



2023-2024

Arkansas DECA State Handbook

Preparing Emerging Leaders to be
College and Career Ready

Last Updated October 9, 2023

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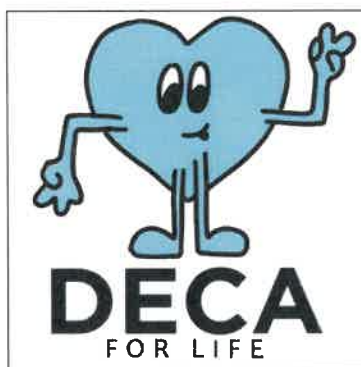
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**Membership Theme
2023-2024**



AR DECA Theme for 2023-2024

PREFACE

DECA is an integral part of the business and marketing education program. We at DECA believe that each business and marketing education program should have an active DECA chapter to provide for the fullest development of every student. Additionally, for your school's business and marketing programs of study to be approved, you must have an active DECA chapter, or another approved business related CTSO.

DECA provides a showcase for the accomplishments of the business and marketing education program, provides leadership training, develops civic consciousness, promotes social intelligence, and enhances the vocational understanding of students. For students to receive the maximum benefits from DECA opportunities, it is the responsibility of each chapter advisor to attend all functions of the Arkansas Association of DECA (herein called Arkansas DECA), and to insure full participation of his/her students.

It is the purpose of this handbook to guide Arkansas DECA chapters in organizing and planning their activities throughout the year. Much of the information herein has been gathered from other sources. DECA, Inc.'s website is referenced throughout this handbook and should be used for the most up to date information. It is Arkansas DECA's Executive Board's hope that by combining this information into a single handbook all levels of Arkansas DECA will be served with ease of use, accessibility, and accuracy of information in our ever-changing world.

Procedures, rules, and regulations that apply to Arkansas DECA have been included in this handbook, as well as pertinent DECA, Inc. information that will assist the local advisor and local DECA officers to organize their Program of Leadership each year (*See Attachment 7 for this year's goals*).

No handbook can be inclusive of all situations, concerns, or issues. If a situation occurs not defined in this handbook, DECA, Inc. and/or the Arkansas DECA Chartered Association Advisor, will determine the course of action.

CONTACT INFORMATION

Arkansas Association of DECA

Arkansas Department of Career & Technical Education

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Little Rock, AR 72201

Office 501.682.1500

www.arkansasdeca.com

Arkansas DECA Chartered Association Advisor —Becky McCormick

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Office Number: 501-682-4250

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DECA, Inc.

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Reston, VA 20191

703.860.5000

www.deca.org

info@deca.org

Arkansas DECA Event Details & Deadlines

MAY/JUNE/JULY 2023

- State Officer Leadership Academy (May 31-June 2 @ ATU, Russellville)
- Arkansas CTE Conference (July 11-12 @ Saline County Career Technical Campus, Benton)
- Arkansas Business Educators Association (ABEA) (July 18-19 @ DoubleTree, Little Rock)
- Arkansas DECA New Advisor/Advisor Training (July 25 @ Saline County Tech Center, Benton)

AUGUST 2023

- Local DECA Chapter Meetings & Recruitment
- Welcome Letters from State Officers to Chapters
- Begin entering student information into the DECA, Inc. membership portal as their join DECA for the school year and collect Membership Dues (\$15 for State and National)
- Begin collecting student information & registration fees for the NW or Central Fall Leadership Conference.

SEPTEMBER 2023

- Local DECA Chapter Meetings & Recruitment
- SBE Week Oct 2-6
- Arkansas DECA fall Executive Board Meeting (Monday, September 18, 2023 @ ATU Russellville)
- Northwest (NW) Arkansas FLC **Registration DEADLINE** is Wednesday, September 13 @ 11:59 pm.
- Central Arkansas FLC **Registration DEADLINE** is Wednesday, September 20 @ 11:59 pm.
- Late registration DEADLINE** for NW Arkansas FLC Deadline is Thursday, September 21 @ 11:59 pm.
- Late registration DEADLINE** for Central Arkansas FLC is Thursday, September 29 @ 11:59 pm.
- Activate Your Chapter Incentive Deadline from DECA, Inc.
- Quarterly Newsletter from State Officers.
- 9/11 Stock Market Game Begins (DECA, Inc. for details).

OCTOBER 2023

- Local DECA Chapter Meetings & Recruitment
- Continue Collecting Membership Dues (\$15 for State and National)
- NW Arkansas FLC Cluster Exams October 9-13 (7 am to 5:00 pm)
- Central Arkansas FLC Cluster Exams October 16-20 (7 am to 5:00 pm)
- CTSO Day at the State Fair is October 17th.
- NW Arkansas Fall Leadership Conference (October 25 @ Greek Theatre, Fayetteville)
- Power Trip Registration Deadline (October 18)**
- Virtual Business Challenge Round 1 is October 17-27 (DECA, Inc.)

NOVEMBER 2023

- Local DECA Chapter Meetings
- Continue Collecting Membership Dues (\$15 for State and National)
- Central Arkansas Fall Leadership Conference (November 1 @ National Park College, Hot Springs)
- DECA Month (Watch for Arkansas & National Activities)
- Power Trip (November 17-19 @ JW Marriott, Austin, TX)
- Membership, Promotional, Community Service and Ethical Leadership campaigns due this month (check DECA Guide for details on each campaign and specific deadlines)
- 11/1 Honorary Life Membership & Outstanding Service Award Nominations Due to DECA, Inc.
- 11/3 Business DECA @ the Bell Challenge Entries Due
- Global Entrepreneurship Week is November 13-19.
- November 15 is DECA, Inc. Initial Membership DUES deadline.**

DECEMBER 2023

- All National Campaigns due this month (See DECA Guide for details and specific deadlines)
- Local DECA Chapter Meetings
- AR SCDC Registration opens Monday, December 4 @ Noon.
- Sports & Entertainment Marketing Conference Registration Deadline (December 5 @ Universal's Cabana Bay Beach Resort, Orlando, FL)**
- SUBMIT Membership Dues—**DEADLINE** is Monday, January 22, 2024 @ 11:59 pm.
- Quarterly Newsletter from State Officers
- School-Based Enterprise Certification Opens December 1st (DECA, Inc.)

- Stock Market Game Ends December 8.

JANUARY 2024

- Local DECA Meetings
- Arkansas DECA winter Board Meeting (Monday, January 22 @ ATU, Russellville)
- School-Based Enterprise Certification CLOSES January 11 (DECA, Inc.)
- Deadline for paid DECA Membership for SCDC participation is Tuesday, January 23, 2024 @ 11:59 pm.**
- Late registration DEADLINE for SCDC is Tuesday, JANUARY 30, 2024 @ 11:59 pm (incurs a \$10 late fee and you do not receive a T-Shirt)**
- Sports & Entertainment Marketing Conference (January 31-February 4 @ Universal's Cabana Bay Beach Resort, Orlando, FL)
- DECA, Inc. Student Scholarship Applications due January 12.
- Virtual Business Challenge Round 2 (DECA, Inc) is from Jan 16-26.

FEBRUARY 2024

- CTE Day @ the Capital if February 1, 2024.
- Career and Technical Education Month.
- All SCDC Manual submissions are due by Wednesday, February 7, 2024 @ 11:59 pm. No paper manuals will be accepted at SCDC. Late Manuals will not be accepted without a 5-point penalty and no manual will be accepted after Monday, February 12th.**
- SCDC Cluster Exams are February 12-16 from 7:00 am to 5:00 pm each day.**
- Local DECA Chapter Meetings
- AR DECA State Officer Applications Due Wednesday, February 21st at 11:59 pm.
- AR DECA Scholarship Applications Due Friday, February 23rd at 11:59 pm.
- AR Teacher of the Year Applications Due Friday, February 26th at 11:59 pm.
- Advocacy Campaign Due (See DECA Guide for details)
- Many Applications and Challenges are due this month. Check the DECA Calendar for details.

MARCH 2024

- Local DECA Chapter Meetings
- Arkansas State Career Development Conference (SCDC) (March 4 & 5 @ ATU, Russellville)**
- The deadline for Arkansas DECA participants to register for participation in ICDC is at 11:59 pm on Friday, March 15. (Please note: The deadline published in the ICDC materials is for Chartered Associations and NOT the local chapters. No Late Registrations, changes or refunds will be allowed after Friday, March 15, 2024, by Arkansas DECA. Please plan accordingly.)**
- ICDC Written Submissions Portal Opens Wednesday, March 27th.
- Many Applications and Challenges are due this month. Check the DECA Calendar for details.

APRIL 2024

- Local DECA Chapter Meetings
- ICDC Written Submissions are due by Wednesday, April 10th.
- International Career Development Conference (ICDC) (April 27-30 @ Anaheim Convention Center, Anaheim, CA)**

MAY 2024

- Local DECA Chapter Meetings
- Arkansas DECA spring Executive Board Meeting (Monday, May 20 location TBD)
- Quarterly Newsletter from State Officers

DECA 101

OFFICIAL DECA DIAMOND



COLORS OF DECA

Traditional: Blue and Gold

Contemporary: Blue and White

BRANDING GUIDELINES (LOGO & FONT)

Use of the DECA, Inc. logo requires special approval when used on stationery, t-shirts, stickers, etc. Official colors include specific coding to get the perfect “color match.” DECA will design your local chapter logo.

Use of the correct font style and color is imperative. Please see the color palette below for details. Additional information can be located on DECA’s website at <https://www.deca.org/brand>. Click on “Brand Guidelines” to view the manual.

COLOR PALETTE

The logo may be printed in a single color blue, black, white, metallic gold or metallic silver.



BLUE

PMS 285 C
CMYK: 84, 54, 0, 0
RGB: 0, 114, 206
#0072ce



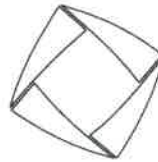
BLACK

CMYK: 75, 68, 67, 90
RGB: 0, 0, 0



METALLIC GOLD

PMS 871 C
CMYK: 44, 45, 74, 17
RGB: 134, 117, 79
#85754e



WHITE

CMYK: 0, 0, 0, 0
RGB: 255, 255, 255



METALLIC SILVER

PMS 877 C
CMYK: 48, 39, 39, 5
RGB: 139, 141, 141
#8c9091

PROMOTING DECA

When Promoting DECA, attempt to use the DECA tagline, DECA theme and association name as much as possible for identity purposes. Because of the change in our program area name to business and marketing education, promote DECA using the letters **DECA** only.

WHAT IS DECA?

DECA is a co-curricular, student-centered organization specifically designed to provide activities that will motivate secondary students to learn business and marketing competencies that will prepare them to become skilled, employable workers in the fields of business and marketing. The purpose of DECA is to provide learning opportunities to business and marketing education students through goal-oriented chapter activities. The focus of these activities is always upon developing greater understanding and appreciation of business, marketing, hospitality & tourism, finance, entrepreneurship, administration, merchandising and management. These activities contribute to occupational competence by promoting greater understanding and appreciation of the responsibilities of citizenship in our private and free enterprise system.

