



Information Resource Manual

2021-2022

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This “Information Resource Manual” is designed to provide an overview of essential information relating to Missouri DECA. Additional information regarding many of the topics addressed can be obtained through supplemental resources such as the international (www.deca.org) and state association (<http://dese.mo.gov/careered/deca.htm>) websites, the annual “DECA Guide,” and the “Missouri DECA Policy Manual.” For more information, consult the Missouri DECA State Advisor.

General Information

DECA Descriptor

DECA prepares emerging leaders and entrepreneurs for careers in marketing, finance, hospitality and management in high schools and colleges around the globe.

DECA enhances the co-curricular education of members through a comprehensive learning program that integrates into classroom instruction, applies learning, connects to business and promotes competition.

DECA's activities assist in the development of academically prepared, community oriented, professionally responsible, experienced leaders.

DECA Inc. is a 501(c)(3) not-for-profit student organization with more than 200,000 members in all 50 U.S. states, the District of Columbia, Canada, China, Germany, Guam, Hong Kong, Korea, Mexico and Puerto Rico. The United States Congress, The United States Department of Education and state, district and international departments of education authorize DECA's programs.

Formation of National DECA

The first interstate conference occurred in Memphis, Tennessee, in 1947 where the first national officer team was elected.

National Headquarters

Located in Reston, Virginia – Opened in 1976
Missouri DECA contributed \$10,000 to the opening of the headquarters and was recognized with a Missouri Room.

Charter States

Missouri was one of 17 states which adopted the National constitution and the official name in 1948.

National Membership

More than 200,000 members in all 50 U.S. states, the District of Columbia, Canada, China, Germany, Guam, Hong Kong, Korea, Mexico and Puerto Rico.

Missouri DECA Eligibility

Students must be currently enrolled in a marketing or cooperative education course in order to hold membership in DECA. In addition, students enrolled in other courses taught by a certified marketing teacher currently teaching at least one approved marketing course and serving as a DECA advisor also are eligible for DECA membership. The course content must align with a state-approved DECA competitive event for the student to be eligible for membership. Year long or semester course enrollment satisfies the concurrent enrollment issue.

Advisors

Adults charged with the responsibilities for giving guidance to the chapter and state associations.

Delegates

The term which refers to any DECA member, including advisors, attending DECA approved activities.

Organizational Structure

DECA Incorporated

The legal identity of the adult group responsible for DECA.

Chapter Level

- Marketing Education students and Cooperative Education students make up the school chapter of DECA (not referred to as a “club”).
- Chapters elect student officers for local leadership positions.
- Chapter members participate in school and community-based projects.

State Association Level

- Chapter members join the State Association of DECA.
- Representatives of local chapters (students and advisors) provide recommendations for the State Association of DECA.
- Chapter members run for state office at an annual election conference. State Officers provide leadership for the organization.
- One or more designated individuals serve as the State Advisor(s) of the Missouri Association of DECA. They provide leadership and coordination of state-level activities and programs.
- Six local chapter advisors comprise the Missouri DECA Board of Directors.
- Outstanding chapter members represent their chapters in state-sponsored activities, competitive events, and leadership/career development events.

Regional Association Level

- State and Provincial Associations comprise four regions: Western, Central, Southern, North Atlantic.
- Each region has 13 or more State/Provincial Associations.
- Missouri is one of 13 associations in the Central Region.
- The State Advisors from each Central Region association comprise the Central Region Board of Governors.
- One state in the Central Region may choose to serve as the host state for the annual Central Region Leadership Conference to promote leadership development activities, introduce competitive events and provide a forum for industry topics.

International Association Level

- Local chapter and state association members join National DECA.
- Representatives of State Associations provide recommendations regarding National DECA activities.
- DECA Inc. Board of Directors: Members are elected from DECA Inc. for a three-year term of office. The Board sets policies and guidelines and adopts a long-range plan for DECA's development and growth.
- Executive Director of DECA Inc Frank Peterson receives direction from the Board of Directors.
- All other national staff are employed by and responsible to the Executive Director.
- Outstanding state members represent their State Association at the annual International DECA Career Development Conference.
- National officers, elected by voting delegates from the State Associations, serve as the elected student leaders of National DECA.

Divisions of DECA

High School Division

The largest division of DECA; membership is available to high school students enrolled in Marketing and Cooperative Education classes.

Collegiate Division

Division offering membership to students enrolled in post-secondary institutions studying marketing, management, and related business fields. This division offers members the opportunity to develop personally and professionally through chapter activities, individual projects, and a competitive events program.

Alumni Division

Support division to provide a means by which Marketing Education students can maintain an association with DECA; encourage support for DECA on the local, state and/or national level; and promote the purposes of DECA.

Professional Division

A support division established to provide teachers of Marketing and Cooperative Education, businesspersons, parents, and administrators a means of membership in DECA.

