

The NC DECA **TOOLBOX**

2024 - 2025



**Association Officer
Team 81's Complete
Guide to DECA**

ncdeca.org | [@nc_deca](https://twitter.com/nc_deca)



TABLE OF CONTENTS

- 2 Introduction From Team 81
- 3 Facts on NC DECA
- 4 What is DECA?
- 6 Membership
- 8 Conferences
- 10 Competition
- 27 Corporate Challenges & VBC
- 31 Chapter Campaigns
- 34 Chapter Events
- 38 Community Service
- 39 Links & Resources
- 40 Final Words



a brief message from

TEAM 81

DECA



NC DECA Toolbox Series | Introduction



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NC DECA TOOLBOX



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what is **DECA?**



DECA is a Career Technical Student Organization preparing the next generation to be **Academically Prepared, Community Oriented, and Experienced Leaders**. This past year, North Carolina DECA had **over 10,000 members**, and is currently the **8th largest association** in the world!

OUR MISSION

DECA Prepares Emerging Leaders & Entrepreneurs in **Marketing, Finance, Hospitality, & Management**

watch the 2024-25 membership video

facts on NC DECA



NC DECA Structure

North Carolina DECA has **five regions** (Blue Ridge, Coastal, Dixie Pines, Metrolina, Triad) and **ten districts** (District 1, 2, 3, etc.). Each district has its own competition (**MCEC**).



[click here to view a map of NC DECA split by region and district!](#)

Association Officer Team

Our association team contains **six officers** including: one president, and one vice president from each of the five NC DECA regions! Chapters can request **association officer visits** at their schools by emailing us!

Conferences

DECA conferences occur at the **regional, state, and international level**. The top competitors at state conference qualify for internationals! Some students may also attend Internationals on a leadership track.

GETTING OFF THE GROUND

The NC DECA Website contains a comprehensive guide to starting new chapters. Click below to get started!

Interested in starting a new chapter?

Here are the steps to get started!

TYPES OF MEMBERSHIP



Student

DECA is open to driven HS and collegiate members.



Alumni

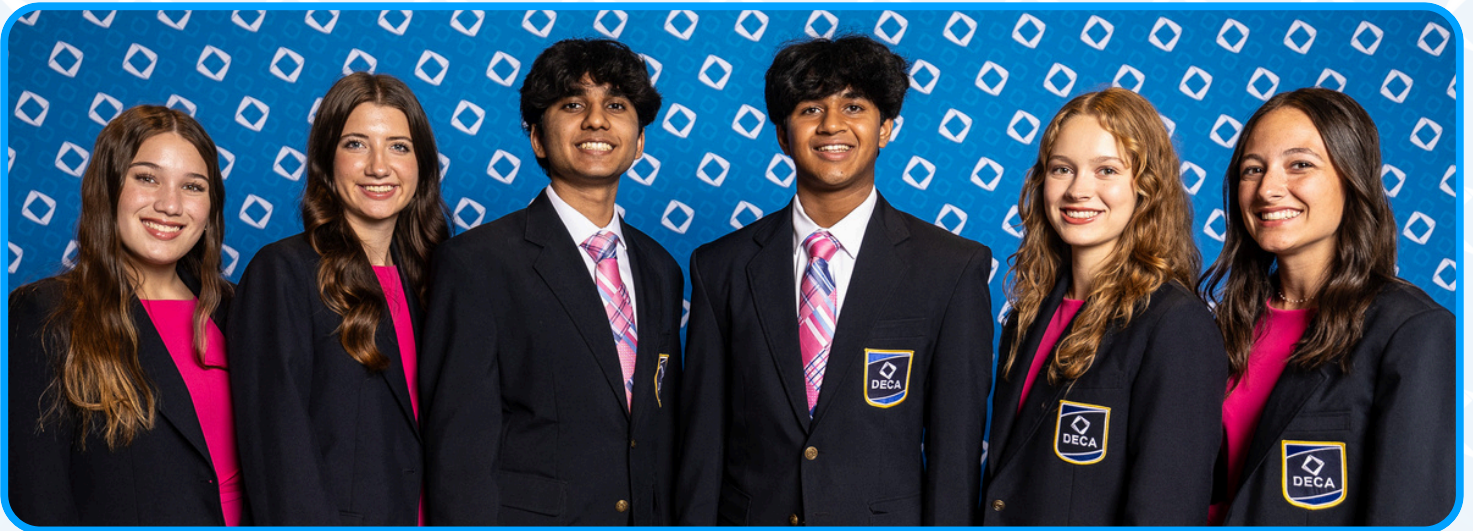
Past members contribute experience to students.



Professional

Professional members promote career readiness.

RECRUITMENT TIPS



1. Appeal to your target market

The first thing to consider when recruiting members is your **audience**. Here are examples of this in action:

- Using **social media** to increase student membership
- Reaching out to potential alumni and professional members through **email** or direct networking

If your efforts are directed towards your specific audience, you have a greater chance of **success!**

2. Be engaging

Your content must **grasp** the viewer! Here are some examples of how this can be implemented:

- Include **appealing visuals** and utilize **trending content** when creating promotion for student members
- Refer to chapter achievements and **competitive accolades** when recruiting alumni and professionals

Recruitment material should **excite** potential members!

3. Make DECA sound fun

While it is important to emphasize the professional aspects of our organization, we also have lots of fun:

- Highlight aspects of conferences such as attraction parks and pin trading at ICDC
- Illustrate **networking opportunities** with fellow students!

While students have lots to gain in terms of career development, DECA is also a fun **experience!**

4. Answer questions

Your initial communication may not be enough to fully **explain** DECA! Make sure you:

- Describe both the competitive and community service aspects of our organization
- Follow up on any **inquiries**, whether they are from potential student, alumni, or professional members

In order to gain new members, you must thoroughly **elaborate** on DECA until potential members understand!

click on any of the images to view examples!

Example Recruitment Material:



Instagram Post
(Panther Creek High School)



Instagram Post
(William A. Hough High School)



TikTok Post
(Cox Mill High School)

DECA members have the opportunity to attend various competitions and leadership conferences throughout the year.

Marketing Competitive Events Conference (MCEC) *a.k.a. Districts*

Late October to Early December
Find your district dates [here](#)

Members compete within their district in various roleplay events. Placement does not impact qualification for CDC.



NC Career Development Conference (CDC)

Late February; Greensboro, NC
2024-25 Dates: [Feb 28 - Mar 1](#)

Members from across the state compete in roleplay, written, and selling & consulting events for a chance to qualify for ICDC.

International Career Development Conference (ICDC)

Late April;
Orlando, FL / Atlanta, GA /
Anaheim, CA
2024-25 Dates: [April 26-29, 2025](#)

In this culminating conference, 22,000+ members network, attend leadership academies, and compete for the coveted ICDC glass.



Emerging Leaders Summit

Mid July; location changes annually
2024-25 Dates: July 12-14, 2024

Association officers, chapter officers, and members participate in the Empower and Elevate leadership tracks in preparation to effectively leading their chapters & associations.



Ultimate DECA Power Trip

Mid November; location changes annually
in Charlotte, NC this year!
2024-25 Dates: Nov 15-17, 2024

Attendees participate in learning labs for career readiness, competitive excellence, chapter success, and so much more.



Sports & Entertainment Marketing Conference

Early February; Orlando, FL
2024-25 Dates: Jan 29 - Feb 2, 2025

Attendees explore possible careers in the sports & entertainment marketing industry while experiencing Universal, Disney, and so much more.



Click on any of the pictures to be directed to more information about the conference!



