



**2023-2024**  
CHAPTER ADVISOR'S GUIDE

September 2023  
(Revised Annually)

# MA DECA Chapter Advisor Guide 2023-2024

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*The MASS-DECA program is partially funded under a grant from the Department of Education with funding made available under the Carl D. Perkins Vocational & Technical Applied Technology Act, Public Law 101-392. However, the content does not necessarily reflect the policy of that agency or endorsement by the federal government. MA DECA is committed to creating and maintaining a healthy and respectful environment for all our emerging leaders and entrepreneurs Massachusetts DECA does not discriminate based on race, color, religion, national origin, age, disability, religion, sex, sexual orientation, gender identity or expression, or socio-economic status. All members are treated equally and respectfully. Any behavior in the form of discrimination, harassment, or bullying will not be tolerated. It is the responsibility of all members and volunteers to uphold and contribute to this climate.*

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## DECA 2023-2024 Calendar of Events

### SEPTEMBER 2023

12 Stock Market Game begins  
15 District Level Instructional Areas  
Announced

### OCTOBER 2023

2-6 School Based Enterprise Week  
13-16: DECA Amped -Denver, CO  
17-27 VBC-Virtual Business Challenge  
Round 1  
18 DECA Power Trip Registration due  
20 Fall State Leadership Conference  
Bentley University, Waltham, MA

### NOVEMBER 2023 DECA Month

3 DECA at the Bell Challenges due  
13-19 Global Entrepreneurship Week  
15 Initial Online Membership Dues deadline  
17-19 DECA Power Trip, Austin, TX  
21: Daniels Fund Challenge due

### DECEMBER 2023

1 DECA Inc. Chapter Campaigns due  
1 DECA Inc. Member Campaigns due  
1 SBE Certification opens  
8 Stock Market Game ends  
5 Sports & Ent. Mktg Conf. Reg due  
15 Cover Design artwork due

### JANUARY 2024

11 School Based Enterprise certification  
documentation due  
12 DECA Inc. Student scholarship  
applications due  
16-26 VBC-Virtual Business Challenge  
Round 2  
22 State Only Challenges due (Pin, T-shirt,  
Hat, Meme, Video, Photo)  
26 SCDC Online Registration/Housing due  
26 State Officer applications due  
29 Testing & Interviewing of SO candidates  
29 Project uploads open  
31 Knowledge Matters Digital Presentations  
Skills Challenge Entries Due  
31-Feb. 4: Sports & Entertainment  
Conference, Orlando, FL

### FEBRUARY 2024 CTE Month

1 NAA Challenge due  
1 Emerging Leader Honor Awards open  
2 Last day for additions and changes  
2 Written project upload deadline  
5-7 Online SCDC Testing  
6 National Cancer Pediatric Found  
Challenge due  
7 Registration & Housing fees due  
7 MA DECA Scholarships due-online  
7 SCDC registration & housing fees due  
7 NPCF Social Impact Leader of Tomorrow  
Entries due  
9 Last day for drops with refund  
12-13 Online SCDC Testing-Tech Schools  
16 MDA Disability as Diversity Challenge  
Entries Due  
19-23 Winter Break

### MARCH 2024

1 Student Challenge due  
1 Advocacy Campaign due  
7-9 State Conference, Boston  
19 ICDC registration and hotel rooming list  
due  
29 ICDC Registration fee due  
29 Blazer Order Deadline  
31 Emerging Leader Honor Award  
Nominations due

### APRIL 2024

5 ICDC Housing balance due  
10 ICDC Online written submissions due  
26-May 1 International Career Development  
Conference, Anaheim, California

### JUNE 2024

24-28 MA DECA State Officer Training

### JULY 2024

7-9 ELS-Emerging Leader Summit,  
Tyson's Corner, VA



### **DECA'S MISSION STATEMENT**

DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management in high schools and colleges around the globe.

### **DECA'S GUIDING PRINCIPLES**

#### **DECA's Comprehensive Learning Program**

- **Integrates into Classroom Instruction**
- **Applies Learning**
- **Connects to Business**
- **Promotes Competition**

#### **DECA prepares the next generation to be**

- **Academically Prepared**
- **Community Oriented**
- **Professionally Responsible**
- **Experienced Leaders**

## **What is DECA?**

DECA prepares emerging leaders and entrepreneurs for careers in marketing, finance, hospitality and management in high schools and colleges around the globe.

DECA enhances the co-curricular education of members through a comprehensive learning program that integrates into classroom instruction, applies learning, connects to business and promotes competition.

DECA's activities assist in the development of academically prepared, community oriented, professionally responsible, experienced leaders.

DECA Inc. is a 501(c)(3) not-for-profit student organization with more than 220,000 members in all 50 U.S. states & territories, Canada, China, Germany, Hong Kong, Korea, Mexico, Spain. United States Congress, The United States Department of Education and state, district and international departments of education authorize DECA's programs.

For more information, visit [www.deca.org](http://www.deca.org)

## **Who can belong to DECA?**

Any student with an interest in marketing, business administration, finance, hospitality management, entrepreneurship, or business in general, can join DECA. Marketing education or business teachers often serve as individual chapter advisors and may choose to have an election of chapter officers to assist in running the chapter. DECA chapters are all self-supporting, with members paying chapter, state association and DECA Inc. membership fees.

## **Why is DECA important to the business community?**

DECA advisors and chapter members take an active part in the development and growth of the communities in which they live and work. Students learn vocational understanding while still in school, which is necessary to compete in marketing, management, and entrepreneurship careers. These career-oriented young people are actively involved in creative marketing projects directly related to the careers of their choice.

## **Why are DECA related activities important to your school?**

DECA chapter activities contribute substantially to the primary purpose of school, which is to develop well-educated citizens who have self-confidence, self-esteem, leadership ability and the proper understanding of the free enterprise system. DECA chapters are invariably "showcases" for student achievement and progress, reflecting favorably on teachers, DECA advisors and school administrators at the local and state levels.

## DECA'S Comprehensive Learning Program

DECA enhances the co-curricular education of members through a comprehensive learning program that integrates into classroom instruction, applies learning, connects to business and promotes competition.

### College and Business Partnerships

Access to DECA's college and business partners extends learning, supports your program and builds community awareness. DECA's partners provide student scholarships, classroom presentations and career guidance, internships and work experience and community service activities.

### Competitive Events Program

DECA's competitive events program is an incredible tool for your curriculum. As an integral part of the classroom, DECA's industry-validated competitive events are aligned with National Curriculum Standards. The potential for travel, recognition and awards for learning classroom content is a tremendous motivator - not to mention the scholarships and cash awards recognizing DECA members for outstanding achievement.

### Educational Conferences

DECA conferences are targeted, highly focused learning experiences for students and advisors. DECA conferences bring our members into the larger DECA community while providing unique opportunities to extend classroom learning. Each of DECA's conferences connects with corporate professionals to engage students in learning industry-related trends and content.

### Educational Partners

DECA's educational partners provide visibility and support to DECA's mission. They also provide learning opportunities for students and professional development in industry content for DECA advisors.

### Publications

Keep up to date on business trends and DECA activities with *DECA Direct*. Delivered to the classroom four times during the academic year, this full-color international publication features articles on career development in marketing, finance, hospitality, and management; leadership; community service; and professionalism. An electronic version is emailed out every Tuesday and an online version with more resources and articles can be found at [www.decadirect.org](http://www.decadirect.org)

### School-based Enterprises

Put your teaching into context with a school-based enterprise (school store or school restaurant), that reinforces and enhances the knowledge and skills needed for careers in marketing, finance, hospitality, and management. DECA provides a rigorous certification program and access to best practices and vendors all in one place.

### Social Media

Advisors and student members should follow Massachusetts DECA on Twitter, Snapchat, Instagram, and Pinterest @mass\_deca to stay on top of current DECA happenings. Be sure to follow the official Massachusetts DECA Facebook page. Chapter Advisors should request to join the private Facebook group for Advisors only at **Mass DECA Chapter Advisors** Visit [www.madeca.org](http://www.madeca.org) for important information as well as this guide

### Why Should You Join DECA?

#### **DECA membership is an *INVESTMENT*. What will your dues buy you?**

- A network of over 220,000 nationwide (approx. 7,500 in Massachusetts) young people who are serious about careers and personal growth and professionals who support them.
- Leadership skills developed while you serve on committees and/or hold elected office at the local, state, and international level.
- Participation in district, state and international leadership and career development conferences.
- Friendships with people sharing common interests.
- Marketing and management skills through participation in team projects.
- Participation in activities that teach you to be a leader and an active participant.
- DECA Direct; DECA's official student publication, is emailed once a week.
- DECA's resources for recruitment, civic appearances, chapter activities, and career development are at your disposal.
- Opportunity to learn about the American free enterprise system
- Chance to learn about marketing research through DECA endorsed projects.
- Increased employability through skills and attitudes developed in DECA activities and competitive events.
- Opportunity for national and state scholarships.
- An awareness of community needs through involvement in civic projects sponsored by the local DECA chapter.
- An active voice in determining the organization's programs and policies by exercising your vote as a member.
- Skills necessary for success in ownership, financing, and managing of one's own business through participation in the entrepreneurship events.

## Suggested Activities for DECA Chapters

**This list contains many ideas and suggestions for chapter and/or member participative activities. Any of the following will not only strengthen the chapter but will also add a bit of fun for the group.**

- ◆ Competency-based competitive activities (district, state, and international)
- ◆ Written competitive events
- ◆ Sales projects
- ◆ Guest speaker presentations
- ◆ Mock Role Play Night within chapter or between DECA Chapters
- ◆ District Shark Tank Competitions
- ◆ Parent's Night
- ◆ Sponsor/student/alumni breakfast
- ◆ DECA Fashion Show using DECA business partners
- ◆ Regular chapter meetings
- ◆ Social activities
- ◆ Career opportunity panel discussions
- ◆ On-line Chapter newsletter
- ◆ DECA Week celebration and promotion
- ◆ Faculty recognition
- ◆ DECA member recognition
- ◆ Community service projects
- ◆ Employer-employee banquet
- ◆ Marketing research project
- ◆ Visit trade shows and exhibits
- ◆ Attend marketing-related conferences
- ◆ Career and/or career awareness activity
- ◆ End of year Recognition Ceremony



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## BOARD OF DIRECTORS\*

### STUDENT REPRESENTATIVES

Eric Arabadzhiev, Matt Bruce, Devasri Damodaran, Sofia Geremia, Sara Lewis, Taylor Twomey

### Alumni Association Representative:

Kyle Britto, Worcester Technical High School Alumni: [Kmb048@yahoo.com](mailto:Kmb048@yahoo.com)

### State Business Partner Representative\*:

Jacob Stacy, American Airlines, [jacobmstacy@gmail.com](mailto:jacobmstacy@gmail.com)

**Advisor Representatives:** *The following members are also District Co-chairs.*

<b><u>DISTRICT I:</u></b>	Ross Maki Scituate High School <a href="mailto:rmaki@scit.org">rmaki@scit.org</a>	Shauna King Plymouth South High School <a href="mailto:seking@plymouth.k12.ma.us">seking@plymouth.k12.ma.us</a>
<b><u>DISTRICT II:</u></b>	Letty Brown Southeastern Regl Tech High School <a href="mailto:LBrown@sersd.org">LBrown@sersd.org</a>	James Dow King Philip High School <a href="mailto:dowj@kingphilip.org">dowj@kingphilip.org</a>
<b><u>DISTRICT III:</u></b>	Meghan Beaulieu Danvers High School <a href="mailto:meghanbeaulieu@danvers.org">meghanbeaulieu@danvers.org</a>	Laura Wheeler Hamilton-Wenham High School <a href="mailto:l.wheeler@hwschools.net">l.wheeler@hwschools.net</a>
<b><u>DISTRICT IV:</u></b>	Krista Anderson Burlington High School <a href="mailto:KAnderson@bpsk12.org">KAnderson@bpsk12.org</a>	Karen Shaffer Medfield High School <a href="mailto:kshaffer@email.medfield.net">kshaffer@email.medfield.net</a>
<b><u>DISTRICT V:</u></b>	Tom Sousa Chelmsford High School <a href="mailto:sousat@chelmsford.k12.ma.us">sousat@chelmsford.k12.ma.us</a>	Jim Sullivan Tewksbury High School <a href="mailto:coach10@hotmail.com">coach10@hotmail.com</a>
<b><u>DISTRICT VI:</u></b>	Scott Larsen Rockport High School <a href="mailto:slarsen@rpk12.org">slarsen@rpk12.org</a>	Tim Parachojuk Swampscott High School <a href="mailto:parachojuk@swampscott.k12.ma.us">parachojuk@swampscott.k12.ma.us</a>
<b><u>DISTRICT VII:</u></b>	Ryan Cody Wachusett High School <a href="mailto:ryan_cody@wrsd.net">ryan_cody@wrsd.net</a>	Talitha Oliveri Hopedale High School <a href="mailto:toliveri@hopedaleschools.org">toliveri@hopedaleschools.org</a>
<b><u>DISTRICT VIII:</u></b>	Monice Maurice Bourne High School <a href="mailto:mmaurice@bourneps.org">mmaurice@bourneps.org</a>	Ariel St. Germaine Durfee High School <a href="mailto:astgermaine@fallriverschools.org">astgermaine@fallriverschools.org</a>

**STATE ADVISOR:** Donna McFadden [dmcfadden@bhcc.edu](mailto:dmcfadden@bhcc.edu)

\* Refer to the Articles of Incorporation regarding the composition of this Board and their fiduciary responsibilities.

