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Pennsylvania Human Relations Commission
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Voice Telephone: 717) 787-4417
Text Telephone TTY: (717) 783-8445

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Bureau of Human Resources
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Director
School Services Unit
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Text Telephone TTY: (717) 783-8445
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GENERAL INFORMATION ON COMPETITIVE EVENTS

An overview of the important guidelines for the current year is listed below. Please review all items thoroughly. **A district cannot create a policy that will violate the state constitution, by-laws and policies of PA DECA.**

STATE-LEVEL PARTICIPATION IN EVENTS

Students may enter just one competitive event at SCDC. Please note that the following events are open to all students. None of these events qualify a student to attend the State Career Development Conference. Students who are applying for scholarships will have interviews at the conference. Therefore, they will need to register in an additional area.

- **PA DECA Scholarship**
- **State Business Partnership Scholarship**
- **Food Merchants’ Scholarship**
- **Jerry DiGiovanni, Sr. Scholarship**
- **Student of the Year Scholarship Event**
- **Member of the Year Scholarship Event**
- **Charles Mariotz Scholarship**

The **Marketing Cluster exam MUST** be taken by students attending the conference and not participating in any other form of competition at the State Career Development Conference. This includes the following delegates:

- **Modeling**
- **Voting Delegate**
- **Chapter Banner**
- **School Store Event**

Please be sure to register these delegates for the test, as well as their area of participation. Plan of Action representatives must also be registered as voting delegates.

Disqualification affects only the portion of the event in which the violation occurred. For example, a student competing in food marketing fails to show up for Role Play A, but completes the other role-play and test. He/she receives a zero (0) score for Role Play A, but his/her other scores count at full value. Incidentally, there have been students who have qualified for national competition under this type of condition. Never give up!

Different judges may have different perceptions of an appropriate businesslike appearance. Therefore, a student may be penalized in one portion of an event and not in another event even though their appearance has not been changed.

INTERNATIONAL LEVEL PARTICIPATION IN EVENTS

The International DECA Career Development Conference registration fee for Pennsylvania’s first place winners in national events will be paid by Pennsylvania DECA.

First place winners of state-only events will be considered to attend the International Career Development Conference as voting delegates or in a leadership academy. Their registration fee will not be paid by Pennsylvania DECA.
INDIVIDUAL SERIES EVENTS

Participants will compete in two oral role-plays and a one hundred question written exam.

Participants may take only a simple calculator and pencils into the exam and role-play preparation areas. Note cards are not permitted. Notes may be made during the preparation period and referred to during the role-play interview with the judge.

A simple calculator is defined as one with four (basic) functions only. This includes addition, subtraction, multiplication, and division. Programming/scientific calculators will not be allowed under any circumstances. Calculators will not be supplied.

TEAM DECISION MAKING EVENTS

There are eight team decision making events. The events are comprised of a written test segment and a case study presentation. The case study is weighted at twice the value of the exam.

All teams must consist of two members. In extreme circumstances, a team member may be replaced with a substitute. At least one member of the original team must compete, or the team will be disqualified. Substitutions must be registered properly.

Both team members will complete a written test separately. The top winning teams will be determined by averaging the two written test scores and adding it to the weighted score for the case study presentation.

WRITTEN EVENTS

This includes all Business Operations Research Events, Entrepreneurship Events, Project Management Events, Integrated Marketing Campaign Events, and Professional Selling and Consulting Events.

Competitors are required to submit an electronic copy.

See the DECA Guide for instructions for each Written Event.

A committee of board members will be assigned to hear questions of plagiarism and/or statements of assurance violations. The committee’s decision will be final. The student(s) and their advisor may be asked to attend the committee’s meeting when appropriate.

All trophies and plaques will be awarded regardless of the participant’s score. However, students who place below third place will not be permitted to move-up and be eligible for the national conference unless they score a minimum of the lowest adequately done score for their event.

Winning entries of team events will receive one trophy regardless of the number of team participants. Each participant will receive a medallion. Additional trophies may be purchased directly through Grimm Trophy, phone 717-767-4760 or 1-800-745-4699.
PENNSYLVANIA DECA DRESS CODE

Chapter Advisor Responsibility: Advisors are responsible for reviewing the following dress code with students and discussing the consequences of infractions.

FEMALES
- Business suit with blouse, shell, or turtleneck
- Blazer with skirt or dress slacks and with blouse, shell, or turtleneck
- Business dress with jacket
- Dress shoes and stockings

MALES
- Business suit with collared dress shirt and necktie or
- Sport coat/dress slacks, collared shirt and necktie
- Dress shoes and socks

ADDITIONAL INFORMATION
- No shorts, jeans, denim clothing, cut-offs, sweatshirts, sneakers, mini-skirts, mini-dresses, or T-shirts will be permitted during the workshops, general sessions, meetings, competitive events, and meal functions.
- Casual wear will be acceptable only during specific social functions or where otherwise specified.
- Dress code attire is required for the award sessions. Students dressed improperly or carrying any items will not be permitted on stage.
- Dress code attire will be required for all meal functions except for dinner the first night. Those not properly attired will be turned away at the door.
- A DECA blazer is appropriate for all occasions.

NOTE: Students should be aware that points may be deducted for what the judge considers to be inappropriate or non-businesslike appearance. Examples of this may include visible tattoos, facial piercings, hair styles or colors, etc.

We hope we have made it easier for you and your students to prevent them from being penalized. We have spent hours over the past years considering: current fashion trends, cost, time restraints, impressions of judges and sponsors, other CTSO dress codes, and fairness between males and females.

________________________________________________________  ________________________
Student Signature                                          Date

________________________________________________________  ________________________
Parent Signature                                           Date
CHAPTER ALLOTMENT - STATE COMPETITIVE EVENT ENTRIES

Chapters must adhere to the established ratios listed below when submitting competitive event registration for the State Career Development Conference.

The chart below was developed to help you in determining the number of competitors allowed for your chapter. Utilize the chart for all events on the Competitive Events General Information pages that refer to the Chapter Allotment chart.

All allotments are based on student membership received by November 15 of the current year. The membership number used to determine chapter allotment is the number of students joining both State and National DECA.

<table>
<thead>
<tr>
<th>Number of Chapter Members</th>
<th>Competitors Allowed</th>
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<tbody>
<tr>
<td>1 - 26</td>
<td>1</td>
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<tr>
<td>27 - 52</td>
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<tr>
<td>53 - 122</td>
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<td>123 - 157</td>
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<td>193 - 227</td>
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<td>228 - 262</td>
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*Allotments were revised and adopted by the Board of Trustees in July 1999.*
### PRINCIPLES OF BUSINESS ADMINISTRATION EVENTS

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<tr>
<th>REGISTRATION CODE</th>
<th>SPECIFIC NAME OR TYPE OF EVENT</th>
<th>PARTICIPANTS IN EVENT</th>
<th>DISTRICT LEVEL</th>
<th>STATE LEVEL</th>
<th>CHAPTER ENTRIES FOR STATE CONFERENCE</th>
<th>INTER-NATIONAL LEVEL</th>
<th>PA ENTRIES FOR ICDC</th>
</tr>
</thead>
<tbody>
<tr>
<td>PBM</td>
<td>Principles of Business Management &amp; Administration</td>
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<tr>
<td>PFN</td>
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<tr>
<td>PHT</td>
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<tr>
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### ENTREPRENEURSHIP EVENTS

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<th>STATE LEVEL</th>
<th>CHAPTER ENTRIES FOR STATE CONFERENCE</th>
<th>INTER-NATIONAL LEVEL</th>
<th>PA ENTRIES FOR ICDC</th>
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<tr>
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<td>Start-Up Business Plan</td>
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### PROJECT MANAGEMENT EVENTS

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<th>PA ENTRIES FOR ICDC</th>
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<td>PMSP</td>
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<td>1 – 3</td>
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### BUSINESS OPERATIONS RESEARCH EVENTS

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<tr>
<td>BOR</td>
<td>Business Services Operations Research</td>
<td>1 – 3</td>
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<td>BMOR</td>
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<td>1 – 3</td>
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<td>SEOR</td>
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<td>ACT</td>
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<td>QSRM</td>
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<td>SEM</td>
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<td>STATE LEVEL</td>
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<td>1 per district plus 1 for every 150 district members or major fraction thereof; minimum of 2</td>
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<td>Financial Services Team Decision Making</td>
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<td>1 per district plus 1 for every 150 district members or major fraction thereof; minimum of 2</td>
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## PERSONAL FINANCIAL LITERACY EVENT

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<th>CHAPTER ENTRIES FOR STATE CONFERENCE</th>
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<th>PA ENTRIES FOR ICDC</th>
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</thead>
<tbody>
<tr>
<td>PFL</td>
<td>Personal Financial Literacy</td>
<td>1</td>
<td>YES</td>
<td>YES</td>
<td>One per 100 district members</td>
<td>YES</td>
<td>4</td>
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</tbody>
</table>