COMPETITION

DECA hosts competitive events to mimic professional settings and bring the classroom to life.

There are three categories of competition:

- ◆ **Roleplays and Case Studies**
- ◆ **Prepared Events**
- ◆ **Online Simulations**

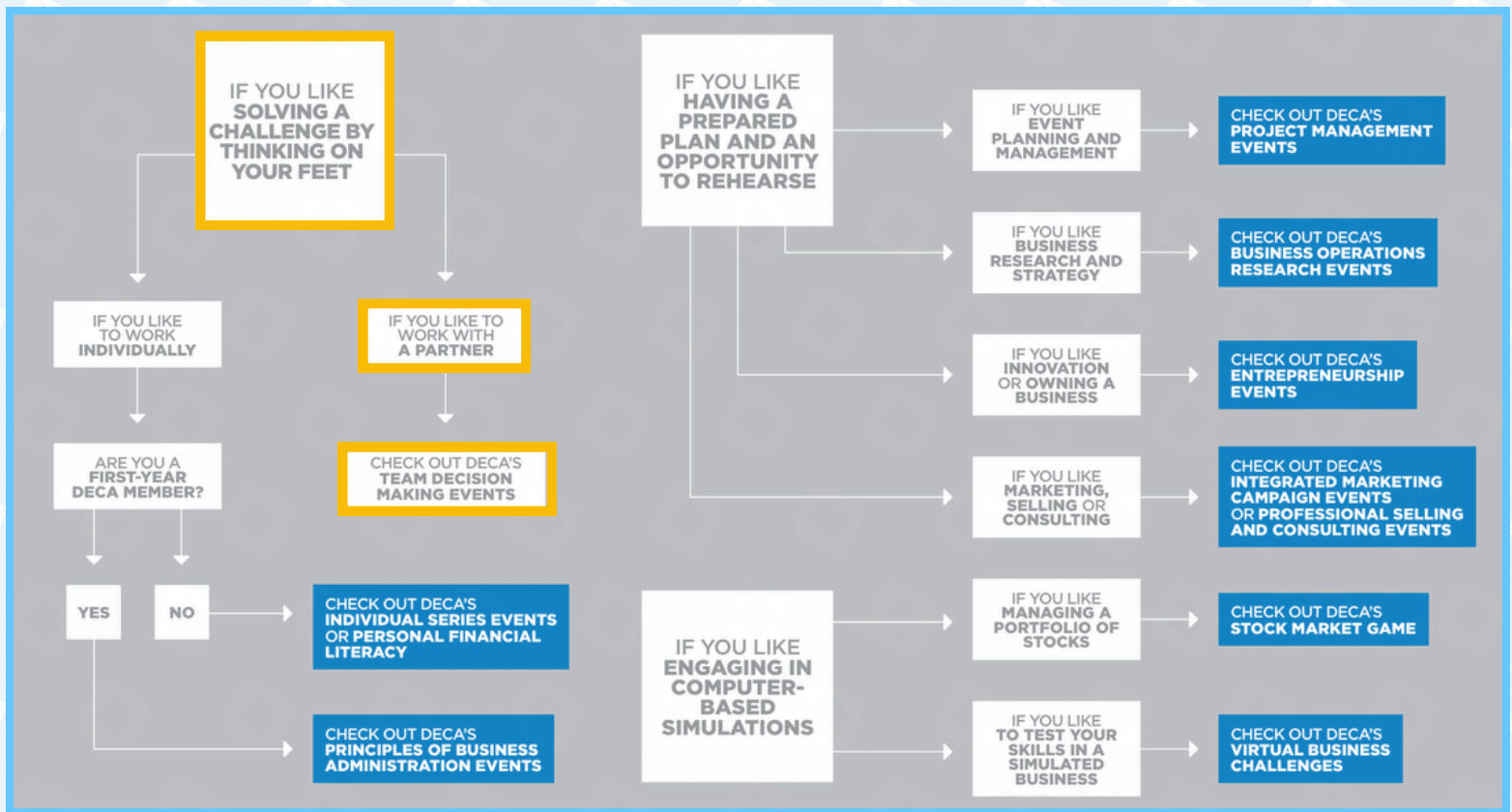
Each type of competition aligns with one the four educational career clusters (or entrepreneurship):

- ◆ **Marketing**
- ◆ **Business Management & Administration**
- ◆ **Finance**
- ◆ **Hospitality & Tourism**





DON'T KNOW WHICH EVENT TO COMPETE IN?

DECA has provided a decision map to help you narrow down the choice! Consider if you prefer working alone or with others, and if you'd rather think on your feet or prepare ahead of time.



From here, we recommend checking out [DECA.org's](https://deca.org) **list of competitive events** and looking through sample roleplays & case studies or prepared event prompts to pick whatever interests you most.

Filtering by: **Team Decision Making** × SORT BY ▾

-  Business Law and Ethics Team Decision Making
BLTDM →
-  Buying and Merchandising Team Decision Making
BTDM →

TOOLBOX TIP: filter the list by your results from the decision map!

DON'T KNOW WHICH EVENT TO COMPETE IN?

DECA's list of competitive events is another great resource to learn more about your competition options! The filtered list provides a description, sample exams, sample events, and study tips for each event!

ESSENTIAL ELEMENTS

Guidelines [→](#)

Performance Indicators [→](#)

Exam Blueprint [→](#)

RESOURCES

Sample Exam [→](#)

Sample Event [→](#)

District Level Instructional Areas [→](#)

Competition Advice [→](#)

Under **ESSENTIAL ELEMENTS** are the event guidelines, performance indicators to follow, and exam blueprints to understand how an event works.

Under **RESOURCES** are helpful sample exams and events where you can find study materials and competition advice.

TOOLBOX TIP:

[District Level Instructional Areas](#) tell you which topics to study for MCEC.


ROLEPLAYS & CASE STUDIES

DECA's **Roleplay Events** require students to think on their feet with **industry-specific cases** along with a **career cluster exam** to assess overall knowledge.

INDIVIDUAL SERIES

 **1 Participant**

 **Career Cluster Exam**
(100 questions)

 **2 Roleplay Scenarios**
(10 minutes preparation
+ 10 minutes presentation)



Business Management & Administration Cluster
Human Resources Mgmt. (HRM)



Hospitality & Tourism Cluster
Hotel & Lodging Mgmt. (HLM)
Quick Serve Restaurant Mgmt. (QSRM)
Restaurant & Food Service Mgmt. (RFSM)



Entrepreneurship Cluster
Entrepreneurship Series (ENT)



Marketing Cluster
Apparel & Accessories Marketing (AAM)
Automotive Services Marketing (ASM)
Business Services Marketing (BSM)
Food Marketing (FMS)
Marketing Communications (MCS)
Retail Merchandising (RMS)
Sports & Entertainment Marketing (SEM)




Finance Cluster
Accounting Applications (ACT)
Business Finance Series (BFS)




Personal Financial Literacy
Personal Financial Literacy (PFL)

TEAM DECISION MAKING

 **2 Participants**

 **Career Cluster Exam**
(100 questions, both scores
are averaged)

 **1 Case Study**
(30 minutes preparation
+ 15 minutes presentation)



Business Management & Administration Cluster
Business Law & Ethics (BLTDM)



Hospitality & Tourism Cluster
Hospitality Services (HTDM)
Travel & Tourism (TTDM)



Entrepreneurship Cluster
Entrepreneurship (ETDM)



Marketing Cluster
Buying & Merchandising (BTDM)
Marketing Management (MTDM)
Sports & Entertainment Marketing (STDM)



Finance Cluster
Financial Services (FTDM)

PRINCIPLES

 **1 Participant**

 **Business Core Exam**
(100 questions)

 **1 Roleplay Scenario**
(10 minutes preparation
+ 10 minutes presentation)



Principles of Business Management & Administration (PBM)
Principles of Entrepreneurship (PEN)
Principles of Finance (PFN)
Principles of Hospitality & Tourism (PHT)
Principles of Marketing (PMK)

ROLEPLAYS & CASE STUDIES

Roleplays and Case Studies are provided **on-site with a judge**. Participants have a **time limit to prepare** with an Event Situation, and a short **time frame to present a solution to a judge**.