## Chapter Advisor Description and Contract

DECA has a wealth of information that can be overwhelming as you get started. This document is to assist you as you begin your DECA journey by identifying the basics needed to get started with a successful first few years. The DECA Inc. Guide and Massachusetts Advisor's Guide can be used as references. The information below will help you get started on your immediate responsibilities within your school and district.

The DECA advisor is the primary contact for the chapter and is a liaison to the other DECA school advisors in your district and state. Responsibilities include:

- Register all student members for membership on the DECA.org website.
- Register members for DECA conferences.
- Serve as proctor and/or secure other adult proctors as needed for online testing
- Attend district meetings
- Serve as the primary chaperone for all DECA activities and ensure the 1 adult to 10 students required ratio is met for MA DECA conferences. DECA Inc. has a 1:8 ratio for the International Career Development Conference; ICDC.
- Run events in assigned job assignment at all competitive conferences. Jobs include student role-play check in/out, tabulation, ID caller, etc.
- Secure adults/professionals to help judge the conferences (1 per 10 students)
- Pay all District, State and ICDC required payments on time. Payments not received will prevent your chapter from attending the next conference or event.
- Organize transportation for the students to and from conferences and DECA events. Students should not be driving to conferences unless granted special permission from your administration and the State Advisor.

Your school/chapter is in one of the 8 districts in Massachusetts DECA and serves as your first DECA family. There are 2 elected DECA District Co-Chairs, who lead and organize the district conference while representing all the district schools as a member of the MA DECA Board of Directors. They are your first line of communication, and they will help assist you in making sure you understand the deadlines and rules pertaining to DECA activities.

### **Costs:**

Many chapters have developed ways to fundraise to meet the costs of programming. A great way to start is to seek community grants at local banks. Local businesses are often willing to write a check to help support students attend competition. Fundraisers are a great way to get chapter involvement and for students to gain leadership experience organizing the events.

### **Compliance**

- Failure to comply with the requirements will result in your chapter being put on warning requiring a meeting with the State Advisor and District Co-Chairs.
- Chapter Advisors must be employed by the school district in some capacity. If someone is selected to chaperone in lieu of the chapter advisor and is not a school employee, s/he needs to be approved by State Advisor and the District Board Representatives.

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**Below is a schedule of basic activities in which advisors should participate.**

Meet with district advisors to plan District Conference, review updates, Q & A	Fall	
Register your DECA members with DECA Inc. Cost per registered student: \$19	Deadline: November 15th each year	
Assign students to competitive categories for District Competition and throughout the year.	Registration Due Date - Determined by district (mid-Nov.-early Jan.)	
Administer Online Testing for District Comp.	December	
Attend District Competition. Cost varies by district.	Dates are determined by district members. Advisors are assigned a work assignment while at conference. Dress code is enforced for students and advisors.	
Winners of District Competition qualify for State Competition (SCDC). All schools may attend the SCDC by entering up to 4 students in a Quiz Bowl competition at states.	Register by late January. Collect student registration and housing fees. Submit housing assignment directly to hotel and be prepared to pay hotel directly prior to conference.	
Have a meeting with all attendees to SCDC (recommend inviting parent/guardian as well)	Late Feb.: Review agenda and Level 1 & 2 infractions so students know expectations.	
Administer Online Testing for States	February prior to State conference	
State Career Development Conference-SCDC Cost is between \$350-\$500 (includes all meals)	March 7-9, 2024; Thursday 2pm – Sat. 12:30 pm	
Attend ICDC (International Career Development Conference) New chapters receive 2 student spots to Leadership Academies. New advisors should attend the Advisor Academy and learn ways to incorporate DECA into the classroom and improve your DECA chapter. Cost is between \$1000-\$1500 per person depending on chapter's transportation, amount of days and # of students per room	Late April in various places such as Anaheim, Orlando, Orlando, Nashville  2024-Anaheim, CA  Register immediately after SCDC	

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## **CODE OF ETHICS FOR ADVISORS**

As a professional business organization, our image is essential to the reputation of DECA and your chapter, and the outside support received. Since advisors and chaperones are role models, a Code of Ethics has been set.

It becomes the responsibility of each participant to see that proper conduct is always adhered. Violations of these practices and procedures will be referred to the Massachusetts DECA Board of Directors. Your assistance & cooperation is much appreciated.

## **PROCEDURES FOR ADVISORS AT CONFERENCES**

- ❖ The Chapter Advisor or assigned chaperone must accompany their delegation to the conference. The State Advisor must be made aware of whom the group's chaperone will be, if not the chapter advisor. Chaperones in place of Chapter Advisors should be a school employee. Parents may not be used as the sole chaperone for the group unless there is only one student attending and only if that student is the child of the parent chaperone. No high school student members are to drive vehicles to, from or during any DECA conference, unless they are a state officer.
- ❖ All conference participants must stay at the designated conference hotel.
- ❖ There must be at least one (1) advisor (or approved chaperone) for every ten students in the chapter present at the conference. All chaperones and advisors must be present for the duration of the conference. All adults will be assigned to competitive event work areas. Extra chaperones with the chapter will NOT be assigned work duty if indicated whom NOT to assign. Those not showing up for work assignments risk losing chapter leadership spots for ICDC in current year or following year. Upon second no-show, chapter risks suspension from ICDC in current or following year.
- ❖ All advisors should remain in the hotel if there are students from their school in the hotel unless arrangements are made to have another adult chaperone temporarily.
- ❖ Advisors shall conduct daily meetings with members for progress reports, schedules, and other activities. These meetings must be completed before curfew.
- ❖ Advisors shall keep an agenda for each student so they may be reached at any time during the conference. Advisors should know where their students are during the conference.
- ❖ Each chapter shall arrange to always have one advisor on call. They must be reachable via cell. Student members must be aware of who is on call and the cell phone number.
- ❖ Each Advisor shall be responsible for seeing that participants adhere to all conduct practices and procedures by reading aloud prior to departure. All participants must read and sign the Comprehensive Consent Responsibility Form and Liability Release form. If a member violates any portion of the conduct code a Delegate Infraction Form will be completed by the adult who observes the offense, and it will be submitted to the State Advisor and/or Conduct Committee immediately. A sample of the form is provided.

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Reporting such incidents using the DECA protocol protects the advisor and validates all claims should any concerns arise upon return home. *You must bring a copy of the completed Comprehensive Consent Form, Liability and Emergency Forms for each student attending the conference in case you need it. Do not send the completed individual forms to MA DECA.*

- ❖ The rules as stated in the Dress Code are called to your attention for review and should govern the appearance of advisors as well as students. It is imperative that every advisor monitor their members' clothing choices to ensure that the dress code is being adhered.
- ❖ Advisors and chaperones may not consume alcoholic beverages while responsible for student members at DECA conferences.
- ❖ Your students must participate in all planned activities during the conference. Advisors must accompany them to all sessions and remain until the close of the sessions unless you have received permission from the State Advisor for special circumstances. Advisors should seat themselves strategically among their students to control noise levels. Do not allow your students to walk in the mall while sessions are going on.
- ❖ Check your students' rooms at curfew each night by physically entering the room and checking bathrooms and closets to be sure just the occupants are in the room. All students must be in their assigned rooms at curfew. They may not leave to get ice, visit the vending machine, or pick up a food delivery. Food deliveries must be picked up before curfew. Advisors who are willing, may pick up their students' delivery items after curfew and deliver it to their student rooms.
- ❖ Advisors will be expected to provide floor supervision each night at curfew time for at least 60 minutes after curfew in the hallway. Advisors need to be visible on their floors, especially in the evenings. This can be done on a rotation basis with other advisors on the floor.
- ❖ Advisors must inspect all student rooms upon check-in and check-out. Any noticeable damage to the room upon check-in must be noted on the **Check-in Form** and reported to the front desk immediately.
- ❖ The hotel has been asked to supply the rooms with excess garbage bags, however it is advised that each advisor brings his/her own supply of garbage bags. These bags are to be used for all trash in participants' rooms (munchies, pizza boxes, candy wrappers, soda cans, etc.). **Remind your student members that they need to tip housekeeping at the end of their stay.**
- ❖ Every chapter must provide an adult to circulate the SCDC Friday activities for at least 15 minutes. A schedule will be posted on the conference app.

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*These forms need to be completed whenever you take your members to a **physical** DECA conference or activity. Do not mail in the members' individual forms to MASS-DECA. The individual forms need to be kept in your possession and brought to all DECA conferences and activities.*

### **MASSACHUSETTS DECA COMPREHENSIVE CONSENT FORM**

#### **INFORMATION:**

This set of forms, completed with all information and signatures required; must be submitted to the Chapter Advisor by each DECA member physically attending a DECA activity. It is recommended that a copy of these forms be on file in each local school and that it be maintained on file for the full calendar year. Additionally, the DECA advisor must bring this set of forms to each leadership, district, state, and international conference. Completion & signing of this document indicates that the student, parent/guardian, and school administrator have read this form and approved its contents. Completion and signing of this document provides consent for:

1. Student attendance at & travel to and from all conference activities.
2. Emergency medical treatment.
3. Student abiding by the Code of Conduct.
4. Student abiding by the Dress Code.

#### **PHILOSOPHY:**

It is a privilege and honor for a student to attend area, district, state and international DECA conferences. As such, each student has the unique opportunity to represent his/her high school, community, and family as a young business professional. Students are expected to follow all Rules and Regulations stated herein. In cases of uncertainty, the student should confer with his/her advisor or chaperone prior to acting, since ignorance of Rules and Regulations will not be considered an acceptable excuse. Teachers, alumni, chaperones, and state staff assume the responsibility of enforcing Rules and Regulations to ensure the safety and well-being of the student.

#### **CONFERENCES:**

Consent and approval indicated by the signing parties and applicable to the following **in-person** DECA activities:

1. Fall State Leadership Conference
2. Power Trip, Sports & Entertainment Conference. Emerging Leader Summit
3. District Conference
4. State Career Development Conference
5. International Career Development Conference
6. All workshops, seminars and activities financially sponsored by MASS-DECA

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## ***Massachusetts DECA Comprehensive Consent Form continued***

### **DRESS CODE:**

Professional appearance is an important aspect of the overall preparation of DECA members for the business world. DECA supports a dress code for its career-based functions that exemplifies the highest standards of professionalism while being non-discriminatory between genders. At any time during the conference while on-site, you must be in business professional or business casual attire. Essentially, proper dress is a matter of exercising good judgment; thus, should a question concerning the Dress Code arise, contact your chapter advisor, or refer to this form, prior to deciding what to wear. [Help us to build and maintain a positive image of DECA!](#)

### **ACCEPTABLE BUSINESS PROFESSIONAL ATTIRE:**

When appearing before judges (during competition), on stage during sessions, all meal functions, event briefings, workshops, exhibit area and academies.

- Dress slacks, dress skirt or business dress (ICDC rule: skirts/dresses must be at/or below knee)
- Collared dress shirt with appropriate neckwear (necktie/scarf/ascot) or dress blouse
- Dress shoes
- Business suit, sport coat or blazer. DECA Blazers can only be worn in front of a judge at ICDC.
- DECA Blazers may **not** be worn in front of judges at District or State competition.

For a more polished professional appearance, attendees should wear appropriate hosiery/socks.

**Dress violations at the final session will result in not being allowed onstage to accept an award.**

### **ACCEPTABLE BUSINESS CASUAL ATTIRE:**

Travel to/from conferences, DECA entertainment, non-conference activities.

- Casual slacks (Dockers), cords, khakis, walking shorts, skirts.
- Golf shirts, blouses, DECA T-shirts and DECA sweatshirts.
- Shoes: Casual shoes; boat shoes, dress boots, dress sandals, flats

**All clothing must be in good shape and proper size**

\*Activities such as swimming or exercising warrant appropriate recreational attire for that activity. Cover-ups and footwear **must** be worn over swimsuits when going to and from the pool. A towel is **not** an appropriate cover-up to walk through a hotel lobby.

### **UNACCEPTABLE ATTIRE:**

- Sweatpants, pajamas, leggings, shorts, swimwear, jeans, pants with holes, rips and bagginess
- Skin-tight, midriff baring, revealing clothing; low cut shirts/blouses, open sides, tank tops, see through blouses, tube tops, strapless tops, crop tops, halter tops, one strap shirts, straps less than 1" wide
- Athletic clothing and athletic shoes
- Clothing with printing that is suggestive, obscene or promotes illegal substances
- Unacceptable types of dress shoes include boat shoes, canvas or fabric shoes, flip flops or casual sandals, athletic shoes, industrial work shoes, UGG type boots, and hiking boots

Conference staff is responsible for checking dress code at assigned areas. When judging adherence to the dress code, DECA directs advisors, teachers and chaperones to use observation as the tool for assessing compliance. It is inappropriate to touch a student or their clothing as a means of determining adherence to the dress code. DECA members who are not appropriately dressed will have a reasonable opportunity to meet the dress code prior to seeing a judge or being allowed on stage.