## INTEGRATED MARKETING CAMPAIGN EVENTS

<table>
<thead>
<tr>
<th>REGISTRATION CODE</th>
<th>SPECIFIC NAME OR TYPE OF EVENT</th>
<th>PARTICIPANTS IN EVENT</th>
<th>DISTRICT LEVEL</th>
<th>STATE LEVEL</th>
<th>CHAPTER ENTRIES FOR STATE CONFERENCE</th>
<th>INTERNATIONAL LEVEL</th>
<th>PA ENTRIES FOR ICDC</th>
</tr>
</thead>
<tbody>
<tr>
<td>IMCE</td>
<td>Integrated Marketing Campaign-Event</td>
<td>1 – 3</td>
<td>NO</td>
<td>YES</td>
<td>Chapter allotment chart</td>
<td>YES</td>
<td>4</td>
</tr>
<tr>
<td>IMCP</td>
<td>Integrated Marketing Campaign-Product</td>
<td>1 – 3</td>
<td>NO</td>
<td>YES</td>
<td>Chapter allotment chart</td>
<td>YES</td>
<td>4</td>
</tr>
<tr>
<td>IMCS</td>
<td>Integrated Marketing Campaign-Service</td>
<td>1 – 3</td>
<td>NO</td>
<td>YES</td>
<td>Chapter allotment chart</td>
<td>YES</td>
<td>4</td>
</tr>
</tbody>
</table>

## PROFESSIONAL SELLING & CONSULTING EVENTS

<table>
<thead>
<tr>
<th>REGISTRATION CODE</th>
<th>SPECIFIC NAME OR TYPE OF EVENT</th>
<th>PARTICIPANTS IN EVENT</th>
<th>DISTRICT LEVEL</th>
<th>STATE LEVEL</th>
<th>CHAPTER ENTRIES FOR STATE CONFERENCE</th>
<th>INTERNATIONAL LEVEL</th>
<th>PA ENTRIES FOR ICDC</th>
</tr>
</thead>
<tbody>
<tr>
<td>FCE</td>
<td>Financial Consulting</td>
<td>1</td>
<td>NO</td>
<td>YES</td>
<td>Chapter allotment chart</td>
<td>YES</td>
<td>4</td>
</tr>
<tr>
<td>HTPS</td>
<td>Hospitality and Tourism Professional Selling</td>
<td>1</td>
<td>NO</td>
<td>YES</td>
<td>Chapter allotment chart</td>
<td>YES</td>
<td>4</td>
</tr>
<tr>
<td>PSE</td>
<td>Professional Selling Event</td>
<td>1</td>
<td>NO</td>
<td>YES</td>
<td>Chapter allotment chart</td>
<td>YES</td>
<td>4</td>
</tr>
</tbody>
</table>
## ONLINE EVENTS

<table>
<thead>
<tr>
<th>REGISTRATION CODE</th>
<th>SPECIFIC NAME OR TYPE OF EVENT</th>
<th>PARTICIPANTS IN EVENT</th>
<th>DISTRICT LEVEL</th>
<th>STATE LEVEL</th>
<th>CHAPTER ENTRIES FOR STATE CONFERENCE</th>
<th>INTER-NATIONAL LEVEL</th>
<th>PA ENTRIES FOR ICDC</th>
</tr>
</thead>
<tbody>
<tr>
<td>SMG</td>
<td>Stock Market Game</td>
<td>1-3</td>
<td>NO</td>
<td>NO</td>
<td>N/A</td>
<td>YES</td>
<td>N/A</td>
</tr>
<tr>
<td>VBCAC</td>
<td>Virtual Business Challenge – Accounting</td>
<td>1-3</td>
<td>NO</td>
<td>NO</td>
<td>N/A</td>
<td>YES</td>
<td>N/A</td>
</tr>
<tr>
<td>VBCFA</td>
<td>Virtual Business Challenge - Fashion</td>
<td>1-3</td>
<td>NO</td>
<td>NO</td>
<td>N/A</td>
<td>YES</td>
<td>N/A</td>
</tr>
<tr>
<td>VBCHM</td>
<td>Virtual Business Challenge -Hotel Management</td>
<td>1-3</td>
<td>NO</td>
<td>NO</td>
<td>N/A</td>
<td>YES</td>
<td>N/A</td>
</tr>
<tr>
<td>VBCPF</td>
<td>Virtual Business Challenge - Personal Finance</td>
<td>1-3</td>
<td>NO</td>
<td>NO</td>
<td>N/A</td>
<td>YES</td>
<td>N/A</td>
</tr>
<tr>
<td>VBCRS</td>
<td>Virtual Business Challenge- Restaurant</td>
<td>1-3</td>
<td>NO</td>
<td>NO</td>
<td>N/A</td>
<td>YES</td>
<td>N/A</td>
</tr>
<tr>
<td>VBCRT</td>
<td>Virtual Business Challenge – Retail</td>
<td>1-3</td>
<td>NO</td>
<td>NO</td>
<td>N/A</td>
<td>YES</td>
<td>N/A</td>
</tr>
<tr>
<td>VBCSP</td>
<td>Virtual Business Challenge -Sports</td>
<td>1-3</td>
<td>NO</td>
<td>NO</td>
<td>N/A</td>
<td>YES</td>
<td>N/A</td>
</tr>
<tr>
<td>VBCEN</td>
<td>Virtual Business Challenge - Entrepreneurship</td>
<td>1-3</td>
<td>NO</td>
<td>NO</td>
<td>N/A</td>
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<td>N/A</td>
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## STATE ONLY EVENTS

<table>
<thead>
<tr>
<th>REGISTRATION CODE</th>
<th>SPECIFIC NAME OR TYPE OF EVENT</th>
<th>PARTICIPANTS IN EVENT</th>
<th>DISTRICT LEVEL</th>
<th>STATE LEVEL</th>
<th>CHAPTER ENTRIES FOR STATE CONFERENCE</th>
<th>INTER-NATIONAL LEVEL</th>
<th>PA ENTRIES FOR ICDC</th>
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</thead>
<tbody>
<tr>
<td>CAP</td>
<td>Chapter Awards Project</td>
<td>1-3</td>
<td>NO</td>
<td>YES</td>
<td>1 entry per chapter</td>
<td>NO</td>
<td>-----</td>
</tr>
<tr>
<td>CBE</td>
<td>Chapter Banner Event</td>
<td>2-4</td>
<td>SOME</td>
<td>YES</td>
<td>1 entry per chapter</td>
<td>NO</td>
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<tr>
<td>DQB</td>
<td>DECA Quiz Bowl</td>
<td>1-4</td>
<td>NO</td>
<td>YES</td>
<td>1 entry per chapter</td>
<td>NO</td>
<td>-----</td>
</tr>
<tr>
<td>DAE</td>
<td>Digital Advertising Event</td>
<td>1</td>
<td>NO</td>
<td>YES</td>
<td>2 entries per chapter</td>
<td>NO</td>
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<tr>
<td>JOB</td>
<td>Job Interview</td>
<td>1</td>
<td>SOME</td>
<td>YES</td>
<td>2 entries per chapter</td>
<td>NO</td>
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<td>LOG</td>
<td>Logistics Series Event</td>
<td>1</td>
<td>SOME</td>
<td>YES</td>
<td>Chapter allotment chart</td>
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<tr>
<td>MODB</td>
<td>Modeling – Male</td>
<td>1</td>
<td>SOME</td>
<td>YES</td>
<td>1 entry per chapter</td>
<td>NO</td>
<td>-----</td>
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<tr>
<td>MODG</td>
<td>Modeling – Female</td>
<td>1</td>
<td>SOME</td>
<td>YES</td>
<td>1 entry per chapter</td>
<td>NO</td>
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<tr>
<td>PSPK</td>
<td>Public Speaking</td>
<td>1</td>
<td>NO</td>
<td>YES</td>
<td>2 entries per chapter</td>
<td>NO</td>
<td>-----</td>
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<tr>
<td>SBE</td>
<td>School-Based Enterprise</td>
<td>1-3</td>
<td>NO</td>
<td>YES</td>
<td>1 team per chapter</td>
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</table>
STATE-ONLY COMPETITIVE EVENTS
PENNSYLVANIA DECA ADVISOR OF THE YEAR AWARD

PURPOSE: To recognize outstanding efforts by a current PA DECA advisor.

JUDGING: Applications will be judged by a committee of Board Members.

AWARD: One PA DECA Advisor of the Year Award will be presented at the Opening Ceremony of the State CDC.

DEADLINE: Application to be submitted to jerry@padeca.org by State Conference Deadline.

