

DECA WRITTEN

PROJECTS

Presented by: James Dow and Meghan Beaulieu



ABOUT US



JAMES DOW

King Phillip DECA
17 years experience
Since 2016:
17 ICDC Finalist Projects
19 Top 10 ICDC
13 Glass Winners



MEGHAN BEAULIEU

Danvers DECA Advisor
20 Years Experience
Since 2016:
20 ICDC Finalists Projects
10 Top ten ICDC
7 Glass Winners



WHAT ARE WRITTEN PROJECTS

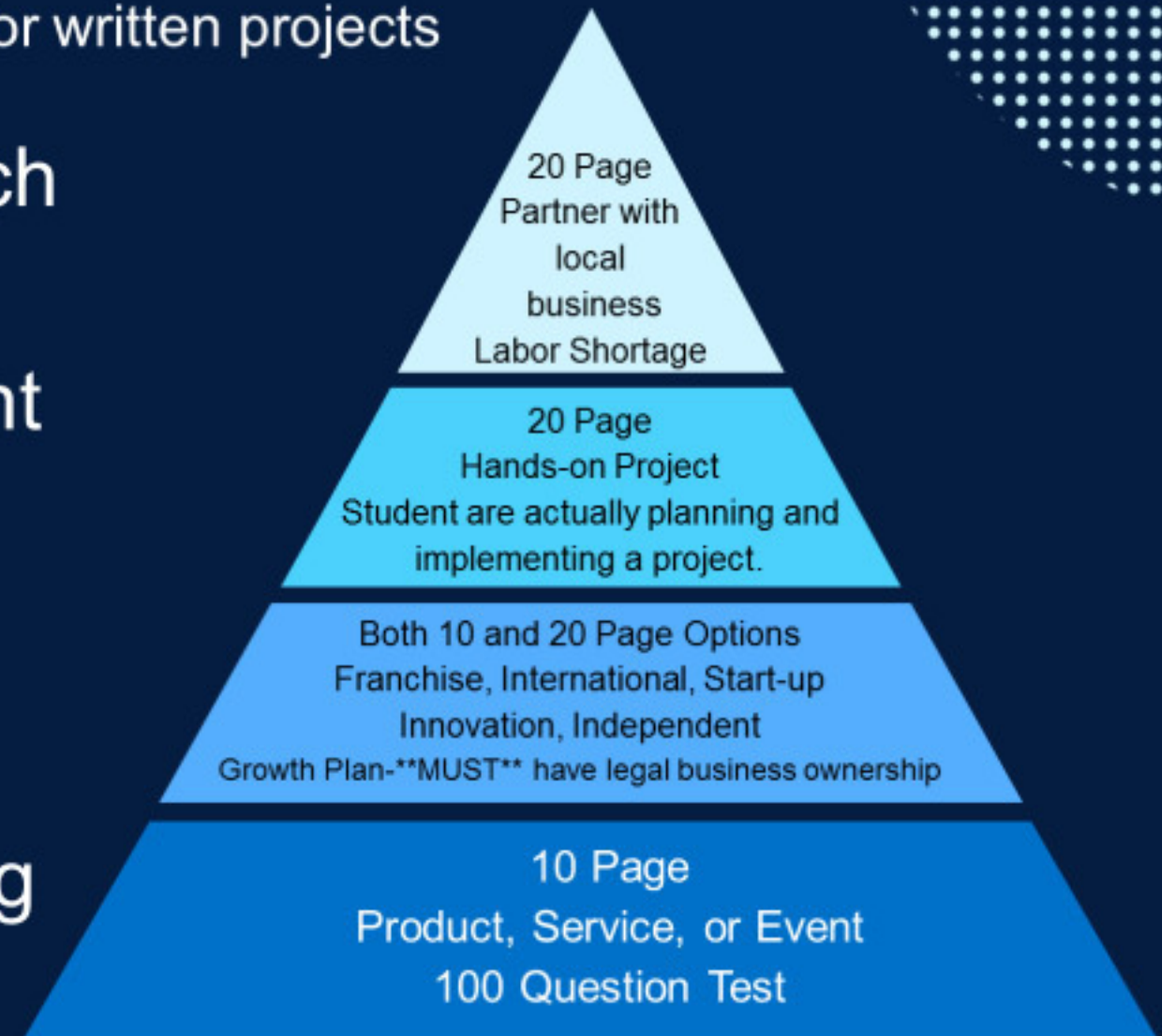
Four main categories available for written projects

01 Operations Research

02 Project Management

03 Entrepreneurship

04 Integrated Marketing



SELECTING A PROJECT CATEGORY



Selecting the right DECA written project topic is crucial for success in your DECA competition.