An Event Situation looks like this:

AAM-24
District Event 1

EVENT SITUATION

You are to assume the role of the manager of STYLE UP, an upscale apparel and accessories retailer.

The owner of the store (judge) is considering giving customers the option to add gratuity at the point-of-sale and wants you to explain the benefits and possible risks.

STYLE UP is located in an affluent suburb of a metropolitan area. STYLE UP sells upscale professional wear and casual wear to both males and females. The employees work with each customer to find styles, colors and sizes of apparel, set up fitting rooms, and suggest accessories. Customer service is extremely important to STYLE UP and has kept it in business for the past decade.

The owner of STYLE UP (judge) is considering adding point-of-sale technology that would allow customers to be prompted to leave gratuity, a tip, for the employee. The customer could give a percentage tip, a custom tip, or choose not to tip.

The owner (judge) wants you to explain how allowing tips could benefit STYLE UP, the customers and employees and also the risks involved with its implementation.

You will present your ideas to the owner (judge) in a role-play to take place in the owner's (judge's) office. The owner (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented ideas and have answered the owner's (judge's) questions, the owner (judge) will conclude the role-play by thanking you for your work.

Roleplays are designed to **replicate real-world professional dilemmas and opportunities**.

In this example, the competitor takes the role of the manager of an apparel and accessories retailer, and the judge is the owner of the store.

Roleplays and Case Studies have a primary objective within the Event Situation, and more specific topics to discuss within the Performance Indicators.

In this example, the objective is to “explain how allowing tips could benefit StyleUp, the customers and employees and also the risks involved in its implementation.”

ROLEPLAYS & CASE STUDIES SCORING

Roleplay and Case Study prompts provide participants with a list of **Performance Indicators** to discuss in their presentation:

PERFORMANCE INDICATORS

- Identify company's brand promise.
- Determine ways of reinforcing the company's image through employee performance.
- Demonstrate a customer service mindset.
- Identify components of a retail image.
- Determine factors affecting business risk.

Participants are judged by their ability to explain the indicators, provide a solution to the prompt, connect the indicators to said solution, and employ the **21st Century Skills**:

21st CENTURY SKILLS

- Critical Thinking – Reason effectively and use systems thinking.
- Problem Solving – Make judgments and decisions and solve problems.
- Communication – Communicate clearly.
- Creativity and Innovation – Show evidence of creativity.




The roleplay portion is 2/3 and the exam is 1/3 of your total score.

[Click here](#) to learn more about testing.

ROLEPLAYS & CASE STUDIES SCORING

An example judge's rubric looks like this:

AAM-24
District Event 1



**APPAREL AND ACCESSORIES MARKETING SERIES
2024**

JUDGE'S EVALUATION FORM
DISTRICT EVENT 1

Participant: _____

INSTRUCTIONAL AREA:
Customer Relations

ID Number: _____

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Identify company's brand promise?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Determine ways of reinforcing the company's image through employee performance?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Demonstrate a customer service mindset?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Identify components of a retail image?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Determine factors affecting business risk?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
21st CENTURY SKILLS						
6.	Reason effectively and use systems thinking?	0-1	2-3	4	5-6	
7.	Make judgments and decisions, and solve problems?	0-1	2-3	4	5-6	
8.	Communicate clearly?	0-1	2-3	4	5-6	
9.	Show evidence of creativity?	0-1	2-3	4	5-6	
10.	Overall impression and responses to the judge's questions	0-1	2-3	4	5-6	
TOTAL SCORE						

TESTING

Many of DECA's competitive events require you to take an exam. Each exam has 100 multiple-choice questions correlating with the content of the career cluster and/or event.

DECA EXAMS

 BUSINESS ADMINISTRATION CORE

 BUSINESS MANAGEMENT + ADMINISTRATION

 MARKETING

 FINANCE

 HOSPITALITY + TOURISM

 PERSONAL FINANCIAL LITERACY

 ENTREPRENEURSHIP

The **Business Administration Core Exam** is only for the Principles Events (first-year roleplay).

Click here to view each exam's breakdown!

DECA has an [Exam Blueprint](#) for the number of questions in each instructional area at the district, state, and ICDC levels of testing.

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

[Click here for "Competitive Events Framework Matrix"](#) - connect instructional areas with performance indicators!

TESTING

HOW TO STUDY

Our best tip is to take as many practice tests as possible! DECA has released dozens of tests for each career cluster. Sample exams can be found on decaplus.org and deca.org.

The exam questions look like this:

2. Which of the following is a disadvantage of investing in bonds:
- A. They are issued by corporations or governments.
 - B. You must pay a penalty for early withdrawal.
 - C. They may take a long time to provide a return.
 - D. Their returns do not keep up with inflation.

Every released exam has an **answer key** at the end complete with in-depth explanations and definitions for each question. Reading DECA's reasoning helps you understand the tests better, which can ultimately **improve your score**.

2. C

They may take a long time to provide a return. Bonds are considered safe, reliable investments. However, the trade-off is that the investor must be willing to leave their money with the bond issuer for a long time before receiving the return. The rate of this return will not necessarily be lower than the rate of inflation. There is no penalty for early withdrawal from a bond—you just miss out on the return you would have gotten if you had left your money in it. Bonds are issued by corporations or governments, but this is not necessarily a disadvantage.

SOURCE: FI:077 Explain types of investments

SOURCE: LAP-FI-077—Invest for Success (Types of Investments)

Notice how DECA provides explanations for each answer choice—**even if it's not the right answer, every new definition helps!**

TESTING

HOW TO STUDY

NC DECA also has 38 exams available for practice! The website [answerwrite.com](https://www.answerwrite.com) is an amazing platform where members can take released exams over and over again.

To login to **answerwrite**, you will need your **NC DECA Membership ID**. Your Advisor can find your ID following the instructions on this document:

[Click here for “Practice Test Instructions”](#)

TOOLBOX TIP: These further instructions are also available under the [ncdeca.org resources page](https://www.ncdeca.org/resources).

Answerwrite provides immediate feedback, which makes the studying process much quicker. We recommend taking notes of questions you get wrong, and researching definitions or topics you didn't know. **Since topics typically resurface over many tests, learning from each question is key!**

What testing on answerwrite looks like:

1. Which of the following are the three major areas of customer complaints:

- A. Labeling, faulty design, and mispricing
- B. Improper decisions, oversight, and service
- C. **Product, personnel, and the business**
- D. **Poor service, inaccurate forms, and rudeness**

2. Business policies that focus on meeting consumers' wants and needs while making a fair profit for the business are primarily intended to

- A. keep operations running smoothly.
- B. guide employees' actions.
- C. reduce misunderstandings.
- D. **satisfy customers.**

3. What type of information should a business include when writing a sales proposal to send to a customer?

- A. Shipping and receiving
- B. **Features and benefits**
- C. Pricing and accounting
- D. Laws and regulations

PREPARED EVENTS

DECA's Prepared Events include both a **written project and a prepared presentation**. Competitors should start them earlier in the school year due to the extensive elements required.



