ARKANSAS DECA

2026-2027 Update

Stacey Floyd, Chartered Association Advisor
Arkansas Department of Education/Division of Career & Technical Education
3 Capitol Mall
Little Rock, AR 72201
501-682-1500 (main number)

Becky McCormick, Past DECA Chartered Association Advisor (501) 249-4333 cell

2025-2026 Arkansas Membership Statistics

Students	1651	(up 133 from 2024-2025)
Advisors	56	(up 9 from 2024-2025)
Professionals	22	(up 2 from 2024-2025)
Alumni	20	(no change from 2024-2025)
TOTAL MEMBERS	**1749**	**(up 144 from 2024-2025)**
Paid Chapters	36	(up 5 from 2024-2025)

Arkansas FLC 2025

Little Rock, AR

136 Student Leaders Participated

16 Advisors/Chaperones

Arkansas SCDC 2026

Hot Springs, AR

746 Students Participated

60 Advisors/Chaperones

66 Judges

ARKANSAS DECA

2026 ICDC Results
Atlanta, GA

150 Students Attended & 29 Advisors/Chaperones

Congratulations to Arjun and Kanishk from Bentonville High School! These young men placed 6th in Independent Business Plan during the 2026 ICDC in Atlanta. Over 16,000 students from all over the world competed this year.

Little Rock Central 2026 ICDC Finalists in Independent Business Plan: Jack, Ani and Nikhil

Sylvan Hills 2026 ICDC Finalist in Principles of Marketing: Paul

Rogers Heritage ICDC 2026 Finalist in Restaurant & Food Service Management Series: Donovan

Bentonville West 2026 Top 20 in Presentation for Principles of Hospitality & Tourism: Gunika

Alma High School placed 6th in fundraising for MDA by raising $5,226.08. This donation helped break DECA, Inc.'s decade-long record by raising over $200,000 for the Muscular Dystrophy Association.

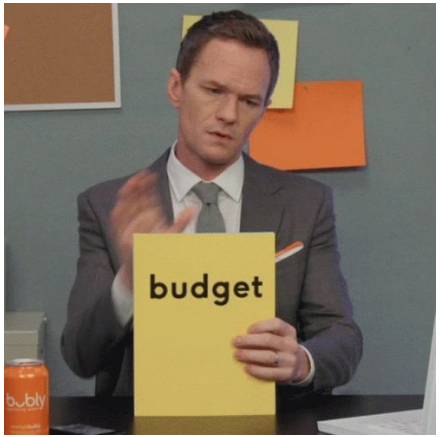
ARKANSAS DECA

Financials 25-26

FLC–Profit of $828.83

SCDC–Profit of 24,564.23

ICDC–Profit of $588.29



Beginning Balance: $94,676.87

Ending Balance: $126,274.31

Profit: $31,597.44*

*Additional Profit from Membership Dues & AT&T Grant

Budget based on 600 participants and had 206 additional participants (profit of $16,480).

Arkansas DECA State Officers
2026-2027

Bella Thornburg	President	Southside HS
Samuel Cline	Vice President	Rogers Heritage HS
Bowen Forbis	Vice President	Fayetteville HS
Bhavana Gudipati	Vice President	Bentonville HS
Suyog Jain	Vice President	LR Central HS
Arjun Kapoor	Vice President	Bentonville HS

2026-2027 Arkansas DECA State Officer Team @ SOLA

Back Row: Bowen, Arjun, Samuel; Front Row: Bella & Bhavana; Not Pictured: Suyog*

*He had a death in the family and had to travel to India.

Arkansas DECA Executive Board Members
2026-2027

Arkansas

DECA Executive Board

Bella Thornburg, State President (Southside HS)

Samuel Cline, State VP (Rogers Heritage HS)

Bowen Forbes, State VP (Fayetteville HS)

Bhavana Gudipati, State VP (Bentonville HS)

Suyog Jain, State VP (LR Central HS)

Arjun Kapoor, State VP (Bentonville HS)

Jaime Briggs, Sylvan Hills HS (2024-2027)
Jackie Phillips, El Dorado HS (2024-2027)
Linda Williams, Siloam Springs HS (2025-2028)
Dr. Tom Woodruff, Rogers HS (2025-2028)
Tracy Laird, Prairie Grove HS (2026-2029)
Bailey Teague, Rivercrest HS (2026-2029)

Ex-Officio Members: Jenny Craig (AAMET President); Bart Draper (DCTE/SLC/Finances)
Becky McCormick (DCTE/Interim Chartered Association Advisor)

This year's DECA, Inc. theme...

