

STATE OFFICER TEST STUDY GUIDE

This guide will help you prepare for the official state officer candidate exam. All candidates must pass with a minimum score of 70% prior to being named as an eligible candidate. The test will comprise of the following sections and number of questions:

- 15 – True or False (2 points each)
- 5 – Matching (2 points each)
- 10 – Completion (4 points each)
- 5 – DECA Competitive Events (2 points each)
- 5 – DECA Mission Statement (2 points each)

DECA MISSION STATEMENT

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

DECA INC. EXECUTIVE DIRECTOR

Frank Peterson

PA DECA STATE ADVISOR/EXECUTIVE DIRECTOR

Jerry DiGiovanni

PA DECA STATE OFFICER ADVISORS

Robert Nathan and Gaye-Ann Ice

PA DECA BOARD OF TRUSTEES PRESIDENT

Jennifer Mason, Midd-West High School

MAILING ADDRESS FOR DECA INC. HEADQUARTERS

1908 Association Drive
Reston, Virginia 20191

OFFICIAL MAGAZINE OF DECA INC.

“DECA Direct”

2020-2021 PA DECA STATE OFFICERS

Meet the team at <https://www.padeca.org/high-school-programs/state-officers/>

2020-2021 EXECUTIVE OFFICERS FOR THE HIGH SCHOOL DIVISION

Executive President: Catherine Horton, AZ

North Atlantic Region Vice President: Ryan Rivera, NY

Central Region Vice President: Nate Jacobs, MI

Southern Region Vice President: Ramkishore Annachi, NC

Western Region Vice President: Mattie Bradford, AZ

DECA BRANDING

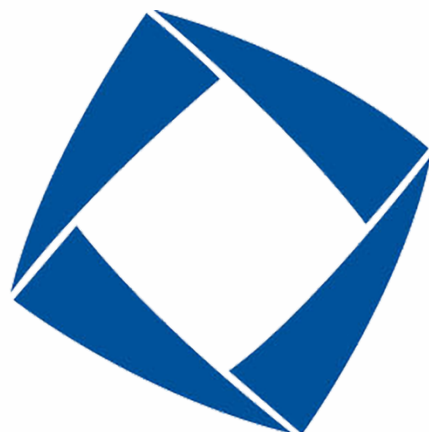
The official DECA emblem is a diamond-shaped design. It embraces the organization's affinity for the diamond while displaying a bold, modern design. The four points inside the diamond represents the first set of DECA's Guiding Principles. The four outer points represent the second set of DECA's Guiding Principles and the polished leaders DECA prepares.

The four inner points of the DECA Diamond represent the purpose of our comprehensive learning program:

- Integrates into Classroom Instruction
- Applies Learning
- Connects to Business
- Promoted Competition

The four outer points of the DECA Diamond represent the results of the comprehensive learning program DECA offers. DECA prepares the next generation to become:

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



Official Color of DECA

Blue; black may be used when blue is unavailable. If on a dark background, the logo may be white.

DECA Inc. Theme

"Next Level"



Pennsylvania DECA Theme

"A Whole New World with PA DECA"



DECA Month

November 1-30

HISTORY AND PURPOSE OF DECA

DECA Inc.'s Three Primary Purposes:

- To assist state/provincial associations in the growth and development of DECA
- To further develop education in marketing and distribution which will contribute to occupational competence
- To promote understanding and appreciation for the responsibilities of citizenship in our free, competitive, enterprise system

DECA's Core Values and Attributes:

- Competence
- Innovation
- Integrity
- Teamwork

DECA Inc. Establishment

DECA was established nationally in 1946 with 17 charter states. The first interstate DECA conference was held in Memphis, TN in April 1947.

PA DECA Establishment

PA DECA was first organized in 1952, but Pennsylvania did not receive an official charter from DECA Inc. until 1960.

Geography

- DECA operates in all 50 states plus Puerto Rico, Guam, Canada, and Germany.
- Pennsylvania DECA is located in the North Atlantic Region of DECA Inc.
- Pennsylvania DECA is divided into 11 districts.

Governing Body of Pennsylvania DECA

The governing body of the Pennsylvania Association of DECA is the Board of Trustees. It consists of marketing/business/materials handling educators elected by each district, the high school state president, a representative of business, and a school administrator. Their function is to set policy and guidelines and oversee the direction of the DECA program of activities.

