



CALIFORNIA



DECA

CHAPTER AFFILIATION GUIDE



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California DECA is recognized by the U.S. Department of Education and chartered by the California Department of Education as an official Career Technical Student Organization (CTSO) in California and a vital co-curricular instructional, career, professional development, and leadership program for students.

DECA PREPARES EMERGING LEADERS AND ENTREPRENEURS FOR CAREERS IN MARKETING, FINANCE, HOSPITALITY AND MANAGEMENT IN HIGH SCHOOL AND COLLEGES AROUND THE GLOBE.

WELCOME TO CALIFORNIA DECA

DECA enhances the preparation for college and careers by providing co-curricular programs that integrate classroom instruction, apply learning in the context of business, connect schools to industry and the community, and promote the spirit of free enterprise and competition. DECA students leverage their experience to become academically prepared, community oriented, professionally responsible, experienced leaders.

DECA is a co-curricular Career and Technical Education (CTE) program for emerging leaders and entrepreneurs pursuing careers in marketing, finance, hospitality, and management. Chartered by the California Department of Education and used in more than 3,500 schools throughout the world, DECA brings classroom learning to life through a robust mix of classroom curriculum tools, career development competitions, recognition programs, partnership opportunities, and leadership development experiences.

The Carl D. Perkins Act, California SB1070, and California CTE Model Curriculum Standards uniquely recognize DECA as an integral strategy for delivering successful Career Technical Education programs. DECA works at its best when all the students in a CTE program are participating and engaged in the curriculum and education tools. DECA's Chapter Affiliation/Curriculum Program is designed to be simple, easy, cost-effective and value-filled so that educators can utilize DECA tools in the classroom and campus setting to positively impact CTE programs and students!

All currently active and brand new California DECA chapters must meet the following requirements regarding Career and Technical Education, mandated by the California Department of Education:

1. Be an approved organization on campus with a certificated faculty member serving as your advisor.
2. The advisor must have a CTE credential or Single Subject Credential in one of the following approved areas: Business and Finance; Marketing, Sales and Services; Hospitality and Tourism or a Single Subject Credential in Business or Home Economics.
3. All students participating in California DECA must have taken or currently enrolled in one of the following Career and Technical Education (CTE) classes in 2016-2017: Marketing, Business Management and Administration, Hospitality and Tourism and Finance.



CALIFORNIA DECA SCHOOL AFFILIATION/ CURRICULUM PROGRAM PRICING SCHEDULE

DECA School Affiliation/Curriculum Program for Students and Teachers Annual affiliation fees for the DECA calendar year (July 1 – June 30)	School Site License
1 to 25 students/teacher(s)	\$500
26 to 50 students/teacher(s)	\$1,000
51 to 75 students/teacher(s)	\$1,500
76-100 students/teacher(s)	\$1,900
101-125 students/teacher(s)	\$2,250
126-150 students/teacher(s)	\$2,700
151-175 students/teacher(s)	\$2,975
176-200 students/teacher(s)	\$3,400
201-225 students/teacher(s)	\$3,600
226-250 students/teacher(s)	\$4,000
251-275 students/teacher(s)	\$4,400
276-300 students/teacher(s)	\$4,800
301-325 students/teacher(s)	\$5,000
326-350 students/teacher(s)	\$5,250
351-375 students/teacher(s)	\$5,625
376-400 students/teacher(s)	\$6,000
401-425 students/teacher(s)	\$6,150
426-450 students/teacher(s)	\$6,300
451-475 students/teacher(s)	\$6,650
476-500 students/teacher(s)	\$7,000
500+	<i>For 500+ students contact California DECA to discuss site license.</i>
New Chapter	<i>The DECA Start-Up Affiliation/Curriculum Program site license is \$250 and allows up to 20 students and 1 teacher to be registered.</i>
Alumni/Professional Dues	<i>\$20 each. Alumni and Professionals are not included in the Program Model.</i>

Have questions regarding the DECA Chapter Affiliation/Curriculum Program Model?
Please e-mail info@californiadeca.org and a member of our staff will be happy to assist you.



DECA SCHOOL AFFILIATION/CURRICULUM FEATURES AND BENEFITS

Once a chapter submits their Affiliation/Curriculum Program fee they become an official California DECA Local Chapter. Official Local Chapters gain access to the following curriculum, resources, programs, and college and career development experiences:

DECA on Campus!

- The Affiliation/Curriculum Program fee provides a School Site License for students and teachers to operate a local DECA chapter and be affiliated with California DECA and National DECA.

