE. Students will be given time to make adjustments to their presentation before they see a judge. The goal of the academy is to help students create a winning SBE presentation for ICDC. More information will be included in the SCDC registration packet. |
| ONLINE PROJECT SUBMISSION | WI DECA will continue to collect projects online. Online projects will be used to cross reference projects year over year to prevent plagiarism. At the July 6, 2017 board meeting, the DECA board voted that at this time Wisconsin DECA will not share online projects until the DECA board surveys the field to gain feedback about how/if projects are shared in the future. |
| COMPETITIVE EVENT FINALS | Thank you all for responding to the WI DECA Board Survey this summer. One question was in regards to holding finals at SCDC. Based on the feedback, we will NOT be offering finals at SCDC. |
| PERFORMANCE INDICATORS AT SCDC | Also on the WI DECA Board survey was a question about Wisconsin writing our own events for SCDC. Based on the lack of interest in event writers and paying an additional chapter fee, WI DECA will not be writing our own SCDC events. Therefore, we will not have the ability to share Performance Indicators prior to SCDC. |
| SCDC TESTING | Last year we made significant changes to the layout of rooms for testing and competitive events at SCDC. We have received feedback that the testing rooms were to tight and the check out process was a bit of a challenge for some events .We are working to spread of the events to allow for more space in each room and tighten up the check out procedure. |
| DRESS CODE UPDATE | DECA, Inc. has updated the dress code for the 2018-19 school year. Please take a moment to review the updated dress code in the DECA Guide (Page 38) as well as in this document. |
| COMPETITIVE EVENT UPDATE | This year you will notice a lot of competitive event changes, especially for written events. Please click here to review all the 2018-19 competitive event changes. These changes can also be found in the DECA Guide. |

READY FOR IT

#WIDECA

# DECA Board Form for Reporting Cheating

## Form should be submitted to Series Director who will submit to Tabulation

a. Policy Statements:

i. If students are caught cheating they still must continue to finish the event to completion (role-plays or presentations). Advisors would be notified of a DQ on the second night.

ii. If any type of cheating occurs with students at any conference (test or role-play) those students are not eligible to advance to any following competitive conferences during the current academic year.

iii. To verify the cheating has occurred it is recommended that two people witnessed or observed the cheating AND/OR comparing documentation if possible.

iv. If you are an advisor and you suspect someone of cheating it HAS to be reported to conference coordinator and tabulation director as soon as possible.

v. If a competitor is caught cheating in one event, they would also be DQ'd in any other event that would qualify them for ICDC attendance. Advisors will be notified upon the completion of all events.

vi. Appeal process would go to the Board for discussion

Date_____ Time_____ Location_____

Student being reported_____

School_____

Event_____

Detailed behavior observed_____

_____

_____

Your name_____

Your role (advisor, chaperone, judge, etc.)_____

Your phone number_____

Witness name_____

Witness role_____

Any additional comments or concerns_____

_____

_____

_____

_____ _____

Signature of Series Director Signature of Chapter Advisor

_____ _____

Signature of Conference Coordinator Signature of Tabulation Director

See back for further documentation

Steps taken by Series Director, Tabulation Director, and Conference Coordinator:

Decision Made:

Appealed to DECA Board? Yes No

Decision of DECA Board (if applicable):

WI DECA has created a list of all the ribbons your chapter can earn at SCDC. You can view this list on www.wideca.org or by clicking here This is an interactive list! As your mouse hovers over each ribbon a description will pop up explaining how to earn this ribbon.

Due to facilities limitation at the Grand Geneva Resort, all Wisconsin DECA chapters must complete the SCDC Allocation (Quota) Form to determine how many student spots they have to the state conference. Please click here to view this form and to determine how your chapter can earn more spots to state (increase membership, written projects, leadership roles, etc.) NEW ADVISORS: This form can be confusing the first time you fill it out, please contact Terri Mackey to review the form and to help answer any questions you may have!

Once the form is submitted, Terri Mackey will review the form and let you know if it is approved or if changes need to be made.

No changes have been made to the SCDC Allocation (Quota) Form from last year.