ARKANSAS DECA

Membership Dues for 2026-2027

$15 Total = $7 State + $8 National

Activate Your Chapter Incentive Deadline: September 30

Initial Membership Deadline: November 15

Paid Membership Deadline for Participation at Arkansas SCDC & ICDC:

December 17, 2026

Scheduled Arkansas DECA Board Meetings

2026-2027

Monday, September 14, 2026

Monday, January 11, 2027

Wednesday, April 28, 2027

Can't make the meeting? No problem!

All meetings beginning 5-20-24 are recorded and placed in the shared google drive for review at your convenience!

Unless otherwise posted, all DECA board meetings begin at 10 am and end by 2 pm at DCTE, 3 Capital Mall, Little Rock.

Arkansas DECA’s Google Drive

To better serve our DECA Advisors, you may request access to the Arkansas DECA’s google drive. This drive contains historical DECA data & financials along with current board and financial information. You can locate it under resources on the Arkansas DECA website.

DECA Drive

Arkansas DECA's 2026-2027 Calendar

2026 JULY

ARKANSAS DECA

Details & Deadlines:

- DECA, Inc. **Membership Year begins Jul 1.**
- Arkansas ACTE Conference **Jul 21-22 @ Saline County Career Technical Center, Benton AR.**
- ABEA Conference, **Jul 16-17 @ ASMSA, Hot Springs, AR.**

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1 **DECA, Inc.** Membership Year Begins	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16 **ABEA Conference** Hot Springs, AR	17	18
19	20	21 **Arkansas ACTE Conference** Benton, AR	22	23	24	25
26	27	28	29	30	31	

2026 DECEMBER

ARKANSAS DECA

Details & Deadlines:

- AR DECA State Officer application opens Dec 1.
- AR DECA State Officer Interest Zoom is Dec 2. Check your email and Instagram for details.
- AR DECA Scholarship Application due Dec 15.
- AR DECA Teacher of the Year due Dec 15.
- AR DECA SCDC Registration closes Dec 17.
- AR DECA SCDC Accommodation forms due Dec 18.

DECA Inc deadlines/info:

- *DECA Chapter Campaigns & Membership due Dec 1
- *SBE Certification opens Dec 1
- **SEM Conference Registration due Dec 2
- **ACTE Career Tech Vision Conference (Advisors Only), Dec 2-5
- ***Stock Market Game ends, Dec 4

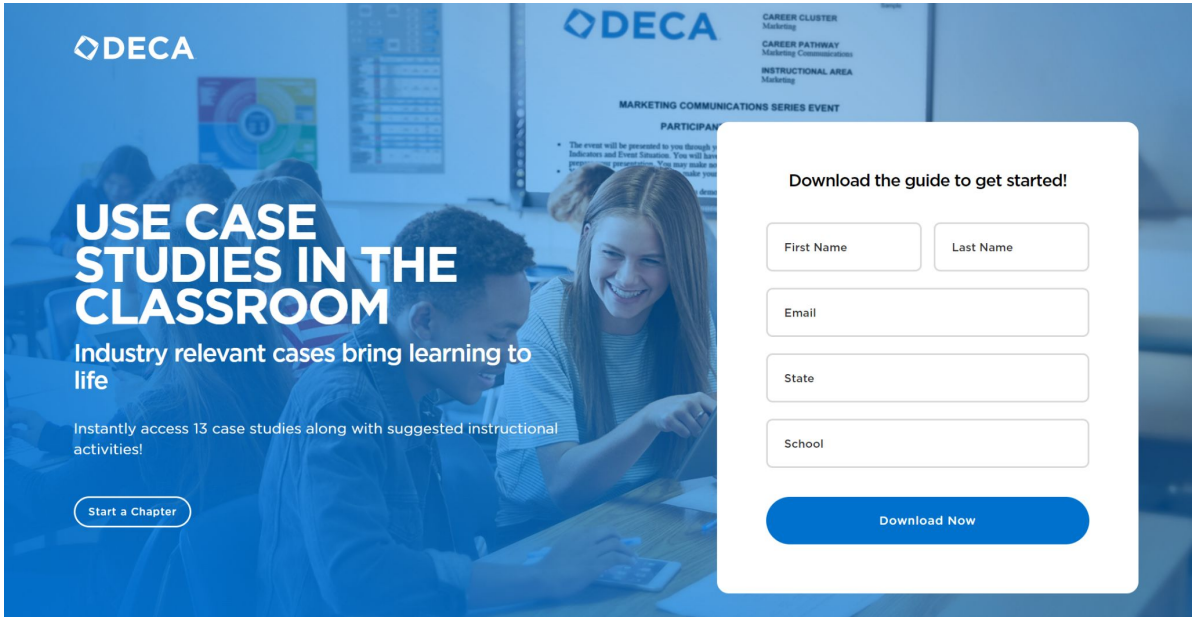
Sun	Mon	Tue	Wed	Thu	Fri	Sat
		*1 **AR DECA** State Officer Application Opens	**2 **AR DECA** State Officer Interest Zoom 8:00 pm	3 **AR DECA** Written Submission Portal Opens	***4 **DECA, Inc.** Stock Market Game Ends	5
6	7	8	9	10	11	12
13	14 s	15 **AR DECA** Scholarship & Teacher of the Year Applications Due	16	17 **AR DECA** SCDC Registration Closes	18 **AR DECA** **Accomodation Forms Due**	19
20	21	22	23	24 Office Closed	25 Office Closed	26
27	28	29	30	31	**AR SCDC Registration Closes on Dec 18.** No Late Registrations	