# MA DECA Chapter Advisor Guide 2023-2024

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## *Massachusetts DECA Comprehensive Consent Form continued*

### **CONDUCT CODE:**

Participation in DECA activities provides an opportunity for students to interact with business professionals, DECA supporters, other DECA members and the public. As a result of establishing a positive professional image many businesses, civic organizations and other individuals provide financial and human resources to DECA and its student members. Should you have a question concerning what constitutes acceptable behavior, ask your advisor or chaperone prior to deciding. DECA values its reputation and asks that you help maintain it.

The following Conduct Code has been established and is enforced at all district, state, regional and international DECA conferences and activities.

### **LEVEL ONE VIOLATIONS:**

The following have been identified as extremely serious violations of the MASS-DECA Conduct Code.

1. Violation of any city, state, or federal law.
2. Possession, consumption, transporting or purchasing of any alcoholic beverage or illegal drug. Possessing, using, selling, or transmitting paraphernalia associated with drugs, alcohol, or chemical substances in any form at any time or under any circumstances in public or private properties. If alcoholic beverages and/or illegal drugs or evidence of their use are found in a hotel room, offenders in that room shall be subjected to Level One Penalties.
3. Use of any form of nicotine products is not allowed. This includes cigarettes, cigars, pipes, chewing tobacco, vapes, vape pens, e-hookahs, hookah pens, Juuls, mechanical mods, e-cigars, e-pipes, nicotine solutions known as e-liquid or e-juice.
4. Defacing, damaging, or stealing public or private property (for which responsibility will rest solely with offending individuals and/or their chapters).
5. Throwing or dropping any object from a hotel window or vehicle.
6. Inviting or having non-DECA or unregistered conference attendees in your hotel room.
7. Leaving the conference hotel without the permission of your advisor and/or chaperone.
8. Committing serious violations of curfew regulations.
9. Being in the willful companionship of someone who violates any portion of the conduct code or failing to report direct knowledge, other than hearsay, of conduct code violations.
10. Flashing or indecent exposure.
11. Using your own automobile to attend a conference or riding in an automobile with anyone other than your advisor or adult chaperone. Occasionally, a chapter advisor, under special circumstances, may allow a student to drive or ride in a private automobile to a conference. The advisor is required to submit a signed letter from administration stating that the student(s) has permission to drive to and from the conference site only and must be given to the state advisor prior to conference start. Once a driving/riding member has arrived at the conference site s/he will not be in a private automobile again until leaving the site at the end of the conference. Members must be housed at the conference site.
12. Multiple violations of a Level Two Code
13. Violations not mentioned herein but identified by the advisor or school official.

### **LEVEL ONE PENALTIES:**

1. Expulsion from the conference.
2. Notification of parent or guardian and school official.
3. Student and parent/guardian must assume responsibility for & immediately arrange and pay for alternative travel plan to return home.
4. Forfeiture of all awards, scholarships, travel grants and future opportunities to participate in all DECA activities.
5. Other penalties at the discretion of the advisor, chaperone, school official or state staff.



# MA DECA Chapter Advisor Guide 2023-2024

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## **Massachusetts DECA comprehensive consent form continued:**

### **LEVEL TWO VIOLATIONS:**

Less serious violations, but if repeated violations occur the student will be subjected to penalties like those prescribed for Level 1.

1. Failure to follow the MASS-DECA Dress Code.
2. Failure to wear identification badges during the conference.
3. Being late for curfew and/or not being in your room w/the door closed until 6 AM
4. Disturbing other hotel guests by excessive noise, such as door slamming, music, shouting, loud talking or singing, or causing any noise or disturbance audible by anyone in the hallway after curfew. Making prank phone calls to hotel guests.
5. Rudeness or insubordination.
6. Failure to attend conference activities, including competitive events, general sessions, and special meetings and leaving sessions prior to the official close.
7. Being a guest in someone else's room with the door closed without the permission of a chapter advisor or chaperone.
8. Failing to meet the professional standards of housing facilities, accruing incidental charges without settling the account prior to check-out, moving furniture from rooms, failing to follow or respect hotel rules and regulations.
9. Other violations not mentioned above but identified by the advisor, chaperone, state staff or school official

### **LEVEL TWO PENALTIES:**

1. Notification of chapter advisor and state advisor
2. Verbal and/ or written warning and immediate compliance with conference rules.
3. Forfeiture of all potential to attend ICDC academies
4. Level 2 violations carry over to future competitive conferences in given school year
5. Multiple violations of a Level Two Code will result in Level One penalty.

\*\*\*\*\*

I have read and fully understand the MASS-DECA Comprehensive Consent Form, which includes the Dress Code and the Code of Conduct and agree to comply with these conduct guidelines. Furthermore, I am aware of the consequences that will result from violation of any of the above guidelines.

**Signature of attending member:**

**Date:**

**Signature of parent:**

**Date:**

## MA DECA Chapter Advisor Guide 2023-2024

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### *Massachusetts DECA Comprehensive Consent Form continued*

#### **REGISTRATION, PERSONAL AND LIABILITY RELEASE FORM**

*Complete the entire form. Type or print clearly.*

DECA Chapter:

Participant's name:

Date of Birth:

Participant's home address:

Parents' or guardians' names:

Parents or guardians' telephone number(s):

Name of teacher/adult accompanying participant to conference:

This is to certify that \_\_\_\_\_ has my permission to attend all DECA activities. On behalf of the above-named student member, we hereby absolve and release the school officials, the DECA chapter/state advisors, the host state or district, from any claims for any personal injuries which might be sustained while s/he is on the way to and from or during such DECA sponsored activities providing that this agreement shall not apply to any injury arising out of sole negligence of the participating parties.

I also understand that the state advisor or district co-chair determines the criteria at the local site for individual students to attend and participate.

I authorize the above-named advisor/adult, the MASS-DECA Board of Directors to secure the services of a physician or hospital, and to incur the expenses for necessary services in the event of illness or accident, and I will provide payment for these costs.

Should a conduct code violation occur, law enforcement personnel and/or security may be called to assist, and the Conduct Committee may be called with the ultimate punishment being disqualification and being sent home at the member's expense and/or being removed from office if in an officer status. Reasonable care shall be exercised to insure a safe, expedient, and financially feasible mode of transportation back to the home community of the member involved.

I give my permission for the child in my care to be sent home in the care of the secondary contact if I cannot be reached.

#### **Secondary Contact Name, Relation & Cell:**

I have read and agree to abide by the supplied MASS-DECA Conduct Code and am aware of the consequences that will result from violation of any guidelines.

**Student Signature:**

**Date:**

**Parent/Guardian Signature:**

**Date:**

# MA DECA Chapter Advisor Guide 2023-2024

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Massachusetts DECA registration, personal and liability release form continued

## EMERGENCY INFORMATION

### PRIMARY CONTACT:

Parent or Guardian's name(s):

Parent or Guardian's phone number (cell & home):

Name of Student:

Cell and/or home phone:

Family Physician:

Phone number:

Do you have any known allergies?

If yes, please name:

Do you have a history of heart condition, diabetes, asthma, epilepsy, rheumatic fever or other existing medical conditions?

If yes, please explain:

Are you taking medication?

If yes, please explain:

Do you have any physical restrictions?

If yes, please explain:

Name of person responsible for your medical bills (Guarantor):

Insurance company:

Insurance plan number:

Insurance Group number:

I have read and completely understand the Personal Liability and Medical Release Form, the Code of Conduct, and, by signing below, do hereby agree to abide by these in their entirety, accept the conditions of the agreements, and completely release DECA Inc and Massachusetts DECA.

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Signature of Participant

Date

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Signature of Parent or Guardian (mandatory if under age 18)

Date

This completed form must be turned in to the chapter advisor or participant will not be allowed to attend. For legal protection, this set of forms must be in the chapter advisor's possession at each conference or activity.

**MASS-DECA MEMBER INFRACTION FORM**

*to be completed by State Advisor, Chapter Advisor or Conduct Team Committee Member*

This form is to be completed when a participant commits a Level One or Level Two violation as stated in the Comprehensive Consent Form. A repeated Level Two violation will result in the same penalty of a Level One violation, which is to be sent home immediately.

Student name:

Student ID #:

Chapter:

Description of violation:

Date & time of violation:

Location of violation:

Signature of professional witnessing violation:

Signature of witness (MBP, alumni, advisor from different chapter, professional or parent):

Please bring completed form to Conduct Committee, Co-Chair or State Advisor immediately.

### MASS-DECA LATE FEE POLICY

**Please read this carefully.** This policy applies to all District, State, and International Conference due dates.

#### **This policy includes:**

1. All registration, housing, and balances due on any of the above, also as related to a staggered payment schedule, from schools and/or individuals.
2. Forms/registrations received electronically, which are **incomplete or incorrect** will be assessed a late fee until the balance of the forms are received or a corrected form submitted. The late fee will be applied from the date the first form is received. Incomplete forms include forms that are not accompanied by a check number or a purchase order number. We understand that you may not be able to provide the actual hard copy of the purchase order or check by the due date, but your business office should be able to provide you with the PO number or the check that will be used.
3. Established due date is the date materials are to be **received** by the MASS-DECA Advisor, \* whether electronically or via postal mail for payment due dates as designated in the announcement/information materials and forms, not the date on which they are to be postmarked. **NOTE:** In general, Federal Express and UPS do not deliver to PO Boxes, please make other arrangements.
4. Determination of the application of the late fee will be made by the State Advisor. The State Advisor will decide extenuating circumstances.
5. Requests for an extension must be made in advance of the due date.
6. Nothing will be processed, and any additional registration, membership, etc., materials will not be accepted, until the assessed late fee is paid.
7. Late fee charges will be invoiced via e-mail. Current advisor e-mails must be on all forms.

#### **Chapter/School/Member Late Fee or Incomplete Fee Schedule**

Registration received after the established due date will receive a \$5 per participant additional fee. This fee will be based on the number of students and advisors on the registration form upon receipt. An invoice will be sent for the additional amount owed and this balance must be paid before the conference begins. This additional fee does not apply to students who have been 'bumped up' or added, nor does it apply to additional chaperones or advisors being brought to the conference.

\*At the district level it will be by your District Co-Chair

\*\* **Days are calendar days not business days.**



# STATE ONLY CHALLENGES

### **MASS-DECA STATE ONLY CHALLENGES**

**Due: Dec. 15**

#### **Cover Design Challenge**

**Purpose:** To create a design to be used as our event logo on the conference app and on our media pieces at the State Career and Development Conference that successfully and creatively uses this year's theme in a professional manner.

#### **Specifications**

- The following must be included in the artwork submitted to MASS-DECA:
  - 65th Massachusetts DECA or MASS-DECA Career Development Conference
  - The DECA logo
- Theme: "Shoot for the Stars!"
- All artwork must be submitted to the Massachusetts DECA Google Classroom in the appropriate state only event folder. You must have a personal gmail account to join this classroom. The classroom code is qnr4dkr
- Name of student, chapter & contest emailed entry should be the name of the saved file; for example: JohnDoeNortonCover You may submit multiple entries, just be sure to number each one at the end of the saved file. For example: JohnDoeNortonCover2
- Do **not** use copyrighted logos or graphics. Sports logos are copyright protected, which means we cannot use them. Disney characters, parks and logos are all copyright protected and property of Disney. We cannot use it.
- It is recommended that artwork be computer generated or drawn in marker
- The winner will be selected by the MA DECA State Action Team and recognized at the State Career Development Conference. If the State Action team does not see any of the submitted designs fitting, we reserve the right to create and use one of our own.

#### **Incentive**

- The winner will receive 1 IGNITE, ELEVATE or ASPIRE non-transferable
- The artwork will be used on our conference app and any printed materials
- Our AV company will turn it into a moving logo and use it on the slides during the sessions
- Recognition of the winner will be at the 2024 State Conference

### **MASS-DECA STATE ONLY CHALLENGES**

**Due: Jan. 19**

#### **Video Challenge**

**Description:** To showcase a new state promotional video. This video should be made with the purpose of promoting DECA and recruiting new members. The video should show why you think individuals should join DECA and what it means to be a DECA member.