WI DECA will continue to offer all members practice tests online. Members are able to take as many practice tests as they would like to prepare for competition. Practice tests are free to members! The link to take practice tests is: https://www.answerwrite.com/deca/wi-practice

Members simply login using their Member ID (found with your membership) and choose which of the 21 practice tests they would like to take. The system will send the student their results and indicate the correct answer for the questions they got wrong.

SCDC Incentive

- All members who take ONE or more tests prior to SCDC will be given a Competitive Excellence Ribbon at SCDC. Members just have to take the test prior to 5pm on March 1, 2019.

ICDC Incentive

- All members that participate in Expect Excellence at ICDC 2019 will receive a Competitive Excellence pin. This pin will be handed out to the students when they arrive for Expect Excellence.

# READY FOR IT

## ONLINE PROJECT SUBMISSION

Projects that require a manual will still be submitted in hard copy format per DECA guidelines. Projects (one copy in DECA Binder and two photocopies) must be postmarked (in the mail) to WI DECA by **February 4, 2019.**

In addition, to submitting hard-copies of the project, you will also need to submit the project online. WI DECA will be using Turn It In software and you will use this website to submit your projects online. Turn It In will then cross reference all projects with the online projects that were submitted last year as well as the Internet to check for plagiarism. The link to submit online projects on Turn It In will be included in the SCDC Registration Packet.

***You do not need to include all the statement of assurances with the online project.*** You can simply include a word or PDF version (THE PDF **CAN NOT** be a scanned PDF, Turn It In does not read the content of scanned documents) of the FINAL VERSION of each project. **Cover pages should NOT be included!**

**Online projects are due the same day you mail in your hard copy, February 4th!**
Failure to submit by the deadline may result in members not being able to present their project at SCDC.

**The project you submit online will NOT be seen by a judge! Online projects will be cross referenced year over year to check for plagiarism.** At the July 6, 2017 board meeting, the DECA board voted that at this time Wisconsin DECA will NOT share online projects until the DECA board surveys the field to gain feedback about how/if projects are shared in the future.

Any project that is flagged for plagiarism by Turn It In will then be reviewed by Project Coordinator, Christie Grochowski and Assistant Project Coordinator, Sarah Van Berkum After this review, if it is determined the project was plagiarized, the project will be disqualified and the student(s) will not be allowed to attend SCDC. These spots will be lost as per the cheating policy. Refunds will be issued to the student or students.

## Are you interested in having students participate in projects, but are not sure where to start?

OR

## Are you looking for a refresher on the dos and don't s of written projects?

Megan Fisher, DECA Board President, created a DECA Project Presentation FAQS document to help describe project rules and guidelines. Click here to view this presentation!

# READY FOR IT

# WI DECA SPECIAL EVENTS AVAILABLE AT SCDC

## ECONOMIC EXCELLENCE

- Every registered SCDC attendee (Service Associates are eligible to take this test) will have the
- opportunity compete an online economics test of 100 questions (not required)
- Economics score will NOT be factored into Series or Principles of Business Administration Events: Consistent with competitive events at ICDC
- Recognition of Top 20 competitors on stage & Top 10 will earn non-competitor spot to ICDC
- Each District will have the opportunity to determine the following:
    - If the District will offer an economics test
    - Format—Online vs. Written
    - Number of Questions—50 vs. 100
- Quota system will apply to districts offering economics event—top 2 qualifiers earn spots to SCDC
- No substitutions/changes to this event registration after February 15, 2018.

## GOLD CHAPTER

- The Wisconsin Gold Chapter Project is a Wisconsin Only Special Event that provides an opportunity for chapter members to work together and highlight the past year's chapter level activities. This project requires members to document and creatively compile a publication that serves as a portfolio of successful chapter activities and projects. It also provides chapter members the opportunity to demonstrate the knowledge and skills necessary in planning, organizing, implementing and evaluating the chapter activities and projects.
- The project activities may be conducted anytime between the deadline for submission of the previous year's Wisconsin Gold Chapter Project and the current year's deadline for submission (available on the annual WI DECA Calendar).
- CLICK HERE for more information about the event