Advisor Resources | DECA Basic Training

Advisor Professional Learning | Chapter

DECA makes teaching more enjoyable and motivates your students. Learn the roles and responsibilities of a successful DECA chapter advisor so you make the most out of this learning experience for you and your students – without adding extra work!

Free Resources…



https://www.deca.org/cases

Change in Competition Rubrics

EXECUTIVE SUMMARY	NOVICE	DEVELOPING	PROFICIENT	EXEMPLARY	JUDGED SCORE
1. A clear, concise and well-structured executive summary (one to three pages) covering key aspects of the project.	0-1-2-3	4-5-6	7-8-9	10	

INTRODUCTION	NOVICE	DEVELOPING	PROFICIENT	EXEMPLARY	JUDGED SCORE
2. Description of the business or organization including its primary products or services, purpose/mission, target market and current business strategy.	0-1-2	3-4-5	6-7	8	

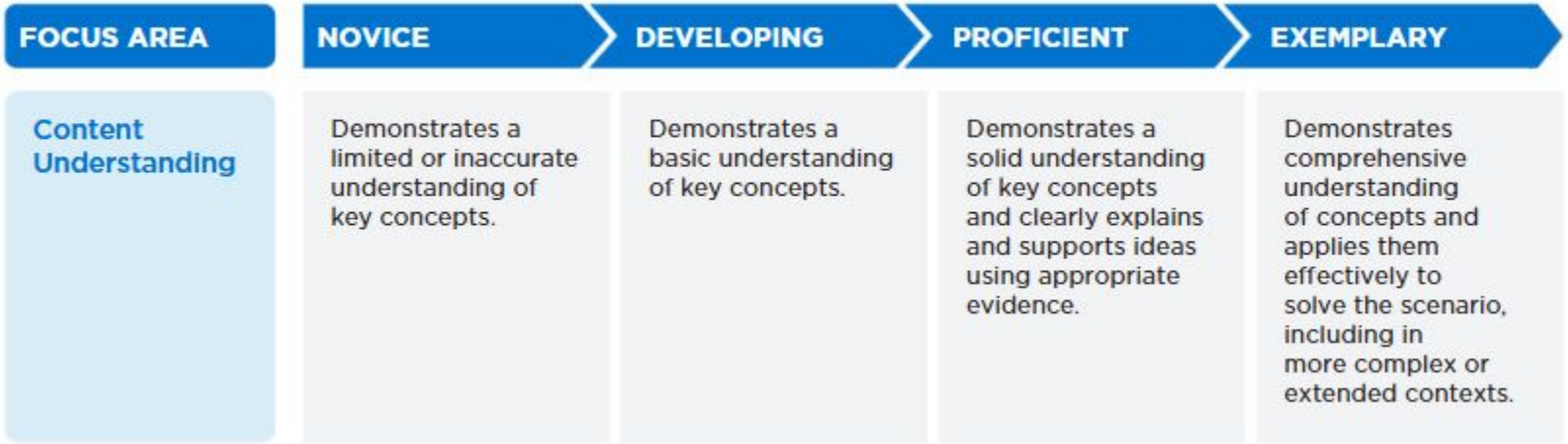
RESEARCH METHODS USED IN THE STUDY	NOVICE	DEVELOPING	PROFICIENT	EXEMPLARY	JUDGED SCORE
3. Description and rationale of the research methodologies (e.g., qualitative, quantitative, primary and secondary, etc.) in relation to the study's goals and research topic, with a clear explanation of the data collection process.	0-1-2	3-4-5	6-7	8	
4. Conducts, implements, and executes the selected research methods in a clear organized and professional manner. The research methods are easy to understand, logical, and thorough.	0-1-2	3-4-5	6-7	8	