APPLICATION SPECIFICATIONS: Any student, advisor, or professional may nominate an advisor. The award application packet must include the following documentation:

- One-page biography that highlights key contributions and achievements that have advanced the mission of DECA and marketing or business education at the school.
- Three letters of recommendation in support of the candidate as a DECA award recipient.
- A high-resolution electronic portrait (executive headshot).
CHAPTER AWARDS PROJECT EVENT

CHAPTER AWARDS CAP

Any PA DECA Chapter may complete the Chapter Awards Project.

Chapters will claim credit for activities by submitting a notebook consisting of activity reports and visual documentation. The following pages list the requirements for these activities.

Participating chapters that meet the CAP requirements will be recognized at the State Career Development Conference.

A copy of the judge’s evaluation sheet must be filled out by Chapter Awards Project representatives and submitted with the Chapter Awards Project book. Advisors will submit their Chapter Awards Project to the registration table upon arrival at the PA DECA Career Development Conference.

One to three representatives may attend the state conference for each project. Representatives will be required to present to a judge(s) during the State Career Development Conference. This presentation is a demonstration of the representatives’ leadership and communication skills, knowledge of the project, and oral presentation skills.

EVENT OVERVIEW

- **Project Dates:** The project must include activities conducted after February 19, 2021 and before the submission deadline of February 15, 2022.
- **Due Date:** This project is to be submitted by the chapter advisor at the time of registration at the PA DECA Career Development Conference.
- **Binder:** You must submit the original project in a white 3-ring binder (NOT the Blue DECA folio or the DECA logoed binder). The three ring binder must have an inside pocket and clear protective “view” cover.
- **Cover and Spine:** Create a cover page and a spine to place inside the clear front cover of the binder. The cover page and the spine must follow the same guidelines and have the same information as the title page.
- **Sheet Protectors:** Sheet protectors must be used on all pages, including the section dividers.
- **Handwriting:** No handwriting is allowed in the project. (Handwriting is only acceptable in the form of original documentation that was handwritten, i.e. a thank you note, cards, etc.
- **Page Limit:** The project is limited to 90 pages. The Statement of Authenticity, title page, table of contents and section dividers are not included in the total number of pages and should not have page numbers.

Revised: September 2021
• **Content:** The project consists of six sections. Please make sure you include all required items for each section according to the guidelines.

• **Section Dividers:** Each section must have a section divider that includes the full section title name and typed tab. Attach the tab to the outside of the sheet protector so it extends beyond the pages of documentation and can easily be seen. Make sure the tabs are secure.

• **Documentation:** Each activity must have detailed visual documentation as evidence of the project completion. All visual documentation, including photos, must be from activities that occurred after February 19, 2021 and before February 15, 2022. Do not use photos from past years. Note: Documentation may be resized to better fit the layout of a page (i.e.: shrinking letters of recognition or thank you letters). Evidence should tell a story, not confuse it. The write ups should support the story told by the evidence.

• **Unique Information:** Each activity in the project can be used only one time.

• **Creativity:** A high quality Chapter Awards Project will look like a professional marketing tool to showcase your chapter. Use your creativity when creating your documentation and section heading pages. CAP is a book that you should want to show off to future marketing classes to explain and show what your DECA year should be remembered for.

• **Statement of Authenticity:** The first page of the project MUST be the Written Statement of Authenticity; this is located in the DECA Guide and is also available online at [www.deca.org](http://www.deca.org). Do not number this page.

• **Title Page:** The second page of the project is the Title Page. Do not number this page. List the following on the title page in the listed order:

  - Chapter Awards Project
  - Name of DECA Chapter and/or School
  - School Address
  - City/State/Zip Code
  - Date of Submission
  - Name(s) of Presentation Team

• **Table of Contents:** The third page is the Table of Contents. This must list every activity and section. The page number for each must also be listed. An example is below.

  - Section 1: Membership
    - Membership Roster Page 1
    - Picture of Chapter Members Page 2
  - Section 2: Chapter Standards
    - Chapter Meetings and Minutes Page 5
    - Chapter Program of Work Page 6
  - Chapter Constitution Page 7
  - Chapter Elections Page 8
  - Marketing Advisory Committee Page 9

*Revised: September 2021*
**Body of Entry:** The body of the entry starts with “Section 1: Membership” and continues in the sequence outlined below. The first page of the Membership content (not section divider) is numbered “Page 1” and all following pages are numbered in sequence.

- **Section 1: Membership**
- **Section 2: Chapter Standards**
- **Section 3: Promotion/Public Relations**
- **Section 4: Community Service**
- **Section 5: Chapter Activities**
- **Section 6: DECA Month**

**Section Headings:** Every activity in each section must include the following heading items:

- **Section Name**
- **Name of Activity**
- **Description of Activity**

*You may add other categories to the section heading, but each section heading must be the same.*

*Do not add a category for just one section.*

*Your description does not have to be formatted in this exact way.*

**EXAMPLE EVENT ENTRY**

**Section 5: Chapter Activities**

**Name of Activity:** Fall Leadership Conference

**Description of Activity:**

Our chapter attended the PA DECA Fall Leadership Conference at the Wells Fargo Center in Philadelphia, PA on Thursday, November 5, 201X. DECA members from Pennsylvania, Delaware, and New Jersey attended workshops conducted by members of the Philadelphia Sixers staff members. During the workshop, members of our chapter did a case study and discussed our ideas with the Sixers staff members. After the workshop, a member from our chapter got to participate in a free show contest. Our members also got to watch the Sixers warm up before the game and then we all watched the Sixers play. We had fun while learning about the sports business. This is one of our chapter's favorite events.

(Use pictures, flyers, or other documents to represent the activity)

**PROJECT GUIDELINES**

**Section 1 - Membership:** The Membership section should prove that you have a working DECA chapter.

**Required Items:**

*Revised: September 2021*
Section 2 - Chapter Standards: The Chapter Standards section shows the strength and community backing of your DECA chapter.

Required Items:

a. **Chapter Meetings and Minutes:** Include when meetings were held and visual documentation of at least one meeting taking place. A picture of those listening to the Chapter President speak is suggested visual documentation. Include the minutes from your meetings inside the sheet protector, behind your documentation. The minutes should be stapled for easy removal and review.

b. **Chapter Program of Work:** This is your Chapter’s goals for the year. Decide what you want to accomplish and why.

c. **Constitution:** Each DECA Chapter must have a constitution. Ask your advisor for an existing constitution or contact PA DECA if you are working to create a new chapter. This may be multiple pages and therefore can be stapled and placed inside a sheet protector, counting as just one page.

d. **Chapter Elections:** Each year your Chapter should elect an officer team. You may use any model to structure your officer positions. Documentation should include at least one of the following: voting ballot, photos of candidates, candidates giving speeches, photo of elected officer team.

e. **Marketing Program Advisory Committee:** Every PDE approved marketing program must have an Advisory Committee. This is a body of community members who support your program. Documentation should include at least one of the following: picture of each member and who they are, picture of an Advisory Committee meeting, roster of Advisory Committee members, detailed description of how each Advisory Committee member has assisted the chapter during the year, or other evidence the committee meets during the school year.

Section 3 - Promotion/Public Relations: The Promotions/PR section is about how you promoted the brand “DECA” through a number of activities in your school and community.

Required Items:

a. **Activities:** A minimum of six Promotions/PR activities. In order to be considered a Promotion/PR activity DECA needs to be mentioned in the description AND the name or logo of DECA should appear somewhere in the documentation.

b. **Print Material:** This can be in a school, district, local, regional newspaper/publication. You may have a maximum of two newspaper articles if they are in different types of publications (i.e. school and local newspaper) and on different topics.

Ideas: *Each of the below items cannot be combined in one activity to count as multiple activities.*
a. News article on DECA members who qualified for the state or national conference
b. Media coverage on a local TV broadcast.
c. School visitation promoting DECA to students not in the program, grade school students or middle school students.
d. Handing out DECA flyers during a freshman orientation or at school events.
e. Having a parent night to tell DECA parents about what members are involved in and opportunities for them to become involved.
f. Teacher appreciation day (for all teachers in the school-not just your DECA Advisor).
g. DECA store give-a-way day (i.e. Give away cookies for anyone who wants to learn more about DECA, etc.).
h. Bulletin Board in your school.
i. DECA promotional posters.
j. PA Announcements (all announcements count as only one activity).
k. Marquee message on your school/community reader board.
l. Have a designated day to wear DECA apparel.
m. DECA displays.
n. Participating in a fair, parade or festival.
o. Presentation to a Rotary Club or other civic organization.
p. Billboard in your community.
q. Social Media Posts: Twitter, Facebook, Snapchat, Instagram

Section 4 - Community Service: One of the most important points in DECA is Community Service. DECA teaches that giving back to the community is vital to the success of a business. This section focuses on community responsibility and involvement.