#### **Specifications:**

- This is an individual event
- Filming actual DECA exams, role plays, or presentations is not allowed.
- All videos must be submitted to the Massachusetts DECA Google Classroom in the appropriate state only event folder. You must have a personal gmail account to join this classroom. The classroom code is qnr4dkr
- Massachusetts DECA retains the rights on any submissions
- Videos should be a minimum of 1 minute and a maximum of 3 minutes in length
- The winner will be chosen by the State Action Team
- Do not focus solely on your chapter, show other chapters and/or districts
- Showcase various DECA events throughout the year
- Try to attend as many DECA events as possible (Power Trip, Social Events, MDA Events, Districts, & States). However, you will not be penalized for missing any number of these.
- Film a mock role play, test, or project presentation (don't forget proper dress attire)
- Use catchy, upbeat music
- Convey what you love about DECA in your video

#### **Incentive:**

- The winner will receive 1 IGNITE, ELEVATE or ASPIRE non-transferable spot
- The video will be shown at the Opening Session during the State Conference
- The video will be posted on the MA DECA website for the next school year
- Recognition of the winner will be at the 2024 State Conference



## **MASS-DECA STATE ONLY CHALLENGES**

**Due:** Jan. 19

### **T-Shirt Design Challenge**

**Purpose:** To create a design to be used on our T-shirt at the State Career Development Conference. The T-shirt may be worn in place of formal business attire to the entertainment activities during SCDC.

#### **Specifications**

- Massachusetts DECA or MASS-DECA
- The State Conference theme: "Shoot for the Stars!"
- All artwork must be submitted to the Massachusetts DECA Google Classroom in the appropriate state only event folder. You must have a personal gmail account to join this classroom. The classroom code is qnr4dkr
- Name of student, chapter & contest entry should be the name of the saved file; for example: JohnDoeNortonTshirt You may submit multiple entries, just be sure to number each one at the end of the saved file to avoid confusion. For example: JohnDoeNortonTshirt2
- Entries must be computer generated (clip art, print shop).
- Do **not** use copyrighted logos or graphics. Sports logos are copyright protected, which means we **cannot** use them. Disney characters, parks and logos are all copyright protected and property of Disney. We **cannot** use it.
- The winner will be selected by the State Action Team.
- If using color, limit your design to the use of 3 colors, our manufacturer cannot do more than that within our budget.

#### **Incentive**

- The winner will receive 1 IGNITE, ELEVATE or ASPIRE non-transferable spot
- The t-shirt may be worn to the entertainment activities during SCDC instead of formal business attire
- Recognition of the winner will be at the 2024 State Conference

## ***MASS-DECA STATE ONLY CHALLENGES***

**Due:** Jan. 19

### **Pin Design Challenge**

**Purpose:** To create a design to be used as a trading pin at DECA's International Conference

#### **Specifications of Design:**

- Should say Massachusetts DECA, MASS-DECA or MA DECA
- Something that is significant or represents Massachusetts. Do **not** use this year's state theme since the pins will be traded with other state and country associations and we want something that represents Massachusetts not our state theme.
- All artwork must be submitted to the Massachusetts DECA Google Classroom in the appropriate state only event folder. You must have a personal gmail account to join this classroom. The classroom code is qnr4dkr
- Name of student, chapter & contest entry should be the name of the saved file; for example: JohnDoeNortonPin. You may submit multiple entries, just be sure to number each one at the end of the saved file. For example:  
JohnDoeNortonPin2
- Preferable that entries be computer generated (clip art, print shop) but if drawn, please note that the design will be modified to be compatible in a digital pin format by the chosen pin design company and approved by the State Action team.
- All entries must be large and clear enough for the pin design artist to recreate the artwork, although the pin will be 1"-2" in diameter, based on design.
- The winner will be selected by the State Action Team.

#### **Incentive**

- The winner will receive 1 IGNITE, ELEVATE or ASPIRE- non-transferable
- The winning pin will be distributed to all attending MA DECA members to trade at ICDC
- Recognition of the winner will be at the 2024 State Conference

## ***MASS-DECA STATE ONLY CHALLENGES***

**Due:** Jan. 19

### **Hat Design Challenge**

**Purpose:** To create a fun design that will be printed on a hat to be given out at DECA's International Conference

#### **Specifications of Design:**

- Can say Massachusetts DECA, MASS-DECA or MA DECA
- Can be something that is significant or represents Massachusetts.
- All artwork must be submitted to the Massachusetts DECA Google Classroom in the appropriate state only event folder. You must have a personal gmail account to join this classroom. The classroom code is qnr4dkr
- Name of student, chapter & contest entry should be the name of the saved file; for example: JohnDoeNortonHat. You may submit multiple entries, just be sure to number each one at the end of the saved file. For example:  
JohnDoeNortonHat2
- Entries must be available to be bought in bulk, or be able to be printed on a bucket/baseball/foam hat.
- Do not use copyrighted logos or graphics. Sports logos are copyright protected, which means we cannot use them. Disney characters, parks and logos are all copyright protected and property of Disney. We cannot use it.
- Entries must be computer generated (clip art, print shop)
- The winner will be selected by the State Action Team. If no designs are chosen, the State Action Team reserves the right to use their own design.

#### **Incentive**

- The winner will receive 1 IGNITE, ELEVATE or ASPIRE- non-transferable
- The winning hat will be distributed to all attending MA DECA members at ICDC
- Recognition of the winner will be at the 2024 State Conference

## **MASS-DECA STATE ONLY CHALLENGES**

**Due:** Jan. 19

### **Photo Challenge**

**Purpose:** Demonstrating creative and spirited nature of DECA members in a creative setting

#### **Specifications**

- Take a photo of yourself (or with other DECA members) wearing your favorite DECA attire/gear.
- Be creative with settings, poses, props, backgrounds, etc.
- If using the DECA diamond logo, be sure you are following the copyright rules (no distortion of logo, nothing inside the diamond, correct colors, etc.)
- All photos must be submitted to the Massachusetts DECA Google Classroom in the appropriate state only event folder. You must have a personal gmail account to join this classroom. The classroom code is qnr4dkr
- Name of student, chapter & contest entry should be the name of the saved file; for example: JohnDoeNortonPhoto. You may submit multiple entries, just be sure to number each one at the end of the saved file. For example:  
JohnDoeNortonPhoto2
- More than 2 members may be in the photo, however only 1 ASPIRE, IGNITE or ELEVATE spot will be given
- Must be appropriate
- Be creative
- The winning photo will be selected by the State Action Team

#### **Incentive**

- The winner will receive 1 IGNITE, ELEVATE or ASPIRE-non-transferable
- The winning photo may be featured on Massachusetts DECA social media.
- Recognition of the winner will be at the 2024 State Conference

## **MASS-DECA STATE ONLY CHALLENGES**

Due: Jan. 19

### **NEW!-Meme Challenge**

**Purpose:** The meme design challenge is a new state-only challenge! This meme challenge will consist of submitting a meme created by you.

#### **Specifications**

- Creativity is encouraged when creating your meme.
- The meme design shall be completely appropriate for all audiences with no profanity, no inappropriate images, and no inappropriate references.
- This meme should be a relatable concept for all DECA members across the state and should be related to MA DECA only.
- If using the DECA diamond logo, be sure you are following the copyright rules (no distortion of logo, nothing inside the diamond, correct colors, etc.)
- All memes must be submitted to the Massachusetts DECA Google Classroom in the appropriate state only event folder. You must have a personal gmail account to join this classroom. The classroom code is qnr4dkr
- Name of student, chapter & contest entry should be the name of the saved file; for example: JohnDoeNortonMeme. You may submit multiple entries, just be sure to number each one at the end of the saved file. For example:  
JohnDoeNortonMeme2
- The winning meme will be selected by the State Action Team

#### **Incentive**

- The winner will receive 1 IGNITE, ELEVATE or ASPIRE-non-transferable
- The winning meme may be featured on Massachusetts DECA social media.
- Recognition of the winner will be at the 2024 State Conference

## ***MASS-DECA STATE ONLY CHALLENGES***

### **Largest Chapter Percentage Increase**

#### **Description**

To recognize a chapter that has had the largest percentage increase in membership from the previous DECA school year with the understanding that the chapter has to have had a minimum of 10 members the previous year. Calculations are done Jan. 22.

#### **Specifications**

This award will be given to the chapter that has had the largest percentage increase in membership from the previous DECA year. Numbers will be taken from the final roster for the 2022-2023 school year and compared to the final roster for the 2023-2024 year.

#### **Incentive**

The chapter having the largest percentage increase will receive recognition at the State CDC and will also be recognized at the ICDC Leadership Reception.

### **Largest Chapter**

#### **Description**

To recognize a chapter for successful efforts in recruitment.

#### **Specifications**

This award will be given to the chapter that has the largest high school membership in MASS-DECA on the final roster for the 2023-2024 school year.

#### **Incentive**

The largest chapter will receive recognition at the State CDC and will also be recognized at the ICDC Leadership Reception.

### **Largest Chapter-Alumni**

#### **Description**

To recognize a chapter for successful efforts in alumni recruitment.

#### **Specifications**

This award will be given to the chapter that has the largest alumni membership in MA DECA on the final roster for the 2023-2024 school year.

#### **Incentive**

The chapter with the largest alumni membership will receive recognition at the State CDC.

## **MASS-DECA STATE ONLY EVENTS**

**Due: Jan. 19**

### **Chapter of Excellence**

The Chapter of Excellence Program is a way to recognize chapters for all their annual accomplishments. A chapter must fulfill indicators to reach tiers of achievement. The four levels are Bronze, Silver, Gold, and Diamond Status. In honor of the 65th SCDC and State Action Team 65, the maximum number of indicators that can be fulfilled is 65. Challenging indicators are weighted heavier than simple indicators. Chapters that qualify for Bronze, Silver, Gold, and Diamond levels will be honored at the SCDC with plaques. The chapter that fulfills the most indicators, regardless of status awarded, will receive (2) spots to the Leadership Academies at ICDC. For indicators in the 2-, 3-, and 4-Point Categories that require multiple examples, less than the required examples may be provided, however less points will be awarded. **The only mandatory indicator is the Chapter Information Sheet.** You will not be awarded points for indicators that you do not address. Please reach out on social media or email [massachusettsdeca@gmail.com](mailto:massachusettsdeca@gmail.com) with any questions. Submissions may be uploaded to Google Classroom gs35ehh

#### **1 Point Categories: Max: 15 points**

- Chapter Information sheet-*mandatory*
  - Include chapter name, membership, advisor name and email, chapter president name and email, advisor's signature, principal's signature or any other relevant chapter information. (1)
- Middle School Presentation
  - Present to your local middle school about DECA and its benefits (1)
- Chapter Goals Sheet
  - Write out a list of at least five-chapter goals for this year (1)
- Chapter evaluation sheet
  - Write out an evaluation of your chapter. Include strengths and weaknesses as well as opportunities and threats (1)
- Massachusetts DECA evaluation sheet
  - Write a paragraph expressing what you think Massachusetts DECA does well, as well as what can be improved upon at the state level (1)
- Chapter officers
  - Write a paragraph about your chapter officer positions; the roles and responsibilities of each position, and the process you use to select officers (1)
- Membership Event
  - Tell us about any membership event your chapter holds that recognizes the success of the past year or an initiation event at the start of the year (ex: end of the year banquet, beginning of the year party, etc.) (1)
- Community/School Service (1)
  - Tell us and provide proof of two ways your chapter has serviced your community/school in a charitable fashion (Does not include DECA Cares or DECA Closet) (1)

## MA DECA Chapter Advisor Guide 2023-2024

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### ***Chapter of Excellence continued***

- School spirit activities
  - Tell us and/or provide proof of two ways your chapter has had an impact on school spirit events (1)
- President Calls
  - Show that your chapter president has attended a majority of Mass DECA President Calls (1)
- Professional/Social Event
  - Attend a Mass DECA Professional/Social Event such as Day on the Hill or Day with the Celtics. (1)
- Send competitors to the Massachusetts DECA Quiz Bowl at SCDC (1)
- Send competitors to the MA DECA Virtual Quiz Bowl (1)
- Submit a member for Member of the Month (1)

### **2 Point Categories: Max: 22 points**

- Fundraising
  - Tell us and provide proof of two fundraising events you have held (2)
- Team Building
  - Tell us and provide proof of two ways or events that your chapter has helped to allow you to bond as a team (2)
- Engage with MDA
  - Engage with or contribute to the Muscular Dystrophy Association (shamrocks, MDA walk, MDA fundraisers within your chapter etc.) (2)
- Community outreach
  - Tell us and provide proof of two examples in which your chapter has made your community more aware of DECA (2)
- Meetings
  - Provide proof of two meetings you have held whether it be with
    - Chapter officers or the chapter as a whole (2)
- Meeting agendas
  - Provide two meeting agendas whether it be for chapter officers or the chapter (2)
  - Provide two meeting minutes from meetings held whether it be for chapter officers or the chapter as a whole (2)
- Networking
  - Provide proof of two occasions when members of your chapter attended another chapter's event, or members of another chapter attended an event that your own chapter hosted (2)
- Difference Maker Challenge
  - Submitted one team in the UMass Lowell Difference Maker Challenge (2)
- DECA Closet
  - Donated professional clothes to the DECA Closet program (2)
- Alumni Membership
  - Increase your membership by 10 alumni (2)



# MA DECA Chapter Advisor Guide 2023-2024

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## *Chapter of Excellence continued*

### **3 Point Categories: Max: 24 points**

- SBE
  - Have a school store (1 point), have an SBE certified school store (2 points), have a gold certified SBE 2022 (3 points)
- Membership
  - Grow membership by 5% (1 point), 10% (2 points), or 20% (3 points)
- FSLC
  - Attend FSLC (2 points), post and provide proof of a social media post at FSLC (1 point)
- DECA Month-November
  - Have your chapter's social media pages post 10 DECA month photo challenge posts (1 point), have your chapter's social media pages post 20 DECA photo challenge posts (2 points), have your chapter's social media pages post 30 DECA month photo challenge posts (3 points)
- DECA Power Trip
  - Attended Power Trip (1 pt.), engaged in a workshop at Power Trip (1 pt.), participated in mock roleplay at Power Trip (1 pt.)
- SCDC
  - Brought an auction basket to SCDC-2023 for MDA(1 point), Perfect attendance of voting delegates at voting sessions 2023 (1 point), provided a social media correspondent at SCDC-2023(1 point)
  - Competitor variety: have competitors in Series (1 point), Written (1 point), and Online events (1 point)
- State Only Event Participation
  - Submit (3) state only applications from your chapter (3)

### **4 Point Category Max: 4 points**

- ICDC-2023
  - Having competitors at ICDC (1 point), having students in leadership academies (1 point), having semi-finalist and finalist competitors (1 point), students took a picture with a DECA member from another association – show us! (1 point)

## **DECA Quiz Bowl-DQB**

### **Purpose**

The Quiz Bowl Competitive Event is intended to stimulate and motivate teams of students to evaluate their acquired knowledge on topics and situations related to the performance indicators in the business administration core, marketing, hospitality, and business management & administration career clusters. The winning team will receive a spot for each participating team member to attend ICDC in one of the leadership academies. These spots are non-transferable.