FINDINGS AND CONCLUSIONS OF THE STUDY	NOVICE	DEVELOPING	PROFICIENT	EXEMPLARY	JUDGED SCORE
5. Interprets and connects the research findings to the study's objectives and questions, demonstrating clarity, understanding, and support for the objectives.	0-1-2	3-4-5	6-7	8	
6. Draws logical, evidence-based conclusions that are supported by the research findings.	0-1-2	3-4-5	6-7	8	

Novice
Developing
Proficient
Exemplary

Page 40 & 41 of the DECA Guide

Case Study Example



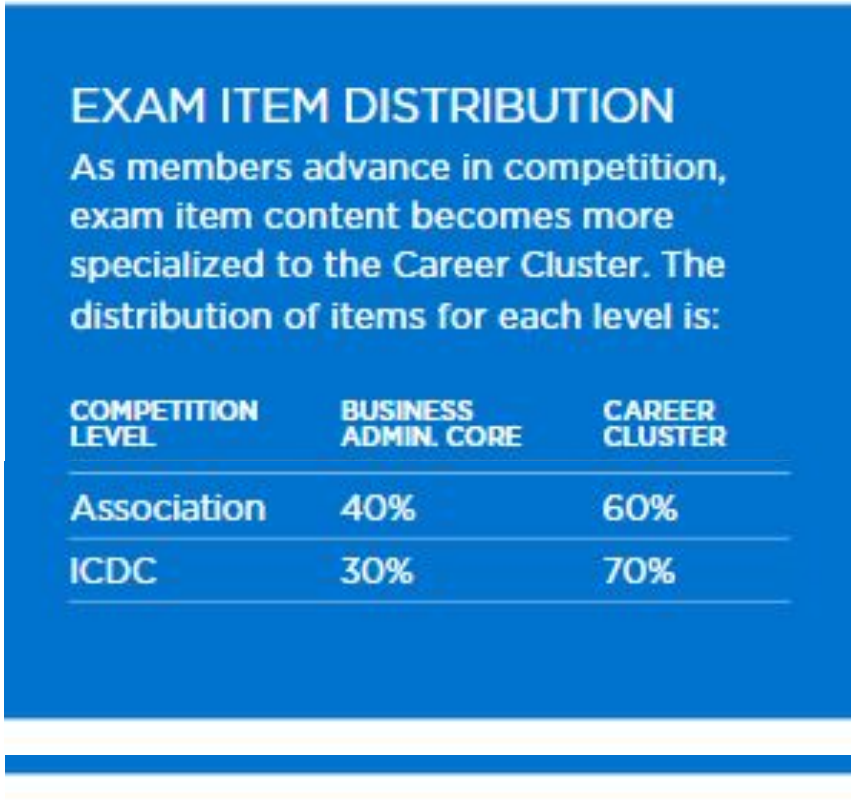
FOCUS AREA	NOVICE	DEVELOPING	PROFICIENT	EXEMPLARY
Content Understanding	Demonstrates a limited or inaccurate understanding of key concepts.	Demonstrates a basic understanding of key concepts.	Demonstrates a solid understanding of key concepts and clearly explains and supports ideas using appropriate evidence.	Demonstrates comprehensive understanding of concepts and applies them effectively to solve the scenario, including in more complex or extended contexts.

Prepared Event Example

LEVELS OF EVALUATION

FOCUS AREA	NOVICE	DEVELOPING	PROFICIENT	EXEMPLARY
Workplace Readiness	Represents performance that requires significant guidance and support to complete tasks.	Represents performance that demonstrates basic skills and can complete routine tasks with some guidance.	Represents performance with solid skills and works independently to complete tasks effectively.	Represents performance with advanced skills, works independently, and adapts effectively to new or unpredictable challenges.