## GOLD STUDENT

- The Wisconsin Gold Student is a Wisconsin Only Special Event that provides an opportunity for chapter members to highlight their involvement in DECA through the development of a portfolio and then share this information with a panel of judges at the State Career Development Conference. This project requires members to document and creatively compile a publication that serves as a portfolio of their personal DECA related activities, projects and achievements. Finally, it is an opportunity for members to demonstrate their presentation and interview skills in front of a panel of judges and potentially be awarded a non-competitor spot to ICDC.
- The project activities may be conducted anytime between the deadlines for submission of the previous year's Wisconsin Gold Chapter Project and the current year's deadline for submission, available on the annual WI DECA Calendar.
- CLICK HERE for more information about the event. CLICK HERE for Gold Student Project Example

## MARKETING EDUCATION & TRAINING PRESENTATION

NEW FOR 2019: Judge(s) will play the role of secondary school students vs. school administration.
The Marketing Education & Training Presentation is a Wisconsin Only Special Event that provides an opportunity for WIDECA members to be recognized for outstanding planning and instruction in marketing education. This project requires members to prepare and submit a 2 page lesson plan (template provided) by a set deadline. Students who meet this requirement will be scheduled for a 10 minute marketing presentation at SCDC. **CHAPTERS ARE ALLOWED TO SUBMIT A MAXIMUM OF 3 PRESENTATIONS.** For more information on the Marketing Education & Training Presentation, please click here.

## DECA SCHOOL BASED ENTERPRISE (SBE) CERTIFICATION

The School-based Enterprise 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 provides SBEs with standards for model school store operation and provides recognition for school-based enterprises at three levels: bronze, silver and gold. The number and type of activities a school-based enterprise completes for each of the standards will determine the level of certification awarded. Below is the link for more information on SBE Certification and 2019 Guidelines: https://www.deca.org/wp-content/uploads/2018/07/SBE-Competition-Guidelines.pdf

# READY FOR IT

# SCDC SPECIAL RECOGNITION AWARDS

Wisconsin DECA would not be the same without the dedication and enthusiasm of some very special people! Each year, Wisconsin DECA is proud to recognize advisors, alumni, and other friends of DECA with special awards at SCDC. Please take the time to review the application guidelines for the SCDC Special Recognition Awards. Think about those special people that deserve recognition and nominate them for SCDC 2019!

## RED APPLE ADVISOR AWARD

- The purpose of this award is to recognize chapter advisors for their dedication and commitment to students.
- Current students can nominate their advisors for this award.
- Advisor must NOT have received the Red Apple Advisor Award the year prior.
- A photograph of the advisor must be included with the nomination form.
- Students must complete the following online form along with a short video
- highlighting why their advisor should receive the Red Apple Award.
- Online Form: https://wisconsindeca.formstack.com/forms/untitled_form1
- Nominations are due on January 30, 2019
- The winners of the Red Apple Award will be announced at SCDC. The video submissions will be available online at wideca.org but will not be played at SCDC. The winners of the Red Apple Award will be called onstage to accept their award.

## ALUMNI EXCELLENCE AWARD

- The Alumni Excellence Award is designed to recognize outstanding alumni members.
- Nominations can be submitted by a local or state advisor.
- **Nominee must be an active, paid alumni of your DECA chapter (name will appear on current year DECA Membership Roster)**
- Applicant should be a successful marketing or business employee or a current
- member of Collegiate DECA.
- Your nomination should be based on the participation, assistance, and the guidance they have demonstrated on the local and state levels. Judging at district and state events is noteworthy.
- Please include a photograph with nomination form.
- All nominees will be given the award based on your recommendation.
- Arrange for your nominee to be present at the Formal Awards Banquet Session at SCDC. You must register the person as a special guest during SCDC Online
- Registration. WI DECA will not recognize the alumni on stage if they are not present. The award will be given to the advisor at SCDC registration to present to the alumni member at another time.
- Online Form: https://wisconsindeca.formstack.com/forms/untitled_form1
- Nominations are due on January 30, 2019