1-3 Participants



Written Plan
(up to 10 pages)



Prepared Presentation
(15 minutes)



Entrepreneurship Events

Innovation Plan (EIP)
Start-Up Business Plan (ESB)



Integrated Marketing Campaigns

Integrated Marketing Campaign - Event (IMCE)
Integrated Marketing Campaign - Product (IMCP)
Integrated Marketing Campaign - Service (IMCS)



Stock Market Game

Stock Market Game (SMG)



Marketing Cluster Exam

(100 questions, all scores are averaged)



Online Simulation



1-3 Participants



Written Plan
(up to 20 pages)



Prepared Presentation
(15 minutes)



Business Operations Research Events

Business Services Operations Research (BOR)
Finance Operations Research (FOR)
Hospitality & Tourism Operations Research (HTOR)
Buying & Merchandising Operations Research (BMOR)
Sports & Entertainment Marketing Operations Research (SEOR)



Project Management Events

Business Solutions Project (PMBS)
Career Development Project (PMCD)
Community Awareness Project (PMCA)
Community Giving Project (PMCG)
Financial Literacy Project (PMFL)
Sales Project (PMSP)



Entrepreneurship Events

Independent Business Plan (EIB)
International Business Plan (IBP)
Business Growth Plan (EBG)
Franchise Business Plan (EFB)



1 Participant



Career Cluster Exam
(100 questions)



Sales Presentation or Consultation

(15 minutes presentation)



Professional Selling & Consulting Events

Financial Consulting (FCE)
Hospitality & Tourism Professional Selling (HTPS)
Professional Selling (PSE)

PREPARED EVENTS

BUSINESS OPERATIONS RESEARCH

Business Operations Research Events require participants to use management skills to conduct a research study and prepare a strategic plan for a local business operation.

 **1-3 Participants**

 **Written Plan**
(up to **20** pages)

 **Prepared Presentation**
(15 minutes)



Business Services Operations Research (BOR)
Finance Operations Research (FOR)
Hospitality & Tourism Operations Research (HTOR)
Buying & Merchandising Operations Research (BMOR)
Sports & Entertainment Marketing Operations Research (SEOR)

Participants write up to 20 pages on the results of the research, the proposed strategic plan, and the plan's proposed budget.

- Each Business Operations Research event uses the same prompt & guidelines – the business you select determines the cluster/specific event.
- Strategically choose a local operation which you can contact and work with to get real information and data!

Breakdown of 2024-2025 BOR Prompt

2024-2025 TOPIC

The 2024-2025 topic for each career category is the development of a strategic plan to **enhance or introduce the use of artificial intelligence (AI)** in an **existing business or organization**. Participants will collaborate with a local business or organization to analyze current AI strategies and practices. **Participants will then develop and present a strategic plan for AI usage.**

Main Topic

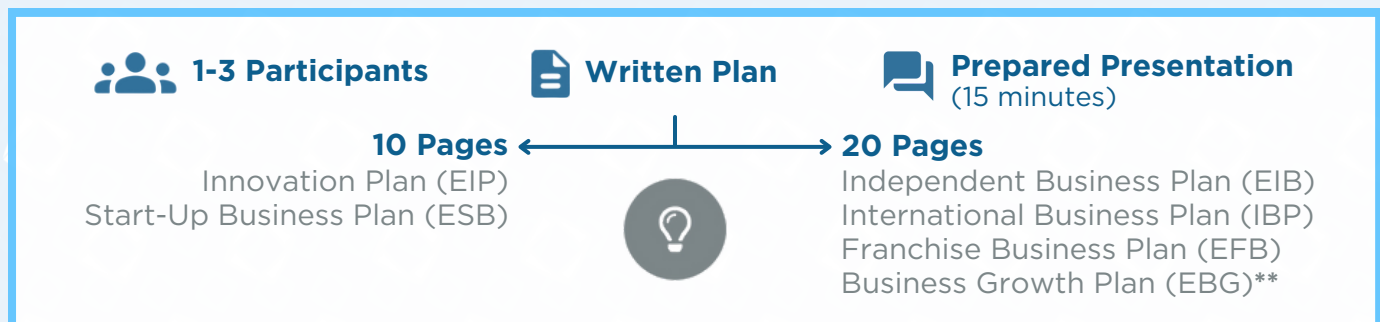
Your Goal

[Click here for 2024-2025 Guidelines](#)

PREPARED EVENTS

ENTREPRENEURSHIP WRITTENS

Entrepreneurship Written Events will require your team to develop a business plan and pitch. **Each Entrepreneurship Written Event has unique guidelines!**



Participants write up to 10 pages for the Innovation Plan and Start-Up Business Plan, and up to 20 pages for the Independent Business Plan, International Business Plan, Franchise Business Plan, and Business Growth Plan.

- Your team can develop or find any type of business, so choose something that you are passionate about!
- Read the guidelines! Some events require you to ideate your own business, others expand on an existing one.
- For the Business Growth Plan, all competitors must be licensed owners or operators of the existing business! Instead of starting a new business, you are growing your current one.

[Click Event Names Above for Prompts!](#)

PREPARED EVENTS

PROJECT MANAGEMENT

Project Management Events require participants to “initiate, plan, execute, monitor and control, and close a project” in response to an identified problem.



1-3 Participants



Written Plan
(up to **20** pages)



Prepared Presentation
(15 minutes)

Business Solutions Project (PMBS)
Career Development Project (PMCD)
Community Awareness Project (PMCA)



Community Giving Project (PMCG)
Financial Literacy Project (PMFL)
Sales Project (PMSP)

Participants will identify the problem, create a project management plan, execute the project, and create a report of up to 20 pages on the project.

- Each Project Management event has the same guidelines but different focuses (ex. financial literacy, career dev., etc)
- Be unique – that separates good projects from great projects!
- The project **must be executed in real life** – so starting early is crucial for a successful end result.
- Your project can be started after the previous year’s CDC!

[Click here for 2024-2025 Guidelines](#)

PREPARED EVENTS INTEGRATED MARKETING CAMPAIGN

Integrated Marketing Campaign Events **involve an exam in addition to the written and oral presentation components.**

Integrated Marketing Campaign Events give participants the opportunity to design a marketing campaign lasting up to 45 days for a real event, product, or service.



1-3 Participants



Written Plan
(up to **10** pages)



Prepared Presentation
(15 minutes)



Integrated Marketing Campaign - Event (IMCE)
Integrated Marketing Campaign - Product (IMCP)
Integrated Marketing Campaign - Service (IMCS)



Marketing Exam
(100 questions, all scores are averaged)

The guidelines are the same for each of the three events – the difference is **marketing either an event, product, or service.**

- Any product, service, or event can be used.
- Choose a product, service, or event that you are passionate about and is relevant in today's business environment.
- Integrated marketing campaigns use multiple channels to send a consistent message – be creative with each way you market the product, service, or event!
- Make your entire campaign cohesive & easy to follow.

[Click here for 2024-2025 Guidelines](#)

PREPARED EVENTS

PROFESSIONAL SELLING & CONSULTING

Professional Selling & Consulting events act as a hybrid between a roleplay and written event because of the testing and prepared presentation components.

 1 Participant

 Career Cluster Exam
(100 questions)

 Sales Presentation
or Consultation
(15 minutes presentation)



Financial Consulting (FCE)
Hospitality & Tourism Professional Selling (HTPS)
Professional Selling (PSE)

Every year, DECA Inc. releases new prompts for each event, identifying the **prospective client, context, and products or services** to sell or provide. You are to research an actual company that sells/provides the identified products/services and develop a sales presentation or consultation.