### **Procedure**

- Competitors must be familiar with and adhere to these rules and procedures.
- Each chapter may enter one team composed of up to four DECA members. The members of the team may not change during the competition and no new members may be added. Each chapter may select teams in the manner that best suits its needs.
- Team members cannot compete in any other event at the SCDC.
- Teams will be sorted based on last year's final rankings. New teams will get first seeds.
- The schedule for matches will be announced on the conference app prior to briefing
- Time periods are consistent for all teams based on the number of entrants at the CDC. Standard time periods are: Preliminary rounds, 7 minutes or 25 questions, whichever occurs first; semi-final rounds, 7 minutes or 25 questions, whichever occurs first; final rounds, 10 minutes or 50 questions, whichever occurs first. Based on time restraints and # of teams playing, times may be adjusted.
- Only two (2) teams are able to compete at one time. All team members must check in 15 minutes prior to their scheduled competition time and remain in the holding/waiting room until they participate.
- Questions will cover performance indicators from the business administration core, marketing, hospitality management & business administration clusters. No study lists will be provided. However, performance indicators may be researched at [www.deca.org](http://www.deca.org)
- The questions will not be given to participating teams prior to the competitive event. Judges will be furnished with a copy of the questions.
- The moderator will present all questions. Five (5) seconds will be allowed after the moderator has finished presenting the question for a team member to strike the buzzer. The team member who strikes the buzzer first has five (5) seconds, once recognized by the moderator, to give his/her response, without discussion with other team members. No score shall be given unless the moderator first recognizes the team. If a team member strikes the buzzer before the moderator has finished presenting the question, the moderator will stop the reading and call for the response.
- All competitors must remove their hands from the buzzer and place them behind a line on the table before each question is asked.

### **DECA Quiz Bowl**-continued

- Only the first answer given by the individual first striking the buzzer will be accepted.
- A timekeeper shall call “TIME” at the end of five (5) seconds after the team member has been recognized if no response is given. Teams will not be permitted to use notes or have discussion during the initial question.
- Communication between team members and any member of the audience is not permitted. Any audience member who attempts to communicate with a team member will be required to leave the room.
- If the question is not answered at the end of five (5) seconds or is answered incorrectly, the opposing team will be given the opportunity to respond to the question. The question will be repeated for the other team. The opposing team will then have up to five (5) seconds for discussion to produce an answer. This situation is the only instance in which a question may be repeated unless the judges specifically ask for a question to be repeated.
- If neither team can answer a question correctly during the preliminary rounds, the moderator will not give the correct response. The question will be retained for further use. Answers may be given during the final rounds.
- Rulings of the judges will be final.
- One (1) point is given for each question answered correctly. The team with the highest number of points in the designated time period will be declared the winner of that match. The points shall be kept by the judges on a scoring sheet. An audience score board will be provided for the teams and the audience.
- In the event of a tie score, five (5) tie-breaker questions will be asked, and the team with the highest score will be the winner. This process may be repeated if necessary.
- Violations—One (1) warning will be given per team; additional offenses, regardless of the offense, will result in a point for the other team.



# **PROGRAM OF COMPETITIVE ACTIVITIES**

# MA DECA Chapter Advisor Guide 2023-2024

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## **2023-2024 MASS-DECA COMPETITIVE ACTIVITY CODES**

### **INDIVIDUAL SERIES EVENTS AND TEAM DECISION MAKING EVENTS**

1. Accounting Applications Series	ACT
2. Apparel & Accessories Marketing Series	AAM
3. Automotive Services Marketing Series	ASM
4. Business Finance Series	BFS
5. Business Services Marketing Series	BSM
6. Entrepreneurship Series	ENT
7. Food Marketing/ Series	FMS
8. Hotel & Lodging Management Series	HLM
9. Human Resources Management Series	HRM
10. Marketing Communication Series	MCS
11. Quick Serve Restaurant Management Series	QSRM
12. Restaurant & Food Service Management Series	RFSM
13. Retail Merchandising Series	RMS
14. Sports & Entertainment Marketing Series	SEM
15. Business Law & Ethics Team Decision Event	BLTDM
16. Buying & Merchandising Team Decision Event	BTDM
17. Entrepreneurship Team Decision Making Event	ETDM
18. Financial Services Team Decision Making Event	FTDM
19. Hospitality Services Team Decision Making Event	HTDM
20. Marketing Management Team Decision Making Event	MTDM
21. Sports & Entertainment Marketing Management Team Event	STDM
22. Travel & Tourism Marketing Management Team Decision Event	TTDM

### **PRINCIPLES OF BUSINESS EVENTS**

23. Principles of Business Management	PBM
24. Principles of Finance	PFN
25. Principles of Hospitality and Tourism	PHT
26. Principles of Marketing	

### **PERSONAL FINANCIAL LITERACY**

27. Personal Financial Literacy	PMK PFL
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### **BUSINESS OPERATIONS RESEARCH EVENTS**

28. Business Services Operations Research	BOR
29. Buying and Merchandising Operations Research	BMOR
30. Finance Operations Research	FOR
31. Hospitality and Tourism Operations Research	HTOR
32. Sports and Entertainment Operations Research	SEOR

### **PROJECT MANAGEMENT EVENTS**

33. Business Solutions Project	PMBS
34. Career Development Project	PMCD
35. Community Awareness Project	PMCA
36. Community Giving Project	PMCG
37. Financial Literacy Project	PMFL
38. Sales Project	PMSP

### **ENTREPRENEURSHIP EVENTS**

39. Innovation Plan	EIP
40. Start Up Business Plan	ESB
41. Independent Business Plan	EIB
42. International Business Plan	IBP
43. Business Growth Plan	EBG
44. Franchise Business Plan	EFB

### **INTEGRATED MARKETING CAMPAIGN EVENTS**

45. Integrated Marketing Campaign- Event	IMCE
46. Integrated Marketing Campaign- Product	IMCP
47. Integrated Marketing Campaign-Service	IMCS

### **PROFESSIONAL SELLING EVENTS**

48. Financial Consulting	FCE
49. Hospitality and Tourism Professional Selling	HTPS
50. Professional Selling	PSE



# **MEMBERSHIP INFORMATION**

### **MASS-DECA Membership Policy**

DECA is a co-curricular program for students with interests in marketing, entrepreneurship, finance, hospitality, and management. It is recommended that students be enrolled in a business class or have taken a business class to be a part of DECA or become a member at the advisor's discretion. Chapter Advisors may set up additional requirements for students to be eligible to participate.

The following are examples of classes which can be DECA co-curricular:

*Accounting, Intro. to Marketing, Marketing Education, General Marketing or Management, Principles of Marketing or Management, Business Management, Retail Merchandising, Fashion Merchandising, Hospitality Marketing, Intro. to Business, Marketing Concepts, Sports Marketing, Hospitality & Tourism, Hotel Management, E-Commerce, Marketing, Internet Marketing, Entrepreneurship, Sales, Banking, International Marketing, Economics(any), Business Law & Ethics, Financial Literacy/Awareness/Planning, Personal Finance, Fashion Technology*

### **MASS-DECA Membership Fees**

All Massachusetts High School Division student, advisor and professional members pay \$19 for dues, which includes \$10 for state dues, \$1 for DECAid and \$8 for DECA Inc dues.

**DECAid** is a financial assistance program designed to offset the cost of the State Conference to students in need. Students must be competitors who have qualified to attend the SCDC. Quiz Bowl does not qualify. Students may apply using the form that can be found on [www.massdeca.org](http://www.massdeca.org) Students must provide a record of their fundraising efforts and why they need assistance. A guidance counselor or other administrator must provide a statement verifying the student's need request. Students must state the amount needed and may request partial or full amount of the chapter's SCDC assigned cost depending on financial situation.

Only the State Advisor reviews need requests in order to protect student privacy. If need requests exceed DECAid state funds, a percentage will be allocated to all accepted requests. DECAid amounts will be sent to the Chapter after the State Conference once the student has completed their state participation. Note: If a DECAid recipient receives any Conduct Code Infraction violations while at the SCDC, they relinquish their DECAid allotment.

## MA DECA Chapter Advisor Guide 2023-2024

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### **Membership Instructions**

**Due Dates:** November 15-Initial membership submission for all established and new chapters at [www.deca.org](http://www.deca.org). Send all dues payments to:  
DECA Inc, 1908 Association Dr., Reston, VA 20231  
Do **not** send membership dues payments to Massachusetts DECA

Competitors must be entered into the membership system by their district's membership cut-off date. Nobody may compete at district conferences unless they are a member and have an ID number issued by DECA Inc. Non-competitive members may be added into the online membership system until March 1.

Most of your overall membership should appear on the first submission to allow district co-chairs and tabulators time to plan for conference registration needs. The dues will be calculated for you upon submission and an invoice will be generated from DECA Inc online. Each school will be considered one chapter. When entering names for membership, you must use proper upper and lower case. Do not use nicknames since the way names are entered is how they will appear on certificates and name badges throughout the year. Be sure that you are also entering first name then last name, such as Donna McFadden, **not** McFadden, Donna. If you notice that a name has been spelled wrong after submission, complete a name change request in the membership portal. The State Advisor needs to approve all name change requests.

Online membership dues are processed through DECA Inc. A W-9 for DECA Inc is posted in the resources tab in the online portal. Each time members are submitted an invoice will be generated by DECA Inc. Print and submit the invoice with your dues check to DECA Inc., Attention: Membership Department, 1908 Association Drive, Reston, VA 20231. Or you may pay for the dues online using a credit card without having to pay a credit card processing fee. Follow the same procedures when adding new members throughout the year. Payments must be made to DECA Inc within 30 days of membership being submitted. DECA Inc does not accept purchase orders.

DECA Inc assigns student ID numbers to new members. The ID numbers are to be used for district and state competition upon submission in the membership system. Returning DECA members and alumni will keep their same ID number. Do not create a new entry for a student who has been a past member. They will likely be in your inactive folder and just need to be reactivated. Membership is **not** transferable from one student to another once submitted. Membership is non-refundable once submitted. No refunds on students who couldn't or decided not to compete or students who changed their mind.

Membership must be paid before being allowed to go to the State Conference.

*For more information on membership processing go to <http://www.deca.org/membership/>*



### **FREQUENTLY ASKED QUESTIONS FROM CHAPTERS ABOUT DECA MEMBERSHIP**

#### **Who can be a DECA member?**

DECA membership is available to students with career interests in marketing, entrepreneurship, finance, hospitality, and management in grades eight through twelve. DECA membership is also open to DECA advisors, alumni, and professional members. Students who are in college may join Collegiate DECA.

#### **Who should join DECA?**

All students who participate in DECA activities at the local, district, state and/or international levels must pay state and DECA Inc. dues. These activities include, but are not limited to, conferences, competitive events, online challenges, scholarship applications and more. All members, including primary and secondary advisors, must pay membership dues.

#### **What are membership dues?**

MA DECA membership dues are \$19 per person. This includes state(\$10) and national dues (\$8) and a \$1 fee towards DECAid, a financial aid program for the MA State Conference.

#### **What is included in DECA membership?**

In addition to membership cards & laptop stickers, DECA members receive an electronic DECA Direct weekly email every Tuesday, the opportunity to attend leadership academies and earn recognition by proving their knowledge in DECA's Competitive Events Program. Members can also earn their share of more than \$300,000 in scholarships. DECA membership is for one school year. Members also receive access to DECA Plus and past district exams for practice.