## SCHOOL OFFICIAL & FRIEND OF WISCONSIN DECA AWARD

- The School Official Excellence Award or Friends of Wisconsin DECA is designed to recognize contributions to the success of your program
- Included in the broad category of school official is: district administrator, school board member, LVEC, principal, or guidance counselor.
- Friends of WI DECA can be parents, community member, or business partners.
- Applicant should have made a significant, long-term contribution to the success of marketing education and DECA at the local level. You should be able to list on the application, specific decision, actions and contributions he/she has made to the benefit of your program.
- The application form must be completed by the chapter advisor.
- Please include a photograph with nomination form.
- All nominees will be presented the award based on your recommendation.
- Arrange for your nominee to be present at the Formal Awards Banquet Session at SCDC. You must register the person as a special guest during SCDC Online Registration. WI DECA will not recognize the alumni on stage if they are not present. The award will be given to the advisor at SCDC registration to present to the alumni member at another time.
- Online Form: https://wisconsindeca.formstack.com/forms/school_official_excellence__friends_of_deca_awards
- Nominations are due on January 30, 2019

## MARKETING EDUCATOR PROFESSIONAL DEVELOPMENT SCHOLARSHIP PROGRAM

- The purpose of this award is to recognize the accomplishments of marketing educators and offer scholarship monies to advance their professional career in marketing education.
- Please include a photograph with portfolio application.
- Portfolios must be submitted electronically.
- This award will be presented at the Wednesday Board Meeting at SCDC.
- Online Form: https://wisconsindeca.formstack.com/forms/untitled_form_20
- Applications are due on January 30, 2019

# READY FOR IT

# COMMUNITY SERVICE GUIDE

Your Wisconsin DECA Guide to Incorporating the DECA Guiding Principle of Community Service into your DECA Chapter. For the complete Community Service Guide, CLICK HERE!

Hello Wisconsin DECA!

I am absolutely thrilled to be serving as your Vice President of Community Service this year. I am amazed every year by the incredible impact Wisconsin DECA members have on communities statewide, and I know that this year will be no different. With so many dedicated chapters and countless ways to get involved, I have no doubt that we are Ready For It. It's no secret that Wisconsin DECA members are passionate about community service. Last year alone, we had three outstanding chapters place in the Top 20 MDA contributors at our International Career Development Conference in Atlanta, Georgia! Aside from numbers, our efforts translate into communities and lives changing all across Wisconsin and beyond. This year, I am confident that we can keep that momentum going and continue to make a positive impact. In order to do this, we need you to be involved!

Wondering how to get involved? Team 53 is confident in your ability to create positive change this year, and want to provide you with even more tools to be successful. This Community Service Guide is an amazing resource for you to find descriptions of statewide service initiatives, details on how to earn ribbons for your hard work, and ideas and tips for holding events of your own. In addition, the Wisconsin DECA Community Service Calendar and blog posts remain excellent references for finding events to attend, or consider hosting in the future! This year, chapters who post their events on our Community Service Calendar will have the chance to be spotlighted on our social media platforms as our Chapter of the Month, so be sure to keep us in the loop with all of the great efforts your school is making!

We hope that this guide will help your chapter enter into the year with confidence and excitement. If you have any additional questions or feedback, do not hesitate to contact me! I truly believe that by working together, Wisconsin DECA can have an impact that lasts far beyond this year.