- Use the selling process to structure your presentation!

Example Breakdown of 2024-2025 PSE Prompt

Professional Selling: For 2024-2025, you will assume the role of a sales representative of a **customer relationship management (CRM) platform**. A local small business owner has scheduled a meeting with you to discuss the potential benefits of adding a CRM platform to reach current and potential customers. The owner wants to learn how your CRM platform will engage customers to positively influence buyer behavior, build brand loyalty, and meet the business's goals.

Products/Services to sell

Prospective Client

Context/Client Goals

[Click here for 2024-2025 Prompts](#)

PREPARED EVENTS SCORING

WRITTEN ENTRY EVALUATION FORM

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

EXECUTIVE SUMMARY	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
1. One- to three-page description of the project	0-1-2-3	4-5-6	7-8	9-10	

INTRODUCTION	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
2. Description of the business or organization	0	1	2	3	
3. Description of the target market (demographics and psychographics)	0	1	2	3	
4. Overview of the business or organization's current artificial intelligence strategies and practices	0	1	2	3	

RESEARCH METHODS USED IN THE STUDY	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
5. Description and rationale of research methodologies selected to conduct the research study	0-1	2	3	4	
6. Process used to conduct the selected research methods	0-1	2	3	4	

FINDINGS AND CONCLUSIONS OF THE STUDY	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
7. Findings of the research study	0-1	2	3	4	
8. Conclusions based on the findings	0-1	2	3	4	


PROPOSED STRATEGIC PLAN	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
9. Objectives and rationale of the proposed strategic plan	0-1	2-3	4-5	6	
10. Proposed activities and timelines	0-1	2-3	4-5	6	
11. Proposed metrics or key performance indicators to measure plan effectiveness	0-1	2-3	4-5	6	

PROPOSED BUDGET	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
12. Costs associated with proposed strategies	0-1	2	3	4	

APPEARANCE AND WORD USAGE	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
13. Professional layout, neatness, proper grammar, spelling and word usage	0	1	2	3	


WRITTEN ENTRY TOTAL POINTS (60)	
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An example of a judge's rubric for Business Operations Research Events



The only prepared events that require participants to take a cluster exam are Integrated Marketing Campaign Events and Professional Selling and Consulting Events.

For those events, the exam results are factored into this final score



PRESENTATION EVALUATION FORM

PRESENTATION	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
1. Opening presentation; description of the plan, organization, clarity and effectiveness of the presentation	0-1-2-3	4-5-6	7-8	9-10	

TO WHAT EXTENT DID THE PARTICIPANTS:	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
2. Describe methods used to the design research study?	0-1	2-3	4-5	6	
3. Interpret the research data into information for decision-making?	0-1	2-3	4-5	6	
4. Describe strategies and approaches for leading change?	0-1	2-3	4-5	6	
5. Describe the nature of budgets?	0-1	2-3	4-5	6	

GENERAL	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
6. Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all	0-1	2-3	4-5	6	

PRESENTATION TOTAL POINTS (40)

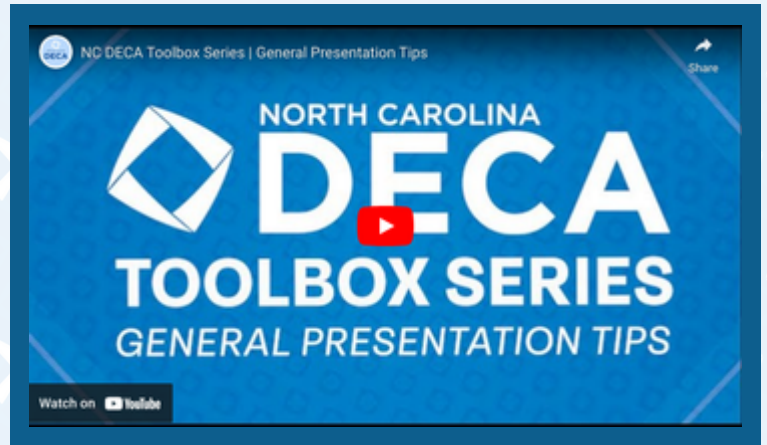
WRITTEN ENTRY (60)
PRESENTATION (40)
SUBTOTAL (100)
LESS PENALTY POINTS
TOTAL SCORE

TOOLBOX TIP:

Make sure you touch on each part of the rubric to get full points.

COMPETITION BREAKDOWN

Association Officers **Ram Petluri** and **Adele Petrikis** were **finalists in ENT and MCS** (Entrepreneurship and Marketing Communication Series) at **ICDC 2023** and **2024**. Watch this video for general tips:



General Presentation Tips



Roleplays and Case Studies

Chapter Officers **Mahi Shinde & Aaryan Patel** won **5th Place in BOR** (Business Services Operations Research) at **ICDC 2024**. Watch this video for written paper and presentation tips:



Written Events

COMPETITION EXAMPLES



Roleplay and Case Studies

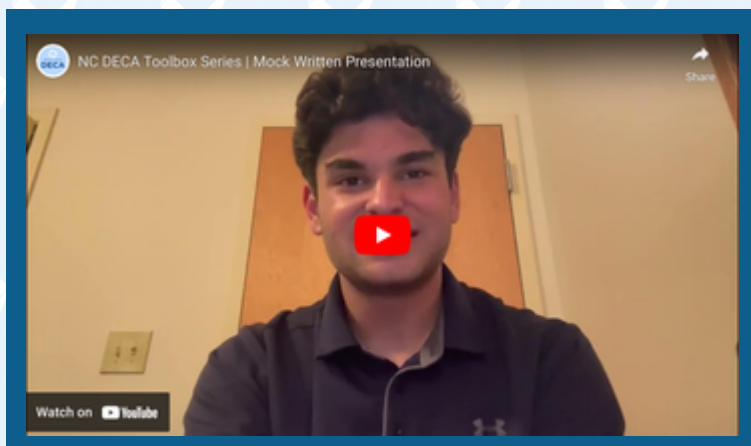
Alumni Member **Andrew Voelsing** placed **1st in RFSM** (Restaurant and Food Service Management Series) at **ICDC 2023**. Watch this mock roleplay to pick up a few tips.

Alumni member **Malachi Zirkle** placed **9th in HTPS** (Hospitality and Tourism Professional Selling) at **ICDC 2024**. Watch his ICDC winning presentation to and try to pick up a few tips:



Professional Selling & Consulting

Association Officers **Adelle Vincent** and **Christopher Mallis** received **3rd in BOR** (Business Operations Research) **CDC 2023**. Watch their winning presentation and try to pick up a few tips:



Written Events

CHALLENGES

DECA's seven corporate challenges each contain specific tasks and timelines. They are international individual or team-based competitions sponsored by businesses or non-profits. Corporate challenge winners may receive cash prizes or ICDC recognition!

For example, here is the Ethical Leadership Challenge:



The flyer for the DECA Ethical Leadership Challenge features the DECA logo at the top left. The title 'ETHICAL LEADERSHIP CHALLENGE' is prominently displayed. Below the title, it states 'ETHICAL LEADERSHIP CHALLENGE' and 'Sponsored by Daniels Fund Ethics Initiative High School Program and MBA Research & Curriculum Center'. Logos for 'DANIELS FUND ETHICS INITIATIVE High School Program' and 'MBA Research & Curriculum Center' are also present. The main text describes the challenge: participants learn about ethics and develop a 60-second PSA video. A 'CHALLENGE OVERVIEW' section lists details such as the video length (max 60 seconds), team size (1-4 members), ethical principles (integrity, trust, respect), submission deadline (November 21 at 3:00 p.m. ET), and prize information (\$6,000 in cash prizes).