#### **What is the deadline for submitting membership?**

All chapters must activate their chapter by submitting initial membership no later than November 15. This ensures that the chapter continues to receive communication, publications, and services from DECA Inc. All competitive members must be uploaded by their district deadline. Noncompetitive members may join until March 1.

#### **What is the minimum number of members needed on a roster?**

The minimum chapter size is ten (10) members and one (1) advisor (any combination of 11 paid members). The only exception is in the case of a new or reactivated chapter, which has two years to obtain the minimum chapter size.

### FREQUENTLY ASKED QUESTIONS FROM CHAPTERS ABOUT DECA MEMBERSHIP *continued*

#### **Who is an alumni member?**

Alumni members are individuals who have graduated and wish to remain involved with the program by paying the appropriate DECA Inc. and state dues. Alumni members receive a laptop sticker and membership card, one-year electronic subscription to *DECA Direct* and the value of supporting an organization that has impacted them and additional emerging leaders and entrepreneurs. Chapter Advisors will have an opportunity to 'graduate' seniors in the online membership system and submit them if they will be active this school year. They will keep their unique membership ID number. Alumni members pay \$10 for membership; \$8 for DECA Inc and \$2 for Massachusetts dues.

#### **Who is a professional member?**

Professional members are individuals from the community (i.e., business leaders, judges, internship sponsors, counselors, administrators, and parents) who are active with the chapter. They must pay the appropriate DECA Inc. and state dues of \$19. Professional members receive a laptop sticker and card, one-year electronic subscription to *DECA Direct* (if email is provided) and the value of supporting an organization that prepares emerging leaders and entrepreneurs to be college and career ready.

#### **Where do I login to submit my members?**

Go to [www.deca.org](http://www.deca.org) Click the High School tab and then the Online Membership System under the Resources panel on the right hand side.

#### **How do I change a student's name?**

Misspellings must be submitted for state advisor approval through the online membership portal by clicking the request change icon next to the student's name.

#### **Many of my students use nicknames. Should their full name or nickname appear on the roster?**

When submitting names, use full names rather than nicknames, first name, followed by last name. Use proper cases; do not submit names in all capital letters. The name as entered will appear the same on ALL documents (conference registration, competition, etc.) throughout the year.

#### **How do I submit names of new members once my initial membership has been submitted?**

Simply go back into the online membership system and enter new members the same way you entered the initial members. Double check to make sure your chapter information is still correct.

### What Can Alumni Members Do?

- Make presentations to DECA classes.
  - Suggestions:
    - How to be successful in the business community.
    - Career opportunities.
    - How to raise funds.
    - Competitive event preparation.
    - Preparing for college
    - Place of employment tours for students
    - Practice role-plays
- Start a campaign to sign up all recently graduated seniors from local DECA Chapter(s) as alumni members. Offer a chapter t-shirt upon signing up.
- Judge at mock DECA competitions
- Evaluate and provide feedback on projects and visual display boards
- Co-sponsor activities with the local DECA Chapter(s)
- Plan to assist as needed in DECA Chapters (i.e., preparation of written and participating events and chapter projects).
- Assist local DECA Chapter(s) efforts in DECA Month promotions.
- Aid in the development or maintaining of a chapter DECA website and/or other social media
- Be guest speakers or Master of Ceremonies at social functions & recognition events
- Serve, as requested, on Chapter Advisory Committees.
- Keep DECA Advisor informed of training opportunities for students.
- Provide programs and signage for DECA Chapter Meetings.
- Plan social functions.
- Plan a program of recognition for an outstanding Alumni Member from your Chapter.
- Assist on a district level, especially at conference time when assistance is critical.
- Strive to provide others with the same great opportunities and experiences in DECA that you had.
- Promote DECA chapter activity on chapter's social media
- Create and maintain a database of chapter alumni
- Assist in securing chapter sponsors and business partners
- Arrange public local television spots for local chapter



# **DISTRICT CONFERENCES**

# MA DECA Chapter Advisor Guide 2023-2024

## SCHOOLS IN EACH DISTRICT

See calendar in front of this Guide for district schedule or [www.madeca.org](http://www.madeca.org). Contact your district co-chair for a schedule of district meetings and more details on district competition. \*Schools in which the DECA advisor is also the co-chair for the district.

### DISTRICT I

CATS Academy  
Duxbury  
Holbrook  
Marshfield  
North Quincy  
Pembroke  
Plymouth North  
\*Plymouth South  
\*Scituate  
Thayer  
Weymouth  
Whitman-Hanson

### DISTRICT II

Attleboro  
Bridgewater-Raynham  
Brockton  
Canton  
Dighton-Rehoboth  
East Bridgewater  
Foxborough  
Franklin  
\*King Philip  
Medway  
Oliver Ames  
Sharon  
Somerset Berkley  
\*Southeastern Tech.  
Stoughton

### DISTRICT III

Central Catholic  
\*Danvers  
Essex Tech.  
Georgetown  
\*Hamilton-Wenham  
Masconomet  
Methuen  
North Andover  
Peabody  
Pentucket  
Pingree School  
Whittier Tech

### DISTRICT IV

Andover  
Beaver Country  
Bedford  
\*Burlington  
Lexington Christian  
Malden Catholic  
Maynard  
\*Medfield  
Needham  
Newton North  
Newton South  
North Reading  
Reading  
Somerville  
Weston  
Wilmington  
Woburn

### DISTRICT V

Billerica  
\*Chelmsford  
Dracut  
Groton-Dunstable  
Nashoba Regl.  
Nashoba Tech  
\*Tewksbury  
Tyngsborough  
Westford Academy

### DISTRICT VI

Beverly  
Bishop Fenwick  
Boston Latin School  
Gloucester  
Madison Park  
Manchester-Essex  
Marblehead  
Melrose  
Northeast Metro Tech.  
\*Rockport  
\*Swampscott  
Triton Regional

### DISTRICT VII

Algonquin  
Bartlett  
Blackstone Valley Tech.  
Douglas  
Grafton  
Holliston  
\*Hopedale  
Nipmuc  
Northbridge  
Pathfinder Tech.  
Shrewsbury  
St. John's Shrewsbury  
Sutton  
Uxbridge  
\*Wachusett  
West Boylston  
Westborough  
Whitinsville Christian  
Worcester Tech.

### DISTRICT VIII

Apponequet  
Barnstable  
\*Bourne  
Bristol Plymouth  
Dartmouth  
Diman Tech.  
\*Durfee  
Norton  
Old Rochester Regional  
Sandwich  
Sturgis Charter School  
Taunton  
Wareham  
Upper Cape Tech.

# MA DECA Chapter Advisor Guide 2023-2024

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## **DISTRICT COMPETITION**

It is essential that all chapters, new and returning, communicate with the co-chairs of their district. Attendance at district meetings is necessary to stay updated on MASS-DECA Board reports and to voice your concerns and raise questions. The planning of your district conference will take place at these meetings and the help of every DECA Advisor in the district is needed to have a successful district conference.

To determine how many members may be placed in each competitive category divide your DECA members up evenly among the twenty-seven competitive areas of competition that will be offered at your district conference (excluding written projects). Please see your co-chair for specific rules and restrictions regarding district competition and written events.

## **DISTRICT CO-CHAIRS**

**DISTRICT I:** Shauna King  
Plymouth South High School  
[seking@plymouth.k12.ma.us](mailto:seking@plymouth.k12.ma.us)

Ross Maki  
Scituate High School  
[rmaki@scit.org](mailto:rmaki@scit.org)

**DISTRICT II:** Letty Brown  
Southeastern Tech High School  
[lbrown@sersd.org](mailto:lbrown@sersd.org)

James Dow  
King Philip High School  
[dowj@kingphilip.org](mailto:dowj@kingphilip.org)

**DISTRICT III:** Meghan Beaulieu  
Danvers High School  
[meghanbeaulieu@danvers.org](mailto:meghanbeaulieu@danvers.org)

Laura Wheeler  
Hamilton-Wenham High School  
[l.wheeler@hwschools.net](mailto:l.wheeler@hwschools.net)

**DISTRICT IV:** Krista Anderson  
Burlington High School  
[kanderson@bpsk12.org](mailto:kanderson@bpsk12.org)

Karen Shaffer  
Medfield High School  
[kshaffer@email.medfield.net](mailto:kshaffer@email.medfield.net)

**DISTRICT V:** Tom Sousa  
Chelmsford High School  
[sousat@chelmsford.k12.ma.us](mailto:sousat@chelmsford.k12.ma.us)

Jim Sullivan  
Tewksbury High School  
[coach10@hotmail.com](mailto:coach10@hotmail.com)

**DISTRICT VI:** Scott Larsen  
Rockport High School  
[slarsen@rpk12.org](mailto:slarsen@rpk12.org)

Tim Parachojuk  
Swampscott High School  
[parachojuk@swampscott.k12.ma.us](mailto:parachojuk@swampscott.k12.ma.us)

**DISTRICT VII:** Ryan Cody  
Wachusett Regl. High School  
[ryan\\_cody@wrsd.net](mailto:ryan_cody@wrsd.net)

Talitha Oliveri  
Hopedale High School  
[toliveri@hopedaleschools.org](mailto:toliveri@hopedaleschools.org)

**DISTRICT VIII:** Monice Maurice  
Bourne High School  
[mmaurice@bourneps.org](mailto:mmaurice@bourneps.org)

Ariel St. Germaine  
Durfee High School  
[astgermaine@fallriverschools.org](mailto:astgermaine@fallriverschools.org)



# **STATE CAREER DEVELOPMENT CONFERENCE**

### STATE CAREER DEVELOPMENT CONFERENCE

#### 65th Annual State Career Development Conference “Shoot for the Stars!”

Our 65th CDC will be held March 7-9 in Boston. The Marriott Copley is the host hotel. Other hotels being used are: Sheraton Boston, Westin Copley and the Hilton Boston. All sessions are at Hynes Convention Center.

Estimated Costs:   Registration & all meals: \$300.00 per person  
                                  Room rates per night: \$229 & 16.45% tax/city (divide by # in room)

State Conference registration will be done online according to the SCDC Registration packet. All 10 & 20 page written projects will be uploaded to JudgePro in the DLG system with further instructions in the SCDC packet. *New this year:* Penalty points will be assessed according to DECA Inc Guidelines. Registration checks or purchase orders are mailed to the MA DECA PO Box.

<u>Due</u>	
1/19	State only events due online in Google Classroom code: qnr4dkr
1/26	SCDC online registration & online housing due.
1/26	MASS-DECA Officer Candidate applications: email deadline
1/29	Testing and interviewing of MA DECA Officer Candidates at BHCC
1/29	Written project portal upload opens
2/2	Last day for additions and changes
2/2	Written project upload deadline
2/5-2/12	Penalty points assessed
2/5-2/7	Online testing-all
2/7	Massachusetts DECA Scholarship applications due
2/7	Registration & housing fees due
2/9	Last day for cancellations with refund
2/12-2/13	Online testing-technical schools only on academic week
2/19-23	Winter Break
3/7-9	65th Annual MASS-DECA Career Development Conference



### **Quotas for State Conference Participation**

**District Student Qualifiers:** Divide overall district student membership at close of 2022-2023 membership year by 180 to determine how many qualifiers will qualify for competition at SCDC in each DECA competitive category. If it is more than top 5 per category, than the total district membership must be divided by 250. Round up or down by nearest .5. New chapter student membership will be added to overall membership. Contact your district co-chair for exact placement numbers.

**DECA Quiz Bowl –DQB** *\*Not a recognized DECA Inc event.* MA DECA will allow one team per chapter consisting of 1-4 team members to compete during States in a game show format with chapters playing against chapters. Instructions can be found in this guide. The first-place team will earn spots to ICDC in IGNITE, ELEVATE or ASPIRE

### **Special Activities –\* See DECA Guide for more info.**

**Virtual Business Challenges-VBC** All eight VBCs have established deadlines. There is no competition at districts or SCDC. VBC Games can be played at school or home. Students may form teams of 1-3 members. Top two teams from the North Atlantic Region in Rounds 1 and 2 in each of the 8 VBCs will qualify to compete at ICDC.

**Stock Market Game-SMG** SMG has its own established deadlines. Top 20 teams in the North Atlantic Region will qualify for ICDC. See DECA Guide for deadlines and specifics on required trade transactions. *New this year:* there will be a practice competition at SCDC where students may present their manuals for evaluation.

**School Based Enterprise-SBE** The SBE program provides standards for model school store operation and provides recognition for school-based enterprises at three levels: bronze, silver, and gold. The number and type of activities a school-based enterprise completes for each of the standards will determine the level of certification awarded. Teams are 1-2 members and chapters earning Gold or recertified Gold may attend ICDC. There will be a practice competition during SCDC.