DECA activities provide members with an opportunity to serve as leaders and followers, and with an opportunity for them to receive local, state, national and/or international recognition which may not otherwise be available.

DECA, INC.

The term “DECA, Inc.” refers to an organization which should not be confused with the student organizations of DECA. DECA, Inc. is the legal identity of the adult group responsible for the student programs in each state. Its members consist of those adults who have been named by the state association, or the person designated by the state association, in those states, territories or chartered units affiliated with the student program. The primary purpose of DECA, Inc. is to serve as the sponsoring agent for the student program known as DECA. DECA, Inc.’s governing documents can be found at <https://www.deca.org/governance>.

DECA HISTORY

During the period between 1937 and 1942, when cooperative programs in marketing education or distributive education as it was called then, were becoming more widely established, the students in these marketing and distributive education classes began to form Distributive Education Clubs. This was a spontaneous effort on the part of the students and teachers and occurred simultaneously throughout the country. Why did this happen and what needs were these clubs filling? Several basic factors were involved.

First, Distributive Education students were employed away from school campus at their training stations during the afternoon—at a time when many of the other students in their school were involved with the school’s extracurricular activities. The Distributive Education students were missing a very important part of school life. Secondly, these students of Distributive Education had a common interest – their great personal desire for professional and personal growth. Thirdly, they felt the need to belong, to develop professionally and socially, and to be part of the group.

Thus, school “clubs” began to spring up all over the country. These early “clubs” adopted many names – Future Retailers, Future Distributors, Future Merchants, and Distributive Education Clubs.

Between 1941 and 1944, when it became apparent that the strength of local units were growing and when they began to feel the need to communicate with each other, a few states held state-wide meetings of Distributive Education Clubs. By 1945, a few states had officially organized state associations and were holding state conferences. During this time, the idea of a national organization was born.

In 1946, the United States Office of Education invited a representative committee of State Supervisors of Distributive Education to meet in Washington, D. C., with representatives of the USOE, and the American Vocational Association to develop plans for the national organization of Distributive Education Clubs and to prepare a tentative constitution and an organizational chart.

As a result of this preliminary meeting, the national organization was launched and the first Interstate Conference of Distributive Education Clubs was held in Memphis, Tennessee, in April 1947. At that meeting, delegates from twelve states unanimously adopted a resolution to form a national organization. The organization was officially endorsed by the National Association of State Directors of Vocational Education, meeting at the same time in Chicago, Illinois. Officers were elected and committees were appointed to prepare a charter application and a constitution for consideration at the next year’s conference.

Arkansas was represented at the meeting by Mr. Arch W. Ford, Director of the Arkansas Department of Education and J. Marion Adams, longtime director of Vocational Education in Arkansas. As one of the charter states of DECA, Arkansas has participated in the growth and development of DECA.

The second national conference, held in St. Louis, Missouri, in 1948, saw the adoption of the constitution and the official name, The Distributive Education Clubs of America, designated DECA, and the acceptance of 17 charter member states. These founding states were Arkansas, Georgia, Indiana, Kansas, Kentucky, Michigan, Missouri, North Carolina, Ohio, Oklahoma, South Carolina, Tennessee, Texas, Utah, Virginia, and Washington.

ARKANSAS DECA ORGANIZATION

STATE OFFICERS

As set out in the Constitution of the Arkansas Association of DECA, the high school division of state officers include the following:

- President
- Vice President of Leadership
- Vice President of Career Development
- Vice President of Finance
- Vice President of Hospitality
- Vice President of Marketing

The Collegiate Division Arkansas DECA include the following officers: president, vice-president, and secretary/treasurer.

Two voting delegates are elected by each chapter prior to the annual State Career Development Conference (SCDC) to represent their chapter. All state officers are elected by a majority vote of the voting delegates of their division during SCDC each year.

State officers will serve from the close of the annual SCDC through the close of the following year's SCDC. In the event of a state officer vacancy, the Arkansas DECA Executive Board will appoint an officer to fill the vacancy. (*See Attachment 1 for current year officers.*)

ARKANSAS DECA EXECUTIVE BOARD

The State Association may be composed of four divisions: High School, Collegiate, Alumni and Professional. Each division may have member officers who will be elected by voting delegates of that division.

Active membership in each of the divisions is defined in Arkansas DECA's constitution. High School and Collegiate students enrolled in business and/or marketing related courses; alumni members who must have been active in one of the other divisions previously and are not now active in any division; and professional members who may be associated with or participating in the professional development of Arkansas DECA. Some examples, but not inclusive of all examples, include teacher-coordinators, teacher-educators, marketing education supervisors, employers, advisory committee members, business professionals, and parents.

Each division of Arkansas DECA shall have an Executive Board responsible for the administration of that division's activities and business. The Arkansas Chartered Association Advisor, the Arkansas Student Leadership Center Program Coordinator, and the AAMET (Arkansas Association of Marketing Education Teachers) President will serve as non-voting, ex-officio members of each Executive Board division.

The membership of AAMET (Arkansas Association of Marketing Education Teachers) will elect two "at-large" representatives annually to serve three-year terms on the Executive Board—for a total of six representatives for the High School division.

All state officers are voting members of the Executive Board. All state officer advisors will serve as non-voting, ex-officio committee members and are encouraged to attend all Executive Board meetings for the High School division.

Collegiate Division sponsors will also serve as voting members of the Executive Board for the Collegiate division. At-large members may be elected if so determined.

The Executive Board for the High School Division of Arkansas DECA shall include the following members:

Arkansas DECA's High School State Officers

2—At Large Arkansas Professional Division Representatives Cycle 1 (C1)

2—At Large Arkansas Professional Division Representatives Cycle 2 (C2)

2—At Large Arkansas Professional Division Representatives-Cycle 3 (C3)

Arkansas DECA Chartered Association Advisor (ex officio, non-voting)

Arkansas Program Coordinator for Business and Marketing (ex officio, non-voting)

AAMET President (ex officio, non-voting)

See Attachment 2 for current year Arkansas DECA's Executive Board members.

VOTING DELEGATES

Each Chapter shall elect two delegates who shall be considered voting delegates at the State Career Development Conference.

MEMBERSHIP

GENERAL INFORMATION & COST

The members of the Arkansas DECA shall be Chartered Chapters with membership limited to Arkansas Activities Association (AAA) member schools, except as prohibited by Federal and State law and/or State Board of Education requirements.

Classes of membership which shall be recognized by the Arkansas DECA are high school, collegiate, alumni, and professional members.

For the 2023-2024 school year, DECA, Inc. dues are \$8.00/year and Arkansas DECA dues are \$7.00/year for a total of \$15.00. Fifteen dollars is the annual cost for each member regardless of classification. **Advisors must be alumni/professional members of Arkansas DECA** and are encouraged to join AAMET.

Local Chapters determine local dues, if any. These local dues are in addition to yearly state and national dues.

PROCEDURES FOR MEMBERSHIP

Arkansas DECA is on the Direct Dues Payment Plan with DECA, Inc. Please pay attention to the procedures listed in the high school division online membership portal found at deca.org.

1. Arkansas participates in online membership processing. Members should be keyed in online by their local chapter advisor. It is important that advisors' complete years of membership and grade level for each student. In addition, ALWAYS use their LEGAL name as a license/id will be required if they qualify for ICDC. Upon completion of data entry and collection of dues, the local chapter advisor will print an invoice printed from the portal. Submit this invoice according to local policy for payment.
2. Every Arkansas DECA member, regardless of classification, must pay to be affiliated at both the state and national level.
3. Send dues checks directly to DECA, Inc as instructed on the printed invoice.
4. To be considered an active DECA chapter, the chapter must have at least ten (10) paid members or have 100% paid membership in their business and marketing education program.
5. DECA, Inc. and AR DECA dues are non-transferable and non-refundable.

NOTE: Dues must be current for participation in Arkansas' State Career Development Conference and DECA, Inc.'s International Career Development Conference. All deadlines for payment are strictly enforced. See Arkansas DECA's published calendar at www.arkansasdeca.com for this year's deadlines and information. Additionally, for your school's business and marketing programs of study to be approved, you must have an active DECA chapter, or another approved business related CTSO.

ARKANSAS DECA SCHOLARSHIP

Each year, DECA seniors enrolled in Business and Marketing courses that are planning a major in Business and/or Marketing, Business Education, or Marketing Education are eligible to apply for the Arkansas DECA Scholarship. This scholarship is awarded at the State Career Development Conference (SCDC). This scholarship awards the recipient a one-time payment of up to \$500.00. Refer to the *DECA Scholarship Award Form (Attachment A)* for rubric criteria. The following documents will be submitted electronically each year through the requested means: (1) an application letter (tell us about you and why you should be the recipient), (2) your high school transcript, (3) your resume, (4) official record of attendance, (5) letter of recommendation from your DECA advisor, (6) letter of recommendation from a current school year teacher, and (7) a letter of recommendation from your employer/previous employer/community service leader/current teacher. Scholarship Application requirements and Rating Sheet may be updated/amended by the Arkansas DECA's Executive Board during the fall executive board meeting. (See the *Scholarship Award Form Rating Sheet (Attachment A)* for complete details.)

DCTE CTSO RELEASE FORM

We must have a signed release of liability for DCTE/ADE for members under the age of 18 to have their pictures displayed on the Division of Career and Technical Education (DCTE) and the Arkansas Department of Education's (ADE) website and social media accounts. Forms should be signed and on file with each respective chapter. These forms **DO NOT** replace local forms as those forms only release the school district from liability.

Advisors should always keep this form on file for pictures submitted to ADE or the Division of Career and Technical Education. (See *Attachment 8* for the current, approved DCTE CTSO Release Form.)

STATE OFFICER CANDIDATES

The procedures for students running for DECA State Officers are as follows:

1. An officer candidate must be currently in the 10th or 11th grades, enrolled in a Business and/or Marketing related course and an active member of their local chapter of DECA, Arkansas DECA and DECA, Inc. The candidate will declare for an office upon completion and submission of his/her Nomination Form for State Office online. All candidates may only run for the office which he/she declares. See *Nomination Form for State Office (Attachment C)* for details.
2. Each candidate will submit three letters of recommendation with the Nomination Form: one letter from the local Chapter Advisor, one from a school official, and one from the student's employer/community service director. If the candidate does not have an employer or a community service director available, a letter from another current teacher may be substituted in lieu of this letter.
3. The maximum number of state officer candidates that can be nominated by a chapter shall be limited to two in any one year.
4. Members wishing to run for a state office should carefully read and complete the *State Officer Code of Conduct (Attachment D)* and understand the responsibilities involved along with financial obligations. A *Financial Obligation Form (Attachment E)* must be completed fully and signed by the student seeking office, his/her parent or guardian and a school administrator prior to giving his/her officer speech and displaying a poster for candidacy.
5. Each state officer candidate will be asked to give a three-to-five-minute speech in support of his/her candidacy at SCDC to the voting delegates at the end of the Opening Session of SCDC.
6. Each state officer candidate will provide a poster for their campaign that will be displayed during SCDC.
7. Special note should be made of the list of meetings the officer is required to attend during his/her term. These meetings are listed on the *Financial Obligation Form (Attachment E)*.