Please prepare your students for DECA Exams



EXAM ITEM DISTRIBUTION

As members advance in competition, exam item content becomes more specialized to the Career Cluster. The distribution of items for each level is:

COMPETITION LEVEL	BUSINESS ADMIN. CORE	CAREER CLUSTER
Association	40%	60%
ICDC	30%	70%

EXAM BLUEPRINTS

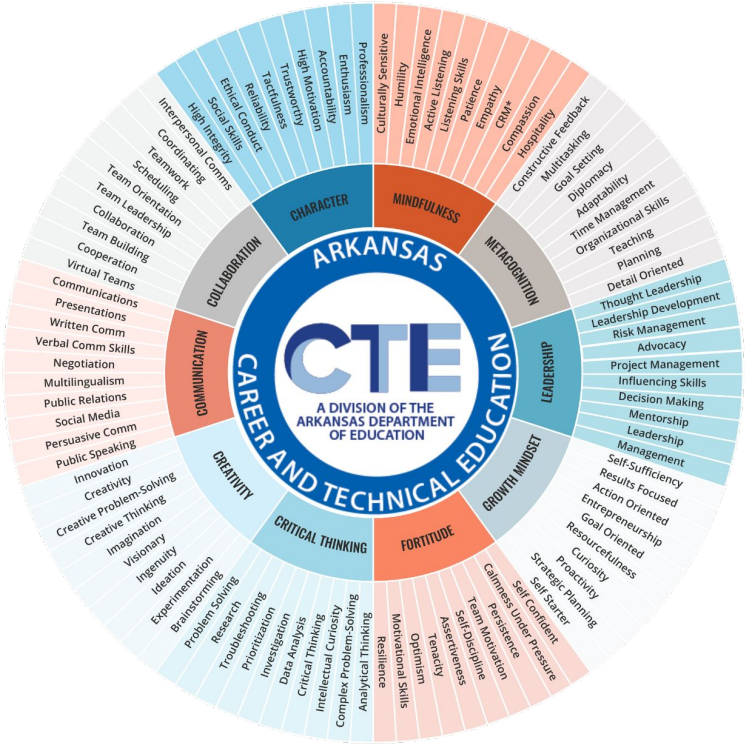
DECA's exams are rigorous, industry-validated, multiple-choice, 100-item exams based on National Curriculum Standards. These charts show the blueprint of items by instructional area for the 2026-2027 exams used at the district level, chartered association level and at the International Career Development Conference.

BUSINESS ADMINISTRATION CORE	DISTRICT	ASSOCIATION	ICDC
Business Law	1	1	4
Communications	15	15	11
Customer Relations	5	5	4
Economics	7	7	12
Emotional Intelligence	22	22	19
Entrepreneurship	0	0	1
Financial Analysis	16	16	13
Human Resources Management	1	1	1
Information Management	10	10	11
Marketing	1	1	1
Operations	11	11	13
Professional Development	11	11	9
Strategic Management	0	0	1

$ FINANCE	DISTRICT	ASSOCIATION	ICDC
Business Law	7	8	7
Communications	5	4	3
Customer Relations	5	5	4
Economics	6	5	4
Emotional Intelligence	9	8	6
Entrepreneurship	1	0	0
Financial Analysis	24	28	30
Financial-Information Management	9	10	12
Human Resources Management	1	0	0
Information Management	6	5	5
Marketing	1	1	1
Operations	6	5	4
Professional Development	13	14	15
Risk Management	6	7	9
Strategic Management	1	0	0

Durable Skills & Conference Expectations

-Professionalism
-Time Management
-Listening Skills
-Active Listening
-Enthusiasm
-Self-Discipline
-Leadership
-Influencing Skills
-Communication
-Honesty
-Adaptability



Professional standards we need all advisors/chaperones modeling and reinforcing with students:

- **Professional Dress** — Maintain conference-appropriate attire for yourself and your students.
- **Awards Session Attendance** — Remain through the full Awards Session; early departures disrupt the experience; no talking and be an active listener/participant.
- **Breakout Session Participation** — Ensure students attend all assigned breakout sessions.
- **Event & Shift Punctuality** — Arrive on time for events, judging shifts, and responsibilities.
- **Area Clean-Up** — Leave all rooms, sessions, and competition areas clean and reset.
- **Lost & Found** — Turn in found items promptly; direct students to Lost & Found before departure. If it is not yours, turn it in.
- **Put the Phones Away–**Whether you are at a session, in the halls, or during the ceremonies. Be engaged and network!

Fall Leadership Conference

Who: up to 8 Student Leaders & 2 advisors
When: Wednesday, Oct 28
Where: **Arkansas Virtual Academy**
717 West 7th Street
Little Rock AR
Cost: ~ $35 (includes lunch, snack and a giveaway)

ARKANSAS DECA

Arkansas SCDC 2027 Hot Springs, Arkansas

When: Monday & Tuesday, February 8 & 9

Where: Hot Springs Convention Center

Cost: Needs to be Reevaluated Due to Profit

Registration Deadline is December 17th!

NO LATE REGISTRATIONS!