



SUPPLEMENTAL GUIDE
2025-2026

2025-2026 SUPPLEMENTAL GUIDE CHANGES

- Competitive Events - General Information Chart
- Addition of Written Event Pre-Submission Form (MyPADECA.org/forms)
- State Only Event Competition Details
- PA DECA Pin Design Content must now be submitted via Google Form (MyPADECA.org/forms)
- PA DECA T-Shirt Design Content must now be submitted via Google Form (MyPADECA.org/forms)

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GENERAL INFORMATION ON COMPETITIVE EVENTS

An overview of the important guidelines for the current year is listed below. Please review all items thoroughly. **A district cannot create a policy that will violate the state constitution, by-laws and policies of PA DECA.**

STATE-LEVEL PARTICIPATION IN EVENTS

Students may enter just one competitive event at SCDC, except for Modeling. Please note that the following events are open to all students. None of these events qualify a student to attend the State Career Development Conference. Students who are applying for scholarships will have interviews at the conference. Therefore, they will need to register in an additional area.

PADECA Scholarship

State Business Partnership Scholarship

Food Merchants' Scholarship

Jerry DiGiovanni, Sr. Scholarship

Student of the Year Scholarship Event

Member of the Year Scholarship Event

Charles Mariotz Scholarship

Disqualification affects **only** the portion of the event in which the violation occurred. *For example, a student competing in food marketing fails to show up for Role Play A, but completes the other role-play and test. He/she receives a zero (0) score for Role Play A, but his/her other scores count at full value. Incidentally, there have been students who have qualified for national competition under this type of condition. Never give up!*

Different judges may have different perceptions of an appropriate businesslike appearance. Therefore, a student may be penalized in one portion of an event and not in another event even though their appearance has not been changed.

PA DECA WRITTEN EVENT PLAGIARISM & INTEGRITY INFORMATION

PURPOSE: As part of its guiding principles, DECA aims to cultivate professionally responsible members who embody ethics, integrity, and high standards. Recognizing that ethical conduct is central to responsible citizenship, DECA deems it critical to have clear policies prohibiting plagiarism and other forms of academic dishonesty.

PLAGIARISM

Plagiarism is the act of using someone else's language, ideas, or original material without properly acknowledging the source (Council of Writing Program Administrators, 2003, p. 1). This academic misconduct encompasses a range of behaviors, from directly copying a passage to paraphrasing without citation. Plagiarism is the most common form of academic fraud and must be scrupulously avoided. Students must carefully acknowledge all ideas, work, and distinctive phrasing that are not their own original contributions, which includes previous DECA submissions by the student.

When incorporating information from external sources into your writing, you must follow two steps to properly attribute the source material:

1. Provide an in-text citation (such as a parenthetical reference) alongside any quoted, paraphrased, or summarized content to identify the original source.
2. List the full source details in a footnote at the bottom of the citation page and bibliography.

ARTIFICIAL INTELLIGENCE (AI)

The use of artificial intelligence (AI) in writing is a rapidly evolving and complex topic that raises important ethical considerations. This technology holds immense potential, allowing for rapid content creation, automation of repetitive tasks, and personalized text tailored to users' needs. However, the rise of AI writing also presents ethical quandaries that must be carefully navigated. As AI writing systems become more sophisticated, there will be a growing need for robust ethical frameworks, clear policies, and public discourse to ensure these powerful tools are used transparently, accountably, and for the benefit of society.

Link to DECA Direct article about AI: [DECA Competitive Events: Use of AI](#)

PENNSYLVANIA DECA DRESS CODE

Chapter Advisor Responsibility: Advisors are responsible for reviewing the following dress code with students and discussing the consequences of infractions.

WHEN APPEARING BEFORE JUDGES, GENERAL SESSIONS, ON-STAGE, MEAL FUNCTIONS & WORKSHOPS

- Business suit or sport coat or blazer (Official DECA blazer optional)
- Dress slacks or dress skirt or business dress
- Collared dress shirt and appropriate neckwear or dress blouse
- Dress shoes

ADDITIONAL INFORMATION

- No shorts, jeans, denim clothing, cut-offs, sweatshirts, sneakers, mini-skirts, mini-dresses, or T-shirts will be permitted during the workshops, general sessions, meetings, competitive events, and meal functions.
- Casual wear will be acceptable only during specific social functions or where otherwise specified.
- Dress code attire is required for the award sessions. Students dressed improperly or carrying any items will not be permitted on stage.
- Dress code attire *will be required* for **all** meal functions except for dinner the first night. Those not properly attired will be turned away at the door.
- A DECA blazer is appropriate for all occasions.

NOTE: Students should be aware that points may be deducted for what the judge considers to be inappropriate or non-businesslike appearance. Examples of this may include visible tattoos, facial piercings, hair styles or colors, etc.

We hope we have made it easier for you and your students to prevent them from being penalized. We have spent hours over the past years considering: current fashion trends, cost, time restraints, impressions of judges and sponsors, other CTSO dress codes, and fairness between males and females.

Student Signature

Date

Parent Signature

Date

CHAPTER ALLOTMENT - STATE COMPETITIVE EVENT ENTRIES

Chapters must adhere to the established ratios listed below when submitting competitive event registration for the State Career Development Conference.

The chart below was developed to help you in determining the number of competitors allowed for your chapter. Utilize the chart for all events on the Competitive Events General Information pages that refer to the Chapter Allotment chart.

All allotments are based on student membership received by November 15 of the current year. The membership number used to determine chapter allotment is the number of students joining both State and National DECA.

Number of Chapter Members	Competitors Allowed
1 - 26	1
27 - 52	2
53 - 122	3
123 - 157	4
158 - 192	5
193 - 227	6
228 - 262	7

Allotments were revised and adopted by the Board of Trustees in July 1999.

COMPETITIVE EVENTS – GENERAL INFORMATION CHARTS

PRINCIPLES OF BUSINESS ADMINISTRATION EVENTS							
REGISTRATION CODE	SPECIFIC NAME OR TYPE OF EVENT	PARTICIPANTS IN EVENT	DISTRICT LEVEL	STATE LEVEL	CHAPTER ENTRIES FOR STATE CONFERENCE	INTERNATIONAL LEVEL	PA ENTRIES FOR ICDC
PBM	Principles of Business Management & Administration	1	YES	YES	One Per 200 District Members Minimum of 2	YES	6
PEN	Principles of Entrepreneurship	1	YES	YES	One Per 200 District Members Minimum of 2	YES	6
PFN	Principles of Finance	1	YES	YES	One Per 200 District Members Minimum of 2	YES	6
PHT	Principles of Hospitality and Tourism	1	YES	YES	One Per 200 District Members Minimum of 2	YES	6
PMK	Principles of Marketing	1	YES	YES	One Per 200 District Members Minimum of 2	YES	6

ENTREPRENEURSHIP EVENTS							
REGISTRATION CODE	SPECIFIC NAME OR TYPE OF EVENT	PARTICIPANTS IN EVENT	DISTRICT LEVEL	STATE LEVEL	CHAPTER ENTRIES FOR STATE CONFERENCE	INTERNATIONAL LEVEL	PA ENTRIES FOR ICDC
ESB	Start-Up Business Plan	1-3	NO	YES	Chapter Allotment Chart Must Fill Out Pre Competition Form by Nov. 15	YES	5
EIB	Entrepreneurship Written Event	1-3	NO	YES	Chapter Allotment Chart Must Fill Out Pre Competition Form by Nov. 15	YES	5
IBP	International Business Plan	1	NO	YES	Chapter Allotment Chart Must Fill Out Pre Competition Form by Nov. 15	YES	5
EIP	Innovation Plan	1-3	NO	YES	Chapter Allotment Chart Must Fill Out Pre Competition Form by Nov. 15	YES	5
EBG	Business Growth Plan	1-3	NO	YES	Chapter Allotment Chart Must Fill Out Pre Competition Form by Nov. 15	YES	5
EFB	Franchise Business Plan	1-3	NO	YES	Chapter Allotment Chart Must Fill Out Pre Competition Form by Nov. 15	YES	5

PROJECT MANAGEMENT EVENTS							
REGISTRATION CODE	SPECIFIC NAME OR TYPE OF EVENT	PARTICIPANTS IN EVENT	DISTRICT LEVEL	STATE LEVEL	CHAPTER ENTRIES FOR STATE CONFERENCE	INTERNATIONAL LEVEL	PA ENTRIES FOR ICDC
PMBS	Business Solutions Project	1 - 3	NO	YES	Chapter Allotment Chart Must Fill Out Pre Competition Form by Nov. 15	YES	5
PMCD	Chapter Development Project	1 - 3	NO	YES	Chapter Allotment Chart Must Fill Out Pre Competition Form by Nov. 15	YES	5
PMCA	Community Awareness Project	1 - 3	NO	YES	Chapter Allotment Chart Must Fill Out Pre Competition Form by Nov. 15	YES	5
PMCG	Community Giving Project	1 - 3	NO	YES	Chapter Allotment Chart Must Fill Out Pre Competition Form by Nov. 15	YES	5
PMFL	Financial Literacy Project	1 - 3	NO	YES	Chapter Allotment Chart Must Fill Out Pre Competition Form by Nov. 15	YES	5
PMSP	Sales Project	1 - 3	NO	YES	Chapter Allotment Chart Must Fill Out Pre Competition Form by Nov. 15	YES	5

BUSINESS OPERATIONS RESEARCH EVENTS							
REGISTRATION CODE	SPECIFIC NAME OR TYPE OF EVENT	PARTICIPANTS IN EVENT	DISTRICT LEVEL	STATE LEVEL	CHAPTER ENTRIES FOR STATE CONFERENCE	INTERNATIONAL LEVEL	PA ENTRIES FOR ICDC
BOR	Business Services Operations Research	1-3	NO	YES	Chapter Allotment Chart Must Fill Out Pre Competition Form by Nov. 15	YES	5
BMOR	Buying and Merchandising Operations Research	1-3	NO	YES	Chapter Allotment Chart Must Fill Out Pre Competition Form by Nov. 15	YES	5
FOR	Finance Operations Research	1-3	NO	YES	Chapter Allotment Chart Must Fill Out Pre Competition Form by Nov. 15	YES	5
HTOR	Hospitality and Tourism Operations Research	1-3	NO	YES	Chapter Allotment Chart Must Fill Out Pre Competition Form by Nov. 15	YES	5
SEOR	Sports and Entertainment Marketing Operations Research	1-3	NO	YES	Chapter Allotment Chart Must Fill Out Pre Competition Form by Nov. 15	YES	5