STATE OFFICER ATTENDANCE & PARTICIPATION

Like any committee or group, attendance and active participation are needed for an organization to be successful. Arkansas DECA requires that all officers attend specific meetings (both in and out of state), activities and conferences. (See the *State Officer Code of Conduct (Attachment D)* and the *Financial Obligation Form (Attachment E)*.)

REQUIRED MEETINGS & REQUIRED APPROVALS

REQUIRED MEETINGS/ACTIVITIES/CONFERENCES include (but are not limited to): Fall Leadership Conference(s), Board Meetings (fall, winter, and spring), State Officer Leadership Academy (SOLA), CTSO Day at the Capital, and State Career Development Conference. The International Career Development Conference that immediately follows your election to office is a required activity.

Officers or prospective officers should be aware of local school policy before committing to serve. Care will be exercised to require the fewest days of school missed. Any DECA member seeking state office should have the permission of their local administration and the necessary cooperation of their local Chapter Advisor before submitting their nomination. Parent(s) and/or legal guardian(s) should be included in your decision to become a DECA State Officer. Being a State Officer requires a commitment of time and added expenses from you, your parents, Chapter Advisor, and school.

All prospective officer candidates . . .

- * 1. . . . will be determined to be in good academic standing per AAA Guidelines and not be in jeopardy of any disciplinary action from their local school or district.
- * 2. . . . shall have a record of attendance and promptness that predicts dependability and be recommended as being reliably prompt and diligent in handling assignments, both academic and DECA-related.
- * 3. . . . shall be recommended as being trustworthy in word and deed and as having displayed qualities of leadership essential to represent Arkansas DECA.
- * 4. . . . shall be recommended as having displayed the interpersonal competencies, academic, intellectual, communicative, and calculating skills to advance the aims and goals of Arkansas DECA.
- * 5. . . . shall be enrolled in a Business and Marketing Education related course (s) and shall be a member in good standing by virtue of the DECA, Inc. roster when nominated.
- * 6. . . . shall have attended the DECA State Career Development Conference with local Chapter Advisor present when the State Officer elections for the service year were held.
- 7. . . . shall abide, always, by the State Officer Code of Conduct established by Arkansas DECA. Any violations of these codes may result in officer removal from office.
- 8. . . . shall attend REQUIRED MEETINGS/ACTIVITIES/CONFERENCES and submit all required reports, posts, and materials.
- 9. . . . shall understand that election to office does not guarantee financial reimbursement for the duties of office; however, officers are required to fulfill the duties of their office as outlined in this handbook.
- 10. . . . shall understand that any DECA State Officer may be removed from office for "just cause" by his/her local Chapter Advisor and/or the Arkansas DECA Chartered Association Advisor.
- 11. . . . shall not enter into any contractual relationship on behalf of the state organization or commit the organization to any policy or activity without the specific authorization of the Arkansas DECA Chartered Association Advisor.
- 12. . . . shall always be prepared to make impromptu remarks or "say a few words" about DECA.

STATE OFFICER DUTIES AND EXPECTATIONS

The primary responsibility of an association officer is to serve the association on a state, national and international level. The goal of the State Association Officer Team is to motivate and inspire AR DECA members, advisors, staff, educators, and others to achieve the mission of the association and organization. One way we work to inspire is through our Program of Leadership. *See Attachment 7: Program of Leadership Goals.*

The average association officer will spend five to seven hours a week working on their association officer Program of Leadership responsibilities. It is important to realize that although academics remain the number one priority, you cannot fall behind in your responsibilities to DECA members.

Below is a listing of typical responsibilities for association officers.

- Develop and implement a Program of Leadership.
- Maintain regular and timely communication with association officer team members.
- Maintain ongoing communications with the Chartered Association Advisor and AR DECA president.
- Display social media presence with posts and responses.
- Engage in communication with chapter officers from across the state.
- Participate and travel, as requested, to promote the association at conferences and meetings.
- Develop a motivational keynote address.
- Develop a signature workshop presentation.

STATE OFFICERS ARE NOT PERMITTED

1. To serve as a judge for any DECA event on a state or international level during his/her term of office.
2. To be involved with or support - in any capacity - a local, district, area, or association DECA officer candidate's campaign.

STATE OFFICER ROLES

PRESIDENT

- Practices the "Entrepreneurial" and "Management" elements of DECA's Mission Statement
- Responsible for connecting members and establishing the association's vision, management and organization that ensures each association officer has the training, support, accountability, and resources to deliver a powerful DECA experience for each DECA member.
- Works closely with the Chartered Association Advisor and association officers to ensure that all undertakings are successful.
- Acts as the primary brand ambassador and makes as many public appearances as possible on behalf of Arkansas DECA
- Uses leadership skills and vision to inspire all Arkansas DECA members.

VICE PRESIDENT OF LEADERSHIP

- Practices the "Emerging Leaders" element of DECA's Mission Statement
- Responsible for all leadership activities
- Functions in the absence of the President and performs other duties as directed by the President.
- Prepares to assume the duties and responsibilities of the President should the need arise.
- Assists in supervising the development and implementation of the Association Officer Team's Program of Leadership.
- Acts as a brand ambassador and makes as many public appearances as possible on behalf of Arkansas DECA.
- Plans, organizes, and implements an association-wide community service project including publicity needed in order to convey information to chapters, regions, and the business community.

VICE PRESIDENT OF CAREER DEVELOPMENT

- Practices the "Careers" element of DECA's Mission Statement
- Responsible for chapter participation, preparation, and performance in competitive events
- Plans, organizes, and implements an association-wide project which will lead to improve competitive skills in written, role play, and testing events for DECA members across the association.
- Acts as a brand ambassador and makes as many public appearances as possible on behalf of Arkansas DECA.

VICE PRESIDENT OF MARKETING

- Practices the “Marketing” element of DECA’s Mission Statement
- Responsible for initial member recruitment, branding, and promotions
- Works with the Chartered Association Advisor to establish agendas prior to all meetings and training sessions (*see Attachment 4 for a Sample Agenda*)
- Uses organizational skills to maintain a clear written record of the Association Officer Team’s efforts on an annual basis.
- Plans, organizes, and implements association-wide integrated marketing communications strategy to convey information from chapters, regions, and the business community.
- Acts as a brand ambassador and makes as many public appearances as possible on behalf of Arkansas DECA.

VICE PRESIDENT OF FINANCE

- Practices the “Finance” element of DECA’s Mission Statement.
- Maintains documented records of discussions and decisions at meetings and training sessions, and records written minutes of all Association Officer Team group efforts (*see Attachment 5 for Sample Minutes*)
- Plans, organizes, and implements an association-wide project designed to stimulate stronger partnerships between DECA and business leaders across the association.
- Acts as a brand ambassador and makes as many public appearances as possible on behalf of Arkansas DECA.

VICE PRESIDENT OF HOSPITALITY

- Puts into practice the “Hospitality” element of DECA’s Mission Statement
- Responsible for connecting members to a welcome, value-filled, and fun educational experience.
- Plans, organizes, and implements an association-wide project to increase existing chapters’ activities and membership levels as well as establish new chapters in schools without current DECA chapters.
- Creates an association-wide membership campaign.
- Acts as a brand ambassador and makes as many public appearances as possible on behalf of Arkansas DECA.

NATIONAL OFFICER CANDIDATE INFORMATION

For AR DECA officers interested in being considered as a candidate for a national officer, the current rules and guidelines can be found at deca.org. Only students who currently hold a State Officer position are currently allowed to run for this position.

CHAPTER ADVISORS

WHY HAVE A CHAPTER?

Students today want a voice in their education and an opportunity for self-expression; DECA provides such an opportunity. DECA is a student-centered organization that is run by and for the students, while providing and encouraging:

- opportunities for professional growth through rigorous project-based activities.
- an awareness of service to the school, community, and business through community-oriented projects.
- opportunities to increase skills in communication.
- opportunities to meet and learn to work with others.
- a sense of belonging and the sharing of thoughts and experiences with other students through social intelligence experiences.
- understanding of the value of group consensus and decision making.

- the realization of compromise for the good of the majority.
- individual opportunities for expression; and
- recognition for a "job well done" through leadership development opportunities.

DECA provides the most natural avenue for a teacher to recognize individuals and/or group achievement.

CHAPTER ADVISOR RESPONSIBILITIES

1. Initiate the organization of the DECA activities by the Chapter at your local school.
2. Assist in the plan for securing an effective and efficient group of officers by setting criteria for candidates and letting candidates know of the responsibilities of each office.
3. Instruct newly elected officers concerning their duties and provide all members with leadership training.
4. Assist students in establishing adequate DECA Chapter records and accounts. Ensure that programs will be adequately financed.
5. See that DECA Chapter meetings are held regularly and conducted in a businesslike manner.
6. Encourage new DECA members to participate and get into the spirit of the DECA activities.
7. See that every DECA member is involved and accepts responsibility for his or her share of the duties.
8. Meet regularly with your chapter officers and Executive Committee to assist with leadership and Chapter business.
9. Advise leaders and individual members and committees on problems and activities.
10. Participate in fall, state, and international conferences.
11. Help students prepare for leadership activities and participation in all levels of competition.
12. See that all ceremonies, initiations, public performances, and displays are carefully planned.
13. Keep school administration, the faculty and the public posted on activities and accomplishments of your DECA chapter.
14. Encourage and help provide avenues for parental and advisory committee involvement.
15. Keep abreast of new developments in DECA and call them to the attention of the members.
16. Utilize the DECA Chapter as leadership training by impressing upon the membership that it is their organization.
17. See that the DECA Chapter takes advantage of every opportunity to widen the scope of learning opportunities.
18. Become thoroughly versed in the history, principles, constitution provisions, ceremonies, typical activities, parliamentary procedure, and other essentials of the organization (*see Attachment 6 for an abbreviated summary of Parliamentary Procedure.*)
19. Maintain up to date records for local, state, and national membership.
20. Accompany students to local, state, and international competitions (*see Advisor Agreement Form (Attachment F) in case of an emergency.*)

INTEGRATING DECA INTO BUSINESS AND MARKETING EDUCATION

The DECA program of activities complements, supplements, enriches, and strengthens the instructional program of Business and Marketing Education. Combined with classroom instruction and significant projects, DECA activities give greater scope and depth to the total instructional program. Success in the field of marketing is dependent upon attitudes that lend themselves to leadership development within an educationally oriented, student-centered program. DECA provides an avenue for the enrichment of the instructional program through competitive events and activities planned by students under the guidance and direction of the teacher/coordinator.

Because of the **co-curricular nature of DECA** with respect to the competency based competitive event format, the teacher/coordinator is in a position where students will not only be prepared for competitive events, but will also have the competency-based knowledge, skills, and attitudes required for entry and advancement in marketing occupations.

BUSINESS AND MARKETING EDUCATION TEACHERS USE DECA...

- to complement classroom and/or employment instructions.
- to encourage student responsibility.
- to develop student leadership.
- to develop and strengthen a close student-teacher rapport.
- to instill proper social responsiveness and an appreciation for the free enterprise system.