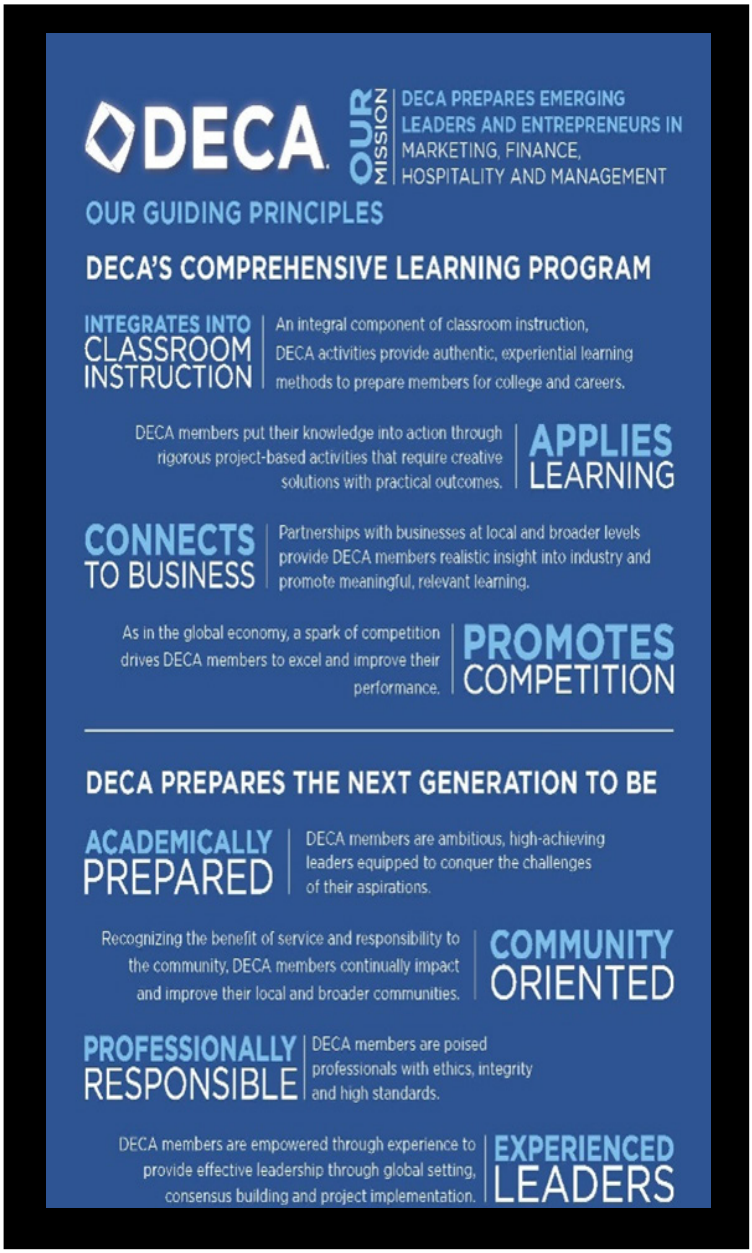
Sincerely,

Audrey Williams

Audrey Williams
Wisconsin DECA Vice President of Community Service
widecacommunityservice@gmail.com

# READY FOR IT

## GET CONNECTED TO WI DECA COMMUNITY SERVICE INITIATIVES




**DECA, INC. Initiatives**

DECA, INC. Campaigns are detailed at: http://www.deca.org/high-school-programs/high-school-chapter-campaigns/

DECA, INC. recognizes chapter achievement for community service. Recognition can range from a certificate to an ICDC allocation spot to attend a DECA Academy in Anaheim, CA.

To receive recognition from DECA, Inc. all community service activities must be submitted online at www.deca.org

**Wisconsin DECA Initiatives**

- MDA (Muscular Dystrophy Association)
- Polar Plunge
- Acts of Kindness
- 100 Hours
- General Contributions to Charity
- Trick or Can
- All CTSO Safe Driving

Wisconsin DECA recognizes chapter achievement for community service. Recognition can range from a certificate, SCDC ribbons, to extra allocation spot at SCDC.

For Wisconsin DECA recognition you must submit your community service activities using the online Community Service form, which can be found here!

## WISCONSIN DECA COMMUNITY SERVICE CALENDAR

WI DECA will have a now has a Community Service Event Calendar on www.wideca.org with all of the Community Service Events happening around the state. Make sure you submit your Community Service Event to be included on this calendar.

Click here to have your event featured on the WI DECA Community Service Calendar!

# Wisconsin DECA
# By-Laws
# Updated July 2014

https://docs.google.com/document/d/1KQJwd992O2fr3e-Q76kywggcvaJ9ULIAjEIJBNhrbv2w/edit?usp=sharing

The mission of marketing, management, and entrepreneurship education is to prepare emerging leaders and entrepreneurs for careers in marketing, finance, hospitality and management in high schools and colleges around the globe.