**Corporate Challenges:** DECA's Corporate Challenges provide DECA members opportunities to demonstrate the knowledge and skills learned in the classroom through innovative challenges in partnership with corporate partners, offering a unique focus and specific set of tasks. The following challenges are offered this year:

**Business U:** DECA at the Bell Challenge-Due Nov. 3

**Daniels Fund:** Ethical Leadership Challenge-Due Nov. 21

**NAA:** Auction Marketing Campaign Challenge-Due Feb. 1

**Knowledge Matters:** Digital Presentation Skills Challenge-Due Jan. 31

**Stukent:** Social Media Simtermship Challenge-Due March 1

**MDA:** Disability is Diversity Challenge-Due Feb. 16

**National Pediatric Cancer Foundation:** Social Impact Leader of Tomorrow -Due Feb. 6

*For more info on DECA Challenges:* <https://www.deca.org/challenges>



# **INTERNATIONAL CAREER DEVELOPMENT CONFERENCE**

### INTERNATIONAL CAREER DEVELOPMENT CONFERENCE-ICDC

The 2024 ICDC will be held in Anaheim, California, April 26-May 1. Opening Session is April 27, Grand Awards session is April 30. Chapters must plan to attend the Opening & Grand Awards Sessions and stay at the assigned conference hotel.

#### **Estimated Registration Costs:**

All per person. Tours are not included (Allow \$30-40 per day for meals.)

\$150.00 registration: includes DECA Inc registration, trading pins, hat, spirit glow item, ice cream social. and State Officers & Director(s) registration & housing.

#### **Estimated Housing costs:** Housing per person based on 5 nights\*

Massachusetts DECA will be staying at the Embassy Suites Hotel. All rooms are suites and include hot daily breakfast and afternoon snack.

Single - \$1,329

Double - \$664

Student rate - \$332.25 (4 per room)

#### **Deadline Dates:**

March 19 - Online registration due. Purchase orders for registration due.

March 29- Registration fees due Check must be received at PO Box, unless purchase order was sent in on 3/19.

April 5 - Housing fees due in full. Checks payable and mailed to MA DECA.

#### **Transportation:**

Each chapter is responsible for finding their own air and ground transportation to the ICDC. No transportation will be provided by MASS-DECA.

#### **Hotel Arrival/Departure Dates:**

Chapters have the option of arriving on April 26 or 27 and staying until May 1 or 2nd.

Hotels are not holding reservations for DECA prior to April 26 or beyond May 2nd.

It is encouraged that you arrive on April 26, since many social activities begin on the 27<sup>th</sup> during the day. All chapters are expected to be at the Opening and Closing sessions according to DECA Inc rules.

**NOTE:** DECA blazers are required for all students when in front of a judge and/or on stage at the International Career Development Conference. You will have an opportunity to pre-order DECA blazers from Shop DECA or If you would rather borrow a blazer, please post on the Facebook Mass DECA Chapter Advisors' page.



# **STATE OFFICER CANDIDATE INFORMATION PACKET**

## STATE OFFICER CANDIDATE INFORMATION

### CANDIDATE TIMETABLE

January 26	All officer applications are due via email to dmcfadden@bhcc.edu
January 29	Testing and Interviewing of all potential candidates 3:00 pm BHCC
January 30	All candidates notified whether nominated for office
February 16	3 bullet points due in MA DECA Google Classroom
February 23	Rough draft of speeches, campaign theme & booth items due in Google Classroom
March 7-9	Campaigning conducted from the start of registration until one (1) hour prior to election session at SCDC
March 7	Candidates deliver a 30 second speech at Opening Session
March 8	Meet the Candidates at their campaign booths
March 8	Election Session: 1-minute speech in front of the voting delegates
March 9	Elected officers announced at Grand Awards Session

### **IF ELECTED TO THE STATE ACTION TEAM:**

June 24-28	Mandatory State Officer Training at Marriott Copley Hotel and Bunker Hill Community College 10:00 am- 6:00 pm daily
July 12-14	Emerging Leader Summit-Nashville, TN
October	Fall State Leadership Conference: <i>1 day conference with one overnight required to prepare the night before. Date TBA</i>
Dec. & Jan.:	Districts: Your own and at least one other
Feb. 27-29, 2025	State Career Development Conference

*Any days on the Officer 'Program of Leadership' deemed mandatory by the State Advisor*

### **MASS-DECA OFFICER CANDIDATE INFORMATION CONTINUED**

**Due:** Jan. 26

Serving as a MASS-DECA Officer will provide you with a real leadership experience, a chance to grow as a person and increase your self-confidence. Teamwork and cooperation are essential to the success of any officer team.

The information, materials, and forms in this packet comprise the basic policy and procedures for the nomination and election of MASS-DECA High School Division Officers.

Please read this information over carefully and complete all materials according to the directions. Any credentials, which are incomplete or improperly submitted, may necessitate the disqualification of the prospective candidate.

\* \* \* \* \*

### **WHO IS ELIGIBLE?**

Any High School Division member, who is a paid DECA member in the 2023-2024 school year, is eligible to submit the necessary forms to be considered for nomination to an officer position of this association of DECA.

Candidates must have a scholastic average of at least 2.0(C average) for both the current and just previously completed quarter/semester to qualify. If elected as an officer, a 2.0 or a C average must be maintained to remain an officer. Grades must be submitted to the State Advisor upon completion of each term. Officers must remain in good standing with their school's policies and procedures. The attached application, forms, resume & transcript must be completed and emailed by January 26, 2024.

To be nominated, each prospective candidate must pass both the test and the interview portion of the nomination process. The test and interview are worth 100 points each. You will need to attain a score of at least 130 points (65%) of the possible 200 points to be nominated. Only the top 18 candidates will be allowed to run for office and campaign.

### **MASS-DECA OFFICER CANDIDATE INFORMATION CONTINUED**

#### **WHAT MUST I SUBMIT?**

You must submit the following forms completed in full; candidate application, signed acceptance of candidate's responsibility, signed statement of intent & support, an **official** school transcript of your grades, a resume' of not more than one page, and a 1 page chapter advisor letter of recommendation; which includes the candidate's knowledge, participation, dependability in DECA activities, the candidate's commitment to serve MASS-DECA as a State Officer and the advisor's strong belief in the candidate. Save as a pdf and email all applications to [dmcfadden@bhcc.edu](mailto:dmcfadden@bhcc.edu) **Faxed and/or mailed applications will not be accepted.**

#### **NOMINATION PROCESS**

All potential candidates will take an examination based on MASS-DECA and DECA Inc. information. Each potential candidate will have a personal interview with the members of the state nominating committee. The nominating committee shall determine the nominated candidates based on the test and interview scores.

Every effort is made to keep the nominating process as objective as possible. Any matters requiring decisions shall be submitted to the nominating committee. The decisions of the nominating committee shall be final.

#### **PHOTOS**

You will have a professional head and shoulder picture taken by BHCC AV Staff. This photo will be used during the speech and election sessions at the State Conference. It will also be used on the Election Buddy ballot that the voting delegates will use to cast their vote. Be sure to be professionally dressed.

#### **TEST AND INTERVIEW**

The test will take place at 3 pm on January 29 following a briefing. Questions on the test will consist of fill-in, true/false, multiple choice, and short answer types. Refer to the reference list below for a study guide.

The interview will take place after the test has been completed. The State Action Team and the State Advisor will individually interview each candidate. **Professional attire is required of all candidates.** During the interview, candidates must demonstrate competence in situation problem solving, oral and written communication, public relations, DECA facts, leadership ability, sense of humor, courtesy, and etiquette.

### **MASS-DECA OFFICER CANDIDATE INFORMATION CONTINUED**

#### **RESUME'**

This is to be submitted with your other candidate credentials. It should not be more than one full page. This resume' should be the same as one you would submit when applying for a job.

#### **TERM OF OFFICE**

The officers elected for the 2024-2025 year shall serve in office from the close of the 2024 International Career Development Conference until the close of the 2025 International Career Development Conference.

#### **STATE OFFICER LEADERSHIP TRAINING**

This training is designed to provide each officer-elect with the knowledge, skills, and experience necessary to be a successful officer. This is also when the officers-elect really come together as a team with common goals and objectives for the year ahead.

Due to the importance of this training and its many leadership activities, attendance at the training in its **entirety** is **required** of all those elected. Please refer to previous page for dates.

Emerging Leader Summit (ELS) is a conference for association and executive officers. The newly elected officer team will be attending this year's ELS in Nashville, TN.

#### **ELECTION PROCEDURES**

The 2024-2025 MASS-DECA Officer Team shall be elected by a majority (51%) of the voting members for the High School division, present at the annual State Career Development Conference. Voting will be done during the Business & Election Session online using cell phones at SCDC. The top nine (9) candidates receiving the greatest number of votes and having fulfilled the 51% majority will be the officers-elect of Massachusetts DECA for the 2024-2025 year.

#### **REFERENCE LIST**

This is an outline of the information used in the formulation of questions for the MASS-DECA High School Division Officer Candidate Examination.

- The DECA Guide provided by DECA Inc and sent to your advisor or online at [www.deca.org](http://www.deca.org)
- MASS-DECA Chapter Advisor Guide (your advisor has this)
- DECA Direct (weekly electronic publications from DECA Inc)
- www.deca.org and www.madeca.org



**MASS-DECA OFFICER CANDIDATE INFORMATION CONTINUED**

**CANDIDATE CHECK LIST**

Make sure that you submit the following, so that you will qualify as a potential candidate:

- \_\_\_\_\_ Application
- \_\_\_\_\_ Acceptance of Candidate’s Responsibility(signed)
- \_\_\_\_\_ Statement of Intent(signed)
- \_\_\_\_\_ Resume
- \_\_\_\_\_ Letter of recommendation from your chapter advisor
- \_\_\_\_\_ Official transcript with current and previous semester grades.

**MASS-DECA HIGH SCHOOL DIVISION OFFICES AVAILABLE**

**The nine (9) candidates receiving the greatest number of votes and a majority - 51%, will be the officers-elect of MASS-DECA, for the 2024-2025 year. MASS-DECA Officers do not have titles; they are considered equal members of the MASS-DECA State Action Team.**

\* \* \* \* \*

Potential officer candidates should realize that transportation in some form (public or private) is necessary to and from meetings. Each officer team determines its own meeting schedule. The meetings will be via Zoom and at Bunker Hill Community College.

\* \* \* \* \*

**FOR FURTHER INFORMATION, CONTACT ANY OR ALL OF THE FOLLOWING**

- Your Chapter Advisor
- Your State Advisor [dmcfadden@bhcc.edu](mailto:dmcfadden@bhcc.edu) or 617-228-2024
- Any of the current State Officers, see [www.madeca.org](http://www.madeca.org) or the Massachusetts DECA official Facebook page for contact information

**MASS-DECA STATE OFFICER APPLICATION**

**Due: Jan. 26**

**Please print neatly or type.**

Name:

Home Tel. No:

Cell:

e-mail address:

Date of Birth:

Year of Graduation:

Home Address:

City:

Zip:

School Attending:

Place of Employment:

#hours worked per week:

Type of Business:

Position held:

DECA Offices held:

DECA Honors and/or Awards:

Offices held in other organizations (please note dates):

Non-DECA Honors and/or Awards:

*I certify that I am an active member in good standing of my DECA chapter.  
To the best of my knowledge, all information submitted about me is accurate and correct.*

\_\_\_\_\_

Date

\_\_\_\_\_

Signature of Applicant

\_\_\_\_\_

Chapter Advisor's Name (Print)

\_\_\_\_\_

\*Signature of Chapter Advisor

**\*Advisors should endorse only worthy candidates.**

**CANDIDATE’S STATEMENT OF INTENT:**

**DEADLINE: Jan. 26**

**Please print neatly or type.**

Name of Candidate:

If elected, I shall attend the MASS-DECA Officer Training & Leadership Academy in its entirety and all meetings of the MASS-DECA Officers. I agree, within the limitations of my schoolwork and the requirements of my employment, to make myself available to MASS-DECA to promote and assist in the development of our organization. I fully understand that if, in the opinion of the majority of the officers on the team, I do not carry my share of the workload, I may be removed from my officer role at any time.

\_\_\_\_\_  
Signature of Applicant

\_\_\_\_\_  
Signature of Parent or Guardian

**STATEMENT OF SUPPORT:**

This candidate is a member paid and in good standing of her/his local chapter, state and DECA Inc. To the best of my knowledge, all information submitted on, with, or attached to this form is valid. It is my considered judgment that this candidate has the ability, qualifications, and integrity necessary to do an outstanding job in the office for which s/he is being proposed as a nominee.

The above-named student has displayed punctuality; good attendance, responsibility, and overall good citizenship while a member of our high school student body and member of our DECA Chapter. I, therefore, endorse this student for the office being sought and will support him/her during the year in office.

\_\_\_\_\_  
Today’s Date

\_\_\_\_\_  
Signature of Chapter Advisor

**REMINDER:** Transportation in some form (public or private) is necessary to and from meetings and conferences.

**ACCEPTANCE OF CANDIDATE’S RESPONSIBILITY**

I recognize that the following obligations are a part of an officer’s responsibility.