ORGANIZING YOUR CHAPTER

When properly organized, the Chapter will be of great assistance to a teacher rather than add to his/her workload. The Chapter is a visible "show window" for your program. Through DECA, the public learns of the Business and Marketing Education program and its purposes. It offers an opportunity to display teaching accomplishment and student job performances. It affords the opportunity to involve interested parents and leaders in the Business and Marketing program. It provides a "teaching tool" for the instructor that can be utilized to bring out the best in each student members as a co-curricular activity.

The Business and Marketing Education Teacher acts as the local Chapter Advisor. Membership eligibility is governed by national and state constitutions and bylaws and the local Chapter constitution.

Chapter meetings may be scheduled at any time convenient to the majority. Committee meetings may be organized to eliminate the necessity of having many Chapter meetings of the total group. All DECA activities must be approved by the local Chapter Advisor and/or the local school administration.

Many factors go into the making of a strong local Chapter of DECA. Among these are an alert and vigorous membership, and interested and sympathetic teacher/advisor, the selection of the best leadership in the group as officers, and cooperation on the part of the school and the local business community. However, the most important factors are the teamwork and interest of the members and their determination to make their Chapter an outstanding unit of their own creation. The Advisor should use the following suggestions to allow students a voice in what is happening:

1. Explain to the students the values of DECA, Inc. as a part of the marketing education program.
2. Discuss the history and development of DECA, Inc.
3. Allow students to react and ask questions about joining your local chapter, AR DECA, and DECA, Inc.
4. Follow procedure for establishment of an in-school student organization and develop a local DECA constitution. (*See Attachment 3 for Sample Constitution.*)
5. Investigate the possibility of a Chapter Advisory Board (maybe the same committee that serves for the instructional program).
6. Discuss the characteristics of a good member.
7. Discuss the characteristics of a good officer.
8. Discuss the qualifications for and duties of each officer and set up guidelines for local campaigning and/or officer election.
9. If a new Chapter, they will develop and discuss the constitution, then vote on its acceptance.
10. Elect officers annually.
12. If a new Chapter, apply for DECA Charter to your Arkansas DECA Chartered Association Advisor.
13. Collect all local, state, and national fees. Submit state and national dues to DECA, Inc after completing online registration for all members.
14. The Executive Committee should take responsibility for planning and development.
15. Committee appointments should include all Chapter members.
16. Cover basic elements of Parliamentary Procedure, Developing an Agenda, and Conducting a Chapter meeting.
17. Newly elected officers submit Program of Leadership and budget to membership for acceptance.
18. Decide on a regular meeting schedule.

LEADERSHIP DEVELOPMENT

A well-qualified, enthusiastic, and dependable group of officers is important for the growth of each Chapter. With capable officers, the business of the Chapter will be conducted in the proper parliamentary fashion, an effective program of action which includes all members will be maintained, records and minutes will be up to date and complete, good publicity will be forthcoming, and all members will grow personally and professionally.

When electing officers, the membership should carefully consider their selection. It is a mistake to look only for the most popular members. The prime considerations should be enthusiasm, experience, and a willingness to learn and work hard for the membership. All Chapter members should have a general understanding of the duties and responsibilities of each office as well as knowledge of the qualities of leadership to look for, since only with this understanding and knowledge can an effective team of officers be elected.

Consider those people who can communicate their ideas and feelings and yet are willing to listen and to understand the need for democratic procedures, respect the rights, the ability, and dignity of every member. They convey enthusiasm

and inspire confidence. They have the courage of their convictions but are willing to put the good of the Chapter before their personal desires.

A good leader must have certain qualities which can be learned by the average person if that person works on these qualities intelligently. These qualities are also highly desirable in everyday life. The qualities of a leader are as follows:

1. A leader respects the rights and dignity of others. He/she realizes that every person can make worthy contributions.
2. A leader is willing to accept responsibility and do his/her part through work within the group.
3. A leader works and gets along with people in a friendly and peaceful manner. He/she must be straightforward, agreeable, and industrious. The leader praises where praise is due and is sensitive to the basic trends and moods of the group.
4. A leader communicates thoughts and feelings in a clear and understandable manner as well as verbalizing the ideas of the group.
5. A leader is well informed on matters which concern the group. He/she arrives at a decision only after having had an opportunity to secure and study pertinent information.
6. A leader is confident. He/she possesses integrity and shows trust toward group members.
7. A leader is optimistic and enthusiastic; he/she believes that group action can overcome obstacles and solve problems. He/she works within the group with "zest" and enjoyment.
8. A leader is open-minded. He/she does not claim to have all the answers, he/she seeks the opinions of the group and accepts and supports them if they seem best for the group. A leader is willing to compromise on issues.
9. A leader has the strength of conviction. He/she will "take a stand" and be counted.
10. A leader will show initiative in getting the group started through sound and careful planning. He/she leads the group discussion with knowledge rather than with reckless abandon.

DEVELOPING A PROGRAM OF LEADERSHIP

A beneficial well-rounded program of student activities does not "just happen;" it must be developed. Development of a Program of Leadership requires sound thinking and careful planning. What, when, where, who and how are important questions which must be considered well in advance. To get a broad view of the whole proposed program, it is necessary that the entire plan be put on paper.

Any program of student activity developed and put into action by the local Chapter should be done in keeping with the needs of its members and in harmony with available human and community resources. It is important for the Advisor to alert the students to the need for a Program of Leadership.

One way which has been found very effective for getting the program of student's activity down on paper where every member can see it is to begin by making a list of the regular and proposed special meetings for the year. The number of regular meetings would, of course, be governed by the rules and regulations of the local Chapter's by laws. Special meetings would be determined by looking ahead to a specific and seasonal school, community, and business activity.

After the over-all schedule of meetings for the year has been agreed upon, at least as far as can be determined, then it becomes necessary to decide the "what," "when," "where," "who," and "how" of regular and special meetings falling within the various months. Here is where the actual "shaping-up" of the Program of Leadership begins. At this stage, specific committees and individual assignments should be made and plans developed for following through on the assignments.

ESSENTIALS FOR A SUCCESSFUL CHAPTER

- A challenging Program of Leadership
- Capable officers
- Interested members
- Distributed responsibility shared by all members
- Proper equipment and records
- Provide all students an opportunity to be successful (*see Special Accommodation Form Attachment B*).

SUGGESTED PROGRAM OF LEADERSHIP

- A. Guidelines for a Program of Leadership which should be set up and followed by each local Chapter.**
1. Is it an outline of activities covering a definite period?
 2. It includes specific goals, ways and means of reaching them, and adequate provision for checking on accomplishments.
 3. It should be well planned and carefully worded.
 4. It should be based primarily on the needs of the members and the organization, with consideration given to the needs of the school and the community.
 5. It should represent the combined thinking of a majority of the members.
 6. New Chapters should not undertake an elaborate a program the first year; however, it must present a challenge to the members.
- B. Steps for building a Program of Leadership for a new Chapter (or Chapter that has previously NOT set forth a Program of Leadership).**
1. Review as a total Chapter the possible activities in which the Chapter might participate.
 2. Secure copies of Program of Leadership of other Chapters and review for ideas.
 3. Decide on two or three activities that will be included.
 4. Develop a "laundry list" of possible activities.
 5. Appoint a Program of Leadership committee, if one is not already designed, with sub-committees for each section of the program. It should be the duty of these sub-committees to further survey and check needs, to study suggestions already offered, and to set up a tentative Program of Work including goals and ways and means with the assistance of the Program of Leadership committee.
 6. Have the committees on Program of Leadership report back to the Chapter.
 7. Put the total Program of Leadership in writing.
 8. Check the Program of Leadership with school authorities and others concerned.
 9. Appoint permanent committees to be responsible for each major division, assign duties to them and set to work on it.
- C. Steps for building a Program of Leadership for an established Chapter.**
1. Review last year's Program of Leadership at Chapter meetings. Try to find out why certain items were successful, and others were not successful. Discuss the present needs of the Chapter, its membership, and the needs of the community.
 2. Select from last year's program and list items which should be continued for the present year. Add suggestions on new items offered by members.
 3. Secure copies of other Chapter programs and get ideas on another suitable program items.
 4. Steps 5 through 9 same as for new Chapter (B above).

SUGGESTED SEQUENTIAL LISTING OF ACTIVITIES

September

1. DECA Orientation
2. Election of officers
3. Standing committees appointed
4. Collect local, state, and national dues.
5. DECA Pins should be ordered for officers and members (optional)
6. Introduce Chapter members to parliamentary procedure which is to be used at all Chapter business meetings.
7. Plan Chapter financing for the year.
8. Plan social and recreational activities.
9. Complete plan of work.
10. Make plans to attend Leadership Development Conference.

October

1. Attend a fall Leadership Development Conference.
2. Submit membership roster along with state and national dues to DECA, Inc.
3. Professional growth plans should be scheduled (ex. speakers, field trips, etc.)
4. Begin work on written DECA manuals.
5. Stage Initiation and Installation Ceremonies; involve parents, businesspeople, and school administrators.
6. Hold DECA Open House -- initiate a DECA Boosters organization (schedule meetings for

- remainder of year)
- 7. Formulate and meet with a DECA Chapter Advisory Committee, discuss possibilities of conducting a Creative Marketing Project (schedule Advisory committee meetings for remainder of year).
- 8. Make plans to attend Leadership Development Conference.

November

- 1. Conduct a Sales Project.
- 2. Plan DECA month activities in coordination with Arkansas DECA and DECA, Inc.
- 3. Speak before a civic or trade association – publicize achievements.
- 4. Begin preparation for competitive events for the State Career Development Conference.

December

- 1. Sponsor a needy family for Christmas.
- 2. Decorate the school with seasonal adornment.
- 3. Have a DECA Christmas Party for a local Children’s Home, Home for the Aged, or Mental Institution.
- 4. Start planning for DECA, Inc. Week.
- 5. Finalize State Conference plans-select competitive event entries.

January

- 1. Complete manuals and Marketing Projects. Upload by posted deadline.
- 2. Complete registration for SCDC.

February

- 1. DECA Week Promotion (examples: Street Banners—for downtown businesses; Radio and/or TV spots; School Assembly, bulletin boards, other activities; social media)
- 2. Final preparations for SCDC.

March

- 1. Complete registration for International Career Development Conference.
- 2. Make plans for an Employer-Employee Banquet.

April

- 1. Attend ICDC.
- 2. Assist local Chapter Advisor with recruiting future Business/Marketing Education Students and DECA members.

May

- 1. Hold Employer/Employee Appreciation Banquet. Invite parents, school administrators, Advisory Committee members, etc.
- 2. Plan a social event to welcome new Business/Marketing Education students.
- 3. Plan Alumni activities.
 - a. Recruit members who are graduating
 - b. Plan activities for summer and the coming year
- 4. Summarize progress and accomplishments of DECA Chapter throughout the year.

FINANCING CHAPTER ACTIVITIES

The Advisor should direct the Chapter officers to determine ways and means of financing Chapter activities while following local school policies. Many Chapters prefer, either by choice or because of local school policy, to pay local fees that will take care of Chapter responsibilities rather than to participate in activities which will finance Chapter functions. However, other Chapters prefer to supplement their fees with funds that members earn through a cooperative endeavor.