Congressional Advisory Board

Consists of members of Congress who are supportive of DECA. (CAB)

National Advisory Board

DECA's National Advisory Board includes representatives from more than 60 corporations, foundations and associations. NAB members provide financial resources, advocacy and a network of professionals to support DECA activities at all levels. NAB members serve in an advisory capacity to DECA Inc. The NAB chairperson serves on the DECA Inc. Board of Directors.

National Officers

Both the High School and College Division are represented by elected national officers. Offices available are President and four vice president positions representing a region including the Western, Central, Southern, and North Atlantic. The High School Division National President for 2021 is O'Brian Martin from Orange County High School in Virginia.

Symbols

DECA Color

The official color of DECA is blue.

PMS 287 C
CMYK (100, 68, 0, 12)
RGB (0, 83, 155)
Web RGB (00, 53, 98)

Unifying Logo

DECA's new logo became effective July 1, 2010. The logo embraces the organization's affinity for the diamond while displaying a bold, modern design.

DECA Diamond

The DECA Diamond is the international emblem of DECA. The four points inside the diamond represent the first set of DECA's guiding principles while the four outer points represent the second set of DECA's guiding principles and the polished leaders DECA prepares.

Guiding Principles

DECA's Comprehensive Learning Program — Integrates into Classroom Instruction

- An integral component of classroom instruction, DECA activities provide authentic, experiential learning methods to prepare members for college and careers.

Applies Learning

- DECA members put their knowledge into action through rigorous project-based activities that require creative solutions with practical outcomes.

Connects to Business

- Partnerships with businesses at local and broader levels provide DECA members realistic insight into industry and promote meaningful, relevant learning.

Promotes Competition

- As in the global economy, a spark of competition drives DECA members to excel and improve their performance.

**DECA prepares the next generation to be —
Academically Prepared**

- DECA members are ambitious, high-achieving leaders equipped to conquer the challenges of their aspirations.

Community Oriented

- Recognizing the benefit of service and responsibility to the community, DECA members continually impact and improve their local and broader communities.

Professionally Responsible

- DECA members are poised professionals with ethics, integrity and high standards.

Experienced Leaders

- DECA members are empowered through experience to provide effective leadership through goal setting, consensus building and project implementation.

Mission Statement

DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management.

Attributes and Values

Competence. Innovation. Integrity. Teamwork.

DECA Theme for 2021

“Maximize your Momentum”

Resources

DECA Guide

The publication for DECA Inc. programs, competitive events guidelines, and Shop DECA.

DECA Direct

DECA Inc. bimonthly electronic magazine that is filled with informative business articles, association news, and leadership development, community service, etc., articles.

DECA Direct Online

The online news source for DECA updates, competitive events strategies, chapter resources, profiles, conferences and more! Updated daily.

DECA Insight

DECA Inc., newsletter sent four times throughout the school year to the local chapter advisors.

Shop DECA

The supplier operating out of DECA Inc. Headquarters that carries official DECA merchandise, including apparel, competitive events preparation materials, chapter materials, and supplies.

State Association Information

Missouri DECA State Staff

Mrs. Cindy Shannon, State Advisor, High School Division
Mrs. Tammy Stains, State Advisor, Collegiate Division,
Mrs. Susan Kulyan, FBLA/DECA/Collegiate DECA State
Treasurer

Missouri DECA Board of Directors	Policy-setting body comprised of six elected chapter advisors. Members serve a three-year term.
Missouri DECA Districts	Missouri is divided into 12 districts
Missouri DECA Membership	Approximately 154 local DECA chapters and nearly 5.200 members
Missouri DECA Scholarships	The Foundation for Missouri DECA provides scholarships annually to Missouri DECA members. Missouri DECA members are also eligible to apply for national scholarships, including the Harry A. Applegate Scholarship, named in honor of the former Executive Director of DECA Inc.
State Action Team	Missouri's 6-member state officer team consists of a President, Vice President-Community Service, Vice President-Advocacy, and Vice President- Communication, Vice President-Business Partnerships, Vice President-Membership
State Officer POA	Members of the State Action Team are required to prepare a Program of Activities documenting activities carried out during the school year. In order to attend the International CDC, a POA must be submitted which meets the minimum criteria.
Missouri DECA State Officer Advisors	Selected by the State Advisor to assist with the training of the State Action Team and to coordinate their program of activities throughout the year. The State Officer Advisors also assist with officer functions at the State CDC and International CDC. These advisors are Mrs. Jill Fannin and Mr. Kevin Buening.
Missouri DECA District Advisors	Selected by each district to provide leadership for all district activities, except those directly related to competitive events. District advisors work closely with the District Vice President.
Missouri DECA Competitive Events Directors	Selected by the State Advisor to operate the competitive events program in each district. The Competitive Events Directors plan and conduct the District Career Development Conference and process the chapter registrations for the State Career Development Conference.
Venture Capital Fund	This business loan is available through the Foundation for Missouri DECA to chapters that apply to establish an entrepreneurial venture. This no-interest loan must be paid back in one year.