INDIVIDUAL SERIES EVENTS							
REGISTRATION CODE	SPECIFIC NAME OR TYPE OF EVENT	PARTICIPANTS IN EVENT	DISTRICT LEVEL	STATE LEVEL	CHAPTER ENTRIES FOR STATE CONFERENCE	INTERNATIONAL LEVEL	PA ENTRIES FOR ICDC
ACT	Accounting Applications	1	YES	YES	One Per 200 District Members Minimum of 2	YES	6
AAM	Apparel & Acc. Marketing	1	YES	YES	One Per 200 District Members Minimum of 2	YES	6
ASM	Automotive Services Marketing	1	YES	YES	One Per 200 District Members Minimum of 2	YES	6
BFS	Business Finance Series	1	YES	YES	One Per 200 District Members Minimum of 2	YES	6
BSM	Business Services Marketing	1	YES	YES	One Per 200 District Members Minimum of 2	YES	6
ENT	Entrepreneurship	1	YES	YES	One Per 200 District Members Minimum of 2	YES	6
FMS	Food Marketing Series	1	YES	YES	One Per 200 District Members Minimum of 2	YES	6
HLM	Hotel & Lodging Management	1	YES	YES	One Per 200 District Members Minimum of 2	YES	6
HRM	Human Resources Management	1	YES	YES	One Per 200 District Members Minimum of 2	YES	6
MCS	Marketing Communications	1	YES	YES	One Per 200 District Members Minimum of 2	YES	6
QSRM	Quick Serve Restaurant Management	1	YES	YES	One Per 200 District Members Minimum of 2	YES	6
RFSM	Restaurant & Food Service Management	1	YES	YES	One Per 200 District Members Minimum of 2	YES	6
RMS	Retail Merchandising	1	YES	YES	One Per 200 District Members Minimum of 2	YES	6
SEM	Sports & Entertainment Marketing	1	YES	YES	One Per 200 District Members Minimum of 2	YES	6

TEAM DECISION MAKING EVENTS

REGISTRATION CODE	SPECIFIC NAME OR TYPE OF EVENT	PARTICIPANTS IN EVENT	DISTRICT LEVEL	STATE LEVEL	DISTRICT ENTRIES FOR STATE CONFERENCE	INTERNATIONAL LEVEL	PA ENTRIES FOR ICDC
BLTDM	Business Law & Ethics Team Decision Making	2	YES	YES	1 per 250 district members or major fraction thereof; minimum of 2	YES	5
BTDM	Buying & Merchandising Team Decision Making	2	YES	YES	1 per 250 district members or major fraction thereof; minimum of 2	YES	5
ETDM	Entrepreneurship Team Decision Making	2	YES	YES	1 per 250 district members or major fraction thereof; minimum of 2	YES	5
FTDM	Financial Services Team Decision Making	2	YES	YES	1 per 250 district members or major fraction thereof; minimum of 2	YES	5
HTDM	Hospitality Services Team Decision Making	2	YES	YES	1 per 250 district members or major fraction thereof; minimum of 2	YES	5
MTDM	Marketing Management Team Decision Making	2	YES	YES	1 per 250 district members or major fraction thereof; minimum of 2	YES	5
STDM	Sports & Entertainment Marketing Team Decision Making	2	YES	YES	1 per 250 district members or major fraction thereof; minimum of 2	YES	5
TTDM	Travel & Tourism Marketing Team Decision Making Event	2	YES	YES	1 per 250 district members or major fraction thereof; minimum of 2	YES	5

PERSONAL FINANCIAL LITERACY EVENT							
REGISTRATION CODE	SPECIFIC NAME OR TYPE OF EVENT	PARTICIPANTS IN EVENT	DISTRICT LEVEL	STATE LEVEL	CHAPTER ENTRIES FOR STATE CONFERENCE	INTERNATIONAL LEVEL	PA ENTRIES FOR ICDC
PFL	Personal Financial Literacy	1	YES	YES	One per 200 district members, minimum of 2	YES	6

INTEGRATED MARKETING CAMPAIGN EVENTS							
REGISTRATION CODE	SPECIFIC NAME OR TYPE OF EVENT	PARTICIPANTS IN EVENT	DISTRICT LEVEL	STATE LEVEL	CHAPTER ENTRIES FOR STATE CONFERENCE	INTERNATIONAL LEVEL	PA ENTRIES FOR ICDC
IMCE	Integrated Marketing Campaign-Event	1 - 3	NO	YES	Chapter Allotment Chart Must Fill Out Pre Competition Form by Nov. 15	YES	5
IMCP	Integrated Marketing Campaign-Product	1 - 3	NO	YES	Chapter Allotment Chart Must Fill Out Pre Competition Form by Nov. 15	YES	5
IMCS	Integrated Marketing Campaign-Service	1 - 3	NO	YES	Chapter Allotment Chart Must Fill Out Pre Competition Form by Nov. 15	YES	5

PROFESSIONAL SELLING & CONSULTING EVENTS							
REGISTRATION CODE	SPECIFIC NAME OR TYPE OF EVENT	PARTICIPANTS IN EVENT	DISTRICT LEVEL	STATE LEVEL	CHAPTER ENTRIES FOR STATE CONFERENCE	INTERNATIONAL LEVEL	PA ENTRIES FOR ICDC
FCE	Financial Consulting	1	NO	YES	Chapter Allotment Chart Must Fill Out Pre Competition Form by Nov. 15	YES	5
HTPS	Hospitality and Tourism Professional Selling	1	NO	YES	Chapter Allotment Chart Must Fill Out Pre Competition Form by Nov. 15	YES	5
PSE	Professional Selling Event	1	NO	YES	Chapter Allotment Chart Must Fill Out Pre Competition Form by Nov. 15	YES	5

ONLINE EVENTS							
REGISTRATION CODE	SPECIFIC NAME OR TYPE OF EVENT	PARTICIPANTS IN EVENT	DISTRICT LEVEL	STATE LEVEL	CHAPTER ENTRIES FOR STATE CONFERENCE	INTERNATIONAL LEVEL	PA ENTRIES FOR ICDC
SMG	Stock Market Game	1-3	NO	NO	N/A	YES	N/A
VBCAC	Virtual Business Challenge – Accounting	1-3	NO	NO	N/A	YES	N/A
VBCFA	Virtual Business Challenge - Fashion	1-3	NO	NO	N/A	YES	N/A
VBCHM	Virtual Business Challenge -Hotel Management	1-3	NO	NO	N/A	YES	N/A
VBCPF	Virtual Business Challenge - Personal Finance	1-3	NO	NO	N/A	YES	N/A
VBCRS	Virtual Business Challenge- Restaurant	1-3	NO	NO	N/A	YES	N/A
VBCRT	Virtual Business Challenge – Retail	1-3	NO	NO	N/A	YES	N/A
VBCSP	Virtual Business Challenge -Sports	1-3	NO	NO	N/A	YES	N/A
VBCEN	Virtual Business Challenge - Entrepreneurship	1-3	NO	NO	N/A	YES	N/A

STATE ONLY EVENTS							
REGISTRATION CODE	SPECIFIC NAME OR TYPE OF EVENT	PARTICIPANTS IN EVENT	DISTRICT LEVEL	STATE LEVEL	CHAPTER ENTRIES FOR STATE CONFERENCE	INTERNATIONAL LEVEL	PA ENTRIES FOR ICDC
CAP	Chapter Awards Project	1-3	NO	YES	1 entry per chapter	NO	----
CBE	Chapter Banner Event	2-4	SOME	YES	Chapter allotment chart	NO	----
DQB	DECA Quiz Bowl	1-4	NO	YES	1 entry per chapter	NO	----
DAE	Digital Advertising Event	1	NO	YES	2 entries per chapter	NO	----
JOB	Job Interview	1	SOME	YES	2 entries per chapter	NO	----
SCM	Supply Chain Management Series Event	1	SOME	YES	Chapter allotment chart	NO	----
SCWE	Supply Chain Management Written event	1-3	NO	YES	Chapter allotment chart	NO	----
MODB	Modeling – Male	1	SOME	YES	1 entry per chapter	NO	----
MODG	Modeling – Female	1	SOME	YES	1 entry per chapter	NO	----

PSPK	Public Speaking	1	NO	YES	2 entries per chapter	NO	----
SBEF	School-Based Enterprise - Food	1-3	NO	YES	1 team per chapter	NO	----
SBER	School-Based Enterprise - Retail	1-3	NO	YES	1 team per chapter	NO	----
PDB	Promotional Display Board	2-3	NO	YES	1 team per chapter	NO	
FCSS	Foundations of Customer Service and Sales	1	<input checked="" type="checkbox"/>	Y <input checked="" type="checkbox"/>	Chapter allotment chart	NO	

STATE-ONLY COMPETITIVE EVENTS

***State Only Events are subject to change depending available resources. All decisions will be made prior to registration opening for SCDC.**

PENNSYLVANIA DECA

ADVISOR OF THE YEAR AWARD

PURPOSE: To recognize outstanding efforts by a current PADECA advisor.

JUDGING: Applications will be judged by a committee of Board Members.

AWARD: One PADECA Advisor of the Year Award will be presented at the Opening Ceremony of the State CDC.

DEADLINE: Application must be submitted via Google Form (found at [MyPADECA.org](https://www.mypadeca.org)) by January 9, 2026

APPLICATION SPECIFICATIONS:

Any student, advisor, or professional may nominate an advisor. The award application packet must include the following documentation:

- One-page biography that highlights key contributions and achievements that have advanced the mission of DECA and marketing or business education at the school.
- Three letters of recommendation in support of the candidate as a DECA award recipient.
- A high-resolution electronic portrait (executive headshot).