Required Items:

a. **Activities:** A minimum of four activities are required in this section. These activities must be unique to this section and exhibit what your DECA Chapter has done to promote community service. The activities may promote the same organization (such as the Make-a-Wish Foundation) but must occur at four different times during the year and be unique.

b. **Unique Activities:** The four community service activities may also be included in the Promotion section* if there was a news article or news coverage about what your DECA Chapter was doing for the civic organization. DECA and the activity must be mentioned in the article.

i. *This is an exception to the rule that each activity may be used only once.*

Ideas:

a. Activity for a charity of your chapter's choice
b. Blood drive for Red Cross.
c. Activity for PA DECA Plan of Action Chosen Charity: The Anthony Myers Movement
d. General fundraising for the Make-a-Wish Foundation, MDA, etc.
e. Holiday gift giving for the needy.
f. Local park or community clean-up.
g. Brochure creation for a non-profit.
h. Drives for needy causes: (i.e. Food drive for the local food bank, Blanket collection for baby care centers, clothing drive.)
i. Other community service projects approved by DECA advisor with documentation

Revised: September 2021
Section 5 - Chapter Activities: Chapter Activities are any activity that your Chapter or Chapter Members participate in that does not directly promote DECA. These need to be organized activities, not impromptu gatherings.

Required Items:

a. Activities: A minimum of six activities are required in this section.
b. Leadership: At least one activity must center on leadership development, training or team building.

Ideas: *Each type of activity may be used only once.*

a. Attending a district, state or national conference.
b. Attending a leadership conference.
c. Guest speaker.
d. State Officer Visitation
e. Holiday gift wrapping.
f. Operating a school store during the school year.
g. Activities with alumni.
h. Sales projects.
i. Members only social activity.
j. Organizing a school-wide event.
k. Members only social event
l. Other

Section 6 - DECA Month: DECA Month occurs during the month of November and is designed to intensively promote DECA to your school and community. DECA Inc. publishes activities and ideas on their website with themes and ideas for promoting DECA. You are encouraged to conduct at least five activities during DECA Month.

Required Items:

a. Activities: A minimum of five activities must be completed during the week.
b. Heading: The section heading/divider page must state the dates of your DECA Week.

Ideas:

a. Proclamation (from a government agency only).
b. Open House.
a. Guest speaker.
b. Media appearance/news article.
c. Lunchtime games and promotions.
d. Fundraisers.
e. Teacher appreciation.
f. Spirit day/week activity
g. DECA night at a local restaurant.
h. Social Media Posts, Twitter, Facebook, Snapchat, Instagram
CHAPTER AWARDS PROJECT – SCDC REQUIREMENTS

- **Competitors**: A maximum of three CAP participants present to a judge at the State Career Development Conference in February.

- **Activities/Events**: Activities and events must be current (March 2021-February 2022). Once an activity or event has been used in a section, it may not be used again in another section.

- **Orientation**: The first night of the conference CAP participants attend an orientation. During this orientation participants are given their presentation time, visuals will be checked and paperwork for the event will be completed.

- **Presentation Length**: The presentation should be a total of 15 minutes: 10 minutes to present and 5 minutes for questions.

- **Purpose**: The purpose of the presentation is to share with the judge what your DECA Chapter achieved during the year; what was learned and what was most enjoyed.

- **Materials**: There are no set requirements for the CAP presentation. You will have your CAP (binder) to show the judges. Use your creativity!

- **Scoring**: Each CAP team will receive a score on their project and oral presentation. The project is worth 170 points and the oral presentation is worth 80 points. Penalty points will be deducted from the combined project/oral score to determine the overall score.

Report writing is an important element of modern business activities. Great care must be taken to assure that the highest ethical standards are maintained. To reinforce the importance of these standards, all Chapter Awards Projects must submit this statement as part of the entry. The first page of this document is the Written Statement of Assurances (see p. 34), it must be signed by the participants from the chapter and the chapter advisor must also sign the document.
# CHAPTER AWARDS PROJECT

**CHAPTER AWARDS CAP**

## WRITTEN ENTRY EVALUATION FORM

Please refer to the [Written Entry Guidelines](#) for a more detailed explanation of these items.

### GENERAL GUIDELINES

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>MAX SCORE</th>
<th>JUDGED SCORE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Project presented in a 3 ring binder or a DECA scrapbook.</td>
<td>5 points</td>
<td></td>
</tr>
<tr>
<td>2. Materials in sheet protectors or laminated.</td>
<td>5 points</td>
<td></td>
</tr>
<tr>
<td>3. Pages are numbered</td>
<td>5 points</td>
<td></td>
</tr>
<tr>
<td>4. Statement of Written Assurances is included</td>
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<td></td>
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**SECTION SUBTOTAL:**

### ORGANIZATIONAL INFORMATION

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<tr>
<th>ACTIVITY</th>
<th>MAX SCORE</th>
<th>JUDGED SCORE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Title Page</td>
<td>10 points</td>
<td></td>
</tr>
<tr>
<td>2. Table of Contents</td>
<td>10 points</td>
<td></td>
</tr>
</tbody>
</table>

**SECTION SUBTOTAL:**

### MEMBERSHIP DEVELOPMENT

Type or print the page number in the book where the activity can be found.

<table>
<thead>
<tr>
<th>ACTIVITY AND PAGE NUMBER</th>
<th>MAX SCORE</th>
<th>JUDGED SCORE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. DECA Membership Roster</td>
<td>5 points</td>
<td></td>
</tr>
<tr>
<td>2. Picture of Chapter Members</td>
<td>5 points</td>
<td></td>
</tr>
</tbody>
</table>

**SECTION SUBTOTAL:**

---

*Revised: September 2021*
**COMMUNITY SERVICE**

Print or type the name of four community service activities in the appropriate boxes, along with the page number in the book where the activity can be found. **Include only four activities**, no matter how many activities you have documented in this section. Choose what you consider your best six.

<table>
<thead>
<tr>
<th>ACTIVITY AND PAGE NUMBER</th>
<th>MAX SCORE</th>
<th>JUDGED SCORE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>5 points</td>
<td></td>
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<tr>
<td></td>
<td>5 points</td>
<td></td>
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<td>5 points</td>
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</tr>
<tr>
<td></td>
<td>5 points</td>
<td></td>
</tr>
</tbody>
</table>

**SECTION SUBTOTAL:**

---

**CHAPTER ACTIVITIES**

Print or type the name of six chapter activities in the appropriate boxes, along with the page number in the book where the activity can be found. **Include only six activities**, no matter how many activities you have documented in this section. Choose what you consider your best six.

<table>
<thead>
<tr>
<th>ACTIVITY AND PAGE NUMBER</th>
<th>MAX SCORE</th>
<th>JUDGED SCORE</th>
</tr>
</thead>
<tbody>
<tr>
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**SECTION SUBTOTAL:**

---

**DECA MONTH**

Print or type the name of five DECA Month activities in the appropriate boxes, along with the page number in the book where the activity can be found. **Include only five activities**, no matter how many activities you have documented in this section. Choose what you consider your best six.

<table>
<thead>
<tr>
<th>ACTIVITY AND PAGE NUMBER</th>
<th>MAX SCORE</th>
<th>JUDGED SCORE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>5 points</td>
<td></td>
</tr>
<tr>
<td></td>
<td>5 points</td>
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<td></td>
<td>5 points</td>
<td></td>
</tr>
<tr>
<td></td>
<td>5 points</td>
<td></td>
</tr>
</tbody>
</table>

**SECTION SUBTOTAL:**

---

*Revised: September 2021*
### OVERALL IMPRESSION OF THE PRESENTATION

<table>
<thead>
<tr>
<th>ACTIVITY AND PAGE NUMBER</th>
<th>MAX SCORE</th>
<th>JUDGED SCORE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Presentation of Selected Activities</td>
<td>15 points</td>
<td></td>
</tr>
<tr>
<td>Overall impression of the students' presentation</td>
<td>15 points</td>
<td></td>
</tr>
<tr>
<td>Response to questions</td>
<td>20 points</td>
<td></td>
</tr>
<tr>
<td>Presentation Visuals and Support Materials</td>
<td>15 points</td>
<td></td>
</tr>
</tbody>
</table>

**SECTION SUBTOTAL:**

### EVENT SCORE TALLY

<table>
<thead>
<tr>
<th>SECTION</th>
<th>MAX SCORE</th>
<th>JUDGED SCORE</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Guidelines</td>
<td>20 points</td>
<td></td>
</tr>
<tr>
<td>Organizational Information</td>
<td>10 points</td>
<td></td>
</tr>
<tr>
<td>Membership Development</td>
<td>10 points</td>
<td></td>
</tr>
<tr>
<td>Chapter Standards</td>
<td>25 points</td>
<td></td>
</tr>
<tr>
<td>Promotions/Public Relations</td>
<td>30 points</td>
<td></td>
</tr>
<tr>
<td>Community Service</td>
<td>20 points</td>
<td></td>
</tr>
<tr>
<td>Chapter Activities</td>
<td>30 points</td>
<td></td>
</tr>
<tr>
<td>DECA Month Activities</td>
<td>25 points</td>
<td></td>
</tr>
<tr>
<td>Evaluation sheet (completed and submitted at registration)</td>
<td>15 points</td>
<td></td>
</tr>
<tr>
<td>Overall Impression of Presentation</td>
<td>65 points</td>
<td></td>
</tr>
</tbody>
</table>

**WRITTEN ENTRY TOTAL POINTS (250)**
CHAPTER BANNER CONTEST

The Chapter Banner Contest is a two to four member team event. Members participating in this event take the Marketing Cluster Exam. Students registered for this event cannot participate in other competitions at the conference. This contest is a State only competition—winners in this event are not eligible to move onto the DECA International Career Development Conference in this event. First Place Team will qualify for a leadership academy at DECA ICDC.