Here are some tips to help you choose the best topic:

1. ****Identify Your Interests and Strengths:****

- Start by considering your personal interests and strengths.

Choose a topic that genuinely excites you, as your enthusiasm will shine through in your project.

2. ****Research the Categories:****

- Familiarize yourself with the different categories available within DECA competitions . Each category has specific guidelines and requirements.

3. ****Consider Your Experience:****

- Think about your background and experience. Have you worked on related projects in the past, or do you have specific expertise that could be beneficial for a particular category

4. ****Feasibility:****

- Assess the feasibility of your project. Can you realistically complete it within the given timeline and resources? Make sure your project is doable.

5. ****Passion and Commitment:****

- Choose a topic you are passionate about, as you'll be dedicating a significant amount of time and effort to it. A strong commitment can lead to a more successful project.

PROJECT GUIDELINES

Penalty Points

Penalty points will be done this year at competition. Please make sure students are familiar with expectations.

Some of the most common reasons for penalty points include:

- Not using the current year's event guidelines.
- All participants or advisor not signing the Statement of Assurances.
- Leaving out sections in the body of the written entry.
- Having too many pages. Double check the number of pages allowed in your written entry.

Use the outline

All heading and subheadings must follow the DECA.org outline. Students can and should add additional subheadings.

Be Original, Cite Sources

Project writing can not be reused or resubmitted. All writing needs to be unique to each project.



PENALTY POINTS



PENALTY POINT CHECKLIST

	CHECKED	PENALTY POINTS ASSESSED	PAGE NUMBER
1. The Written Statement of Assurances and Academic Integrity must be signed by all participants and the chapter advisor and placed in front of the written entry. Only physical signatures or digital signatures will be accepted. Typed names in a font will not be accepted as signatures.	<input type="checkbox"/>	15	<input type="checkbox"/>
2. Limited to the number of pages specified in the guidelines (plus the title page and the table of contents).	<input type="checkbox"/>	5 (per page)	<input type="checkbox"/>
3. All pages are numbered in sequence starting with the executive summary and ending with the final page of the appendix. Do not use separate pages between sections or as title pages for sections.	<input type="checkbox"/>	5	<input type="checkbox"/>
4. The written entry follows the outline in the Written Entry Guidelines for the event. Additional subsections are permitted in the body of the written entry.	<input type="checkbox"/>	5	<input type="checkbox"/>
5. The entry must be typed and use a page size of 8½ inches x 11 inches. Handwritten correction, notes, charts and graphs will be penalized.	<input type="checkbox"/>	5	<input type="checkbox"/>
TOTAL PENALTY POINTS ASSESSED		<input type="checkbox"/>	<input type="checkbox"/>

A check indicates that the item has been examined.
 A circled number indicates that an infraction has been noted.
 A page number indicates the location of the infraction.



TIMELINES AND DEADLINES

Districts

Each district has its own process for writtens and due dates.

States

States papers will be submitted by Feb 8, 2024 through DLG. Instructions from Donna ahead of time.

Different judges for written and oral rubrics.



DECA Resources

- DECA PLUS
- DECA.org

WRITE IT LIKE YOU MEAN IT

The 2023-2024 topic for each career category is the development of a strategy to combat the talent challenge. Businesses today are facing labor shortages across all industries. Participants will collaborate with a local business or organization to analyze the current process for recruiting, hiring, onboarding and retaining employees. Participants will then create and present a strategic plan to attract and retain employees.

WRITTEN ENTRY GUIDELINES

The written entry must follow the specifications provided in the Written Entry Guidelines section of the DECA Guide for the competitive event. In addition to the Written Entry Guidelines, participants must observe all of the standards on the Penalty Point Checklist. These standards are designed to make competition as fair as possible. Additionally, the Written Event Statement of Assurances and Academic Integrity Form must be signed and submitted with the entry.