A cooperative endeavor benefits every participating DECA Chapter in the following ways:

1. Provides all members with a practical method for selling experiences.
2. Provides for planning and conducting a sales promotion event.
3. Provides an avenue to promote the school's Business and Marketing programs.
4. Provides a learning activity which encompasses the entire merchandising process.

In selecting a product to be sold, a Chapter should insist on quality and an acceptable margin of profit as well as an item that will have maximum acceptance by the buying public.

After members have decided on sales projects, it is imperative that the administrators of the school give their consent. Preferably this can be accomplished by a student committee. A completed plan of procedure should be presented to the administration by this committee.

DECA CONFERENCE ACTIVITIES

Every year, DECA, Inc. and Arkansas DECA offer a variety of opportunities for our students to gain confidence through a variety of conference activities.

EMERGING LEADER SUMMIT

In July of each year, the Emerging Leader Summit (ELS) kicks off a year of DECA opportunities. ELS works with upcoming chapter leaders – whether they are a chapter president, committee member, project manager or someone who just wants to go above-and-beyond.

FALL CONFERENCES

In the fall, our local Arkansas chapters of DECA host one or two fall conferences to energize our membership drive and explore the missions of DECA.

POWER TRIP

In November of each year, Power Trip is an opportunity for students to practice their leadership skills and polish their own skills through a variety of individualized workshops.

STATE CAREER DEVELOPMENT CONFERENCE (SCDC)

In the spring, Arkansas DECA hosts the State Career Development Conference. Here students compete against members from across our state in each of the strands of marketing, business management & administration, hospitality & tourism, and finance. Please follow our DECA announcements on the LISTSERV or visit arkansasdeca.org for registration, deadlines, and other important information. When students are not in competition, during the evening activity, or when not involved with campaigning, they are given the opportunity to meet DECA members from all over the state. Social development is important to the young professional; SCDC offers opportunities to get to know other young professionals with similar goals and ambition. Please note: Every school should have one chaperone for every 10 students in attendance.

INTERNATIONAL CAREER DEVELOPMENT CONFERENCE (ICDC)

Our year ends with the International Career Development Conference where our top winners in each competition compete against students from every state, Washington, DC, Canada, China, Germany, Poland, Guam, Mexico, Puerto Rico, and Spain. Please follow our DECA announcements on the LISTSERV or visit arkansasdeca.org for registration, deadlines, and other important information. When students are not in competition, during the evening activity, or when not involved with campaigning, they are given the opportunity to meet DECA members from all over the state. Social development is important to the young professional; ICDC offers opportunities to get to know other young professionals with similar goals and ambition. Please note: Every school should have one chaperone for every 10 students in attendance.

Check out deca.org or arkansasdeca.com for current dates, locations, rules, competitions, and information. On deca.org, click on DECA Guide for all rules, deadlines, and event specifics.

MARKETING EDUCATION TEACHER OF THE YEAR AWARD

Those Business and Marketing Education teachers/coordinators who qualify may nominate themselves for the Business and Marketing Education Teacher of the Year Award presented annually during the SCDC. This may be accomplished by mailing your resume with special emphasis on activities and achievements in your local DECA Chapter. Resumes

should be received by the published deadline. See the current DECA, Inc. calendar for deadlines and complete up-to-date details.

The committee that will make the final selection will be composed of the past three Marketing Education Teachers of the Year. The resumes are submitted to the previous year's Teacher of the Year.

To qualify you must:

- Have five (5) years' experience as a Business and Marketing Education teacher/coordinator and five (5) years as a DECA advisor.
- Hold a current Professional membership in DECA, Inc and AR DECA.

STUDENT SELECTION FOR CONFERENCES

DECA activities provide a unique educational experience. A student selected to attend should do **more** to qualify than "be a paid, registered member of DECA." **Only** the local advisor knows of a student's in-class performance, dependability, and good judgment. In other words, conference activities are not the time or place to solve problems. We all recognize that the structure of the conference; number of students in attendance, adult responsibilities, etc., do not allow for minute-by-minute supervision of students. Students who attend conference activities should be those who have demonstrated personal and educational competence in the Business and Marketing Education program throughout the year. Please consider the following:

- Students should earn the right to attend all conferences as evidenced by class performance, attitude, and respect.
- It is better to prevent a potential problem student from attending than trying to continuously supervise that student. The structure, hotel setting, etc. of conferences does not facilitate constant supervision.
- **All** students selected to attend the conference activities should be given a comprehensive pre-conference orientation **prior to registering the student to attend** (i.e., prior to sending the registration). Students should be aware of their responsibilities as school, chapter and Arkansas DECA representatives. They should also be made aware of the consequences relative to conduct/dress code violations. Students should be given a copy of the CONDUCT RULES & REGULATIONS FOR CONFERENCES & ACTIVITIES (including dress code) with knowledge of penalties. Current dress code can be found at DECA, Inc.
- Conference activities are much more than competitive events. Recognition, officer candidacy and social growth provide a variety of involvement. Each of your DECA members should be aware of these unique opportunities and encouraged to attend all activities.
- All chapters should have one chaperone for every ten (10) students in attendance.
- Make sure all chaperones have received a copy of their responsibilities and the Conduct Rules and Regulations.
- You must have a permission Form and Medical Authorization form for each student with you at all conference activities. Arkansas DECA will **not** collect the forms. The forms are your best method of security should emergencies or problems arise.

CONFERENCE ELIGIBILITY

Only students who have paid their DECA dues and are listed on your chapter's membership roster that was submitted to DECA, Inc. are eligible to attend State SCDC. To be eligible for competition, voting delegates or officer candidates, members must be on record as paying their dues to the DECA, Inc. office by the yearly deadline. Please allow two weeks for mail delivery and processing at DECA, Inc. **Additionally, students entered in competitive events must meet the Arkansas Activities Association (AAA) eligibility requirements. It is the local Chapter Advisor's responsibility to determine and verify eligibility.**

COMPETITIVE EVENT INFORMATION BY CHAPTER

Each chapter may enter the following number of contestants in events based upon their chapter membership as submitted to DECA, Inc. by the yearly deadline:

1-40 chapter members	One (1) contestant per event
41-80 chapter members	Two (2) contestants per event
81-119 chapter members	Three (3) contestants per event
120-250 chapter members	Four (4) contestants per event

All contestants must be listed on the Competitive Event Registration form. Chapters are not allowed to add contestants after the late registration deadline. After the late registration deadline, substitutions will be allowed for one week only, and no refunds will be made.

For guidelines on individual events and chapter projects, refer to the DECA, Inc. Guide. The rules, regulations and rating sheets given in this publication will be used for all competitive events.

All written events must be uploaded to the DLG portal by the deadline and no paper notebooks will be accepted.

CHAPTER RECOGNITION AT SCDC

The following recognition will be given during the Awards Ceremony at SCDC:

The top six in each event except for online events will be called to the SCDC stage and will receive medallions and/or certificates. The top three in each event will also receive plaques/trophies for first through third place.

NOTE: ICDC participation will be according to DECA, Inc. allocations chart and guidelines based on annual Arkansas DECA enrollment.

CONDUCT RULES & REGULATIONS FOR CONFERENCES & ACTIVITIES

1. Local Chapter Advisors should explain student regulations and reasons for them to all DECA members attending the Conference before students sign their agreement form. Students must understand that infractions of the rules of conduct could result in the forfeiture of all individual rights and privileges.
2. Advisors who attend conferences will be responsible for the conduct of their students who attend. **Every advisor is required to assist with SCDC and ICDC. You are encouraged to bring an additional advisor/chaperone.**
3. Advisors should be available for handling disturbances and accepting responsibility for checking student activities.
4. Extreme situations will be decided by the DECA Executive Board or DECA Chartered Association Advisor in charge of the group.
5. The DECA, Inc. dress code will be STRICTLY enforced, and penalty points will be assessed for violations. See deca.org for dress code details.
6. No DECA member shall leave the hotel or convention center unless permission has been received from the chapter advisor. Members must keep their advisors informed of their activities and whereabouts at all times. Students must stay in groups of four or more outside the hotel and convention center. Students are not allowed to leave these areas after dark unless accompanied by an advisor.
7. There shall be no defacing of public property – any damage to property or furnishings in the hotel rooms, lobby or meeting rooms must be paid for by the individual or chapter responsible. Do not remove any hotel property from the premises.

8. No alcoholic beverages, vaping, cigarettes, or narcotics in any form shall be possessed by members at any time, under any circumstances.
9. Members of the opposite sex are not allowed in the same hotel room unless chaperoned by an advisor.
10. Members and advisors shall attend all general sessions, competitive events, workshops, committee meetings and social events.

CONFERENCE GOVERNANCE

Chapter Advisors and/or the Chartered Association Advisor will ensure that violations of the CONDUCT RULES & REGULATIONS FOR CONFERENCES & ACTIVITIES are enforced during state and local activities. Conduct guidelines were approved by the Board of Directors for DECA, Inc., and apply to adult advisors as well as students and will be enforced according to the current policy at all DECA, Inc. sponsored events.

CODE OF ETHICS FOR ADVISORS & CHAPERONES

Business and Marketing Education programs offer training to those students who have a career objective in the field of marketing, merchandising and management. Individual conduct and appearance is a phase of this training.

Since a good example is one method of teaching, and students participating in the conference are impressionable, a Code of Ethics (or guidelines) is set for adult advisors and chaperones.

It becomes the responsibility of every participant to see that proper conduct is always adhered to.

- Advisors and chaperones should adhere to the same dress code requirements as their students.
- Advisors and/or chaperones shall determine a means to communicate with participants for progress reports, time schedules and other activities as needed. (i.e., text, REMIND, GroupMe, etc.)
- Advisors and chaperones shall ensure that they have a means to contact students at any time during the conference (i.e., text, REMIND, GroupMe, etc.) in the event of a security or safety issue.
- The Chartered Association Advisor is on call during events. Students should have advisor and chaperone contact information. Advisors and chaperones should have emergency contact information for students.
- Each advisor shall be responsible for seeing that participants adhere to all conduct practices and procedures.
- The rules as stated in the CONDUCT RULES & REGULATIONS FOR CONFERENCES & ACTIVITIES and the dress code are called to your attention for review and should govern the behavior of advisors as well as students. The current DECA, Inc. dress code can be found at deca.org.