CHAPTER AWARDS PROJECT EVENT

CHAPTER AWARDS CAP

- Any PA DECA Chapter may complete the Chapter Awards Project. Chapters will claim credit for activities by submitting a notebook consisting of activity reports and visual documentation. The following pages list the requirements for these activities.
- Participating chapters that meet the CAP requirements will be recognized at the State Career Development Conference.
- A copy of the judge's evaluation sheet must be filled out by Chapter Awards Project representatives and submitted with the Chapter Awards Project book.
- Advisors will submit their Chapter Awards Project to the registration table upon arrival at the PA DECA Career Development Conference.
- One to three representatives may attend the state conference for each project.
- Representatives will be required to present to a judge(s) during the State Career Development Conference. This presentation is a demonstration of the representatives' leadership and communication skills, knowledge of the project, and oral presentation skills.

EVENT OVERVIEW

- **Project Dates:** The project must include activities conducted after February 23, 2025 and before the submission deadline of February 18, 2026.
- **Due Date:** This project is to be submitted by the chapter advisor at the time of registration at the PA DECA Career Development Conference.
- **Binder:** You must submit the original project in a **white** 3-ring binder (NOT the Blue DECA folio or the DECA logoed binder). The three ring binder must have an inside pocket and clear protective "view" cover.
- **Cover and Spine:** Create a cover page and a spine to place inside the clear front cover of the binder. The cover page and the spine must follow the same guidelines and have the same information as the title page.
- **Sheet Protectors:** Sheet protectors must be used on all pages, including the section dividers.
- **Handwriting:** No handwriting is allowed in the project. (Handwriting is only acceptable in the form of original documentation that was handwritten, i.e. a thank you note, cards, etc.)
- **Page Limit:** The project is limited to 90 pages. The Statement of Authenticity, title page, table of contents and section dividers are not included in the total number of pages and should not have page numbers.

- **Content:** The project consists of six sections. Please make sure you include all required items for each section according to the guidelines.
- **Section Dividers:** Each section must have a section divider that includes the full section title name and typed tab. Attach the tab to the outside of the sheet protector so it extends beyond the pages of documentation and can easily be seen. Make sure the tabs are secure.
- **Documentation:** Each activity must have detailed visual documentation as evidence of the project completion. All visual documentation, including photos, must be from activities that occurred after Feb. 19, 2025 and before Feb 18, 2026 Do not use photos from past years. Note: Documentation may be resized to better fit the layout of a page (i.e.: shrinking letters of recognition or thank you letters). Evidence should tell a story, not confuse it. The write ups should support the story told by the evidence.
- **Unique Information:** Each activity in the project can be used only one time.
- **Creativity:** A high quality Chapter Awards Project will look like a professional marketing tool to showcase your chapter. Use your creativity when creating your documentation and section heading pages. CAP is a book that you should want to show off to future marketing classes to explain and show what your DECA year should be remembered for.
- **Statement of Authenticity:** The first page of the project MUST be the Written Statement of Authenticity; this is located in the DECA Guide and is also available online at www.deca.org. Do not number this page.
- **Title Page:** The second page of the project is the Title Page. Do not number this page. List the following on the title page in the listed order:

Chapter Awards Project
Name of DECA Chapter and/or School
School Address
City/State/Zip Code
Date of Submission
Name(s) of Presentation Team

- **Table of Contents:** The third page is the Table of Contents. This must list every activity and section. The page number for each must also be listed. An example is below.

Section 1: Membership
Membership Roster Page 1
Picture of Chapter Members Page 2
Section 2: Chapter Standards Chapter
Meetings and Minutes Page 5
Chapter Program of Work Page 6
Chapter Constitution Page 7
Chapter Elections Page 8
Marketing Advisory Committee Page 9

- **Body of Entry:** The body of the entry starts with “Section 1: Membership” and continues in the sequence outlined below. The first page of the Membership content (not section divider) is numbered “Page 1” and all following pages are numbered in sequence.

Section 1: Membership
Section 2: Chapter Standards
Section 3: Promotion/Public Relations
Section 4: Community Service
Section 5: Chapter Activities
Section 6: DECA Month

- **Section Headings:** Every activity in each section must include the following heading items:

Section Name
Name of Activity
Description of Activity

**You may add other categories to the section heading, but each section heading must be the same.*

Do not add a category for just one section.

**Your description does not have to be formatted in this exact way.*

EXAMPLE EVENT ENTRY

Section 5: Chapter Activities

Name of Activity: Fall Leadership Conference

Description of Activity:

Our chapter attended the PA DECA Fall Leadership Conference at the Wells Fargo Center in Philadelphia, PA on Thursday, November 5, 202X. DECA members from Pennsylvania, Delaware, and New Jersey attended workshops conducted by members of the Philadelphia Sixers staff members. During the workshop, members of our chapter did a case study and discussed our ideas with the Sixers staff members. After the workshop, a member from our chapter got to participate in a free show contest. Our members also got to watch the Sixers warm up before the game and then we all watched the Sixers play. We had fun while learning about the sports business. This is one of our chapter’s favorite events.

(Use pictures, flyers, or other documents to represent the activity)

PROJECT GUIDELINES

Section 1 - Membership: The Membership section should prove that you have a working DECA chapter.

Required Items:

- a. Official Membership Roster: This is printed from the National DECA registration website.
- b. Picture of Chapter Members: Picture can be a collage of members in the chapter or a picture of the entire chapter.

Items Recommended/Optional:

- a. Chapter Picture
- b. Classroom Picture

Section 2 - Chapter Standards: The Chapter Standards section shows the strength and community backing of your DECA chapter.

Required Items:

- a. Chapter Meetings and Minutes: Include when meetings were held and visual documentation of at least one meeting taking place. A picture of those listening to the Chapter President speak is suggested visual documentation. Include the minutes from your meetings inside the sheet protector, behind your documentation. The minutes should be stapled for easy removal and review.
- b. Chapter Program of Work: This is your Chapter's goals for the year. Decide what you want to accomplish and why.
- c. Constitution: Each DECA Chapter must have a constitution. Ask your advisor for an existing constitution or contact PA DECA if you are working to create a new chapter. This may be multiple pages and therefore can be stapled and placed inside a sheet protector, counting as just one page.
- d. Chapter Elections: Each year your Chapter should elect an officer team. You may use any model to structure your officer positions. Documentation should include *at least* one of the following: voting ballot, photos of candidates, candidates giving speeches, photo of elected officer team.
- e. Marketing Program Advisory Committee: Every PDE approved marketing program must have an Advisory Committee. This is a body of community members who support your program. Documentation should include *at least* one of the following: picture of each member and who they are, picture of an Advisory Committee meeting, roster of Advisory Committee members, detailed description of how each Advisory Committee member has assisted the chapter during the year, or other evidence the committee meets during the school year.

Section 3 - Promotion/Public Relations: The Promotions/ PR section is about how you promoted the brand "DECA" through a number of activities in your school and community.

Required Items:

- a. Activities: A minimum of six Promotions/PR activities. In order to be considered a Promotion/PR activity DECA needs to be mentioned in the description AND the name or logo of DECA should appear somewhere in the documentation.
- b. Print Material: This can be in a school, district, local, regional newspaper/publication. You may have a maximum of two newspaper articles if they are in different types of publications (i.e. school and local newspaper) and on different topics.

*Ideas: *Each of the below items cannot be combined in one activity to count as multiple activities.*

- a. News article on DECA members who qualified for the state or national conference
- b. Media coverage on a local TV broadcast.
- c. School visitation promoting DECA to students not in the program, grade school students or middle school students.
- d. Handing out DECA flyers during a freshman orientation or at school events.
- e. Having a parent night to tell DECA parents about what members are involved in and opportunities for them to become involved.
- f. Teacher appreciation day (for all teachers in the school-not just your DECA Advisor).
- g. DECA store give-a-way day(i.e.Giveaway cookies for anyone who wants to learn more about DECA,etc.).
- h. Bulletin Board in your school.
- i. DECA promotional posters.
- j. PA Announcements (all announcements count as only one activity).
- k. Marquee message on your school/community reader board.
- l. Have a designated day to wear DECA apparel.
- m. DECA displays.
- n. Participating in a fair, parade or festival.
- o. Presentation to a Rotary Club or other civic organization.
- p. Bill board in your community.
- q. Social Media Posts:Twitter,Facebook,Snapchat,Instagram

Section 4 - Community Service: One of the most important points in DECA is Community Service. DECA teaches that giving back to the community is vital to the success of a business. This section focuses on community responsibility and involvement.

Required Items:

- a. **Activities:** A minimum of four activities are required in this section. These activities must be unique to this section and exhibit what your DECA Chapter has done to promote community service. The activities may promote the same organization (such as the Ronald McDonald House) but must occur at four different times during the year and be unique.
- b. **Unique Activities:** The four community service activities may also be included in the Promotion section* if there was a news article or news coverage about what your DECA Chapter was doing for the civic organization. DECA and the activity must be mentioned in the article.

*i. *This is an exception to the rule that each activity may be used only once.*

Activity for a charity of your chapter's choice Blood drive for Red Cross or local Blood Bank. Activity for PA DECA Plan of Action Chosen Charity: The Ronald McDonald House General fundraising for the Make-a-Wish Foundation, MDA, etc. Holiday giving for the needy. Local community park clean-up. Brochure creation for a non-profit or social media post created for a non-profit. Drives for needy causes: (i.e. Food drive for the local food bank, Blanket collection for baby care centers, clothing drive.)

Other community service projects approved by DECA advisor with documentation

Section 5 - Chapter Activities: Chapter Activities are any activity that your Chapter or Chapter Members participate in that does not directly promote DECA. These need to be organized activities, not impromptu gatherings.

Required Items:

- a. Activities: A minimum of six activities are required in this section.
- b. Leadership: At least one activity must center on leadership development, training or team building.

Ideas: **Each type of activity may be used only once.*

- a. Attending a district, state or national conference.
- b. Attending a leadership conference.
- c. Mock Competition/study session
- d. Guest speaker.
- e. Holiday gift wrapping.
- f. Operating a school store during the school year.
- g. Activities with alumni.
- h. Sales projects.
- i. Members only social activity.
- j. Organizing a school-wide event.
- k. Members only social event
- l. Other

Section 6 - DECA Month: DECA Month occurs during the month of November and is designed to intensively promote DECA to your school and community. DECA Inc. publishes activities and ideas on their website with themes and ideas for promoting DECA. You are encouraged to conduct at least five activities during DECA Month.