CONTEST GUIDELINES

- The theme for the contest this year is “LIMITLESS.”
- Each team will be provided with one white banner that is 8ft long and 3ft wide.
- Teams will prepare the rough draft of their banner design on a piece of 8 ½” X 11” white paper in advance of the competition and bring it to the conference. It will be submitted to the event coordinator to be checked before the team begins working on their banner.
- Each team will be responsible for bringing their own supply kit to contest. The supply list must be checked in at the start of the competition. The table at the bottom of the page has a list of supplies that can be used for the competition. These are the only supplies that can be used to construct and create the banner. No other materials can be used to prepare the banner.
- Teams must utilize the theme of the contest, have PA DECA on the banner, and can only use the materials that are listed in supply section for the creation of the banner.
- Pre-made and pre-printed materials CANNOT be used in the creation or construction of the banner.
- Each team will be provided with a set of PA DECA pre-cut 4 inch letters at the start of the contest.
- Each team will be given 90 minutes to create their banner.
- Have fun, be creative, and good luck.

SUPPLY LIST FOR CHAPTER BANNER CONTEST

- Markers – thin and thick
- Pencils – regular and colored pencils
- Adhesive – glue, rubber cement, clear tape and masking tape
- Chalk – pastels
- Construction paper
- Scissors, rules, measuring tape
### DIGITAL PRESENTATION RUBRIC

<table>
<thead>
<tr>
<th>Event</th>
<th>FAIR (No)</th>
<th>GOOD</th>
<th>VERY GOOD</th>
<th>EXCELLENT</th>
<th>JUDGED SCORE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title Slide: Name of chapter, team members listed, date</td>
<td>0 (No)</td>
<td></td>
<td></td>
<td></td>
<td>5 (Yes)</td>
</tr>
<tr>
<td>Picture of Team: Could be team together or individual pictures</td>
<td>0 (No)</td>
<td></td>
<td></td>
<td></td>
<td>5 (Yes)</td>
</tr>
<tr>
<td>Picture of Approved Supplies: Insert a picture of the supplies team is using and list what supplies are being used.</td>
<td>0 (No)</td>
<td></td>
<td></td>
<td></td>
<td>10 (Yes)</td>
</tr>
<tr>
<td>Picture of rough draft: this must be hand drawn and on a sheet of 8.5” x 11” white paper</td>
<td>0 (No)</td>
<td></td>
<td></td>
<td></td>
<td>10 (Yes)</td>
</tr>
<tr>
<td>Picture of banner: outline the design on the banner, take pictures of this process</td>
<td>0-1-2-3</td>
<td>4-5-6</td>
<td>7-8-9</td>
<td></td>
<td>10</td>
</tr>
<tr>
<td>Picture of team members creating the banner: take some action shots of team creating the banner</td>
<td>0-1-2-3</td>
<td>4-5-6</td>
<td>7-8-9</td>
<td></td>
<td>10</td>
</tr>
<tr>
<td>Picture of team members: adding color to the banner (markers, chalk, pencils, or construction paper)</td>
<td>0-1-2-3</td>
<td>4-5-6</td>
<td>7-8-9</td>
<td></td>
<td>10</td>
</tr>
<tr>
<td>Picture of team members: adding finishing touches to the banner</td>
<td>0-1-2-3</td>
<td>4-5-6</td>
<td>7-8-9</td>
<td></td>
<td>10</td>
</tr>
<tr>
<td>Picture of banner: finished banner</td>
<td>0 (No)</td>
<td></td>
<td></td>
<td></td>
<td>5 (Yes)</td>
</tr>
<tr>
<td>Picture of team with banner: picture of members of team with the banner (you can use individual pictures of teammates with banner)</td>
<td>0 (No)</td>
<td></td>
<td></td>
<td></td>
<td>5 (Yes)</td>
</tr>
<tr>
<td>Banner contest journal: journal posts from all members of the team, including start and finish times for each part of the banner creation (i.e.: 12/2/20 – Our team outlines our banner in pencil and started shading with chalk. 12:30-1:15 (45 minutes).)</td>
<td>0 (No)</td>
<td></td>
<td></td>
<td></td>
<td>10 (Yes)</td>
</tr>
<tr>
<td>Creative Inspiration: team explains in a slide, the inspiration used to design the banner for the contest.</td>
<td>0-1-2-3</td>
<td>4-5-6</td>
<td>7-8-9</td>
<td></td>
<td>10</td>
</tr>
<tr>
<td>Teamwork: explain how your team worked together to create the banner.</td>
<td>0 (No)</td>
<td></td>
<td></td>
<td></td>
<td>10 (Yes)</td>
</tr>
<tr>
<td>BANNER CONTENT/DESIGN</td>
<td>FAIR</td>
<td>GOOD</td>
<td>VERY GOOD</td>
<td>EXCELLENT JUDGED SCORE</td>
<td></td>
</tr>
<tr>
<td>-----------------------</td>
<td>------</td>
<td>------</td>
<td>-----------</td>
<td>-----------------------</td>
<td></td>
</tr>
<tr>
<td><strong>Theme:</strong> Team creatively implemented the Banner Theme: <em>A Whole New World with PA DECA</em></td>
<td>0-1-2-3</td>
<td>4-5-6</td>
<td>7-8-9</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td><strong>Color:</strong> Team used elements of design, line, and color effectively.</td>
<td>0-1-2-3</td>
<td>4-5-6</td>
<td>7-8-9</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td><strong>Design:</strong> Team used elements of design, balance, and contrast.</td>
<td>0-1-2-3</td>
<td>4-5-6</td>
<td>7-8-9</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td><strong>Use of Supplies:</strong> Team utilized the supplies for the banner in a creative manner.</td>
<td>0-1-2-3</td>
<td>4-5-6</td>
<td>7-8-9</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>Banner was created using ONLY supplies from the Contest Guidelines and supply list.</td>
<td>0-1-2-3</td>
<td>4-5-6</td>
<td>7-8-9</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>Creativity utilized in the layout and space in the banner.</td>
<td>0-1-2-3</td>
<td>4-5-6</td>
<td>7-8-9</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>Total time journaled by team is 4 hours or less.</td>
<td>0 (No)</td>
<td>10 (Yes)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Final banner appearance is neat and clean.</td>
<td>0-1-2-3</td>
<td>4-5-6</td>
<td>7-8-9</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>Banner project is submitted on time</td>
<td>0 (No)</td>
<td>10 (Yes)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>COMPETITION SUBTOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>LESS PENALTY POINTS</td>
</tr>
<tr>
<td>15-point penalty for computer generated graphics or lettering.</td>
</tr>
</tbody>
</table>

| EVENT TOTAL POINTS (200) |
DIGITAL ADVERTISING EVENT

DIGITAL ADVERTISING EVENT DAE

This event will help students learn how to advertise a designated product with the use of technology. Students will improve their advertising, marketing, and creative skills while creating a professional video.

The project will consist of four parts:
1. The body of the outlined facts sheet is limited to five numbered pages.
2. Creation of a brandmark/logo for DECA Energy Drink that will be used in the digital media campaign.
3. A two to three-minute promotional video via a laptop or tablet. Competitors cannot use any type of smartphone for this competition.
4. The oral presentation can be a maximum of 10 minutes in length – the presentation, video, and judges’ questions must be completed within the 10 minute presentation time.

For the 2021-2022 PA DECA Digital Advertising Event, you are to advertise the creation a brand-new DECA Energy Bar.

EVENT OVERVIEW

- For this event, the following must be created, a brandmark/logo for DECA Energy Bar, a concept paper, an oral presentation, and a digital media video.
- Each event entry will be composed of one member of a DECA chapter. All participants must present the project to the judges.
- The body of the written entry must be limited to 5 numbered pages, including the appendix (if an appendix is attached), but excluding the title page and the table of contents.
- The Written Event Statement of Assurances and Academic Integrity must be signed and submitted with the entry. Do not include it in the page numbering.
- The oral presentation may be a maximum of 10 minutes in length, including time for the video (2-3 minutes), and judge’s questions.
- The judge will evaluate the presentation, focusing on the effectiveness of the digital advertising and presentation skills and how well the participant responds to questions that the judge may ask during the presentation.
WRITTEN ENTRY GUIDELINES

The written entry must follow these specifications. Refer also to the Penalty Point Checklist and the Written Entry Evaluation Form.