ARKANSAS DECA

Attachment A SCHOLARSHIP AWARD FORM

Page 1 of 2

RATING SHEET

TO BE COMPLETED BY STATE OFFICE PRIOR TO IN PERSON INTERVIEW

Student Name: _____

PARTICIPATION IN DECA ACTIVITIES, 12 points _____ /12

- Local Activities, up to 6 points**
- Local Officer, 2 points
- Member Last Year, 2 points
- Community Service Participation, 2 points

State Activities, up to 4 points

- FLC Fall '23, 2 points
- SCDC '23, 2 points

International Activity, up to 2 points

- ICDC in previous year(s), 2 points

SCHOOL RECORD, 15 points _____ /15

- School Attendance, up to 5 points**
- 0-2 Unexcused absences this school year, 5 points
- 3 of more Unexcused absences this school year, 3 points

Extra-Curricular Activities, 5 points

- School sports, CTSOs other than DECA, or any Club

Transcripts, up to 5 points

- 2.5 to 3.0 GPA, 3 points
- 3.01 to 3.50 GPA, 4 points
- 3.51 to 4.0 GPA, 5 points

CAREER PROGRESS, up to 18 points _____ /18

Career Path, up to 5 points

- Plans to major in Business and/or Marketing, 5 points
- Plans to pursue any other field, 3 points

Application Letter, Resume & 3 Letters of Recommendation, up to 8 points

- Application Letter, 3 points
- Resume, 2 points
- 3 Letters of Recommendation, 3 points

Described 2 DECA Chapter activities in detail that you participated in and your part, 5 points

Subtotal of Points from Application Review

_____ /45

Reviewer's Initials _____



ARKANSAS DECA

Attachment A SCHOLARSHIP AWARD FORM

Page 2 of 2

INTERVIEW, up to 30 points _____ /30

Poise and maturity

Self-confidence, initiative, and assertiveness (6 points)

Communication skills (6 points)

Personal appearance (grooming and attire) (6 points)

Knowledge of DECA history & purpose (6 points)

Subtotal of Points from Application Review (previous page) _____ /45

TOTAL POINTS _____ /75

NAME _____

SCHOOL _____

JUDGE'S SIGNATURE _____

JUDGE'S COMMENTS:



ARKANSAS DECA

Attachment B
SPECIAL ACCOMODATION FORM

If you have a student that requires special accommodation(s) at the DECA SCDC, please state the need below and attach a copy of the official school documentation (504 Plan, IEP, ELL, etc.) to support your request. Appropriate documentation must be received in the state office no later than 3 weeks prior to the start of SCDC. Return this form to:

Arkansas DECA Chartered Association Advisor
Attention: Becky McCormick
Three Capitol Mall #502
Little Rock, AR 72201-1083

Or email all documents to becky.mccormick@ade.arkansas.gov

School Name _____

Advisor Name _____

Advisor Email Address _____

Advisor Phone Number _____

Name of Student _____

Grade Level _____ Event _____

Accommodation Requested (briefly describe): _____

Date Received in State Office _____ Approved or Rejected

Date Advisor Notified by Email of Approval/Rejection _____

If rejected, an explanation is listed on the back of this sheet.



ARKANSAS DECA

Attachment C

NOMINATION FORM FOR STATE OFFICE

OFFICE SOUGHT: _____

Name _____ Phone _____

Home Address _____ City _____

Zip Code _____ Email Address _____

Parent/Guardian Full Name _____

Name of School _____

DECA Advisor's Name _____

Post-Secondary Plans _____

The candidate must attach three letters of recommendation. One letter from the local Chapter Advisor, one from a school official, and one from the student's employer. If the candidate is a non-work-based learning student, a letter from another current teacher may be substituted in lieu the employer's letter.

Accomplishments as a DECA member: _____

Other Accomplishments, Honors, or Activities: _____

Why do you wish to become a State DECA Officer? _____

****This form may be requested in electronic form only. Please follow the current year's requirements. ****



ARKANSAS DECA

Attachment D

STATE OFFICER CODE OF CONDUCT FORM

Students serving as State Officers for Arkansas DECA will be expected to lead by example. Misconduct of any kind is unacceptable. Officers are expected to display a positive attitude and fully cooperate with DECA officials, judges, and community business partners. Furthermore, in addition to their respective school rules and regulations, our Arkansas DECA State Officers will abide by these additional rules while representing Arkansas DECA and DECA, Inc.:

- There shall be no defacing of public property. Any damage to any property or furnishing in the hotel rooms or building must be paid for by the individual or chapter responsible.
- State Officers must always wear identification badges/name tags and wristbands (if applicable).
- State Officers shall refrain from using inappropriate or profane language at all times.
- State Officers shall refrain from verbal, physical or sexual harassment, hazing or name-calling.
- State Officers shall respect the rights and safety of other hotel guests and hotel employees.
- State Officers shall not possess alcoholic beverages, narcotics, or weapons in any form at any time under any circumstances. Any prescribed medication(s) should be disclosed to your local Chapter Advisor and secured according to your school policy.
- State Officers shall refrain from gambling—playing cards, dice, or games of chance for money or other things of value.
- Use of tobacco products or vaping devices by State Officers is prohibited at all DECA functions.
- State Officers must always adhere to the dress code stated for the event. Tasteful casual wear will be accepted during specific social functions as designated during orientation.
- State Officers must not dress or behave in a manner that can be interpreted as sexually explicit.
- Students shall always keep their adult advisors informed of their activities and whereabouts.
- No State Officer shall leave the hotel (except for authorized events) unless permission has been received from the local Chapter Advisors & Chartered Association Advisor before departing.
- State Officers should be prompt and prepared for all activities.
- State Officers should be financially prepared for all activities.
- State Officers are required to attend all sessions and activities assigned including workshops, competitive events, committee meetings, etc., for which they are registered unless engaged in some specific assignment scheduled at the same time.
- State Officers will spend nights at their assigned hotel and in their assigned room. No guests allowed during curfew hours. State Officers will be quiet at curfew.
- Curfew will be enforced. Curfew means the State Officer will be in his/her assigned room.
- Local Chapter Advisors/chaperones will be responsible for State Officers' conduct.
- State Officers ignoring or violating any of the above rules will subject their entire delegation to being unseated and their candidates or competitive events participants to being disqualified. At the direction of the local Chapter Advisor and Chartered Association Advisor, any individual State Officer may be sent home immediately at their own expense.

Violations of conduct rules will fall into one of the following categories:

Minor Violations: Three minor rule violations during the officer's year of service may result in removal from office. Minor violations include being late for meetings, failure to wear a name badge/name tag, failing to complete assignments on time.

Serious Violations: Two serious rule violations during the officer's year of service may result in removal from the office. Serious infractions include failing to attend an assigned meeting, failing to complete an assignment, dress code violations, or failing to follow instructions.

Extreme Violations: One extreme rule violation may result in immediate removal from office. Examples of extreme violations include failing to attend required meetings/activities/conferences without prior excuse, any use of illegal products, or failure to comply with curfew at conferences will be considered extreme violations. Conviction of any crime by local, state, or federal law enforcement. Failure to follow a direct instruction from the State DECA Advisor and local Chapter Advisor that could potentially impact other DECA member's health or safety.

Note: The local Chapter Advisor may resign his/her State Officer from office at any time for any reason.

Endorsements:

By signing below, we, the parents/guardians, local Chapter Advisor, and local school administrator agree to support the State Officer. We will make sure that the State Officer is properly chaperoned at all meetings and that the fewest number of days of school and/or work are missed. We understand that Required Meetings are mandatory and are listed in this State Handbook.

We agree that DECA is a **co-curricular** not an extra-curricular activity that builds leadership in the officer and serves the community, school, state and nation, and all activities scheduled are essential and shall be attended by the officer and his/her advisor and supported by all parties to those endorsements.

I have read, studied, and understand the above points. If elected to State office, I will carry out my responsibilities in accordance with these statements and understand that I can be removed from office at any time by my local Chapter Advisor and/or the Arkansas DECA Chartered Association Advisor if I do not completely adhere to the standards for State Officers.

Completion of the ARKANSAS DECA FINANCIAL OBLIGATION FORM is required before SCDC elections by all parties.

Officer Candidate's Signature

Parent/Guardian Signature

Local School Administrator

Chapter Advisor



ARKANSAS DECA

Attachment E FINANCIAL OBLIGATION FORM

The following is a list of expected event expenses associated with becoming an Arkansas DECA state officer for the DECA term (end of SCDC 2024 through end of SCDC 2025). As with any organization, there will be unexpected costs that are not listed below. Arkansas DECA will attempt to minimize any other out-of-pocket expenses. Advisors should attend all events with their state officer unless district policy dictates otherwise. Arkansas DECA does not cover the cost of advisor expenses.

Bring this signed form to SCDC on March 4th and turn it in to the Arkansas Chartered Association Advisor to run for state officer at SCDC 2024.

REQUIRED EVENTS FOR ARKANSAS DECA STATE OFFICERS

ICDC Preparation (March/April, Location: TBD)

Purpose: Prepare for Arkansas DECA's roles and responsibilities at ICDC in April, begin preparations for the Fall Leadership Conferences and the 2025 Arkansas State Career Development Conference.

Attendance: ICDC Preparation is mandatory for state officers to attend and take part.

Costs: If needed, Arkansas DECA will cover the state officer's lodging (includes hotel breakfast) for this meeting and the state officer's lunch. However, the state officer/local chapter/local school district is responsible for travel expenses, incidentals, and any other meals associated with this meeting along with advisor expenses.

ICDC Preparation	Who Pays (Officer, Chapter, School, District)	Initials of Payer
Travel Expenses		
Other Meals		
Incidentals		

International Career Development Conference (April, Location: Anaheim, CA)

Purpose: Competitive event winners from all 50 states, Canada, the Marianas Islands, Puerto Rico, the Virgin Islands, and Washington D.C. gather to compete for international recognition within their competitive event category Election of National Officers also takes place at this conference. Workshops and seminars are presented by some of the world's foremost leaders in marketing and management.

Attendance: The International Career Development Conference (ICDC) is mandatory for state officers to attend.

Costs: Arkansas DECA issues a \$250 stipend to the state officer's school district to be used as decided by the district to offset state officer ICDC costs. All other costs are the responsibility of the following parties:

ICDC	Who Pays (Officer, Chapter, School, District)	Initials of Payer
Travel Expenses		
Meals		
Registration		
Incidentals		

CTSO State Officer Team Training (May/June, Location TBD)

Purpose: The purpose of the CTSO State Officer Team Training is to prepare state officers from across Arkansas to successfully assume their positions. Through participation in various activities, the officers develop leadership skills and are made aware of their responsibilities and how to carry them out.

Attendance: The CTSO State Officer Team Training is mandatory for state officers to attend.

Costs: Arkansas DCTE and Arkansas DECA and will cover costs while on-site. However, the state officer/local chapter/local school district is/are responsible for travel expenses and incidentals.

CTSO Team Training	Who Pays (Officer, Chapter, School, District)	Initials of Payer
Travel Expenses		
Incidentals		

Fall Leadership Planning Meeting (TBD) & FLC Conferences (October/November 2024)

Purpose:

- The planning meetings review scripts and staging instructions for Fall Leadership Conferences (NW and Central) and plan officer workshops for Fall Leadership Conferences. The expectation is that planning meetings will be conducted virtually.
- Fall Leadership Conferences will be conducted by the state officers along with their workshops. Officers will be assigned to ONE Fall Leadership Conference to attend (mandatory), but they are welcome to attend both.

Attendance: Fall Leadership Conference attendance is mandatory for the state officer at his/her assigned Fall Leadership Conference location. Planning meetings will be more flexible but are required to have successful conferences. When possible, these planning meetings will be conducted virtually.

Costs: State officer/local chapter/local school district is responsible for registration, travel, meals, and incidentals.