PA DECA Plan of Action

The Plan of Action is developed by the State Officer Team each year to set goals for chapters to accomplish and to recognize the most active PA DECA chapters. It recognizes chapters that excel and implement the four pillars of the DECA Diamond: academically prepared, community oriented, professionally responsible, and experienced leaders.

DECA COMPONENTS

Competitive Events

As an integral part of classroom learning, DECA's industry-validated competitive events are aligned with National Curriculum Standards. Learn more about the competitive events that are offered by DECA Inc. at www.deca.org/high-schoolprograms/high-school-competitive-events/.

State-Only Competitive Events

Pennsylvania DECA's State-Only Events build on DECA's Competitive Events Program to provide students with additional competitive event opportunities. These events are typically held only at the State Career Development Conference, although some districts may also host regional competitions for these events. Please consult the Supplemental Guide or visit <https://www.padeca.org/high-school-programs/competitive-events/> for more information about these events.

Membership Divisions of DECA

- High School Division
- Collegiate DECA
- Alumni Division
- Professional Division

Membership Dues

- The dues for membership in Pennsylvania DECA are \$8.00 annually.
- The dues for membership in DECA Inc. are \$8.00 annually.
- The Alumni Division of DECA permits alumni to retain affiliation in a supportive capacity. Dues are \$16.00 annually.

DECA Terminology

- DECA offers a well-rounded "competitive events program", not "contests".
- At the local level, DECA is referred to as a "chapter", not a "club".
- Persons belonging to a DECA chapter are "members", not "DECA students".
- DECA Inc. is made up of state and territorial "chartered associations". Chartered associations are made up of local chapters.
- CTSO is an acronym for Career and Technical Student Organization.
- "DECA" is not an acronym, as it no longer stands for Distributive Education Clubs of America, the original name of DECA Inc.

Official DECA Merchandise

Shop DECA is the official supplier of DECA jewelry, blazers, clothing, and membership supplies. Visit them at www.shopdeca.org.

Scholarship Opportunities

Numerous scholarships are available to Pennsylvania DECA members at the State Career Development Conference. Additionally, DECA Inc. provides over \$300,000 in scholarships to DECA members each year at the national level.

ICDC Leadership Academies

 <p>IGNITE</p> <p>ULTIMATE MEMBER</p> <p>Ignite your spark for DECA! As an emerging leader, you have great potential to take advantage of all that DECA offers. Now's your time to gain an edge as you learn how you can take your personal DECA experience to the next level and ignite your passion for DECA.</p>	 <p>ELEVATE</p> <p>ULTIMATE CHAPTER LEADER</p> <p>Elevate your leadership in DECA by becoming the ultimate DECA chapter leader! Discover your personal leadership style and how you can use that to take your chapter to the next level. Now's your time to elevate your DECA status from member to chapter leader.</p>	 <p>EMPOWER</p> <p>ULTIMATE ASSOCIATION OFFICER</p> <p>As a DECA association officer, one of your main responsibilities is to empower the members you serve. Learn how to effectively perform your role as an association leader, design an effective strategic plan and employ empowering communications strategies and methods.</p>	 <p>ASPIRE</p> <p>ULTIMATE GRADUATE</p> <p>As you soon graduate, the sky is the limit for your aspirations. Do you know what to expect in college or how to be successful in your career? Learn how to leverage your DECA experience to your advantage in college, interviews and internships. Aspire to get on the fast track to college and career success.</p>	 <p>THRIVE</p> <p>ULTIMATE CHAPTER</p> <p>Now it's time to thrive with other high performing chapters and continue to develop your toolbox of collaboration, communications, critical thinking and creativity skills.</p>
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With the exception of the THRIVE academy and the EMPOWER academy, allocations to ICDC Leadership Academies are determined based on placement in State-Only events or special permission from the Chartered Association Advisor.

DECA Inc. Chapter Campaigns

- Promotional Campaign
- Global Entrepreneurship Week Campaign
- Community Service Campaign
- Membership Campaign
- Advocacy Campaign

Pennsylvania DECA Website

www.padeca.org

DECA Inc. Websites

www.deca.org

www.decadirect.org

Additional State Officer Resources

Please consult the "Student Leader Resource Guide" available at <https://www.deca.org/wp-content/uploads/2020/01/DECA-Student-Leader-Resource-Guide.pdf>. Items from this guide may appear on the State Officer Test.