Written Event Statement of Assurances and Academic Integrity: This must be signed and submitted with the entry. Do not include it in the page numbering.

Title Page: The first page of the written entry is the title page. It must include in any order, but is not limited to, the following:

DIGITAL ADVERTISING EVENT
   Name of DECA chapter
   Name of high school
   School address
   City, State, ZIP/Postal Code
   Name of participant
   Date

Title page will not be numbered.

Table of Contents: The table of contents should follow the title page. The table of contents may be single-spaced and may be one or more pages long. The table of contents page(s) will not be numbered.

Body of the Written Entry: The body of the written entry begins with Section I, Executive Summary, and continues in the sequence outlined here. The first page of the body is numbered “1” and all following pages are numbered in sequence. Page numbers continue through the bibliography (required) and the appendix (optional).

This outlined must be followed. Points for each section are included on the Written Entry Evaluation Form. Each section must be titled, including the bibliography and the appendix.

I. EXECUTIVE SUMMARY: One-page summary of the advertising method.
II. OBJECTIVE(S)/PURPOSE OF THE CAMPAIGN
III. IDENTIFICATION OF THE TARGET MARKET
   a. Primary markets
   b. Secondary markets
IV. LIST OF DIGITAL MEDIA SELECTED FOR CAMPAIGN: Identify the forms of digital media selected for the campaign (television, banner, social media, company websites, text/email)
V. SCHEDULE OF DIGITAL MEDIA CAMPAIGN: What is the timeframe for the digital forms of digital media being used for the campaign (timeframe for campaign is one year)
VI. DIGITAL MEDIA CAMPAIGN EXPECTATIONS/GOALS: For each type of digital media being used for the campaign, identify and explain the impact it will have on the product. (How will it grow the product or company over the course of the year?)
VII. CONCLUSION: Summary of key points.
VIII. **BIBLIOGRAPHY:** Include a list of sources of information used in the written document.

IX. **APPENDIX:** An appendix is optional. If additional material is appended, all pages must be numbered as noted previously. Include in an appendix any exhibits appropriate to the written entry, but not important enough to include in the body. These might include sample questionnaires used, letters sent and received, general background data, minutes of meetings, etc.

**PRESENTATION GUIDELINES**

- Prior to the presentation, the judge will evaluate the written portion of the entry. The major emphasis of the written entry is on the content. Drawings, illustrations and graphic presentations (where allowed) will be judged for clarity, not artistic value.
- The participants will present the project to the judge in a 10-minute presentation worth 100 points. (See Presentation Judging.)
- The presentation begins immediately after the introduction of the participant to the judge by the adult assistant.
- Each participant may bring a copy of the written entry or note cards pertaining to the written entry and use as reference during the presentation.
- Video must be presented on one of the following devices: Laptop, Chromebook, Surface, iPad, or other tablet device. Competitors cannot use any type of smartphone for this competition.
- If time remains, the judge may ask questions pertaining to the project.
- Only visual aids that can be easily hand carried to the presentation by the actual participant(s) will be permitted. The participants themselves must set up the visuals. Wheeled carts, moving straps or similar items may not be used to bring visuals into the area. Set up time is included in the total presentation time. Participants must furnish their own materials and equipment. No electrical power or internet connection will be supplied. Alternate power sources such as small generators are not allowed. Sound may be used, as long as the volume is kept at a conversational level.
- Materials appropriate to the situation may be handed to or left with judges in all competitive events. Items of monetary value may be handed to but may not be left with judges. Items such as flyers, brochures, pamphlets and business cards may be handed to or left with the judge. No food or drinks allowed. If any of these rules are violated, the adult assistant must be notified by the judge.
### DIGITAL ADVERTISING EVENT

**DIGITAL ADVERTISING EVENT DAE**

**WRITTEN ENTRY AND PRESENTATION EVALUATION FORM**

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

<table>
<thead>
<tr>
<th>SCORING RUBRIC</th>
<th>LITTLE/NO VALUE</th>
<th>BELOW EXPECTATIONS</th>
<th>MEETS EXPECTATIONS</th>
<th>EXCEEDS EXPECTATIONS</th>
<th>JUDGED SCORE</th>
</tr>
</thead>
<tbody>
<tr>
<td>The oral presentation expands and develops the objectives as written in the facts sheet.</td>
<td>0-1-2</td>
<td>3-4</td>
<td>5-6</td>
<td>7-8</td>
<td></td>
</tr>
<tr>
<td>The target market is clearly and accurately analyzed for the product and media described. The secondary target markets are accurately considered.</td>
<td>0-1-2</td>
<td>3-4</td>
<td>5-6</td>
<td>7</td>
<td></td>
</tr>
<tr>
<td>The digital media selected for the campaign is identified and explained. Reasoning for selecting the media is included.</td>
<td>0-1-2</td>
<td>3-4-5</td>
<td>6-7-8</td>
<td>9-10</td>
<td></td>
</tr>
<tr>
<td>The timeframe for each of the digital media selected is identified.</td>
<td>0-1-2</td>
<td>3-4</td>
<td>5</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>The digital media scheduled exhibits continuity and logical order.</td>
<td>0-1-2</td>
<td>3-4-5</td>
<td>6</td>
<td>6-7</td>
<td></td>
</tr>
<tr>
<td>The campaign expectations/goals for each form of digital media used is identified and explained.</td>
<td>0-1-2</td>
<td>3-4-5</td>
<td>6-7-8</td>
<td>9-10</td>
<td></td>
</tr>
<tr>
<td>The digital media campaign stresses benefits that appeal to the target markets described.</td>
<td>0-1-2</td>
<td>3-4-5</td>
<td>6</td>
<td>7-8</td>
<td></td>
</tr>
<tr>
<td>The logo/brandmark created for the product is creative and unique.</td>
<td>0-1-2</td>
<td>3-4-5</td>
<td>6</td>
<td>7-8</td>
<td></td>
</tr>
<tr>
<td>The digital media video shows real creativity and used a unique and effective approach.</td>
<td>0-1-2</td>
<td>3-4-5</td>
<td>6-7-8</td>
<td>9-10</td>
<td></td>
</tr>
<tr>
<td>The digital media show a basic understanding of production technique, are consistent in the campaign and are original.</td>
<td>0-1-2</td>
<td>3-4-5</td>
<td>6-7-8</td>
<td>9-10</td>
<td></td>
</tr>
<tr>
<td>The written and oral presentations show evidence of realistic knowledge of digital media and are well-organized and presented in a logical order.</td>
<td>0-1</td>
<td>2-3</td>
<td>4-5</td>
<td>6-7</td>
<td></td>
</tr>
<tr>
<td>Appearance of fact sheets and word usage. Professional layout, neatness, proper grammar, spelling and word usage.</td>
<td>0-1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Overall performance, professional appearance, poise, confidence, presentation technique, effective use of visuals, professionalism of participant.</td>
<td>0-1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TOTAL POINTS (100)</th>
</tr>
</thead>
<tbody>
<tr>
<td>LESS PENALTY POINTS</td>
</tr>
<tr>
<td>TOTAL SCORE (100)</td>
</tr>
</tbody>
</table>
JOB INTERVIEW

This competition judges participants based on their appearance, communication skills, and knowledge of marketing. The overall top winners will be selected by totaling their scores for all three segments (application, interview A and interview B) of the competition.

The overall top six winners will be recognized during the awards ceremonies at the State Career Development Conference. First, second and third place winners will receive trophies indicating their placement. The remaining winners will receive finalist trophies. The top winner will be considered for a leadership academy or voting delegate position to attend the national conference.

Each chapter may enter up to two participants in this event.

EVENT SPECIFICATIONS

- Every participant must complete a job application during the scheduled written testing/orientation on the first day of the State Career Development Conference.
- Every participant must bring a pen to complete his/her application.
- Every participant must submit a résumé plus two copies at the scheduled written testing/orientation on the first day of the State Career Development Conference. Participants may take an additional copy of their résumé to the interviews.
- The position being applied for will be a sales associate in a convenience store. The store sells gasoline, ice, snack foods and limited groceries. It also has self-service beverages and limited sandwich items. It is similar to a Turkey Hill, 7-11, Sheetz or Wawa store.
- Each participant will complete two job interviews.
EVENT TOPIC

This event will prepare students for careers in the supply chain industry.