Fall Leadership Conferences	Who Pays (Officer, Chapter, School, District)	Initials of Payer
Travel Expenses		
Incidentals		
Registration		
Meals		

State Career Development Conference (February/March 2025)

Purpose: The purpose of the State Career Development Conference (SCDC) is to provide the opportunity for students from across Arkansas to gather to compete for statewide recognition within their respective competitive event category. SCDC will offer leadership workshops, scholarship recognition, and outstanding chapter and chapter member recognition.

Attendance: The SCDC is mandatory for state officers to attend. Officers will have to come to the conference a day early to setup and practice and are needed to stay behind at the end of the conference and help with cleanup.

Costs: State officer/local chapter/local school district are responsible for registration, travel, lodging, meals, and incidentals.

State Career Development Conf.	Who Pays (Officer, Chapter, School, District)	Initials of Payer
Travel Expenses		
Incidentals		
Registration		
Meals		

CTE Day at the Capitol (Little Rock, February 2025)

Purpose: To bring awareness to greater Arkansas about the importance and impact of Career and Technical Education across Arkansas. State officers will take part as needed by the DCTE staff.

Costs: State officer/local chapter/local school district are responsible for travel, meals, and incidentals.

CTE Day at the Capitol	Who Pays (Officer, Chapter, School, District)	Initials of Payer
Travel Expenses		
Incidentals		
Meals		

Board Meetings (In-Person) & Planning Meetings (Virtual)

Purpose: State officers are an integral part of the operation of Arkansas DECA.

- We will have three (3) **in-person board meetings** each year (Fall, Winter & Spring) and other called meetings (zoom or in person) as needed. These meetings typically occur at Arkansas Tech University in Russellville but are sometimes moved elsewhere when a need arises. Typically, meeting times are 8:00 am to 3:00 pm.
- We will meet virtually as needed for planning purposes. We will try our best to accommodate all schedules if at all possible.

Attendance: In-Person Board meetings are mandatory for state officers to attend. Zoom planning meetings are more flexible, but state officers need to plan to attend all.

Costs:

- Arkansas DECA will cover the state officer's lodging (includes hotel breakfast) for these in-person board meetings and the state officer's lunch. However, the state officer/local chapter/local school district is responsible for travel expenses, incidentals, and any other meals associated with this meeting.

CTSO Team Training	Who Pays	Initials
Travel Expenses		
Incidentals		
Other Meals		

By signing below, we acknowledge that we have reviewed and discussed who is responsible for expenses not covered by Arkansas DECA as detailed above. This information has been relayed to all parties.

Student Signature Date

DECA Advisor Signature Date

Parent/Guardian Signature Date

Principal/Superintendent Date



ARKANSAS DECA
Attachment F
ADVISOR NOTIFICATION FORM

MAIL/EMAIL TO: Becky McCormick, Arkansas DECA Chartered Association Advisor
Division of Career and Technical Education
3 Capitol Mall, Room 502
Little Rock, AR 72201
becky.mccormick@ade.arkansas.gov

This form is to be completed and submitted if a local Chapter Advisor is unable to attend an ARKANSAS DECA or DECA, Inc. related activity and supervision of student members or State Officer(s) is transferred to another Arkansas Chapter Advisor.

TO BE COMPLETED BY THE ADVISOR UNABLE TO ATTEND:

School Phone

Advisor Phone

Advisor's Principal/Superintendent Signature:

Date:

I, , will not be attending the
on ;
however, the following advisor has agreed to supervise my student members or State Officer(s) who
will be in attendance. My student members and State Officers have been informed and understand.



TO BE COMPLETED BY THE ADVISOR WHO WILL BE ATTENDING:

School Phone

Advisor Phone

Advisor's Principal/Superintendent Signature:

Date:



ARKANSAS DECA

Attachment 1

2023-2024 STATE OFFICER TEAM

President – Mason Flynt

Har-Ber High School
300 Jones Road
Springdale, AR 72762

Vice President of Leadership – Eleanor Wesley

Har-Ber High School
300 Jones Road
Springdale, AR 72762

Vice President of Finance – Marti Lineberry

Alma High School
101 E Main Street
Alma, AR 72921

Vice President of Marketing – Macklaine Easton

Alma High School
101 E Main Street
Alma, AR 72921

Vice President of Career Development – Chase Homsley

Pea Ridge High School
1925 W Pickens Road
Pea Ridge, AR 72751

Vice President of Hospitality – Maddox Golden

Prairie Grove High School
500 Cole Dr
Prairie Grove, AR 72753



ARKANSAS DECA

Attachment 2

2023-2024 ARKANSAS DECA'S EXECUTIVE BOARD

Executive Board Position	Member	Email	Term
Arkansas DECA Chartered Association Advisor**	Becky McCormick	becky.mccormick@ade.arkansas.gov	
Professional Division of DECA (C1)*	Adina Boatright	aboatright@fortsmithschools.org	2023-2026
Professional Division of DECA (C1)*	Carrie Scates	cscates@farmcards.org	2023-2026
Professional Division of DECA (C2)*	Bob Johnson, Gravette	bob.johnson@gravetteschools.net	2021-2024
Professional Division of DECA (C2)*	Vacant		2021-2024
Professional Division of DECA (C3)*	Michelle Lewis, Bentonville	mlewis@bentonvillek12.org	2022-2025
Professional Division of DECA (C3)*	Sherry Siler, Alma	ssiler@almasd.net	2022-2025
President	Mason Flynt, Har Ber	ardecapresident@gmail.com	2023-2024
VP of Leadership	Eleanor Wesley, Har Ber	ardecavpleadership@gmail.com	2023-2024
VP of Hospitality	Maddox Golden, Prairie Grove	ardecavphospitality@gmail.com	2023-2024
VP of Career Development	Chase Homsley, Pea Ridge	ardecavpcareerdev@gmail.com	2023-2024
VP of Finance	Marti Lineberry, Alma	ardecavpfinance@gmail.com	2023-2024
VP of Marketing	Macklaine Easton, Alma	ardecavpmarketing@gmail.com	2023-2024
AAMET President**	Mattie Still	mattie.still@sdale.org	

*(C1), (C2), (C3) represent the three cycles for Professional Division Representative elections. Each elected representative serves a three-year term.

**The Arkansas Chartered Association Advisor, the Arkansas Student Leadership Center Program Coordinator, and the AAMET (Arkansas Association of Marketing Education Teachers) President will serve as non-voting, ex-officio members of each Executive Board for that division.



ARKANSAS DECA

Attachment 3

SAMPLE CHAPTER CONSTITUTION

ARTICLE I NAME

The official name of this organization shall be *(school)* Chapter of the *Arkansas* Association of DECA Inc. (herein called Arkansas DECA) and may be referred to as *(school)* DECA Chapter.

ARTICLE II PURPOSE

Section 1. To prepare emerging leaders and entrepreneurs for careers in marketing, finance, hospitality, and management.

Section 2. To prepare the next generation to be academically prepared, community oriented, professionally responsible, and experienced leaders.

Section 3. To equip student members, teacher advisors, and professional associates to be engaged citizens who practice the DECA values of competence, integrity, teamwork, and innovation in our free enterprise system.

ARTICLE III ORGANIZATION

The *(school)* Chapter of Arkansas DECA is an organization of students enrolled in business and marketing classes, career technical education, and related courses preparing to advance to the next level of career and college readiness.

ARTICLE IV MEMBERSHIP

Section 1. The *(school)* DECA Chapter may be chartered as a member of Arkansas DECA upon the approval of Arkansas DECA.

Section 2. The classes of membership that shall be recognized are:
High School Members
Alumni Members
Professional Members
Honorary Life Members

ARTICLE V VOTING

(School) DECA Chapter members shall exercise their franchise in *(association)* Association DECA through voting delegates as may be approved by the *(association)* Association of DECA.

ARTICLE VI MEETINGS

Section 1. Regular meeting shall be held at least once each month during the school year.

Section 2. Parliamentary procedure of all meetings will be governed by the current edition of *Robert's Rules of Order*.

ARTICLE VII OFFICERS

Section 1. DECA Mission-Based Officer Positions.

The officers of the *(School)* DECA Chapter shall be based on the mission of DECA consisting of a President, Vice President of Leadership, Vice President of Career Development, Vice President of Marketing, Vice President of Finance and Vice President of Hospitality. Upon approval of the DECA teacher/advisor, the chapter executive council may appoint additional directors reporting to the corresponding mission-based vice present as the needs, goals, and aspirations of the chapter may need. Each chapter officer and appointed leaders shall exercise the duties of the office to which he/she has been selected/elected.

Section 2. Officer Selection.

The officers of the *(School)* DECA Chapter shall be nominated and selected by a determined process at the first regular business meeting of each school year.

ARTICLE VIII ADVISOR(S)

DECA Chapter Advisor.

The *(School)* DECA Chapter Advisor shall be a business and marketing instructor, or related credentialed professional educator approved by the host school administration to be a DECA Chapter Advisor.

ARTICLE IX FINANCES

Section 1. *(School)* DECA Chapter will be responsible for State and DECA Inc. chapter affiliation fees according to the number of individual members claimed in each membership classification, times the amount established for that classification of the state-chartered association and national levels.

Section 2. The *(School)* DECA Chapter Advisor shall be responsible for the DECA Chapter finances and will furnish an annual audit to the Arkansas DECA office upon request.

ARTICLE X BRAND IDENTITY

Section 1. DECA Diamond.

Four Inner Points Represent DECA's Comprehensive Learning Program

DECA's Comprehensive Learning Program comes together to integrate, apply, connect, and promote emerging leaders and entrepreneurs. DECA:

Integrates into classroom instruction. Authentic, meaningful, relevant learning methods to prepare student members for college and career.

Applies Learning. Student 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 a local and broader level provide DECA students realistic insight into industry and promote meaningful, relevant learning.

Promotes Competition: As in a global economy, a spark of competition drives DECA students to excel and improve their performance.

Four Outer Points Represent DECA's Guiding Principles

DECA's Guiding Principles outline how we fulfill our mission and the outcome of the polished, professional, and purpose-driven leader we expect to flow from the emerging leader experience. DECA prepares the next generation of leaders to be:

Academically Prepared: DECA students are ambitious, high achieving leaders equipped to meet the challenges of their aspirations.

Community Oriented: DECA students continually impact and improve their local and broader communities.

Professionally Responsible: DECA students are poised professionals with ethics, integrity and high standards.

Experienced Leaders: DECA students are empowered through experience to provide effective leadership through goal setting, consensus building, and project implementation.

Section 2. Colors.

The traditional official colors of the *(School)* DECA Chapter shall be blue and gold. The contemporary branding of *(School)* DECA Chapter shall be blue and white.

Section 3. Brand Guidelines.

The *(School)* DECA Chapter shall comply with all DECA branding guidelines and established dress code.

ARTICLE XI AMENDMENTS

Section 1. Amendment Process.

To amend this constitution, the proposed amendment must be presented, in writing to the chapter president by any DECA member. The president will present the amendment to the membership where it must be approved by a three-fourth-majority vote for adoption.

Section 2. Continuity with State and National DECA Bylaws.