Awards

Crystal Catalyst Award

A Missouri Association award presented each year at the State Career Development Conference to one advisor who has shown initiative in providing innovation, encouragement and/or enthusiasm in a manner that benefits the entire Missouri DECA Association.

Diamond Award

A Missouri Association award designed to recognize outstanding contributions made by one chapter advisor in each district. The Diamond Award is presented at the State CDC.

Friends of DECA Award

Special recognition award presented by the Missouri Association at the State Career Development Conference. Awarded to individuals for outstanding contributions to Marketing Education, Cooperative Education, and DECA.

Honorary Life Membership

The highest award a DECA Chapter, State, or National association can bestow on an individual.

Career and Technical Education

ACTE

The Association for Career and Technical Education is the professional association for career and technical educators and students.

Career Clusters

Career Clusters provide a way for schools to organize instruction and student experiences around 16 broad categories that encompass virtually all occupations from entry through professional levels. These groupings of occupations are used as an organizing tool for curriculum design, a model for guidance and instruction, and a mechanism for seamless transition from secondary education to postsecondary and/or career.

The career clusters relating to the marketing education curriculum are:

- Marketing
- Business Management and Administration
- Finance
- Hospitality and Tourism

Carl D. Perkins Career and Technical Education Act

The Carl D. Perkins Career and Technical Education Act (Perkins) was most recently reauthorized in August 2006. The purpose of Perkins is to provide individuals with the academic

and technical skills needed to succeed in a knowledge- and skills-based economy through career and technical education. Perkins also focuses on documenting the rigor of academic and technical courses, improving curriculum alignment among secondary and postsecondary schools, and streamlining the transition process for students moving from one level to another. Under the law, Missouri receives about \$22.4 million per year in federal funds to support career and technical education programs across the state.

CTSO

Career and Technical Student Organization (i.e., DECA, FFA, FCCLA, FBLA, SkillsUSA, etc.)

NCCCTSO

National Coordinating Council for Career and Technical Student Organizations. The council identifies and coordinates activities that are mutually beneficial to career and technical student organizations and their numbers. They share information that will enhance the development of career and technical education students, and to strengthen career and technical education.

Conferences and Events

Goals of State and International CDCs

1. To provide a forum for the competitive events program.
2. To provide delegates an opportunity to obtain information regarding educational and career opportunities.
3. To provide an opportunity for delegates to assist in the growth and development of DECA.
4. To provide delegates an opportunity to develop poise and human relations abilities by participation in scheduled social and educational activities.

National DECA Month

November

Global Entrepreneurship Week

November

Annual Career and Technical Education Month

February

DECA Conferences

1. Fall Leadership and State Officer Election Conference – October 10-11, 2021 • Branson, MO
2. State Officer Training – July, 2021

3. Missouri DECA Board of Directors Meet – January & July
4. State CDC Planning Meeting – January • Crown Center, KC, MO
5. District Career Development Conferences – hosted by DECA Districts throughout Missouri in February
6. Missouri ACTE Legislative Day – mid-February • State Capitol, Jefferson City
7. State Career Development Conference – March 13-15, 2022 • Crown Center, KC, MO
8. International Career Development Conference – April 22-27, 2022 • Atlanta, Georgia Over 20,000 DECA members participated in the annual conference.

Competitive Events

Competitive Event Purposes

1. To contribute to the development of skills necessary for careers in marketing, management and entrepreneurship.
2. To evaluate student achievement of the competencies through careful measurement devices (performance indicators).
3. To provide opportunities for student and team recognition.
4. To provide constructive avenues for individual or team expression, initiative and creativity.
5. To motivate students to assume responsibility for self-improvement and self-discipline.
6. To provide a vehicle for students to demonstrate (via performance indicators) their acquired skills through individual or team activities.
7. To assist students in acquiring a realistic self-concept through individual or team activities.
8. To help students participate in an environment of cooperation and competition.
9. To provide visibility for the educational goals and objectives of marketing education.