EVENT OVERVIEW

- Individual Series Events consist of two major parts: a written event **cluster exam** and two **role-playing** events.
- The participant will be given a 100-question, multiple-choice, **cluster exam**.
- The participant will be given a written scenario to review related to logistics and materials handling. The event description will inform the participant of the role he/she will play and the role the judge will play.
- In the **role-play**, the participant must accomplish a task by translating what they have learned into effective, efficient, and spontaneous action.
- A list of performance indicators specific to the scenario is included in the participant’s instructions. These are distinct tasks the participant must accomplish during the role-play. The judge will evaluate the participants’ role-play performance on these tasks, follow-up questions, and 21st Century Skills.
- The participant will have **10 minutes** to review the situation and to develop a professional approach to solving the problem. Participants may use notes made during the presentation time during the presentation.
- Up to **10 minutes** are then allowed for the participant to interact with a judge and demonstrate how he/she would solve the situation or problem. The judge is a qualified business executive playing the role of a second party in the situation. Following the role-play, the judge evaluates the participant’s responses and records the results on an evaluation form developed specifically for this event.
- The participant may not bring printed reference materials, visual aids, etc., to the competitive event. The participant may use a four-function calculator during the exam and preparation period. Scientific/graphing calculators, cell phones/smartphones, iPods, MP3 players and iPads/tablets may not be used.
- If any of these rules are violated, the adult assistant must be notified by the judge.
- The maximum score for the evaluation is 100 points. The cluster exam and each role-play presentation will be valued at one-third (1/3) of the total score.
SUPPLY CHAIN MANAGEMENT
COMPETITIVE EVENT

SUPPLY CHAIN WRITTEN EVENT MHE

This event is designed to create an awareness of the supply chain industry. By competing in this event, students will be exposed to the wide range of career opportunities in this industry.

Competition is open to any Pennsylvania DECA member. Each chapter may submit their chapter allotment plus one per chapter.

JUDGING AND AWARDS

The project will consist of two major parts:

- A written entry in the form of a research project
- A participant role-play for application of skills
- The written entries will be judged and all participants will qualify for the role-play.

The participant role-play will be held during the State Career Development Conference. During the role-play, each participant will be asked to meet with a panel of judges and demonstrate occupational proficiency in the material handling area.

The top six winners will be recognized at the State Career Development Conference. First, second and third place winners will receive trophies indicating their placement. The remaining winners will receive finalist trophies.

IMPORTANT INSTRUCTIONS

- The following pages consist of the specifications for the written project including all rating sheets. Please contact local businesses that perform material handling functions; example: distribution centers, warehouses, and select large retail stores to conduct the interview portion of this event.
- The written project deadline for this event is consistent with the written manual guidelines established for Pennsylvania DECA. If you need further information regarding this event, please contact La Verne Dixon at 717.787.6026.

SPECIFICATIONS

Your entry must follow these specifications exactly. For more details refer to the checklist and the written evaluation form.

- All entries must include a signed Statement of Assurances.
- Maximum length of the written entry must not exceed eight typewritten pages, excluding the title page and bibliography.
FORMAT AND ORGANIZATION OF THE WRITTEN DOCUMENTATION

1. Title Page:
The first page of the written entry is the title page and is not numbered. It must list the following information in this exact order:
   a. Name of the event
   b. Name of DECA chapter
   c. School address (include ZIP code)
   d. Participant’s name
   e. Participant’s home address (include ZIP)
   f. Date

2. Body of the Written Entry:
The body of the written entry begins with Part I: **DVD Summary**. It then continues in the sequence outlined here. The first page of the body is numbered one and all following pages are numbered in sequence.

Follow the given outline when composing your entry. The written entry consists of both Part I and Part II as outlined below. Points awarded for each section are shown on the written entry evaluation form.

**Part 1: DVD Summary – “Introducing the Material Handling Industry”**

A. Awareness
   1. What did you learn about the material handling industry?
   2. Identify and discuss six specific types of equipment or software highlighted in the DVD.

**Part II: Research Project**

B. Interviews
   1. You are required to interview two professionals, each in a different job classification, within the material handling industry.
   2. You will be responsible to contact local businesses that perform material handling functions to conduct the interview portion of the event and to document the information learned. Examples: distribution centers, warehouses, and select large retail stores.
   3. You will be evaluated on how well you have utilized and applied the information gathered from your personal interviews to the case study presented in the role-play.
   4. In a bibliography included as the last page of your written entry, you must list the names of each person contacted the area of material handling they represent, job title, and the company where they are employed.
GUIDELINES FOR THE PARTICIPANT ROLE PLAY

1. The role-play will be limited to ten minutes.
2. The role-play will be worth 60 points.
3. To keep competition on an even basis, the participant may not bring anything more to the role-play than a photocopy of the written document.

ADVISOR GUIDELINES

This event is based on a DVD from MHIA, research project and role-play. Information in the DVD is designed as a curriculum unit to be used for the entire class.

To participate, you must use the “Introducing the Material Handling Industry” DVD; this item is available through the state office. PDE Contact: LaVerne Dixon at 717.787.6026 or via email: lavdixon@pa.gov.

[or]

A free copy of the DVD is also available from the Material Handling Industry of America (MHIA).

Contact: Allan Howie of MHIA at ahowie@mhia.org.

JUDGE INSTRUCTIONS

The purpose of the individual written event is to provide an opportunity to participants to demonstrate an awareness and knowledge of the transportation/logistics industry.

JUDGING THE WRITTEN ENTRY

Please familiarize yourself with all the guidelines before starting to evaluate the written entry. Penalty points (see written entry checklist) must first be assessed. Then complete the written entry evaluation form. As you evaluate the written entry, please be sure to:

1. Place the Participant’s name and identification sticker in the upper, right-hand corner of the evaluation form.
2. Circle the appropriate score for each section.
3. Write the score given in the space provided in the right-hand margin.
4. Double check to ensure that you have scored every category.
5. Total your score and double check all addition.
6. Make sure to initial the bottom of the evaluation form.
   • A maximum score (“Exceptionally Well Done”) means that, in your opinion, the information is presented in an effective way and imaginative fashion; nothing more could be expected.
   • A “Well Done” rating means that the information is presented well. Though there may be a few minor problems or omissions, they are not significant.
   • An “Adequately Done” score means that the information is presented adequately. It meets minimum standards of acceptability.

Revised: September 2021
• A “Little Value” score means that some major flaw has been noted which damages the effectiveness of the information. This may be a major omission, a serious misstatement, poor writing or any other major flaw.

• It may help to go through several entries before actually starting to score the entries. If you wish to ask the participant about specific areas of the written entry during the interview, please take notes on a separate piece of paper.

**JUDGING THE INTERVIEW**

Each participant will appear for a ten-minute role-play with you. Follow the same guidelines in your evaluation as numbered 1-6 for judging the written entry. During the ten minutes, you may question the participant. To insure fairness, you must ask each participant the same question.

***Potential to add or modify the event role-play:***

Choose several different types of products and have the student select the most appropriate material handling equipment and storage system for processing. Student must defend the selection in an interview with the judges. Research a material handling facility, select a position within the company and have the student interview for that position.
WRITTEN ENTRY CHECKLIST

1. The Written Event Statement of Assurances and Academic Integrity must be signed and placed in front of the written entry.

2. Entries submitted in an official DECA written event folio. Folios are available from DECA Images. No markings, tape or other material should be attached to the folio. One photocopy or the original typed document must be submitted. Participants may keep a copy for use in the presentation.

3. Sheet protectors may not be used.

4. Limited to the number of pages specified in the guidelines (plus the title page and the table of contents).

5. All pages are numbered in sequence starting with the executive summary and ending with the final page of the appendix. Do not use separate sheets between sections or as title pages for sections.

6. Major content must be at least double-spaced (not space-and-a-half). Title page, table of contents, executive summary, bibliography, appendix, footnotes, long quotes (more than three typed lines), material in tables, figures, exhibits, lists, headings, sample letters, forms, etc., may be single-spaced.

7. Entry must be typed/word processed. Handwritten corrections will be penalized. Charts and graphs may be handwritten.

8. Paper is 8½ inches x 11 inches. No fold-outs, attachments or tabs used.

9. The written entry follows the outline in the Written Entry Guidelines for the event. Additional subsections are permitted in the body of the written entry.