No rules, regulations or bylaws shall be adopted which are contrary to this constitution or inconsistent with the state-chartered association and national association corporate or student division bylaws or policies and procedures.



ARKANSAS DECA

Attachment 4 SAMPLE AGENDA

- I. Call to Order**
By chairman or president
 - II. Opening Ceremony (optional)**
(Flag salute and/or extended greetings)
 - III. Roll Call of Members (optional)**
 - IV. Approval of Previous Meeting's Minutes**
 - A. distribute minutes before meeting for members to read
 - B. read minutes to group
 - V. Officer's Report**
 - VI. Committee Reports**
 - A. standing committees that serve all year and are provided for in the by laws
 - B. special committees that are appointed for a specific purpose and limited time
- NOTE: committee chairman gives a report and may make a recommendation or a motion on behalf of the committee.
- VII. Unfinished Business and General Orders**
 - A. pending questions from last meeting
 - B. questions postponed to this meeting
 - VIII. New Business...Itemize.**
 - IX. Announcements**
 - X. Adjournment**
An agenda can be altered under two circumstances once the meeting has begun:
 - A. suspension of rules: order of business can be changed by two-thirds vote so that a matter may be considered sooner than the agenda calls for
 - B. narrowing agendas to fit meeting time; this calls for prioritizing agenda items and setting time limits for each



ARKANSAS DECA

Attachment 5 SAMPLE MINUTES

DECA
(School Name)
(Date)

CALL TO ORDER

The regular meeting of the Anywhere High School Chapter of DECA was called to order by President Bill Green at 2 p.m. on January 26, 20__, in Room 218 at Anywhere High School in, Anyplace, Arkansas. Secretary Marianna Speck called the roll. All members were present. The minutes of the last meeting were read and approved.

OFFICER REPORTS

Treasurer Gay Huckleberry reported a fund balance of \$3,575.25.

STANDING COMMITTEE

The Special Committee appointed to investigate and report on participating in the school-wide Track and Field day reported through its chairman, Alan Jones, a motion which was adopted as follows: "That the Anywhere High School DECA Chapter will sponsor a team in the school-wide Track and Field day."

UNFINISHED BUSINESS

The motion relating to the State Career Development Conference which was left pending when the last meeting adjourned was taken up. After debate and amendment, the motion was adopted as follows: "That the Chapter pay registration fee for the 20 members who will attend the State Career Development Conference."

NEW BUSINESS

Laura Denton moved to invite Mike Hutsell, Manager of Wal-Mart, to speak at the February 24 meeting. Nathan Habor moved to amend the motion by striking out February 24 and inserting March 26. Regarding the motion to invite Mike Hutsell, with the pending amendment was referred to the Speaker's Committee with instructions to report at the next meeting.

PROGRAM

The President introduced the guest speaker, John Hutton, who spoke on student leadership.

ADJOURN

The meeting was adjourned at 3 p.m.



ARKANSAS DECA

Attachment 6

PARLIAMENTARY PROCEDURE

Parliamentary procedure is based on rights—rights of the majority, rights of the minority, rights of individual members of an assembly, rights of absentees, rights of the assembly, and the rights of all these groups together. It is the best method yet devised to enable any group of any size to come to a decision on a maximum number of questions in a minimum amount of time under any kind of conditions.

Arkansas DECA and DECA, Inc. follow the current edition of *Robert's Rules of Order*.

Purpose and Principles

The purpose of parliamentary procedure is:

1. To enable an assembly to transact business with speed and efficiency.
2. To protect the rights of the individual.
3. To preserve the spirit of harmony within the assembly.

The following are some general principles upon which parliamentary procedures are based:

1. Only one main subject may be considered at one 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.

Glossary of Basic Parliamentary Procedure Terms

Adjourn – To close the meeting when no motion is pending and there is no further business, the chair says, “Is there any further business? Since there is no further business, the meeting is adjourned. Or a member may obtain the floor and say, “I move to adjourn.”

Amend – A motion to modify the wording—and within certain limits, the meaning—of a pending motion before the pending motion itself is acted upon.

Appeal – To determine the assembly's attitude toward a ruling by the chair.

Call for the Orders of the Day – A privileged motion by which a member can require the assembly (1) to conform to its agenda, program, or order of business or (2) to take up a general or special order that is due to come up at that time.

Chair – Applies both to the person presiding and the station in the hall from which he or she presides.

Commit/Refer – Generally used to send a pending question to a relatively small group of selected persons—a committee—so the question may be carefully investigated and put into better condition for the assembly to consider. If a main question is to be sent to a standing committee, the motion should specify the name of the committee. If the main question is to go to a special committee, the motion should specify the number of committee members and the method of their selection unless the method is prescribed by the bylaws.

Debate – Discussion of the merits of the motion.

Division of the Assembly – When a member doubts the result of a voice vote or a vote by show of hands, the member may call for a Division of the Assembly, thereby requiring the vote to be taken again by rising.

Division of a Question – To divide a motion so that the parts of it may be considered separately, a member obtains the floor and says, “I move that the motion be divided so that the question of (second part of motion) shall be considered separately.”

Lay on the Table – To enable the assembly to lay the pending question aside temporarily when something else of immediate urgency has arisen. This motion is commonly misused in ordinary assemblies.

Limit or Extend Debate – To limit debate by reducing number, or length, of speeches permitted or requiring that at a certain time debate shall be closed; or to extend the limits of debate by allowing more and longer speeches.

Obtain the Floor – To obtain the floor, the member rises and addresses the chair by saying, “Mr. or Madame President.” When the chair calls on the member, the member can now speak.

Parliamentary Inquiry – A question directed to the presiding officer to obtain information on parliamentary law or the rules of the organization bearing on the business at hand. Without recognition a member rises and says, “Mr. or Madam President, I rise to a parliamentary inquiry.”

SUMMARY OF MOTIONS—Privileged

Privileged	Interrupt Speaker	Second Required	Debatable	Amendable	Vote Required	Purpose
Fix time to adjourn	No	Yes	Limited	Yes	Majority	Sets definite continuation time
To adjourn (unqualified)	No	Yes	No	No	Majority	To end meeting
To take a recess	No	Yes	Limited	Yes	Majority	To briefly interrupt meeting
Question of privilege	Yes	No	No	Yes	Chair rules	To obtain urgent action immediately
Call for orders of day	Yes	No	No	No	None	To secure adherence to business
Create orders of day	No	Yes	Yes	Yes	Gen. Maj. Spec: 2/3	To set future time to discuss a special matter
Amend (Constitution, Etc.)	No	Yes	Yes	Yes	2/3	To Modify or alter

SUMMARY OF MOTIONS—Subsidiary

Subsidiary	Interrupt Speaker	Second Required	Debatable	Amendable	Vote Required	Purpose
Lay on the table	No	Yes	No	No	Majority	To temporarily set aside an item

						of business
Previous Question	No	Yes	No	No	Majority	To close debate immediately
Limit or extend debate	No	Yes	Limited	Yes	2/3	To provide more or less time for debate
Postpone definitely	No	Yes	Limited	Yes	Majority	To delay action
Refer to Committee	No	Yes	Limited	Yes	Majority	To place business in hands of a committee
Amend	No	Yes	Yes	Yes	Majority	To Modify a motion
Postpone indefinitely	No	Yes	Yes	Yes	Majority	To keep motion form coming to a vote

SUMMARY OF MOTIONS—General

Main	Interrupt Speaker	Second Required	Debatable	Amendable	Vote Required	Purpose
General	No	Yes	Yes	Yes	Majority	To introduce business
Take from table	No	Yes	No	No	Majority	To continue consideration of question
Reconsider	Yes	Yes	Yes	No	Majority	To allow another vote on question
Rescind	No	Yes	Yes	Yes	2/3	To repeal previous action
Adopt resolution	No	Yes	Yes	Yes	Majority	To declare facts, opinions, or purposes as an assembly
Adjourn (qualified)	No	Yes	Limited	Yes	Majority	To end meeting

SUMMARY OF MOTIONS—Incidental

Incidental	Interrupt Speaker	Second Required	Debatable	Amendable	Vote Required	Purpose
Suspend Rules	No	Yes	No	No	2/3	To permit action not possible under rules
Withdraw motion	No	No	No	No	Majority	To withdraw motion before voted on
Read papers	No	Yes	No	No	Majority	
Object to consideration	Yes	No	No	No	2/3	To prevent wasting time on unimportant business
Point of order	Yes	No	No	No	Chair rules of majority	To enforce rules of organization
Parliamentary Inquiry	Yes	No	No	No	None	To ascertain correct parliamentary procedure
Appeal from decision of chair	Yes	Yes	Limited	No	Majority	To insure majority of assembly supports ruling of chairman
Division of House	Yes	No	No	No	Majority	To secure a counted vote
Division of Question	No	Yes	No	Yes	Majority	To secure more careful consideration of parts



ARKANSAS DECA

Attachment 7

PROGRAM OF LEADERSHIP GOALS

2023-2024 AR DECA Goals

State Officer Team Goals

- Increase chapter campaign completion to 50% for all active chapters.
- Increase the number of new DECA Chapters by four (4) with emphasis on Central, Southern, and NE locations.
- Implement chapter incentives with the goal of 5% growth in chapter involvement at conferences.

Advocacy Goals

- Collect a total of \$375 at Fall Leadership Conferences through pre-FLC collections* and profits from hoodie sales to be donated to Arkansas Children's Hospital.
- Collect \$375 at SCDC through 1-minute collections and profits from "puppy pets" to be donated to the Arkansas Humane Society.
- Design and publish six (6) podcasts to assist chapter with chapter campaigns and competitive events.

*U of A will not allow us to collect money on-site

Leadership Development Goals

- Conduct six (6) informational state officer zoom calls with Arkansas DECA members and chapter officers.
- Create a competitive event toolkit for each of the seven career cluster exams providing soft skills, testing tips and resources.
- Create a chapter survival kit for all DECA chapters.



ARKANSAS DECA

Attachment 8

DCTE CTSO RELEASE FORM



DCTE CTSO Release Form



I, _____, hereby agree and consent to allow the Arkansas Division of Career and Technical Education (DCTE), Arkansas Career and Technical Student Organizations (CTSOs), and anyone authorized by DCTE, to use the name, school district, and hometown and to reproduce, edit, alter, or publish photographs, audio, and video recordings of my child, children, or myself and their/my work products (“my/child’s information”) without payment or any other consideration.

I understand that the DCTE and the respective CTSO owns a copyright and all other media distribution rights for any publication in which my/child’s information appears and may exclusively use this in any manner, in whole or in part, including print, broadcast, digital media, or online. I understand that publications containing my/child’s information will become property of DCTE and the respective CTSO and will not be returned.

Furthermore, I, on behalf of myself, my child or children, and any person acting on our behalf, hereby consent and agree to release any and all claims or causes of action against DCTE or their respective CTSO and any of its associates, employees, or agents associated with the release of my/child’s information that is in the possession or control of DCTE or their respective CTSO and is used or released as part of the normal course of business of the DCTE and the respective CTSO.

Child’s Name or Children’s Names (Please Print)

Parents Name or Adult (Please Print)

Signature of Parent or Adult (Please Sign in Cursive)

Date

