

DECA Presentation Script: All About DECA – How to Organize Your DECA Chapter

Slide 1:

All About DECA is a teaching aid for first year or beginning teachers to assist them in organizing their DECA chapter.

Slide 2 and 3:

Use of Modules: Cornell Notes and Mind Map examples, forms, and Action Plan

Slides 4:

The objectives of this presentation are:

- To provide new marketing teachers a guideline to organize and maintain an active youth organization.
- To provide a guideline for incorporating DECA into the marketing curriculum, and
- To provide web resources for additional instructional materials.

Slides 5 and 6:

DECA is a club or youth organization for high school marketing students. It is co-curricular, and it provides students with leadership and competitive event activities. DECA is active in all 50 states and also has an international membership. Opportunity is the key word in DECA: in the classroom, in competition, in the community, and on-the-job.

Several resources are available to the new teacher to help organize your chapter and get your students knowledgeable about DECA. The national DECA website www.deca.org, the Texas DECA website, www.texasdeca.org, the DECA Guide, and the National DECA recruiting video (available from National DECA) are all available free to the new teacher. The DECA Facts Sheet is easily downloadable from the Texas website and used as a classroom teaching tool. Teachers from active chapters as well as state or district officers will be happy to help mentor new teachers.

Slide 7:

It is difficult to know how much to set your dues, so look to the state and national dues as a guideline. In Texas, state and national dues are \$16 and you can register your chapter online (www.deca.org) at the national DECA website. You only need a minimum of 10 members to register. Remember to keep your dues reasonable if you charge more than the \$16.00.

Slides 8, 9, and 10:

Students always want to know, “What’s in it for me?” If they are going to pay dues and give up their hard earned cash, you must give them an incentive for doing so. It is easier to get them to pay if you will give them something in writing instead of just talking about it. Show them what they will get for their dues (plus a whole lot more)! Provide them a suggested or proposed calendar for the year.

Slides 11 and 12:

It’s time to elect officers (usually 3-4 weeks into the school year). Determine the offices you want for your chapter organization (there are no set requirements). A typical chapter will have a President, Vice-President, Secretary, Treasurer, Reporter, Historian, and Sgt.-at-Arms.

Consider having the students:

- Complete an officer application
- Obtain 2 recommendation letters from core teachers
- Discuss the duties and responsibilities required of each office with candidates

Think about the traits of leadership and type of character you want in your officer team.

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What makes a good leader? What traits do you look for in a good officer? Consider the following traits in your officer candidates, as well as many traits, as you go through the candidate process:

Someone who:

- Is fair and impartial

- Has a sense of humor
- Is honest in their dealings with others
- Is organized and carefully plans
- Gives credit for work done
- Involves others and works with the team

Slide 14:

In addition to regular duties, you may want to consider officer enhancement duties that are customized for your specific school. For your President the following duties could be added:

- Create the monthly or regular meeting agenda for officer and chapter meetings with advisor approval
- Work with the Vice-President to set socials
- Chairperson of Recruitment Committee (work for 100% Membership)

Slide 15:

Officer enhancement duties for the Vice-President could include the following:

- Chairperson of the Social Committee, locating the facility, getting pricing information, and setting possible dates.
- Co-Chairperson of the Service Committee, locating the facility, getting pricing information, setting possible dates, and helping with promotion.

Slide 16:

Officer enhancement duties for the Secretary could include the following:

- Keeping track of birthday charts for all DECA members
- Create bulletin boards
- Create DECA member telephone directory or email directory
- Set up "Calling Tree" for all DECA members

Slide 17:

Officer enhancement duties for the Treasurer could include the following:

- Keep track of DECA Bucks (extra points) for the DECA auction

- usually held at the end of the semester
- Keep track of extra points for fund raising incentives
 - Keep track of members paying DECA dues

Slide 18:

Officer enhancement duties for the Reporter could include the following:

- Create a monthly in-house one page newsletter (posted on class bulletin board and in teacher lounge)
- Help advisor create and maintain web site

Slide 19:

Officer enhancement duties for the Historian could include the following:

- Work with the advisor to be sure there is a camera at every event that and photos are printed in a timely manner
- Prepare scrapbook for DECA competition
- Help create video for end of year DECA activity

Slide 20:

Officer enhancement duties for the Sgt.-at-Arms could include the following:

- Help set up room at each event (be sure proper seating, microphone and other equipment is working properly)
- Return room to order
- Maintain orderly conduct during meeting

Slides 21 and 22:

Leadership is an integral part of DECA. The classroom instructor and DECA officers play an important role in leading their DECA team members throughout the school year. Teachers can integrate leadership into the curriculum in several ways.