DECA
ETHICAL LEADERSHIP CHALLENGE

ETHICAL LEADERSHIP CHALLENGE
Sponsored by Daniels Fund Ethics Initiative High School Program and
MBA Research & Curriculum Center

DANIELS FUND ETHICS INITIATIVE
High School Program

MBA Research & Curriculum Center

The **Ethical Leadership Challenge** provides an opportunity for participants learn about principle-based ethics and principles of ethical leadership. Participants will then develop a 60-second (or less) public service announcement (PSA) video describing one of the following ethical principles: integrity, trust or respect. The PSA should be designed to educate the local community and those afar through social media about the importance of ethics. Participants can be as creative as they like in creating and producing their PSAs.

CHALLENGE OVERVIEW

- This event consists of one major part: the **public service announcement** video that is a maximum of **60 seconds** in length posted on **Votigo**. (See Presentation Guidelines.)
- Each event entry will be composed of **one to four members** of a DECA chapter. Chapters may submit multiple entries for consideration.
- The participants will research and study one of the following ethical principles: integrity, trust or respect.
- The participants will then develop a public service announcement based on a specific target market segment while storyboarding, script writing, filming, editing, publishing and sharing the PSA. The PSA must focus on **one** of the listed ethical principles.
- Videos over 60 seconds in length will not be evaluated and will not be eligible for awards.
- The participants must fully complete and submit the online registration form at www.deca.org/challenges no later than **November 21 at 3:00 p.m. ET** to be eligible for awards. Late entries and entries over 60 seconds will not be accepted.
- Participants should share the PSA video on social media to create the most social buzz for the PSA while spreading the important message around the ethical principle of the participant's choice.
- The top 10 PSAs through the social platform will then be evaluated against criteria to determine the top five winners.
- DECA Inc., the Daniels Fund and MBA Research & Curriculum Center are not responsible for lost, damaged, mislabeled or misdirected entries.

This event is sponsored by the:

DANIELS FUND
ETHICS INITIATIVE
High School Program

Students create a one-minute PSA video about an ethical principle

Groups of 1-4 are able to participate. The top ten entries are determined by votes, and a panel of judges selects the top five

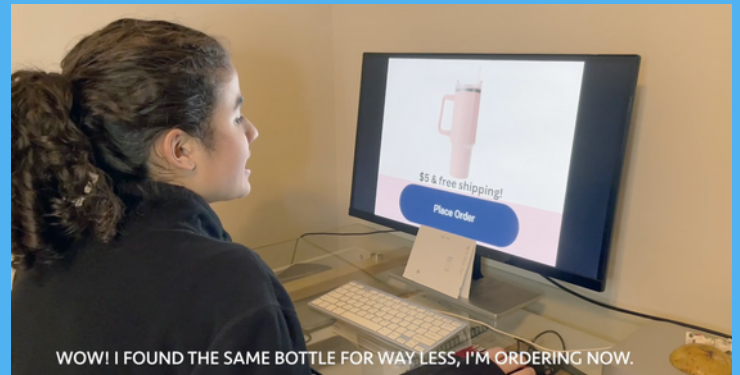
This event awards \$6,000 in cash prizes!

CORPORATE CHALLENGE EXAMPLES



1st Place - Cox Mill High School
MDA Disability is Diversity
Participants: Zoe Conley,
Kassidy Cummings, Smruti Ganta
& Ramya Saravanan

2nd Place - Triange Math and
Science Academy
Unreal Campaign Challenge
Participants: Mina Cayli and
Rachel Hennessy



2nd Place - Cox Mill High School
Ethical Leadership Challenge
Participants: Ram Petluri, Ved
Modak, Kaushik Appalenani,
Bhargava Gadagottu



Click on any of the images to watch the winning submissions!

VBC

DECA's Virtual Business Challenge provides students with the opportunity to compete in a simulation-based competition where they control the various factors that affect a business. In VBC, there are eight tracks which students are able to choose from:

VBC has eight tracks:

Entrepreneurship

Fashion

Restaurant

Hotel

Personal Finance

Accounting

Retailing

Sports

All VBC events are run on the platform, Knowledge Matters!

Let's take an example



In VBC Sports, competitors are in charge of a football franchise. Through trial and error, competitors must precisely adjust:

- Ticket/Parking/Concessions Prices
- Types of events (Sporting/Concerts)
- Employee Wages and Staffing

Over the course of two seasons, the goal is to maximize stadium profit.

Watch this video with ICDC winner Sina Dehgani for tips!



The best VBC strategy is to find the best parameters for each category! Run the sim multiple times and see how much profit you can make!

VBC

HOW DOES COMPETITION WORK?



1-3 Participants



All Clusters



Online Simulation

PRELIMINARY ROUNDS

There are two preliminary rounds of VBC competition:

- Round 1: October 15, 2024 - October 25, 2024
- Round 2: January 14, 2025 - January 24, 2025

During the preliminary period, competitors have unlimited attempts to maximize profit in the simulation! **The top two teams from each region (NC is in the Southern Region) will qualify for ICDC in each track.**

ICDC ROUND

The ICDC competition for VBC features one 15-minute period where competitors will control the same factors to maximize profit. Teams will control their simulation on one laptop, and can bring notes!

Keep in mind these ground rules:

- Students can compete in multiple VBC tracks (Sports, Fashion, etc.), but competitors are only allowed to join one team for each track
- If a competitor qualifies for ICDC in 2+ tracks, they must select one
- Only one team from a chapter can qualify per track per round
- At CDC, you can compete in other events if you are doing VBC
- At ICDC, if competing at VBC, you may not compete in other events

DECA's Chapter Campaigns aim to grow your chapter and build lasting partnerships within your school and community - creating **well-rounded chapters!**

WHY COMPLETE CHAPTER CAMPAIGNS?

Your chapter has the opportunity to win various rewards at CDC, professional attire, and even extra ICDC allotments!

NORTH CAROLINA REWARDS



- Chapter Plaque
- Letter of Recognition
- School Listed on CDC T-Shirt
- Recognition at CDC Regional Awards



- Official DECA Tie or Ascot
- Social Media Recognition
- Fast-Pass for CDC Recognition Testing
- Reserved Seating at CDC General Sessions

+ Rookie Level Rewards!



- Official DECA Blazer
- Consideration for NC DECA Spotlight Chapter
- Preferred Seating at CDC General Sessions

+ Rookie & Champion Level Rewards!

INTERNATIONAL DECA REWARDS

Membership Campaign requires

- 1/3 categories for Achievement
- 2/3 categories for Thrive

DECA Month Campaigns

(Promotional, Community Service, Ethical Leadership) requires

- 1/3 campaigns for Achievement
- 2/3 campaigns for Thrive

Achievement Level

- Pennant & Certificate

Thrive Level

- **2 ICDC spots** for Thrive Academy
- Flag, Pennant, Certificate

In short... reaching Thrive for Membership & DECA Month Campaigns wins your chapter **4 more ICDC spots!**

MEMBERSHIP CAMPAIGN

Deadline: December 2, 2024

20

MORE STUDENTS
THAN LAST YEAR

OR

20

ALUMNI

OR

20

PROFESSIONALS

Complete **1 category** for the **Achievement Level in Membership**.
Complete **2 categories** for the **Thrive Level in Membership**.

Refer to the **Membership section** for a full breakdown of recruiting student, alumni, & professional members. We suggest starting with this campaign since you will be doing recruitment at the start of the year!