TOTAL PENALTY POINTS ASSESSED

A check indicates that the item has been examined.
A circled number indicates that an infraction has been noted.
A page number indicates the location of the infraction.
**SUPPLY CHAIN WRITTEN EVENT**

**WRITTEN ENTRY EVALUATION FORM**

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

<table>
<thead>
<tr>
<th>SCORING RUBRIC</th>
<th>LITTLE/NO VALUE</th>
<th>BELOW EXPECTATIONS</th>
<th>MEETS EXPECTATIONS</th>
<th>EXCEEDS EXPECTATIONS</th>
<th>JUDGED SCORE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PART I: DVD SUMMARY</strong></td>
<td></td>
<td></td>
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<tr>
<td>Section A: Awareness</td>
<td>1-2</td>
<td>3-4-5-6</td>
<td>7-8-9-10</td>
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<tr>
<td>Section B: Utilization of Technology</td>
<td>1-2-3</td>
<td>4-5-6</td>
<td>7-8-9</td>
<td>10-11-12</td>
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<tr>
<td><strong>PART II: RESEARCH PROJECT</strong></td>
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<tr>
<td>Section A: Application of Information obtained from interviews</td>
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<td>4-5-6</td>
<td>7-8-9-10</td>
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SECTION SUBTOTAL (40)

**ROLE PLAY EVALUATION FORM**

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<tr>
<td>Awareness of the materials handling industry</td>
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<td>4-5-6</td>
<td>7-8-9</td>
<td>10-11-12</td>
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<tr>
<td>Specific facts about the materials handling industry</td>
<td>1-2-3</td>
<td>4-5-6</td>
<td>7-8-9</td>
<td>10-11-12</td>
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<tr>
<td>Specific trends of the materials handling industry</td>
<td>1-2-3</td>
<td>4-5-6</td>
<td>7-8-9</td>
<td>10-11-12</td>
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<tr>
<td>Career opportunities in the materials handling industry</td>
<td>1-2-3</td>
<td>4-5-6</td>
<td>7-8-9</td>
<td>10-11-12</td>
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<tr>
<td>Other questions to be prepared by a panel of judges</td>
<td>1-2-3</td>
<td>4-5-6</td>
<td>7-8-9</td>
<td>10-11-12</td>
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SECTION SUBTOTAL (60)

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<th>WRITTEN ENTRY (40)</th>
<th>ROLE PLAY (60)</th>
<th>MINUS PENALTY POINTS</th>
<th>TOTAL SCORE (100)</th>
</tr>
</thead>
</table>

***Potential to add or modify the event role-play:***

Choose several different types of products and have the student select the most appropriate material handling equipment and storage system for processing. Student must defend the selection in an interview with the judges.

Research a material handling facility, select a position within the company and have the student interview for that position.

Revised: September 2021
PA DECA MODELING COMPETITIVE EVENT

MODELING - MALE MODM
MODELING - FEMALE MODF

This event will be divided into two categories – male and female. Both categories will be judged separately. Each chapter may enter a total of two participants: one male and one female.

Competitors will be judged on the presentation and overall look of each outfit, as well as modeling techniques (i.e. turns, walk, poses), eye contact, confidence, grooming, and originality.

The event coordinator is responsible for the details and format of the event. Additionally, he/she reserves the right to limit the number of outfits modeled. This may be necessary to remain within the time constraints of the conference.

AWARDS

The top six winners in each category will be recognized during the awards ceremonies at the State Career Development Conference. First, second and third place winners will receive trophies indicating their placement. The remaining winners will receive finalist trophies.

SPECIFICATIONS

- All competitors must report for orientation and a rehearsal the first evening of the conference.
- Clothing required:
  - Job interview /businesslike attire
  - Formal Attire
- Props may be used if desired (i.e. pocketbooks, briefcases, tennis rackets, etc.)
- Each competitor must bring one script for his/her job interview outfit and one script for his/her casual attire outfit. Script must describe outfit and accessories. Scripts must be typed, double-spaced, on a 5” x 8” index card and may not exceed one card per outfit. The name and school of the competitor must be placed on the back of each card and will be collected at the rehearsal.
- Please note: The modeling event is not only a competitive event, but also a fashion show as well. The fashion show is open to spectators.
- The modeling event involves rehearsal time as well as the fashion show. Refer to your conference program for exact times and locations of all related activities.
PA DECA PUBLIC SPEAKING EVENT

PUBLIC SPEAKING PSPK

The purpose of this event is to encourage development of the student’s ability to organize and present information clearly and effectively on a specified topic related to the field of marketing. This year, the topic students will be judged on is “LIMITLESS”. Each chapter may enter two participants.

EVALUATION AND AWARDS

Participants’ speeches will be evaluated by a panel of judges. All decisions of the judges are final. The winners will be those who have the highest final scores.

The top six winners will be recognized during the awards ceremonies at the State Career Development Conference. First, second, and third place winners will receive trophies indicating their placement. The remaining winners will receive finalist trophies.

SPECIFICATIONS

- The length of the speech must be five minutes. Time will begin when the participant speaks the first word of the speech. Five points per full half minute over or under will be deducted from the final score. No deductions will be made for speeches between 4:31 and 5:29.
- The use of notes will be permitted while speaking.
- Participants will be allowed the use of personal watches. Time warning signals will not be used during competition.
- Participants must submit one copy of their manuscript at the event orientation. These will become the property of Pennsylvania DECA and will not be returned. The first-place winner may be duplicated and sent to chapters for promotional purposes.

FORMAT AND ORGANIZATION OF MANUSCRIPT

1. Cover Page: Name of the event
   a. Title of speech
   b. Name of the participant
   c. Date presented

2. An outline (topic or sentence format) of the manuscript must be included as the second page. This outline must not exceed one page.

3. Manuscript must be typed on white paper, double-spaced, with 1” margins. Staple manuscript in the upper left hand corner and submit without any type of folder or covering.

4. Last page: A bibliography must be included listing all use of reference books, printed material, quotes, phrases, etc.... It may be single-spaced.
SPEECH SPECIFICATIONS

**NOTE:** Each participant's speech must be the result of his/her own efforts. Facts and working data may be secured from any source. The speeches must be prepared by student members, not by advisors. Local advisors should serve as consultants to ensure that the speeches are well organized, contain substantiated statements and are written in a business style. No visual aids may be used.

1. Participants must report for orientation and will be assigned speaking times prior to the day of the competition.
2. At the time of the speech, the event administrator will introduce each participant by name only and will announce the title of his/her speech.
3. When the speaker is finished, the timekeeper will record the time used by the participant.

All conference delegates may observe the event, **except individuals registered as participants.**
# PUBLIC SPEAKING EVENT

## EVALUATION FORM

### CONTENT

<table>
<thead>
<tr>
<th>SPEECH DEVELOPMENT</th>
<th>FAIR</th>
<th>GOOD</th>
<th>VERY GOOD</th>
<th>EXCELLENT</th>
<th>JUDGED SCORE</th>
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<tbody>
<tr>
<td>Structure, organization, support material, topic adequately developed.</td>
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<th>GOOD</th>
<th>VERY GOOD</th>
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<tr>
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<td>6-7-8-9-10</td>
<td>11-12-13-14</td>
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<tbody>
<tr>
<td>Ideas, logic, original thought</td>
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<td>6-7-8-9-10</td>
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### DELIVERY

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<tbody>
<tr>
<td>Appearance, body language, eye contact, gestures</td>
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<td>4-5-6</td>
<td>7-8-9</td>
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<td>7-8-9</td>
<td>10</td>
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### LANGUAGE

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<th>VERY GOOD</th>
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<th>JUDGED SCORE</th>
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<tbody>
<tr>
<td>To speech purpose, audience, sincerity, understandable</td>
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<td>4-5-6</td>
<td>7-8-9</td>
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<td>4-5-6</td>
<td>7-8-9</td>
<td>10</td>
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</table>

### MINUS PENALTY POINTS

Deduct 5 points per full half minute over or under five (5) minutes. No deduction for speeches between 4:31 and 5:29.

### TOTAL SCORE (100)

Revised: September 2021
PA DECA QUIZ BOWL

Each chapter may enter one team of 2 to 4 members. Teams will compete against each other in a game-style format, where proctor will ask marketing questions and participants will press buzzers if/when they know the answers. Participants will take the Marketing Cluster Exam, where scores will determine order of teams competing. Top three teams will be recognized at the Grand Awards.

SCHOOL-BASED ENTERPRISE EVENT


T-SHIRT DESIGN CONTEST

The t-shirt design must be done on a computer—preferred in jpeg format and include the following information:

- “LIMITLESS”
- 2022 State Career Development Conference

T-Shirt must meet the following criteria:

- A graphic for the front of the shirt (small)
- A graphic for the back of the shirt (larger)
- Graphic is limited to one color
- Winner of the contest will receive a trophy at the state conference.
- Designs must be emailed to jerry@padeca.org by November 20, 2021
- Designs must be in jpeg format

The designs will be presented to the PA DECA State Officer Team at the December planning meeting. The winner will be revealed and their design unveiled at the PA DECA Career Development Conference in February 2022!

NATIONAL DECA COMPETITIVE EVENTS

Pennsylvania DECA offers its members the opportunity to compete at the state level in all events provided by National DECA. These guidelines are found in the DECA Guide. Please review all guidelines and changes carefully.

The DECA Guide also provides a complete listing of the purposes of the competitive events program, national sponsors and an official list of national events. This Competitive Events Supplemental Guide, together with the DECA Guide; provide a complete source of guidelines and regulations for all competitive events offered in Pennsylvania.

Revised: September 2021