- Participate in your District DECA Fall Leadership Retreat
- Create your own local Leadership Day (you may not want to do this your first year unless you have had previous experience)

- Integrate leadership activities into your classroom curriculum utilizing information from some of the websites listed on Slide 20
- www.teachmeteamwork.com or www.groupdynamix.com

Slides 23 and 24:

A major component of the marketing curriculum and DECA is competition and competitive events. Everyone wants to know:

- What is DECA competition?
- Where is it this year?
- What do I have to do to compete?
- How do I win?
- What do I get for winning?

In Texas, there are three levels of competition:
District, State and International

There are three basic categories of competitive events:
Series, Representative and Written

Slide 25:

The three basic categories of competitive events (Series, Representative and Written) have many sub-categories. You will want to check your DECA Guidebook every year for the latest guidelines and rules governing competition.

Slide 26:

Individual Series or Team Decision Making Events can easily be incorporated into your classroom curriculum:

- Order role play events from DECA Images
- Use the case studies on a weekly or monthly basis in the classroom
- Case studies are great example of situation that could happen on the training station

Prepare for the comprehensive exam by:

- Ordering past exams from DECA Images and utilizing questions in the classroom (whole test or partial)
- Photo copies for take home prep

- Let entire class take 25 question exam on DECA Friday to prep for competition

Slide 27:

Written competitive events can easily be incorporated into the marketing curriculum as you teach certain marketing topics:

- **Advertising/Promotion Units**
Advertising Campaign
Fashion Merchandising Promotion Plan
- **Entrepreneurship Unit**
Entrepreneurship Participating/Written
Internet Marketing Business Plan
International Business Plan
- **Research Unit**
General Marketing Research Event
Business and Financial Research
Hospitality and Recreation Research
Retail Marketing Research

These projects can be completed in 2-6 weeks depending on the depth.

Slide 28:

Series Events have two parts:

1. The test which is a 100 question multiple choice comprehensive exam.
2. A role play, or case study, in the occupational field. Students have a 10 minute prep time to evaluate the case study and prepare for their time with the judge, and approximately 10 minutes to present their case to the judge.
3. District Competition: 1 test and 1 role-play
4. State Competition: 1 test and 2 role-plays
5. International Competition: 1 test and 2 role-plays

Slide 29:

Team Decision Making events have 2 parts:

1. The test which is a 100 question multiple choice comprehensive exam.
2. A role-play or case study in the occupational field. Students have 30 minute prep time to evaluate the case study and prepare for their time with the judge and approximately 15 minutes to present their case to the judge.

Slide 30:

Written Event information can be found in the DECA Guide. The following tips for Marketing Research and Chapter Team Events will help you and your students get started in the written event area:

- Usually 30 pages long
- Strict Guidelines in DECA Guide
- Always use CURRENT Guide
- Event Problem changes each year
- Minor changes are made each year to event rules
- Past national winners can be purchased from DECA Images
- Go to national DECA website for more information www.deca.org

Slide 31:

Marketing Representative Events combine the best of series and written events in that they require a comprehensive test and a written component. The competitive event areas are:

- Advertising Campaign Event
- Entrepreneurship Participating
- Fashion Merchandising Promotion Plan Event
- Technical Sales Event

Students take a 100 question multiple choice exam in their occupational field as well as completing a 11 page maximum written presentation. The creative presentation is delivered before a judge and the score is based on the presentation.

Slide 32:

Competition is great, but what do you get for your time and effort?

- When you win you advance to the next level (usually your way is paid or at least partially paid).
- Glory! And a plaque or trophy! The thrill of knowing you are the best in that event.
- At the international CDC the top 3 winners receive cash or a scholarship based on individual events.

Slide 33:

What are the benefits to students and teachers when you integrate DECA into your curriculum?

- Students want to come to class and so does the instructor
- Interesting and meaningful activities enhance the curriculum
- Positive teamwork skills learned in the classroom can transition to the training station
- DECA is an integral part of the curriculum and not just competition!

Slide 34:

Listed below are a list of references and websites used in this presentation:

DECA Images, 1908 Association Drive,
Reston,VA

Group Dynamix, www.groupdynamix.com

National DECA, www.deca.org

Texas DECA, www.texasdeca.org

Tom Heck, www.teachmeteamwork.com