To complete each the following three DECA Month Campaigns, you must meet all the requirements for the campaign.

Complete **1 campaign** for the **Achievement Level in DECA Month Campaigns**.
Complete **2 campaigns** for the **Thrive Level in DECA Month Campaigns**.

PROMOTIONAL CAMPAIGN

Deadline: December 2, 2024

3

SCHOOL
OUTREACH ACTIVITIES



3

SUCCESS STORIES
OF ALUMNI



3

COMMUNITY
OUTREACH ACTIVITIES

The **Promotional Campaign** provides an opportunity to share the impact DECA makes on members, your school, and the community.

TOOLBOX TIP: Align your school & community outreach activities with membership recruitment activities!

EXAMPLES:

- School Club Fairs
- Speak to CTE classes about joining DECA.
- Support **community service initiatives** by involving members or helping with operation.
- Share DECA's impact on social media channels!

COMMUNITY SERVICE CAMPAIGN

Deadline: December 2, 2024

1

OR MORE COMMUNITY
SERVICE ACTIVITIES



75%

OR MORE PARTICIPATION
OF YOUR DECA MEMBERS



1

FORM OF PUBLICITY
OR PROMOTION

The **Community Service Campaign** requires your chapter to use project management skills to host a successful community service event.

TOOLBOX TIP: Make the service event appealing to different types of students to maximize participation!

EXAMPLES:

- Partner with a service club in your school (ex. Letters for Rose)
- Host a fundraising event and donate proceeds (ex. a dance or tournament)
- Promote service event on social media, school newsletters, etc.

In order to receive state credit, your community service efforts must align with NC DECA's 2024-25 Community Service Campaign: "Valuing our Veterans"

ETHICAL LEADERSHIP CAMPAIGN

Deadline: December 2, 2024

3

ETHICAL LEADERSHIP CHALLENGE ENTRIES



3

ETHICAL LEADERSHIP SCHOOL OUTREACH ACTIVITIES



3

ETHICAL LEADERSHIP COMMUNITY OUTREACH ACTIVITIES

The **Ethical Leadership Campaign** aims to educate your school and community about the importance of ethics in business and everyday life.

TOOLBOX TIP: The Ethical Leadership Challenge is due in mid-November, so plan to submit those entries earlier!

EXAMPLES:

- Create & hang posters about ethics in your school & local businesses
- Post about ethics on chapter social media
- Talk to CTE classes about business & school ethics
- Open the Ethical Leadership Challenge to all DECA members!

The **Advocacy Campaign** takes place during CTE Month (February) and does not count towards Achievement or Thrive Levels.

ADVOCACY CAMPAIGN

Deadline: March 3, 2025

3

SCHOOL OUTREACH ACTIVITIES



3

PUBLIC POLICY MAKERS OUTREACH



3

COMMUNITY OUTREACH ACTIVITIES

The **Advocacy Campaign** encourages DECA members to advocate for Career and Technical Education (CTE) during CTE month.

TOOLBOX TIP: Since February is prime time for NC CDC prep, plan ahead so your advocacy activities are ready to go!

EXAMPLES:

- Reach out to your school administrators & local town leadership through letters or meetings
- Talk to students about the importance of CTE
- Post CTE success stories on social media channels
- Promote DECA and CTE to current 8th graders

GENERAL TIPS

- **Meet early on in the year to brainstorm and finalize the activities your chapter will do to meet each campaign requirement.** Planning your activities can help you identify overlap between campaign requirements and reduce your workload.
- **Delegate activities to your officers – it's too much for only one or two people to handle!** For example, have your marketing leadership take care of social media posts, membership leadership for recruitment, etc.
- **Set deadlines for each activity – before the campaigns are due.** You want to leave enough time to write and revise the documentation for submissions!
- **Document every activity with photos!** You have the option to submit photo documentation to strengthen your submissions. It's great for social media too!

NC CAMPAIGNS AT A GLANCE



North Carolina DECA is excited to align our chapter campaigns with the National DECA Campaigns to streamline the recognition process for our chapters. National requirements are as follows:

MEMBERSHIP:

To earn state & national level recognition for this campaign, chapters must achieve either 1 or 2 of the following:

- ◇ Increase of 20 student members
- ◇ 20 Alumni Members
- ◇ 20 Professional Members
- ◇ "Chapters that increase their membership by 60 members of any type" (student, alumni, professional) earn State recognition.

ETHICAL LEADERSHIP:

To earn state & national level recognition for this campaign, chapters must complete all of the following between the beginning of school through DECA month:

- ◇ Complete 3 DECA Ethical Leadership Challenge entries
- ◇ Complete 3 school-based activities
- ◇ Documentation of 3 community outreach activities

PROMOTIONAL:

To earn state & national level recognition for this campaign, chapters must complete all of the following:

- ◇ Documentation of 3 school outreach activities
- ◇ Documentation of 3 community outreach activities
- ◇ Create 3 articles detailing success stories of alumni members


COMMUNITY SERVICE:

To earn state & national recognition for this campaign, chapters must participate in the NC DECA approved project "Valuing Our Veterans". The NC DECA community service campaign flyer can be referenced for details.

- ◇ Documentation of 1 community service activity
- ◇ Documentation of 75% or more of your chapter members participating in the community service activity
- ◇ Documentation of 1 form of publicity or promotion

RECOGNITION & REWARDS

ROOKIE

COMPLETION OF CAMPAIGNS 



- ◇ Chapter Plaque
- ◇ Letter of Recognition to School Administrators
- ◇ Schools Listed on CDC Conference T-Shirt
- ◇ Recognition during Regional Awards Session at CDC

CHAMPION

COMPLETION OF CAMPAIGNS 



- ◇ Rewards listed for Rookie level
- ◇ Official DECA tie or scarf
- ◇ Social media recognition on Twitter/Instagram
- ◇ Fast Pass for chapter members for recognition testing
- ◇ Reserved regional seating at CDC General Sessions

HALL OF FAME

COMPLETION OF CAMPAIGNS 



- ◇ Rewards listed for both Rookie & Champion levels
- ◇ Official DECA blazer
- ◇ Consideration for spotlight chapter
- ◇ Preferred seating at CDC General Sessions

TYPES OF CHAPTER EVENTS

Events are critical to hosting a healthy, thriving chapter! Chapter events serve a number of purposes, including promoting, fundraising, and spirit. There are many types of chapter events which you can host!



FUNDRAISERS

Fundraising enables chapters to decrease the cost for conferences, or host more chapter events. Fundraising can come in the form of business sponsorships, independent collection, or event fundraisers!

SPIRIT EVENTS

Spirit events help build the morale of a chapter! Spirit events are great opportunities to get members excited for the school year, enthusiastic for competition, or just have fun as a chapter!

SCHOOL-BASED ENTERPRISES (SBE)

SBE's are entrepreneurial operations housed inside of a school! These stores are student-run, and offer products such as food/drink or DECA merch. SBE's can even serve as topics for written events!

GENERAL MEETINGS

General meetings are necessary to ensure that all club members are aware of coming events. Meetings can be held to discuss upcoming conferences, competition updates, service initiatives, and more!

COMPETITION PREPARATION SESSIONS

Preparation sessions are a great way to ensure that your chapter wins that coveted DECA glass! During these meetings, invite senior members to discuss/display strategies which helped them win!

HOW TO PLAN A CHAPTER EVENT

1. Form an idea

Before hosting a chapter event, you need to have an idea! What will the event entail, and what's its **purpose**?