Required Items:

- a. Activities: A minimum of five activities must be completed during the week.
- b. Heading: The section heading/divider page must state the dates of your DECA Week

Ideas:

- a. Proclamation (from a government agency only).
- b. Open House.
- a. Guest speaker.
- b. Media appearance/newsarticle.
- c. Lunch time games and promotions.
- d. Fundraisers.
- e. Teacher appreciation.
- f. Spirit day/week activity
- g. DECA night at a local restaurant.
- h. Social Media Posts, Twitter, Facebook, Snapchat, Instagram

CHAPTER AWARDS PROJECT – SCDC REQUIREMENTS

- **Competitors:** A maximum of three CAP participants present to a judge at the State Career Development Conference in February.
- **Activities/Events:** Activities and events must be current (**February 19, 2025-February 18, 2026**). Once an activity or event has been used in a section, it may not be used again in another section.
- **Orientation:** The first night of the conference CAP participants attend an orientation. During this orientation participants are given their presentation time, visuals will be checked and paperwork for the event will be completed.
- **Presentation Length:** The presentation should be a total of 15 minutes: 10 minutes to present and 5 minutes for questions.
- **Purpose:** The purpose of the presentation is to share the achievements and activities from your DECA Chapter with the judge; what was learned and what was most enjoyed.
- **Materials:** There are no set requirements for the CAP presentation. You will have your CAP (binder) to show the judges. Use your creativity!
- **Scoring:** Each CAP team will receive a score on their project and oral presentation. The project is worth 170 points and the oral presentation is worth 80 points. Penalty points will be deducted from the combined project/oral score to determine the overall score.

Report writing is an important element of modern business activities. Great care must be taken to assure that the highest ethical standards are maintained. To reinforce the importance of these standards, all Chapter Awards Projects must submit this statement as part of the entry. The first page of this document is the Written Statement of Assurances (see p. 34), it must be signed by the participants from the chapter and the chapter advisor must also sign the document.

CHAPTER AWARDS PROJECT

CHAPTER AWARDS CAP

WRITTEN ENTRY EVALUATION FORM

Please refer to the **Written Entry Guidelines** for a more detailed explanation of these items.

GENERAL GUIDELINES		
ACTIVITY	MAX SCORE	JUDGED SCORE
1. Project presented in a 3 ring binder or a DECA scrapbook.	5 points 5	
2. Materials in sheet protectors or laminated.	points	
3. Pages are numbered	5 points	
4. Statement of Written Assurances is included	5 points	
SECTION SUBTOTAL:		
ORGANIZATIONAL INFORMATION		
ACTIVITY	MAX SCORE	JUDGED SCORE
1. Title Page	10 points 10	
2. Table of Contents	points	
SECTION SUBTOTAL:		
MEMBERSHIP DEVELOPMENT		
Type or print the page number in the book where the activity can be found.		
ACTIVITY AND PAGE NUMBER	MAX SCORE	JUDGED SCORE
1. DECA Membership Roster	5 points 5	
2. Picture of Chapter Members	points	
SECTION SUBTOTAL:		
CHAPTER STANDARDS		
Documentation for the Chapter Standards Activities		
ACTIVITY AND PAGE NUMBER	MAX SCORE	JUDGED SCORE
Chapter Meetings	5 points 5	
Chapter Program of Work	points	
Chapter Constitution	5 points	
Chapter Elections	5 points	
Marketing Occupational Advisory Board Meeting	5 points	
SECTION SUBTOTAL:		

PROMOTION/PUBLIC RELATIONS

Print or type the name of six chapter promotion/public relations activities in the appropriate boxes, along with the page number in the book where the activity can be found. **Include only six activities**, no matter how many activities you have documented in this section. Choose what you consider your best six.

ACTIVITYANDPAGENUMBER	MAXSCORE	JUDGEDSCORE
	5 points	
	5 points	
	5 points	
	5 points	
	5 points	
	5 points	
SECTION SUBTOTAL:		

COMMUNITY SERVICE

Print or type the name of four community service activities in the appropriate boxes, along with the page number in the book where the activity can be found. **Include only four activities**, no matter how many activities you have documented in this section. Choose what you consider your best six.

ACTIVITYANDPAGENUMBER	MAXSCORE	JUDGEDSCORE
	5 points	
	5 points	
	5 points	
	5 points	
SECTION SUBTOTAL:		

CHAPTER ACTIVITIES

Print or type the name of six chapter activities in the appropriate boxes, along with the page number in the book where the activity can be found. **Include only six activities**, no matter how many activities you have documented in this section. Choose what you consider your best six.

ACTIVITYANDPAGENUMBER	MAXSCORE	JUDGEDSCORE
	5 points	
	5 points	
	5 points	
	5 points	
	5 points	
	5 points	
SECTION SUBTOTAL:		

DECA MONTH

Print or type the name of five DECA Month activities in the appropriate boxes, along with the page number in the book where the activity can be found. **Include only five activities**, no matter how many activities you have documented in this section. Choose what you consider your best five.

ACTIVITY AND PAGE NUMBER	MAX SCORE	JUDGED SCORE
	5 points	
	5 points	
	5 points	
	5 points	
	5 points	
SECTION SUBTOTAL:		

OVERALL IMPRESSION OF THE PRESENTATION

ACTIVITY AND PAGE NUMBER	MAX SCORE	JUDGED SCORE
Presentation of Selected Activities	15 points	
Overall impression of the students' presentation	15 points	
Response to questions	20 points	
Presentation Visuals and Support Materials	15 points	
SECTION SUBTOTAL:		

EVENT SCORE TALLY

SECTION	MAX SCORE	JUDGED SCORE
General Guidelines	20 points	
Organizational Information	10 points	
Membership Development	10 points	
Chapter Standards	25 points	
Promotions/Public Relations	30 points	
Community Service	20 points	
Chapter Activities	30 points	
DECA Month Activities	25 points	
Evaluation sheet (completed and submitted at registration)	15 points	
Overall Impression of Presentation	65 points	

WRITTEN ENTRY TOTAL POINTS (250)

CHAPTER BANNER EVENT

CHAPTER BANNER EVENT CBE

The Chapter Banner Contest is a two to four member team event. Students registered for this event cannot participate in other competitions at the conference. This contest is a State only competition—winners in this event are not eligible to move onto the DECA International Career Development Conference in this event. First Place Team will qualify for a leadership academy at DECA ICDC. **Places for this competition are based on the score for the Banner.**

CONTEST GUIDELINES

- The theme for the contest this year is **Show Your Glow**
- Each team will be provided with one white banner that is 6ft long and 3ft wide.
- Teams will prepare the rough draft of their banner design on a piece of 8 ½" X 11" white paper in advance of the competition and bring it to the conference. It will be submitted to the event coordinator to be checked before the team begins working on their banner.
- Each team will be responsible for bringing their own supply kit to the contest. The supply list must be checked in at the start of the competition. The table at the bottom of the page has a list of supplies that can be used for the competition. These are the only supplies that can be used to construct and create the banner. *No other materials can be used to prepare the banner.*
- Teams must utilize the theme of the contest, have PA DECA on the banner, and can only use the materials that are listed in supply section for the creation of the banner.
- Pre-made and pre-printed materials **CANNOT** be used in the creation or construction of the banner.
- Each team will be provided with a set of PA DECA pre-cut 4 inch letters at the start of the contest.
- Each team will be given 2 hours to create their banner.
- Have fun, be creative, and good luck.

SUPPLY LIST FOR CHAPTER BANNER CONTEST

- | | |
|---|-----------------------|
| • Markers – thin and thick | • Chalk – pastels |
| • Pencils – regular and colored pencils | • Construction paper, |
| • Adhesive – glue, rubber cement, clear tape and masking tape | measuring tape, |
| | rulers, scissors |



2 to 4
PARTICIPANTS



6ft" X 3ft
BANNER



2hr
BANNER CREATION
TIME





CHAPTER BANNER EVENT

CHAPTER BANNER CONTEST CBE

EVENT ENTRY EVALUATION FORM

Please refer to the **Contest Guidelines** for a more detailed explanation of these items.

BANNER CONTENT/DESIGN	FAIR	GOOD	VERY GOOD	EXCELLENT	JUDGED SCORE
Team prepared a rough draft and submitted it to the event coordinator when the team checked in.	0 (No)			15 (Yes)	
Team banner supplies met the contest guidelines	0 (No)			10 (Yes)	
Team demonstrated creativity and originality	0-1-2-3	4-5-6	7-8-9	10	
Team created a visually appealing banner.	0-1-2-3	4-5-6	7-8-9	10	
The banner design represents the theme.	0-1-2-3	4-5-6	7-8-9	10	
Team utilized the supplies for the Banner in a creative manner.	0-1-2-3	4-5-6	7-8-9	10	
The team created a banner that exhibits craftsmanship	0-1-2-3	4-5-6	7-8-9	10	
The banner design creates an impression.	0-1-2-3	4-5-6	7-8-9	10	
Final banner appearance is neat and clean.	0-1-2-3	4-5-6	7-8-9	10	
Team cleaned up area , attached rough draft /sketch to banner, chapter and team names are on the back of the banner checked with the event coordinator before leaving the competition.	0-2	3	4	5	

EVENT TOTAL POINTS (100)	
---------------------------------	--

Chapter Banner Event Scoring Guidelines for Judges:

● Creativity/Originality

- 9-10: Exceptionally creative and original design; unique concept
- 7-8: Very creative and original; some unique elements
- 5-6: Moderately creative; few original aspects
- 3-4: Minimal creativity; design elements are common
- 0-2: Lack of creativity and originality

● Visual Appeal

- 9-10: Extremely visually appealing; excellent use of color and composition
- 7-8: Very visually appealing; good use of color and composition
- 5-6: Moderately visually appealing; average use of color and composition
- 3-4: Below average visual appeal; poor use of color and composition
- 0-2: Lacks visual appeal; very poor use of color and composition

● Craftsmanship

- 9-10: Exceptional craftsmanship; all elements are well-executed
- 7-8: Very good craftsmanship; minor imperfections
- 5-6: Average craftsmanship; noticeable imperfections
- 3-4: Below average craftsmanship; several noticeable imperfections
- 0-2: Poor craftsmanship; many imperfections

● Relevancy to Theme

- 9-10: Perfectly captures and represents the theme
- 7-8: Strongly represents the theme
- 5-6: Moderately represents the theme
- 3-4: Slightly represents the theme
- 0-2: Does not represent the theme

● Use of Materials

- 9-10: Excellent and innovative use of materials
- 7-8: Very good use of materials
- 5-6: Average use of materials
- 3-4: Below average use of materials
- 0-2: Poor use of materials

● Overall Impact

- 9-10: Extremely impactful; leaves a lasting impression
- 7-8: Very impactful; strong impression
- 5-6: Moderately impactful; average impression
- 3-4: Slightly impactful; minimal impression
- 0-2: Not impactful; no lasting impression

DIGITAL ADVERTISING EVENT

DIGITAL ADVERTISING EVENT DAE

This event will help students learn how to advertise a designated product with the use of technology. Students will improve their advertising, marketing, and creative skills while creating a professional video.