Principles of Business Administration Events

PBM	Principles of Business Management and Administration
PFN	Principles of Finance
PHT	Principles of Hospitality and Tourism
PMK	Principles of Marketing

Team Decision Making Events

BLTDM	Business Law and Ethics
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	BTDM	Buying and Merchandising
	ETDM	Entrepreneurship
	FTDM	Financial Services
	HTDM	Hospitality Services
	MTDM	Marketing Management
	STDM	Sports and Entertainment Marketing
	TTDM	Travel and Tourism Marketing
Individual Series Events	AAM	Apparel and Accessories Marketing
	ACT	Accounting Applications
	ASM	Automotive Services Marketing
	BFS	Business Finance Services
	BSM	Business Services Marketing
	ENT	Entrepreneurship Series Event
	FMS	Food Marketing
	HLM	Hotel and Lodging Management
	HRM	Human Resource Management Series
	MMS	Marketing Communications
	QSRM	Quick Serve Restaurant Management
	RFSM	Restaurant and Food Service Management
	RMS	Retail Merchandising
	SEM	Sports and Entertainment Marketing
Business Operations Research Events	BOR	Business Services
	BMOR	Buying and Merchandising
	HTOR	Hospitality and Tourism
	SEOR	Sports and Entertainment Marketing
Project Management	PMCA	Community Awareness Project
	PMCG	Community Giving Project
	PMBS	Business Solutions Project
	PMCA	Career Development Project
	PMFL	Financial Literacy Project
	PMSP	Sales Project
Entrepreneurship Events	EIP	Innovation Plan
	ESB	Start Up Business
	EIB	Independent Business Plan
Integrated Marketing Campaign Events	IMCE	Integrated Marketing Campaign-Event
	IMCP	Integrated Marketing Campaign-Product
	IMCS	Integrated Marketing Campaign-Service
Professional Selling Events	HTPS	Hospitality and Tourism Professional
	PSE	Selling Professional Selling
	FCE	Financial Consulting
Special Event	VBC	Virtual Business Challenge
	SBE	School Based Enterprise (Food/Retail)

State Event

Missouri offers the following state event:

LEAD Leadership Delegates — designed to prepare sophomores or juniors to assume leadership roles in Missouri DECA.

Parliamentary Procedure

Four Main Objectives of Parliamentary Law

1. To do one thing at a time
2. Courtesy to everyone
3. The rule of the majority must prevail
4. The rights of the minority must be protected

Principles of Parliamentary Procedure

1. Only one main motion may be considered at a time.
2. Each member's rights are equal to those of his/her fellow members.
3. The majority has the right to work its will and its decisions must be followed.
4. The minority has the right to be heard.

Correct Way to Make a Motion

“I move that” followed by a statement of the proposal.

Types of Motions

1. Main
2. Subsidiary
3. Incidental
4. Privileged
5. Motions that bring a question again before the assembly

Quorum

One plus 50% of the members are present and eligible to vote.

Types of Amendments

1. First order — an amendment to the motion
2. Second order — an amendment to the amendment

Standard Order of Business:

Reading and Approval of the Minutes, Reports of Officers, Boards and Standing Committees, Reports of Special Committees, Special Orders, Unfinished Business and General Orders, New Business

Marketing Related Terms

Advertising

A form of non-personal promotion in which companies pay to promote ideas, goods, or services in a variety of media outlets.

Channel of Distribution

The path a product takes from producer or manufacturer to final user.

Consumer

The person who uses goods and services.

Customer

Anyone who buys or rents goods or services.

Demographics	Statistics that describe a population in terms of personal characteristics.
Economy	The organized way a nation provides for the needs and wants of its people.
Entrepreneurship	The process of starting and operating your own business.
Free Enterprise System	Encourages individuals to start and operate their own business in a competitive environment, without government involvement.
Functions of Marketing	Distribution, Financing, Marketing Information Management, Pricing, Product/Service Management, Promotion, Selling
International Trade	The exchange of goods and services between nations.
Internet Marketing	Marketing and management functions and tasks that can be applied to the selling of products and services by businesses and consumers over the Internet. These can be business-to business, business-to-consumer or consumer-to-consumer.
Marketing	The process of planning, pricing, promoting, selling, and distributing products to satisfy customers' needs and wants.
Marketing Concept	Businesses must satisfy customers' needs and wants while making a profit.
Market Research	Gathering, recording, analyzing, and presenting information related to marketing goods and services.
Marketing Mix	Comprises four basic marketing strategies (the 4 P's of Marketing): Product, Price, Place and Promotion.
Pricing	Determining and adjusting prices to maximize return and meet customer's perception of value.
Promotion	Decisions about advertising, personal selling, sales promotion, and publicity used to attract potential customers.
Retailers	Channel of distribution that buys goods from wholesalers or directly from manufacturers and resells them to the final consumer.
SWOT Analysis	An assessment of a company's strengths and weaknesses and the opportunities and threats that surround it; SWOT: strengths, weaknesses, opportunities, threats.
Utility	The attributes of a product or service that make it capable of satisfying consumer's wants and needs.
Wholesalers	Channel of distribution that obtains goods from the manufacturers and resells them to industrial users, other wholesalers, and retailers.

Missouri DECA
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[www.missourideca.org](http://dese.mo.gov/careered/deca_state_officers.htm)
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