1. To become knowledgeable about the state and DECA Inc’s Program of Activities and to be able to discuss it with chapter officers and interested parties.
2. Observe standards of official dress, exemplary personal conduct and personal grooming while representing DECA
3. Full attendance and participation in the meetings & training
4. Speaking at local DECA functions, such as DECA recruitment presentations upon the invitation of the State Advisor and/or local chapter.
5. Preparation, attendance and participation at the Fall State Leadership Conference and the State Career Development Conference are mandatory. Attendance at the Power Trip and the International Career Development Conference is earned and optional. Each officer is also required to attend two district conferences.
6. Careful preparations for fulfilling responsibilities for DECA activities in which I am involved.
7. Notification to the state advisor of all invitations for representation of DECA.
8. Responsible and timely reporting of activities conducted as a representative of DECA.
9. Development of a State Program of Leadership in cooperation with the state action team and state advisor.
10. Follow all guidelines to be an effective state officer as presented at training.
11. Fulfill all responsibilities as spelled out in the State Officer Program of Leadership.
12. Abide by the DECA Code of Conduct while an officer. I will resign my office if I fail to follow the DECA Code of Conduct.

Officer Candidate signature\_\_\_\_\_

Parent or Guardian signature\_\_\_\_\_

Chapter Advisor signature\_\_\_\_\_

### ***RULES AND REGULATIONS FOR OFFICER CANDIDATE CAMPAIGNING***

All chapters are urged to use their imagination and initiative in creating novel ways for promoting and presenting their candidate(s).

- Campaigning may begin as soon as your school has registered at the SCDC registration desk. Campaign tables will be pre-assigned.
- Any damage because of campaign materials or techniques used during the SCDC will be the responsibility of the candidate's school.
- All chapters and candidates are expected to encourage and observe good taste in the promotion of candidates. Do not put campaign materials in front of/on top of another candidate's materials.
- No campaigning is to take place in the areas of the hotel where competitive events are being held.
- Campaign materials **may not** be attached to the walls or other property of the hotel using tape, tacks, or nails.
- **No food, candy, gum, or drinks of any kind, except water** is to be distributed by any campaign. Stickers & balloons may **not** be handed out. Boom boxes with music are not allowed, nor any recording above a conversational level.
- Each candidate and their chapter must be sure that all campaign materials are picked-up and removed from all areas of the hotel at least one hour prior to the election session. No campaign materials will be allowed in the election session.
- Failure to abide by these rules and regulations will result in the disqualification of the candidate(s) involved.
- Campaign description must be submitted to a Google Classroom-code gs35ehh with campaign theme, spirit items, speeches, and visual materials to be used by March 3.

### SAMPLE QUESTIONS FOR OFFICER CANDIDATE QUALIFYING TEST

- In what year was Massachusetts chartered as an association of DECA?
- What is the DECA mission statement?
- What are the DECA guidelines and principles?
- How many co-chairs represent each district? What district are you in and who are your district co-chairs?
- What does the membership fee consist of and how much is the membership fee for DECA Inc and for MA DECA?
- What is DECAid?
- DECA Inc is organized into four regions. Name them.
- What region is Massachusetts in?
- What is the location of the regional conference in 2024?
- What is the location of the 2024 State Conference?
- What is the location of the 2024 and 2025 ICDCs?
- Explain DECA. What is the difference between DECA and business education?
- Explain the difference between a series event and a written event.
- How many members belong to MASS-DECA? DECA?
- What are DECA's attributes and values?
- Name the current Executive & Association Officers.
- Who represents Massachusetts on the DECA Congressional Advisory Board?
- Who is the Executive Director of DECA Inc? Who is the State Advisor of Massachusetts DECA?



# SCHOLARSHIP INFORMATION

### MASSACHUSETTS DECA SCHOLARSHIP AWARDS

- \$2000 worth of MA DECA scholarships will be awarded.
- State awards will be recognized at the State Career Development Conference.
- Deadline for application is February 7, 2024.
- Save your application and supporting documentation as a pdf and email to [dmcfadden@bhcc.edu](mailto:dmcfadden@bhcc.edu)

Any active member of the High School Division of MASS-DECA who intends to pursue a full-time (2-year or 4-year) course of study in marketing, management, hospitality, entrepreneurship, finance, retailing, or marketing education and shows evidence of scholastic ability is eligible to apply. The applicant may select any accredited post-secondary institution or four-year college offering majors in finance, hospitality, marketing, management, and/or entrepreneurship.

The following items must be included in your application:

- \_\_\_\_\_ 1. Application form (complete in every detail).
- \_\_\_\_\_ 2. Official transcript of high school grades.
- \_\_\_\_\_ 3. Evidence of financial need. (The applicant will provide adequate expense and income information.)
- \_\_\_\_\_ 4. Three letters of recommendation.
- \_\_\_\_\_ 5. Any supplemental information that you believe would be useful to the Scholarship Selection Committee.  
(Documentation of DECA participation and accomplishments.)

The completed application form and the necessary substantiating information will be submitted to the local DECA Chapter Advisor for approval and emailed to the State DECA Advisor. The State DECA Scholarship Selection Committee is composed of business partners and retired advisors. The committee will rank the applications in order of merit. Applications and all supporting data must be received by your State Advisor by February 7.

Awards will be paid directly to the college or school in January of the following year. A copy of your first term grades verifying your major must be received at the MASS-DECA office before the award will be paid. Awards not used/claimed within one (1) year of the date awarded will revert to MASS-DECA.



**MASS DECA SCHOLARSHIP APPLICATION**

*Please print neatly or type.*

Request for school year:

Amount: \$1000

**NAME:**

**HOME ADDRESS:**

*(Include street, city, zip)*

**DATE OF BIRTH:**

**DATE OF HIGH SCHOOL GRADUATION:**

**ARE YOU LIVING WITH YOUR PARENTS?  
WITH A GUARDIAN?**

**OTHER** (explain):

**NUMBER OF MEMBERS IN HOUSEHOLD:**

**COMBINED INCOME RANGE OF PARENTS/GUARDIANS:**(circle one)

\$0-9,999                      \$10,000-\$19,999                      \$20,000-29,999

\$30,000-39,999                      \$40,000-49,999                      \$50,000-59,999

\$60,000-69,999                      \$70,000-79,999                      \$80,000-89,999

\$90,000-\$99,999                      \$100,000 or higher

**NAME OF DECA CHAPTER:**

**NAME OF DECA CHAPTER ADVISOR:**

**INCLUSIVE YEARS IN DECA:**

## MA DECA Chapter Advisor Guide 2023-2024

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### *MASS DECA SCHOLARSHIP APPLICATION-continued*

#### **Student's estimated college budget:**

##### **Resources**

Personal savings:	\$
Earnings during vacations/summer:	\$
Part-time earnings during school year:	\$
Aid from parent/guardian/other relatives	\$
scholarships/other awards	\$
Loans/grants	\$
other benefits/sources of income	\$
<b>TOTAL RESOURCES</b>	<b>\$</b>

##### **Costs**

College fees and tuition	\$
Books, instructional materials etc.	\$
Room/Board	\$
Clothing, commuter fares, lunches	\$
Personal expenses	\$
Other(specify)	\$
<b>TOTAL COSTS</b>	<b>\$</b>

I certify that the information given on this application is correct. Should I be awarded a MASS-DECA scholarship I agree to give strict attention to my studies and regulations of the college. If I should fail to maintain my academic record, change my coursework from marketing, merchandising and/or management, or willfully violate college regulations, I agree to surrender all rights of ownership to the unused portion of the scholarship.

**DATE**

**SIGNATURE OF APPLICANT**

## MA DECA Chapter Advisor Guide 2023-2024

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### *MASS DECA SCHOLARSHIP APPLICATION-continued*

**If needed, please use a separate sheet for the following:**

- A) DECA ACTIVITIES: offices held, committees, honors, conferences attended, etc.
  
  
  
  
  
  
  
  
  
  
- B) How do you plan to continue your involvement in DECA after graduating?
  
  
  
  
  
  
  
  
  
  
- C) Explain your current/past involvement with other student, social, civil, school, or religious groups or organizations.
  
  
  
  
  
  
  
  
  
  
- D) What is the name and address of the college you plan to attend? Also include an explanation of your admission status. Have you applied? Have you been accepted?
  
  
  
  
  
  
  
  
  
  
- E) Explain your career objective(s).
  
  
  
  
  
  
  
  
  
  
- F) How has DECA helped you in attaining your career objectives?



**George B. Berg Memorial  
DECA Scholarship  
SCDC 2024**

## MA DECA Chapter Advisor Guide 2023-2024

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George B. Berg was a high school DECA Advisor at Hull High School prior to becoming the Massachusetts DECA Treasurer and Director of Finance for 35 years. In addition to serving as treasurer, Mr. Berg was a District Co-Chair and dedicated MA DECA Board of Directors' member. He worked in the Massachusetts DECA Tabulation Center at the State Career Development Conference for over forty years.

- The George B. Berg scholarship award will be during the 2024 State Career Development Conference.
- **Applications must be postmarked by February 9, 2024.**
- Send your application and supporting documentation to:

Susan Nobrega  
MASS-DECA  
PO Box 486  
Rochester, MA 02770

Any current high school student who is currently an active member of the High School Division of MASS-DECA who intends to pursue a full-time (2-year or 4-year) college education may apply for this scholarship.

The following items must be included in your application:

- \_\_\_\_\_ 1. Application form (complete in every detail).
- \_\_\_\_\_ 2. Official transcript of high school grades.
- \_\_\_\_\_ 3. Letter of recommendation from your DECA Advisor.
- \_\_\_\_\_ 4. Any supplemental information that you believe would be useful to the Scholarship Selection Committee.  
(Documentation of DECA participation and accomplishments)

The completed application form and the necessary substantiating information will be submitted to the local DECA Chapter Advisor for approval and forwarded to Susan Nobrega at the above stated address. Application and all supporting data must be received at the MASS DECA PO Box.

Awards will be paid directly to the college or school in January of the following year. A copy of your first term grades verifying your major must be received at the MASS-DECA office before the award will be paid. Awards not used/claimed within one (1) year of the date awarded will revert back to MASS-DECA.

**GEORGE B. BERG MEMORIAL MASS DECA  
SCHOLARSHIP APPLICATION 2024**

*Please print neatly or type.*

Request for school year: 2024-2025

**NAME:**

**Email:**

**Cell:**

**HOME ADDRESS:**

*(include street, city, zip)*

**DATE OF BIRTH:**

**DATE OF HIGH SCHOOL GRADUATION:**

**NAME OF DECA CHAPTER:**

**NAME OF DECA CHAPTER ADVISOR:**

**INCLUSIVE YEARS IN DECA**

I certify that the information given on this application is correct. Should I be awarded this scholarship I agree to give strict attention to my studies and regulations of the college. If I should fail to maintain my academic record or willfully violate college regulations, I agree to surrender all rights of ownership to the unused portion of the scholarship.

**DATE:** \_\_\_\_\_ **SIGNATURE OF APPLICANT:** \_\_\_\_\_

**Please use a separate sheet for the following:**

**How has participating in DECA prepared you for life after graduation, and what do you feel was the most important aspect of this DECA educational experience?**

### **OTHER DECA SCHOLARSHIP AWARDS**

#### **The DECA Harry Applegate & Corporate Scholarship Program**

DECA's scholarship program provides over \$200,000 in scholarships at the International Career Development Conference (ICDC) each year. Many corporate partners of DECA provide scholarships through the DECA Scholarship Program. DECA Inc. administers the program based on guidelines set by the donor. DECA scholarships are strictly merit based

**Due date for applications:** January 12 **Award amounts:** \$1000-\$4000

Applications are submitted on-line only. See [www.deca.org/scholarships](http://www.deca.org/scholarships) for more info.

#### **Other Massachusetts Scholarships:**

**George Berg Memorial Scholarship:** George Berg was a dedicated Massachusetts DECA member, former DECA Treasurer, Chapter Advisor, Board member and Co-chair. Applications can be found online at [www.massdeca.org](http://www.massdeca.org)

#### **Other Massachusetts Awards: (based on previous year sponsorship)**

**AT & T:** Sponsors Principal of Marketin with \$1000 divided among the State Champions.

**Bentley University:** Sponsors Financial Consulting Event and Financial Team Decision Making Event with \$3400 divided among the State Champions.

**FETCH:** Sponsors Innovation Plan and Independent Business Plan with \$2400 divided among the State Champions.

**MAVA (MA Association of Vocational Administrators):** Sponsors Automotive Services and Food Marketing Series Events with \$3000 divided among the State Champions.

**MVA (MA Vocational Association):** Sponsors Personal Financial Literacy with \$500 divided among the State Champions

**Johnson & Wales University:** Provides tuition-based awards to State Champions in Integrated Marketing Events, Restaurant Full Service Management, Retail Management, Sports & Entertainment Marketing and Hotel and Lodging Management.

**Babson College** provides a \$5000 renewable scholarship to 2 members per year

**Fashion Institute of Design & Merchandising; FIDM** provides tuition scholarships for Integrated Marketing Campaigns and the Apparel & Accessories Marketing Event.

**MA Association of Certified Public Accountants** sponsors the Accounting Applications Series Event and will divide \$350 among the State Champions.

**The Men's Wearhouse** offers discounts on tuxedo rentals to our DECA members