The project will consist of four parts:

1. The body of the outlined facts sheet is limited to five numbered pages.
2. Creation of a brand mark/logo for DECA Sports Drink that will be used in the digital media campaign.
3. A two to three-minute promotional video via a laptop or tablet. Competitors **cannot** use any type of smartphone for this competition.
4. The oral presentation can be a maximum of 10 minutes in length – the presentation, video, and judges' questions must be completed within the 10 minute presentation time.

For the 2025-2026 PA DECA Digital Advertising Event, you are to advertise the creation of a brand-new product: DECA Sports Drink

EVENT OVERVIEW

- For this event, the following must be created, a brand mark/logo for DECA Sports Energy Gummies, a concept paper, an oral presentation, and a digital media video.
- Each event entry will be composed of one member of a DECA chapter. The participant must present the project to the judges.
- The body of the written entry must be limited to 5 numbered pages, including the appendix (if an appendix is attached), but excluding the title page and the table of contents.
- The Written Event Statement of Assurances and Academic Integrity must be signed and submitted with the entry. Do not include it in the page numbering.
- The oral presentation may be a maximum of 10 minutes in length, including time for the video (2- 3 minutes), and judge's questions.
- The judge will evaluate the presentation, focusing on the effectiveness of the digital advertising and presentation skills and how well the participant responds to questions that the judge may ask during the presentation.



1 PARTICIPANT



5
PAGES
ALLOWED



10
PRESENTATION
TIME

WRITTEN ENTRY GUIDELINES

The written entry must follow these specifications. Refer also to the Penalty Point Checklist and the Written Entry Evaluation Form.

Written Event Statement of Assurances and Academic Integrity: This must be signed and submitted with the entry. Do not include it in the page numbering.

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

DIGITAL ADVERTISING EVENT

Name of DECA chapter

Name of high school

School address

City, State, ZIP/Postal Code

Name of participant

Date

Title page will not be numbered.

Table of Contents: The table of contents should follow the title page. The table of contents may be single-spaced and may be one or more pages long. The table of contents page(s) will not be numbered.

Body of the Written Entry: The body of the written entry begins with Section I, Executive Summary, and continues in the sequence outlined here. The first page of the body is numbered “1” and all following pages are numbered in sequence. Page numbers continue through the bibliography (required) and the appendix (optional).

This outlined must be followed. Points for each section are included on the Written Entry Evaluation Form. Each section must be titled, including the bibliography and the appendix.

- I. **EXECUTIVE SUMMARY:**One-page summary of the advertising method.
- II. **OBJECTIVE(S)/PURPOSE OF THE CAMPAIGN**
- III. **IDENTIFICATION OF THE TARGET MARKET**
 - a. **Primarymarkets**
 - b. **Secondarymarkets**
- IV. **LIST OF DIGITAL MEDIA SELECTED FOR CAMPAIGN:** Identify the forms of digital media selected for the campaign (television, banner, social media, company websites, text/email)
- V. **SCHEDULE OF DIGITAL MEDIA CAMPAIGN:** What is the time frame for the digital forms of digital media being used for the campaign (timeframe for campaign is one year)
- VI. **DIGITAL MEDIA CAMPAIGN EXPECTATIONS/GOALS:** For each type of digital media being used for the campaign, identify and explain the impact it will have on the product. (How will it grow the product or company over the course of the year?)
- VII. **CONCLUSION:**Summary of key points.

- VIII. **BIBLIOGRAPHY:** Include a list of sources of information used in the written document.
- IX. **APPENDIX:** An appendix is optional. If additional material is appended, all pages must be numbered as noted previously. Include in an appendix any exhibits appropriate to the written entry, but not important enough to include in the body. These might include sample questionnaires used, letters sent and received, general background data, minutes of meetings, etc.

PRESENTATION GUIDELINES

- Prior to the presentation, the judge will evaluate the written portion of the entry. The major emphasis of the written entry is on the content. Drawings, illustrations and graphic presentations (where allowed) will be judged for clarity, not artistic value.
- The participants will present the project to the judge in a 10-minute presentation worth 100 points. (See Presentation Judging.)
- The presentation begins immediately after the introduction of the participant to the judge by the adult assistant.
- Each participant may bring a copy of the written entry or note cards pertaining to the written entry and use as reference during the presentation.
- Video must be presented on one of the following devices: Laptop, Chromebook, Surface, iPad, or other tablet device. Competitors cannot use any type of smartphone for this competition.
- If time remains, the judge may ask questions pertaining to the project.
- Only visual aids that can be easily hand carried to the presentation by the actual participant(s) will be permitted. The participants themselves must set up the visuals. Wheeled carts, moving straps or similar items may not be used to bring visuals into the area. Set up time is included in the total presentation time. Participants must furnish their own materials and equipment. No electrical power or internet connection will be supplied. Alternate power sources such as small generators are not allowed. Sound may be used, as long as the volume is kept at a conversational level.
- Materials appropriate to the situation may be handed to or left with judges in all competitive events. Items of monetary value may be handed to but may not be left with judges. Items such as flyers, brochures, pamphlets and business cards may be handed to or left with the judge. No food or drinks allowed. If any of these rules are violated, the adult assistant must be notified by the judge.

DIGITAL ADVERTISING EVENT

DIGITAL ADVERTISING EVENT DAE

WRITTEN ENTRY AND PRESENTATION EVALUATION FORM

Please refer to the **Written Entry Guidelines** for a more detailed explanation of these items.

SCORING RUBRIC	LITTLE/NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
The oral presentation expands and develops the objectives as written in the facts sheet.	0-1-2	3-4	5-6	7-8	
The target market is clearly and accurately analyzed for the product and media described.	0-1-2	3-4	5-6	7	
The secondary target markets are accurately considered.	0-1-2	3-4-5	6-7-8	9-10	
Reasoning for selecting the media is included.	0-1-2	3-4	5	6	
The timeframe for each of the digital media selected is identified.	0-1-2	3-4-5	6	6-7	
The digital media scheduled exhibits continuity and logical order.	0-1-2	3-4-5	6-7-8	9-10	
The campaign expectations/goals for each form of digital media used is identified and explained.	0-1-2	3-4-5	6	7-8	
The digital media campaign stresses benefits that appeal to the target markets described.	0-1-2	3-4-5	6	7-8	
The logo/brand mark created for the product is creative and unique.	0-1-2	3-4-5	6-7-8	9-10	
The digital media video shows real creativity and used a unique and effective approach.	0-1-2	3-4-5	6-7-8	9-10	
The digital media shows a basic understanding of production techniques are consistent in the campaign and are original.	0-1	2-3	4-5	6-7	
The written and oral presentations show evidence of realistic knowledge of digital media and are well-organized and presented in a logical order.	0-1	2	3	4	
Appearance of fact sheets and word usage. Professional layout, neatness, proper grammar, spelling and word usage.	0-1	2	3	4	

TOTAL POINTS (100)	
LESS PENALTY POINTS	
TOTAL SCORE (100)	

JOB INTERVIEW

JOB INTERVIEW JOB

This competition will judge participants based on their appearance, communication skills, and knowledge of marketing. The overall top winners will be selected by totaling their scores for all three segments (application, interview A and interview B) of the competition.

The overall top six winners will be recognized during the awards ceremonies at the State Career Development Conference. First, second and third place winners will receive trophies indicating their placement. The remaining winners will receive finalist trophies. The top winner will be considered for a leadership academy or voting delegate position to attend the national conference.

Each chapter may enter up to two participants in this event.

EVENT SPECIFICATIONS

- Every participant must complete a job application during the scheduled written testing/orientation on the first day of the State Career Development Conference.
- Every participant must bring a pen to complete his/her application.
- Every participant must submit a résumé plus two copies at the scheduled written testing/orientation on the first day of the State Career Development Conference. Participants may take an additional copy of their résumé to the interviews.
- The position being applied for will be a sales associate in a convenience store. The store sells gasoline, ice, snack foods, fast food items and limited groceries. It also has self-service beverages and limited sandwich items. It is similar to a Turkey Hill, Rutter's, Sheetz or Wawa store.
- Each participant will complete two job interviews.



1 PARTICIPANT

SUPPLY CHAIN MANAGEMENT INDIVIDUAL SERIES

SUPPLY CHAIN MANAGEMENT SCW

EVENT TOPIC

This event will prepare students for careers in the supply chain industry.

EVENT OVERVIEW

- Individual Series Events consist of two major parts: a written event **cluster exam** and two **role-playing** events.
- The participant will be given a 100-question, multiple-choice, **cluster exam**.
- The participant will be given a written scenario to review related to logistics and materials handling. The event description will inform the participant of the role he/she will play and the role the judge will play.
- In the **role-play**, the participant must accomplish a task by translating what they have learned into effective, efficient, and spontaneous action.
- A list of performance indicators specific to the scenario is included in the participant's instructions. These are distinct tasks the participant must accomplish during the role-play. The judge will evaluate the participants' role-play performance on these tasks, follow-up questions, and 21st Century Skills.
- The participant will have **10 minutes** to review the situation and to develop a professional approach to solving the problem. Participants may use notes made during the preparation time during the presentation.
- Up to **10 minutes** are then allowed for the participant to interact with a judge and demonstrate how he/she would solve the situation or problem. The judge is a qualified business executive playing the role of a second party in the situation. Following the role-play, the judge evaluates the participant's responses and records the results on an evaluation form developed specifically for this event.
- The participant may not bring printed reference materials, visual aids, etc., to the competitive event. The participant may use a four-function calculator during the exam and preparation period. Scientific/graphing calculators, cell phones/smartphones, iPods, MP3 players and iPads/tablets may not be used.
- If any of these rules are violated, the adult assistant must be notified by the judge.
- The maximum score for the evaluation is 100 points. The cluster exam and each role-play presentation will be valued at one-third (1/3) of the total score.