↓ WRITTEN EVENT GUIDELINES

↓ PENALTY POINT CHECKLIST

↓ STATEMENT OF ASSURANCES FORM

SAMPLE WRITTEN ENTRY

↓ SAMPLE WRITTEN ENTRY 1

↓ SAMPLE WRITTEN ENTRY 2

↓ SAMPLE WRITTEN ENTRY 3

Operations
Research
2023/2024
Topic

Poll



Have you used DECA Plus?

- No
- Yes, but only for roleplays
- Yes, I have used it for writtens!

PREPARING EMERGING LEADERS + ENTREPRENEURS

Career development resources in
finance, hospitality, management, and
entrepreneurship and personal



SIGN UP

LOGIN

<https://www.decaplus.org/>

LEARN MORE



HIGH SCHOOL

COMPETITIVE EVENTS PROGRAM

As an integral part of the classroom curriculum, DECA's industry-valued competitive events are aligned with National Curriculum Standards in clusters of marketing, business management and administration, finance, and hospitality and tourism.



[View Competitive Events](#) →

<https://www.deca.org/compete>

Management and Administration



Entrepreneurship



Finance



Hospitality and Tourism



TIPS FOR MONITORING STUDENT PROGRESS

Google Docs

- Great for collaboration
- Good for feedback and editing
- Brisk extension for AI detection

Canva

- Free Education Accounts
- Canva teams/Folders
- Business Templates and graphics
- Great for final formatting, not great for spelling and editing





<https://www.canva.com/>

RESEARCH AND PREPARATION



Project Components

Components of a DECA written project
(Executive Summary, Business Plan, Presentation, etc.).



Evaluation Criteria

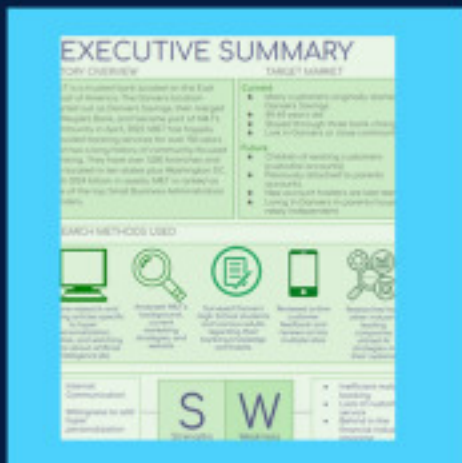
Understand the criteria DECA judges use to evaluate written projects and the different criteria for presentations.



Team Collaboration

Tips for promoting teamwork and collaboration among DECA students on a project.

SAMPLE PROJECTS



Operations Management



Project Management



Entrepreneurship:
Start-up Business Plan



Entrepreneurship:
Independent Business Plan



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PROJECT MANAGEMENT COMMUNITY AWARENESS

April 5, 2023

Danvers High School
60 Cabot Rd, Danvers, 01923



<https://cf.nearpod.com/neareducation/new/Webpage/1125840731/iconoriginal.pdf?AWSAccessKeyId=AKIA5LQSO4AXIHKV2NEC&Expires=2147483647&Signature=5cvCEAXKcwxqMnQm3zku4rPnqrc%3D>



Project Management: Financial Literacy
Kathleen Walfield, Emma Wilichoski, Sadie Papamechail
Danvers High School, 60 Cabot Rd, Danvers, MA 01923
4/5/23

Questions and Discussion

FAQs

What should we bring to our presentation?

Whatever they are comfortable with! Some students like trifold, some like slideshows, I have even seen flip charts. They should use whatever feels most natural and professional for them! Include handout whenever appropriate.

What are the judges looking for?

In the paper I would say the most important thing is clarity and understanding. Yes looking nice adds value, but the content is most important. Make sure to include all elements of the project and organize it in a manner that judges can understand

Who judges them and are they business people?

Yes, whenever possible they are business people in a related field. Judges are chosen based on experience and to avoid any conflicts of interest.

Can we see some exemplars?

YES! DECA PLUS!!!

Does the focus or format shift ever?

Yes, the business operations research topic changes every year. Typically it alternated between a marketing or management focus but lately anything relevant! The project management project were changed from chapter events to give them a stronger business focus. I do not think these will shift anytime soon.