2. Appoint leadership

Figure out who will be **in charge** of planning the event. If you are a Chapter President, appoint the officer with the corresponding **role**. If that's you, then read on!



3. Gain Approval

Do you need venue/event **approval** from your school's administration? Some activities, such as SBE, require certification before they can be put in place. Make sure your **advisor** is on board with the idea too! It is critical to gain approval, so you **don't face issues** later on!

4. Get the details and materials ready

Decide the date, **itinerary**, who will be there, and what supplies (decorations, food, etc.) are needed. Become familiar with your school's **purchasing** process!

5. Promote your event

Create **Instagram** posts/reels, put up bulletin boards, and go on your school announcements. Get people excited, and have fun with this! DECA is **marketing!**

6. Final Check

Make sure **everything** is in line, so you can avoid mishaps! The best strategy is to play through the event **minute-by-minute** and evaluate potential problems.



7. Execute the event

Make sure you have laid out everyone's **roles** for the day of the event! Be **prepared** for any challenges which may arise, and show up ahead of time to set up for the event. Don't forget to take pictures to use later on!

8. Review for next time

Now that you have **finished** the event, take the time to look at what went right and wrong. Take notes, and consider creating a planning **guide** for that event so that it is easier to plan next time. Make sure to use this feedback to **improve** the event in the future!

EXAMPLE CHAPTER EVENT

NC DECA High School is organizing a competition preparation session for CDC. Here is an example of event planning broken down in steps to correspond with the instructions on the previous pages:

Step 1	NC DECA High School has the idea to host a competition preparation session for CDC. This session will be open to competitors in all events .
Step 2	The Chapter President appoints the VP of Career Development to lead the event. They will work with the rest of their team to plan the session out!
Step 3	The team reaches out to their advisor to make sure the event is approved . They also ask the librarian if they can use the library on the tentative date.
Step 4	After finalizing the date, the team selects senior members who won glass last year in a variety of events. Those members prepare presentations .
Step 5	The Marketing team is asked to make an Instagram post for the event. The team also announces it on the announcements and at their next meeting.
Step 6	Before the session, the team confirms that they have the library booked. They also look through all of the presentation material for the session.
Step 7	The team ensures that they follow their itinerary , and carefully monitor each of the presentations, ensuring seamless transitions between presenters .
Step 8	After sending a feedback form, the team sees that members benefitted from practice test questions, but want a practice competition setting next time .

DECA prepares the next generation to be **community oriented leaders** by recognizing the benefit of community service and continually impacting their local and broader communities.

CONDUCTING COMMUNITY SERVICE IN YOUR CHAPTER

There are countless service projects that your chapter can host! Some common ideas are:

- Fundraisers for charity
- Events at local elementary & middle schools
- Local volunteering
- Writing cards to hospital patients or senior citizens
- School supply drives
- Food drives

Regardless of which project you choose, the planning & execution process will be similar (as outlined in **Chapter Events**). Your marketing team should communicate through channels that will encourage non-members to participate as well!

TOOLBOX TIP 1: Make it easy & accessible for max participation!

If it is easy to get involved with the project, then more members will participate! This is key for reaching the **necessary 75% participation** for the Community Service Campaign.

TOOLBOX TIP 2: Your community service must align with NC DECA's!

In order to receive state level recognition for the community service campaign (read more on [page 34](#)), **you must align your efforts with NC DECA's** "Valuing our Veterans" campaign! This is very important!!



CASE STUDY: Writing Letters to Senior Citizens

Green Hope partnered with the school's Letters for Rose chapter to write notes to senior citizens. This event had over 90% participation because of its simplicity - all members needed was a pen and paper! The Letters for Rose chapter took care of distributing the letters, making hosting the project easy for their DECA officers.

NC DECA'S SERVICE INITIATIVE

Hosting community service events with our initiative can help your chapter complete activities required for the Community Service & Promotional campaigns! You don't have to reinvent the wheel!

VALUING OUR VETERANS



2024-2025 COMMUNITY SERVICE INITIATIVE

★
1 IN EVERY 13 NORTH CAROLINIANS HAVE SERVED IN THE MILITARY
 ★
NORTH CAROLINA IS HOME TO OVER 720,000 VETERANS
 ★
DECA STUDENTS HAVE RECEIVED OVER \$2 MILLION IN SCHOLARSHIPS FROM THE US ARMY
 ★

WHAT IS A VETERAN?

"The term 'veteran' means a person who served in the active military, naval, or air service, and who was discharged or released therefrom under conditions other than dishonorable." - VA.gov.

North Carolina DECA, we are committed to honoring and recognizing the brave veterans in our state. One of the **key pillars of DECA is being community-oriented** as we believe in giving back to the communities who have served, including our veterans. In being **home to ten military bases** within our state, we are dedicated to finding meaningful ways to **show our appreciation and bring awareness about what it means to be a veteran and what it means to have served.**

We **aim to inspire our chapters and value the sacrifices** our North Carolina veterans have made for us. Through recognition events, partnerships, and community engagement, North Carolina DECA will **demonstrate our unwavering commitment** to those who have defended our freedoms. We are proud to salute our veterans and look forward to sharing their stories with our communities.



North Carolina aligns with the national campaigns to maximize our chapter recognitions. The qualifications for the **Community Service Chapter Campaigns** are as followed:

★ ★ ★
 In starting the **Valuing Our Veterans** initiative NC DECA highlights and gives back to our state's veteran population while working with local veteran organization, **Wounded Warrior Project**, a crucial partner. This nonprofit provides essential support and sources to veterans.

EVENT IDEAS

- PROFESSIONAL TALKS
- WRITING LETTERS TO VETERANS
- THEMED SPORTING/SCHOOL EVENT DONATIONS
- SOCIAL MEDIA POSTS
- FLAGS IN DRIVEWAYS
- WORK WITH VETERAN OWNED SMALL BUSINESSES
- MILITARY CEMETERY RECOGNITION
- BUILD WHEELCHAIR ACCESSIBLE RAMPS

- DOCUMENTATION OF **1** COMMUNITY SERVICE ACTIVITY
- DOCUMENTATION OF **1** FORM OF PUBLICITY OR PROMOTION
- DOCUMENTATION OF 75% OR MORE OF YOUR CHAPTER **MEMBERS** PARTICIPATING IN THE COMMUNITY SERVICE ACTIVITY

General Links

[National DECA Website](#)

[NC DECA's Website](#)

Competitive Preparation Links

[DECA's List of Competitive Events](#)

[DECA's Competitive Events Program](#)

[Competitive Events Framework Matrix](#)

[Exam Blueprints](#)

[Business Operations Research Project Student Workbook](#)

[Business Operations Research Project Topic Intro](#)

[NC DECA Toolbox Video Series](#)

Community Service & Chapter Campaign Links

["Valuing Our Veterans" Initiative](#)

[Chapter Campaign Requirements](#)

Click Here to Send Us Feedback!



final words from

TEAM 81

Whether you're a first-year member, DECA veteran, or chapter officer, we hope this information was useful to you. Now, it's your responsibility to earn that coveted DECA glass while building a thriving chapter. **We can't wait to see you at CDC, NC DECA! Have fun this year!**

CONTACT NC DECA!

Check out the NC DECA website and feel free to **email/DM** any of us, or the NC DECA account! Beyond that, we would love to visit your chapter! Additionally, be sure to **follow us on social media!**



@nc_deca



@nc_deca



ncdeca.org

ACKNOWLEDGEMENTS

Thank you to our NC DECA Executive Director, **Pamela O'Brien**, and our NC DECA Assistant, **Kim-Marie Hall**, for their consistent support!

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