1 PARTICIPANT



CLUSTER
SPECIFIC EXAM



2 ROLE-PLAYS



10
PREPARATION
TIME



10
PRESENTATION
TIME

SUPPLY CHAIN WRITTEN COMPETITIVE EVENT

SUPPLY CHAIN WRITTEN EVENT SCW

This event is designed to create an awareness of the supply chain industry. Competing in this event, students will be exposed to a wide range of career opportunities in the supply chain and material handling industry.

Competition is open to any Pennsylvania DECA member. Each chapter may submit their chapter allotment plus one per chapter.

JUDGING AND AWARDS

The project will consist of two major parts:

- A written entry in the form of a research project
- A participant role-play for application of skills
- The written entries will be judged and all participants will qualify for the role-play.

The participant role-play will be held during the State Career Development Conference. During the role-play, each participant will be asked to meet with a panel of judges and demonstrate occupational proficiency in the supply chain and material handling industry

The top six winners will be recognized at the State Career Development Conference. First, second and third place winners will receive trophies indicating their placement. The remaining winners will receive finalist trophies.

IMPORTANT INSTRUCTIONS

- The following pages consist of the specifications for the written project including all rating sheets. Please contact local businesses that perform material handling functions; example: distribution centers, warehouses, and select large retail stores to conduct the interview portion of this event.
- The written project deadline for this event is consistent with the written manual guidelines established for Pennsylvania DECA.

SPECIFICATIONS

Your entry must follow these specifications exactly. For more details refer to the checklist and the written evaluation form.

- All entries must include a signed *Statement of Assurances*.
- Maximum length of the written entry must not exceed eight word processed pages, excluding the title page and bibliography.



1 TO 3
PARTICIPANTS



8
PAGES
ALLOWED



1 ROLE PLAY

FORMAT AND ORGANIZATION OF THE WRITTEN DOCUMENTATION

1. TitlePage:

The first page of the written entry is the title page and is not numbered. It must list the following information in this exact order:

- a. Nameoftheevent
- b. NameofDECAchapter
- c. Schooladdress(includeZIPcode)
- d. Participant'sname
- e. Participant'shomeaddress(includeZIP)
- f. Date

2. BodyoftheWrittenEntry:

The body of the written entry begins with Part I: **Video Summary**. It then continues in the sequence outlined here. The first page of the body is numbered one and all following pages are numbered in sequence.

Follow the given outline when composing your entry. The written entry consists of both Part I and Part II as outlined below. Points awarded for each section are shown on the written entry evaluation form.

Part 1: Video Summary – “Introducing the Material Handling Industry”

A. Awareness

1. What did you learn about the material handling industry?
2. Identify and discuss six specific types of equipment or so ware highlighted in the video.

Part II: Research Project

B. Interviews/CompanyResearch

1. You are required to do either of the following: interview two professionals, each in a different job classification, within the material handling industry or research two companies in two different classifications in the material handling industry.
2. You will be responsible to contact local businesses that perform material handling functions to conduct the interview portion of the event and to document the information learned. Examples: distribution centers, warehouses, and select large retail stores.
3. You will be evaluated on how well you have utilized and applied the information gathered from your personal interviews to the case study presented in the role-play.
4. In a bibliography included as the last page of your written entry, you must list the names of each person contacted the area of material handling they represent, job title, and the company where they are employed.

GUIDELINES FOR THE PARTICIPANT ROLE PLAY

1. The role-play will be limited to ten minutes.
2. The role-play will be worth 60 points.
3. To keep competition on an even basis, the participant may not bring anything more to the role-play than a photocopy of the written document.

ADVISOR GUIDELINES

This event is based on the video from MHIA, research project and role-play. Information in the video is designed as a curriculum unit to be used for the entire class.

To participate, you must use the “Introducing the Material Handling Industry. This can be accessed using the link below or by contacting the Material Handling Industry of America.

<https://youtu.be/dEtn3P2kFFI>

A free copy of the DVD is also available from the Material Handling Industry of America (MHIA).

Contact: Allan Howie of MHIA at ahowie@mhia.org.

JUDGE INSTRUCTIONS

The purpose of the individual written event is to provide an opportunity to participants to demonstrate an awareness and knowledge of the supply chain and material handling industry.

JUDGING THE WRITTEN ENTRY

Please familiarize yourself with all the guidelines before starting to evaluate the written entry. Penalty points (see written entry checklist) must first be assessed. Then complete the written entry evaluation form. As you evaluate the written entry, please be sure to:

1. Place the Participant’s name and identification sticker in the upper, right-hand corner of the evaluation form.
 2. Circle the appropriate score for each section.
 3. Write the score given in the space provided in the right-hand margin.
 4. Double check to ensure that you have scored every category.
 5. Total your score and double check all addition.
 6. Make sure to initial the bottom of the evaluation form.
- A maximum score (“Exceptionally Well Done”) means that, in your opinion, the information is presented in an effective way and imaginative fashion; nothing more could be expected.
 - A “Well Done” rating means that the information is presented well. Though there maybe a few minor problems or omissions, they are not significant.
 - An “Adequately Done” score means that the information is presented adequately. It meets minimum standards of acceptability.

- A “Little Value” score means that some major flaw has been noted which damages the effectiveness of the information. This may be a major omission, a serious misstatement, poor writing or any other major flaw.
- It may help to go through several entries before actually starting to score the entries. If you wish to ask the participant about specific areas of the written entry during the interview, please take notes on a separate piece of paper.

JUDGING THE INTERVIEW

Each participant will appear for a ten-minute role-play with you. Follow the same guidelines in your evaluation as numbered 1-6 for judging the written entry. During the ten minutes, you may question the participant. To insure fairness, you must ask each participant the same question.

Choose several different types of products and have the student select the most appropriate material handling equipment and storage system for processing. Student must defend the selection in an interview with the judges. Research a material handling facility, select a position within the company and have the student interview fo



WRITTEN ENTRY CHECKLIST

CHECKED	PENALTY POINTS	PAGE NUMBER
1. The Written Event Statement of Assurances and Academic Integrity must be signed and placed in front of the written entry.	15	
2. Entries submitted in an official DECA written event folio. Folios are available from DECA Images. No markings, tape or other material should be attached to the folio. One photocopy or the original typed document must be submitted. Participants may keep a copy for use in the presentation.	5	
3. Sheet protectors may not be used.	5	
4. Limited to the number of pages specified in the guidelines (plus the title page and the table of contents).	5 (per page)	
5. All pages are numbered in sequence starting with the executive summary and ending with the final page of the appendix. Do not use separate sheets between sections or as title pages for sections.	5	
6. Major content must be at least double-spaced (not space-and-a-half). Title page, table of contents, executive summary, bibliography, appendix, footnotes, long quotes (more than three typed lines), material in tables, figures, exhibits, lists, headings, sample letters, forms, etc., may be single-spaced.	5	
7. Entry must be typed/word processed. Handwritten corrections will be penalized. Charts and graphs may be handwritten.	5	
8. Paper is 8½ inches x 11 inches. No fold-outs, attachments or tabs used.	5	
9. The written entry follows the outline in the Written Entry Guidelines for the event. Additional subsections are permitted in the body of the written entry.	5	

TOTAL PENALTY POINTS ASSESSED

SUPPLY CHAIN WRITTEN EVENT

SUPPLY CHAIN WRITTEN EVENT SCW

WRITTEN ENTRY EVALUATION FORM

Please refer to the **Written Entry Guidelines** for a more detailed explanation of these items.

SCORING RUBRIC	LITTLE/NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
PART I: Video SUMMARY Section A: Awareness	1-2	3-4-5-6	7-8-9-10	11-12-13-14	
Section B: Utilization of Technology	1-2-3	4-5-6	7-8-9	10-11-12	
PART II: RESEARCH PROJECT Section A: Application of Information obtained from interviews or companies researched	1-2-3	4-5-6	7-8-9-10	11-12-13-14	
SECTION SUBTOTAL (40)					

A check indicates that the item has been examined.

A circled number indicates that an infraction has been noted.

A page number indicates the location of the infraction.

ROLE PLAY EVALUATION FORM

SCORING RUBRIC	LITTLE/NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
Awareness of the supply chain and material handling industry	1-2-3	4-5-6	7-8-9	10-11-12	
Specific facts about the supply chain and material handling industry	1-2-3	4-5-6	7-8-9	10-11-12	
Specific trends of the supply chain and material handling industry	1-2-3	4-5-6	7-8-9	10-11-12	
Career opportunities in the supply chain and material handling industry	1-2-3	4-5-6	7-8-9	10-11-12	
Other questions to be prepared by a panel of judges	1-2-3	4-5-6	7-8-9	10-11-12	
SECTION SUBTOTAL (60)					

WRITTEN ENTRY (40)	
ROLE PLAY (60)	
MINUS PENALTY POINTS	
TOTAL SCORE (100)	

Choose several different types of products and have the student select the most appropriate material handling equipment and storage system for processing. Student must defend the selection in an interview with the judges.

PA DECA MODELING COMPETITIVE EVENT

MODELING - MALE MODM

MODELING - FEMALE MODF

This event will be divided into two categories – male and female. Both categories will be judged separately. Each chapter may enter a total of two participants: one male and one female.

Competitors will be judged on the presentation and overall look of each outfit, as well as modeling techniques (i.e. turns, walk, poses), eye contact, confidence, grooming, and originality.

The event coordinator is responsible for the details and format of the event. Additionally, he/she reserves the right to limit the number of outfits modeled. This may be necessary to remain within the time constraints of the conference.

AWARDS

The top six winners in each category will be recognized during the awards ceremonies at the State Career Development Conference. First, second and third place winners will receive trophies indicating their placement. The remaining winners will receive finalist trophies.

SPECIFICATIONS

- All competitors must report for orientation and a rehearsal the first evening of the conference.
- Clothing required:
 - Job interview attire
 - Business Casual Attire
- Props may be used if desired (i.e. pocketbooks, briefcases, tennis rackets, etc.)
- Each competitor must bring one script for his/her job interview outfit and one script for his/her casual attire outfit. Script must describe outfit and accessories. Scripts must be typed, double-spaced, on a 5" x 8" index card and may not exceed one card per outfit. The name and school of the competitor must be placed on the back of each card and will be collected at the rehearsal.
- **Please note:** The modeling event is not only a competitive event, but also a fashion show as well. The fashion show is open to spectators.
- The modeling event involves rehearsal time as well as the fashion show. Refer to your conference program for exact times and locations of all related activities.



2 PARTICIPANTS
PER CHAPTER

PA DECA PUBLIC SPEAKING EVENT

PUBLIC SPEAKING PSPK

The purpose of this event is to encourage development of the student's ability to organize and present information clearly and effectively on a specified topic related to the field of marketing. This year, the topic students will be judged on is "**Show Your Glow**". Each chapter may enter two participants.

EVALUATION AND AWARDS

Participants' speeches will be evaluated by a panel of judges. All decisions of the judges are final. The winners will be those who have the highest final scores.

The top six winners will be recognized during the awards ceremonies at the State Career Development Conference. First, second, and third place winners will receive trophies indicating their placement. The remaining winners will receive finalist trophies.

SPECIFICATIONS

- The length of the speech must be five minutes. Time will begin when the participant speaks the first word of the speech. Five points per full half minute over or under will be deducted from the final score. No deductions will be made for speeches between 4:31 and 5:29.
- The use of notes will be permitted while speaking.
- Participants will be allowed the use of personal watches. Time warning signals will not be used during competition.
- Participants **must submit one copy of their manuscript at the event orientation.** These will become the property of Pennsylvania DECA and will not be returned. The first-place winner may be duplicated and sent to chapters for promotional purposes.

FORMAT AND ORGANIZATION OF MANUSCRIPT

1. Cover Page: Name of the event
 - a. Title of speech
 - b. Name of the participant
 - c. Date presented An outline (topic or sentence format)of the manuscript must be included as the second page.
2. This outline must not exceed one page.
3. Manuscript must be typed on white paper, double-spaced, with 1" margins. Staple manuscript in the upper left -hand corner and submit without any type of folder or covering.
4. Last page:A bibliography must be included listing all use of reference books, printed material, quotes, phrases, etc It may be single-spaced.

SPEECH SPECIFICATIONS

NOTE: Each participant's speech must be the result of his/her own efforts. Facts and working data may be secured from any source. The speeches must be prepared by student members, not by advisors. Local advisors should serve as consultants to ensure that the speeches are well organized, contain substantiated statements and are written in a business style. No visual aids may be used.

- Participants must report for orientation and will be assigned speaking times prior to the day of the competition.
- At the time of the speech, the event administrator will introduce each participant by name only and will announce the title of his/her speech.
- When the speaker is finished, the time keeper will record the time used by the participant.

All conference delegates may observe the event, **except individuals registered as participants.**

PUBLIC SPEAKING EVENT

PUBLIC SPEAKING PSPK

EVALUATION FORM

CONTENT	FAIR	GOOD	VERY GOOD	EXCELLENT	JUDGE SCORE
SPEECH DEVELOPMENT Structure, organization, support material, topic adequately developed.	0-1-2-3-4-5-6-7-8	9-10-11-12-13	14-15-16-17-18-19	20	
EFFECTIVENESS Achievement of purpose, interest reception	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15	
SPEECH VALUE Ideas, logic, original thought	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15	
SECTION SUBTOTAL (50)					

DELIVERY	FAIR	GOOD	VERY GOOD	EXCELLENT	JUDGE SCORE
PHYSICAL Appearance, body language, eye contact, gestures	0-1-2-3	4-5-6	7-8-9	10	
EFFECTIVENESS Achievement of purpose, interest reception	0-1-2-3	4-5-6	7-8-9	10	
SPEECH VALUE Ideas, logic, original thought	0-1-2-3	4-5-6	7-8-9	10	
SECTION SUBTOTAL (30)					

LANGUAGE	FAIR	GOOD	VERY GOOD	EXCELLENT	JUDGE SCORE
APPROPRIATENESS To speech purpose, audience, sincerity, understandable	0-1-2-3	4-5-6	7-8-9	10	
CORRECTNESS Grammar, pronunciation, word selection, clear language	0-1-2-3	4-5-6	7-8-9	10	
SECTION SUBTOTAL (30)					

SUBTOTAL (100)	
MINUS PENALTY POINTS	
<i>Deduct 5 points per full half minute over or under five (5) minutes. No deduction for speeches between 4:31 and 5:29</i>	

TOTAL SCORE (100)	
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PA DECA QUIZ BOWL

Each chapter may enter one team of 2 to 4 members. Teams will compete against each other in a game-style format, where proctor will ask marketing questions and participants will press buzzers if/when they know the answers. Participants will take the Marketing Cluster Exam, where scores will determine order of teams competing. Top three teams will be recognized at the Grand Awards. (Semi-final losers will compete for 3 and 4 place)

T-SHIRT DESIGN CONTEST

The t-shirt design must be done on a computer—preferred in jpeg format and include the following information:

- “Show Your Glow”
- 2026 State Career Development Conference

T-Shirt must meet the following criteria:

- A graphic for the front of the shirt (small)
- A graphic for the back of the shirt (larger)
- Graphic is limited to one color
- Winner of the contest will receive a trophy at the state conference.
- Designs must be submitted via Google Form found at MyPADECA.org by November 15, 2025
- Designs must be in jpeg format The designs will be presented to the PA DECA State Officer Team at the December planning meeting. The winner will be revealed and their design unveiled at the PA DECA Career Development Conference in February 2026.

PA DECA PIN DESIGN CONTEST

This contest is for the PA DECA ICDC pin. The pin design must incorporate the following into the design:

- PA DECA
- Pennsylvania landmark or a Pennsylvania based company or a Pennsylvania based theme
- Design can be done on the computer or hand drawn
- Designs must be submitted via Google Form found at MyPADECA.org by November 15, 2025

The designs will be presented to the PA DECA State Officer Team at the December planning meeting. The winner will be revealed and the design will be unveiled at PA DECA Career Development Conference in February 2026!



SCHOOL-BASED ENTERPRISES COMPETITION

SCHOOL-BASED ENTERPRISES | FOOD OPERATIONS **SBEF**
SCHOOL-BASED ENTERPRISES | RETAIL OPERATIONS **SBER**

The **School-based Enterprises competitions** provide an opportunity for participants to demonstrate knowledge and skills learned in a school-based enterprise through an oral presentation.

The SBE competition is available to gold certified and gold re-certified SBEs that are attending the SBE Academy at the International Career Development Conference. In order to attend ICDC, participants must have the approval of the chartered association advisor.

Participants in the SBE Academy and Competition at ICDC cannot participate in a separate Competitive Event or Emerging Leader Series academy.

The guidelines for each school-based enterprise operation have been consolidated to facilitate the coordination of participant activities. This means the same topic, procedure, presentation guidelines and evaluation will be used for both categories.

The presentation must be entered in the category in which the written chapter certification project received certification – food operations or retail operations.

2025 TOPIC

The topic of competition rotates each year and is based on one of the 10 business standards in the written chapter certification project. This year's topic is **Market Planning**. The oral presentation should explain how the school-based enterprise achieves the following performance indicators.

- Develop customer profile.
- Conduct market analysis (market size, area, potential, etc.).
- Explain strategies for linking performance measures to financial outcomes.

KNOWLEDGE AND SKILLS DEVELOPED

Participants will demonstrate knowledge and skills needed to address the components of the project as described in the content outline and evaluation forms.

Participants will also develop many 21st Century Skills, in the following categories, desired by today's employers:

- Communication and Collaboration
- Creativity and Innovation
- Critical Thinking and Problem Solving
- Flexibility and Adaptability
- Information Literacy
- Initiative and Self-direction
- Leadership and Responsibility
- Media Literacy
- Productivity and Accountability
- Social and Cross-cultural Skills

EVENT OVERVIEW

- This event consists of one major part: the oral presentation.
- Each event entry will be composed of one to two members of a DECA chapter. All participants must present the project to the judge.
- The participant(s) will organize appropriate information to explain how their school-based enterprise achieves the instructional area and performance indicators.
- The oral presentation may be a maximum of **10 minutes** in length.
- The judge will evaluate the presentation, focusing on the effectiveness of public speaking, the quality of visuals or other supplemental materials, and how well the participants address the performance indicators.

PRESENTATION GUIDELINES

- The competition consists of an oral presentation during which the participants will explain how their school-based enterprise achieves the instructional area and performance indicators.
- The participants will present to the judge in a 10-minute presentation worth 100 points. (See Presentation Judging.)
- The presentation begins immediately after the introduction of the participants to the judge by the adult assistant. Each participant must take part in the presentation.
- Each participant may bring note cards pertaining to the project to use as reference during the presentation.
- Participants must adhere to the dress code for when appearing before judges and on-stage.
- Only visual aids that can be easily hand carried to the presentation by the actual participant(s) will be permitted. The participants themselves must set up the visuals. Wheeled carts, moving straps or similar items may not be used to bring visuals into the area. Set up time is included in the total presentation time. Participants must furnish their own materials and equipment. No electrical power or internet connection will be supplied. Alternate power sources such as small generators are not allowed. Sound may be used, as long as the volume is kept at a conversational level.
- Materials appropriate to the situation may be handed to or left with judges in all competitive events. Items of monetary value may be handed to but may not be left with judges. Items such as flyers, brochures, pamphlets and business cards may be handed to or left with the judge. **No food or drinks allowed. This includes examples of products in the presentation.** Empty wrappers may be utilized but no actual food or drink are permitted in any capacity.
- If any of these rules are violated, the adult assistant must be notified by the judge.

PRESENTATION JUDGING

The participants will be evaluated according to the Presentation Evaluation Form.

After introductions, the participants will make a 10-minute presentation to a judge.

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

AWARDS

Judges will select the top preliminary presentation(s) from each section in each category. The finalist teams will be announced at the Achievement Awards Session and will then participate in the final round. The top ten finalists will be called to the stage and receive red-white-blue ribboned medallions with first, second and third places receiving trophies.



1-2 PARTICIPANTS



PRESENT PROJECT



10 MINUTES
PRESENTATION TIME



SCHOOL-BASED ENTERPRISE COMPETITIONS

SCHOOL-BASED ENTERPRISES | FOOD OPERATIONS SBFEF
SCHOOL-BASED ENTERPRISES | RETAIL OPERATIONS SBER

PRESENTATION EVALUATION FORM

DID THE PARTICIPANT(S):	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
1. Develop customer profile?	0-1-2-3-4-5-6-7-8	9-10-11-12-13	14-15-16-17-18-19	20-21-22-23-24-25	
2. Conduct market analysis (market size, area, potential, etc.)?	0-1-2-3-4-5-6-7-8	9-10-11-12-13	14-15-16-17-18-19	20-21-22-23-24-25	
3. Explain strategies for linking performance measures to financial outcomes?	0-1-2-3-4-5-6-7-8	9-10-11-12-13	14-15-16-17-18-19	20-21-22-23-24-25	
4. Use visuals that are appropriate and enhance the presentation?	0-1-2	3-4-5	6-7-8	9-10	
5. Communicate clearly?	0-1	2	3-4	5	
6. Overall impression of student(s) skill and performance.	0-1-2	3-4-5	6-7-8	9-10	

TOTAL POINTS

NATIONAL DECA COMPETITIVE EVENTS

Pennsylvania DECA offers its members the opportunity to compete at the state level in all events provided by National DECA. These guidelines are found in [The DECA Guide](#). *Please review all guidelines and changes carefully.*

The DECA Guide also provides a complete listing of the purposes of the competitive events program, national sponsors and an official list of national events. This *Competitive Events Supplemental Guide*, together with the *DECA Guide*; provide a complete source of guidelines and regulations for all competitive events offered in Pennsylvania.



PENNSYLVANIA DECA PROMOTIONAL DISPLAY BOARD

The Promotional Display Board is a two to three member team event. Students registered for this event cannot participate in other competitions at the conference. This contest is a State-only competition—winners in this event are not eligible to move on to the DECA International Career Development Conference in this event. The first-place team will qualify for a leadership academy at DECA ICDC.

Contest Guidelines:

1. The theme for the contest is ***“What is DECA?”***. This event will encourage PA DECA chapters to promote the organization and the 4 pillars of the DECA diamond through a Promotional Display Board.
2. The competition requires the development of a promotional display board using the ***“What is DECA?”***, it may also include promotion of local PA DECA chapter activities including showcasing how the chapter promotes its involvement in the 4 pillars of the DECA diamond.
3. Communication skills will also be evaluated through a presentation.
4. Each team will create a cardboard tri-fold board. The total size of the cardboard tri-fold board may be smaller than, but may not exceed, the following dimensions: 36”H x 48”W
5. There is no written knowledge test required for this competition.
6. Teams will prepare the rough draft of their promotional display board on a piece of 8 ½” X 11” white paper in advance of the competition and bring it to the conference. It will be submitted into the team promotional display journal.
7. Teams must have DECA on the display board and can only use the materials that are listed in supply section for the creation of the promotional display board.
8. Each team will create a journal documenting the planning and preparation of the promotional display board. The team will keep a log with the time and progress of the promotional display board.
9. Teams will bring display board and journal to the orientation meeting on Wednesday. Presentation times will be assigned.

Supply List for the Promotional Display Board

Markers—thin and thick	Chalk--pastels
Pencils—regular and colored pencils	Construction paper
Adhesive—glue, rubber cement, clear tape and masking tape	Scissors, rulers, measuring tape
Printed documents—can print documents and place on promotional display board	Stickers—can be used on the promotional display board



PROMOTIONAL DISPLAY BOARD BOARD EVALUATION RUBRIC

CHAPTER NAME: _____

TEAM MEMBER NAMES: _____

Content	Possible Point Values	Points Awarded
Display Board: Team promotional display board met the contest guidelines	Yes: 10 points No: 0 points	
Display Board: Team creatively implemented the promotional display board Theme: What is DECA?	Excellent 10; Very Good 7-9; Good 4-6; Fair 0-3	
Display Board: Team creatively incorporates elements of design, utilized in the layout and space in the promotional display board to showcase the "What is DECA?" theme throughout their project	Excellent 10; Very Good 7-9; Good 4-6; Fair 0-3	
Team utilized the supplies for the promotional display board in a creative manner	Excellent 10; Very Good 7-9; Good 4-6; Fair 0-3	
Journal: Team prepared a rough draft on a piece of 8 ½" X 11" white paper and submitted it with the journal to the event coordinator at orientation.	Yes: 15 points No: 0 points	
Journal: All elements following the guidelines. Journal documentation is word processed, neat, and organized.	Excellent 10; Very Good 7-9; Good 4-6; Fair 0-3	
Final promotional display board appearance is neat and clean.	Excellent 10; Very Good 7-9; Good 4-6; Fair 0-3	
Team delivered their promotional display board and journal at the assigned time and designated location at the state cdc.	Excellent 5; Very Good 4; Good 3; Fair 0-2	
Total possible points is 100		



PROMOTIONAL DISPLAY BOARD PRESENTATION EVALUATION RUBRIC

CHAPTER NAME: _____

TEAM MEMBER NAMES: _____

TO WHAT EXTENT DID THE PARTICIPANTS:	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
1. Explain the layout of the display board	0-1	2-3	4	5	
2. Apply project management tools to complete the project	0-1	2-3	4	5	
3. Provide rationale for the events and activities selected for the board	0-1-2-3	4-5-6	7-8	9-10	
4. How did the team incorporate the display board to promote the chapter	0-1-2-3	4-5-6	7-8	9-10	

GENERAL	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
5. Professional standards (organization, clarity and effectiveness of the presentation); effective use of visuals, appearance, poise, confidence, participation of all	0-1-2-3	4-5-6	7-8	9-10	

PRESENTATION TOTAL POINTS (40)	
WRITTEN ENTRY (100)	
PRESENTATION (40)	
SUBTOTAL (140)	
LESS PENALTY POINTS	
TOTAL SCORE	



PENNSYLVANIA DECA: FOUNDATIONS OF CUSTOMER SERVICE AND SALES

EVENT OVERVIEW Foundations of Customer Service (FCSS) consist of two parts: an orientation and a role-play with a customer or employer. The purpose of this event is to help our first year students in 9th or 10th grade to prepare for DECA role play competitions. No test is required for this event.

This event is geared to first year 9th and 10th grade students only, to provide a foundation and to help develop an understanding of how to approach a role-play in a competitive environment. Chapter allotment ratios apply, this can be found in the Supplemental Guide.

Students registered for this event cannot participate in other competitions at the conference.

This contest is a State-only competition—winners in this event are not eligible to move on to the DECA International Career Development Conference..

Orientation

- The anatomy of a role-play worksheet.
- Performance indicator: Customer Relations- Understanding the techniques and strategies used to foster positive, ongoing relationships with customers to encourage repeat business.

Role-Play Scenario

- The participant will be given a customer service situation to review.
- In the role-play, the participant must respond to the business situation by translating what he/she has learned into effective, efficient, and spontaneous action.
- A list of three performance indicators specific to the customer service situation is included in the participant's instructions.
- These are distinct tasks the participant must accomplish during the role-play
- The judge will evaluate the participant's performance on the set tasks, follow-up questions, and 21st Century Skills.
- The participant will have 10 minutes to review and develop a professional approach to the business situation.
- Participants may use notes made during the preparation time during the role-play.
- Up to 10 minutes are then allowed for the participant to interact with a judge and explain the designated concepts.
- The judge is the angry customer.
- The top participants in each KPI and the 21st Century Skills will be recognized during the achievement awards.

ACADEMIES





INNOVATION ACADEMY

The Innovation Academy is open to 10th and 11th grade DECA members. Students registered for this event cannot participate in other competitions at the conference.

This contest is a State-only competition—winners in this event are not eligible to move on to the DECA International Career Development Conference in this event.

The Innovation Academy will simulate a situation that would occur in the corporate world. The objective of this event is to come up with a solution for a real-world challenge. The Innovation Academy will showcase 21st Century Skills.

Agenda for the Academy

- Orientation – academy overview
- Icebreakers
- Leadership assessment
- Teams for the challenge will be formed by the facilitators
- Teams will be revealed
- Mini Icebreaker for teams
- Challenge will be announced
- Teams will be given time to prepare their pitches for the challenge
- Team Pitches will be delivered to judges Thursday

Supplies for the academy will be markers and poster board (provided at the academy)

Day One will be an overview of the academy with opportunities for the attendees to network with students in the academy. They will learn about leadership styles. Then they will discover and discuss their leadership styles.

Day Two will begin with team reveals—the facilitators will form teams based on their leadership styles. The teams will then have an opportunity to do an icebreaker before the challenge is announced. Facilitators will provide the students with the Innovation Challenge. Teams will brainstorm ideas for their pitches. Each team will pick their best idea and create a pitch to be presented in front of the judges and their peers. During each pitch, the audience will take notes on the pitch being presented and write a “Glow” and a “Grow” for each team. There will be a panel of judges who will score each presentation using a rubric.

Attendees will receive an Innovation Academy Certificate along with a pin. The top three pitches will be recognized and receive medallions during the conference.



INNOVATION ACADEMY CHALLENGE

PRESENTATION EVALUATION FORM

DID THE PARTICIPANTS:	LITTLE/ NO VALUE	B E LOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
1. The team created a solution to meet the challenge	0-1-2-3-4-5-6-7-8	9-10-11-12-13	14-15-16-17-18-19	20-21-22-23-24-25	
2. The team exhibited communication and collaboration	0-1-2-3-4-5-6-7-8	9-10-11-12-13	14-15-16-17-18-19	20-21-22-23-24-25	
3. The product created by the team exemplifies creativity and innovation	0-1-2-3-4-5-6-7-8	9-10-11-12-13	14-15-16-17-18-19	20-21-22-23-24-25	
4. Used visuals to enhance the presentation?	0-1-2	3-4-5	6-7-8	9-10	
5. Overall impression of teamwork in presentation	0-1	2	3-4	5	
6. Overall impression of student skill and performance.	0-1-2	3-4-5	6-7-8	9-10	

TOTAL POINTS	
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