Comprehensive Learning Program

DECA Competitive Events feature over 50 competitive events spanning the fields of entrepreneurship, marketing, finance, hospitality, and management. *(Additional fees apply for conference attendance)*

- **Event types** include online simulations, business plans, projects, content interviews, role plays, case studies, comprehensive exams, campaigns and promotions, and demonstrations.
- Competitions are **industry-validated**.
- Competitions **align with National Curriculum Standards** in the Career Clusters for Marketing, Business Management and Administration, Finance, and Hospitality and Tourism.
- **Competitions are crosswalked** with 21st Century Skills, Common Career Technical Education Core Standards, English Language Arts & Literacy Common Core Standards, and Mathematics Common Core.



- Chartered by the California Department of Education, DECA supports the **California CTE Model Curriculum Standards** in the industry sectors of Business & Finance; Hospitality, Tourism, and Recreation; and Marketing, Sales, and Services.
- Competitions are easily integrated into Programs of Study in Clusters for Marketing, Business Management and Administration, Finance, and Hospitality and Tourism.
- DECA's **Comprehensive Competitive Events Framework** provides competitive events that:
 - are appropriate for each instructional level
 - utilize a variety of methods and models to measure the student's knowledge and skills
 - teachers can use to improve teaching and learning
 - may be used to document learning for state reporting purposes
 - may be used to document advanced credit or other forms of college admissions requirement

California DECA Competitions

- DECA Protégé Competitions feature exams in real estate, green business, insurance, event planning, investing, and association/nonprofit management.
- DECA Emerging Leader Assessment featuring an assessment of all areas of business including economics, entrepreneurship, finance, accounting, marketing, sales, hospitality, and management along with core leadership concepts and general DECA knowledge.

School-Based Enterprise Curriculum

- Coursework and dedicated website full of valuable resources for schools interested in starting or improving an existing school based enterprise as well as opportunity for student certification.

DECA Transcript

- **DECA Analysis Transcript** is available for all students who compete at the International Career Development Conference (ICDC) to view composite score and ranking within the state and at the international level in each area of examination (e.g. communication, skills, emotional intelligence, financial analysis, information management, and more).

Career Preparation Challenges

(Local level competition available for free with site license. Additional fees apply for conferences)

- Complimentary participation in the **Virtual Business Challenge** online competitive event through DECA partner Knowledge Matters. Join in one of four business simulations including Personal Finance, Restaurant, Retailing and Sports with top teams winning up to \$7,500 in cash awards.
- Complimentary participation for unlimited number of teams (Team Size 1-3 DECA students) in the **DECA Stock Market Game**. Top 25 teams are recognized regionally and advance to the International Career Development Conference.
- Complimentary participation in the **DECA/Finish Line Challenge**. DECA students present analysis and recommendation on the store's omni-channel strategy. Top projects are presented to corporate executives and teams can win full attendance to DECA internationals.
- Complimentary participation in the **Fashion Institute of Design and Merchandising (FIDM) Challenge**. Teams translate a seasonal fashion trend into a look for a fashion forecast including outfit depicting the coming trend and research that backs up their trend forecast. Top projects win cash awards, red carpet experience in LA and more!
- The **DECA Idea Challenge** is a featured event of Global Entrepreneurship Week and complimentary for DECA students. The fast-paced competition challenges students to find a new use for an everyday item and to pitch their invention via YouTube. Students can win \$1,000 for their ideas.

Emerging Leaders Series

Features training materials, tools, conferences, and student leadership opportunities

- Student-led leadership experiences as official DECA executive officers at the chapter, district, state, and international level. (Additional fees apply for conference attendance)
- **DECA Academies** feature leadership tools, materials, training conferences to support career and leadership development in the areas of strategy, goals, project management, leadership styles, communications and community service, careers advancement, and college readiness, all tied to 21st Century Skills (conference registration and accommodations costs are additional; Complimentary leadership tools and mentorship available by request).
- Student participation on the **California DECA President's Council** (1-2 students per chapter).
- **Leader-to-Leader Peer Network** Support for local student officers via the President's Council and California DECA State Officer Team.



Scholarships

- Access to **DECA's Scholarship Network** which issues over \$300,000 in scholarships to DECA students each year available only to registered DECA members.
- **Advisor Scholarships** for use at DECA Chapter Advisor Summer Institutes or other professional development conferences providing continuing education credits (CEU's) in their field including DECA/Otis Spunkmeyer Professional Development Scholarship, DECA/Johnson & Wales Chapter Advisor Summer Institute Scholarship, and National Apartment Association Education Institute Professional Development Scholarship.

Professional Learning Series

Access to exclusive training and development opportunities for DECA teacher/advisors including:

- **California DECA Teacher Advisor Training Conference** including complimentary registration, lodging, meals, DECA resources and instructional materials.
- **California DECA District and State Career Development Conferences** complimentary registration for advisors. (Additional fees apply for lodging, travel and other expenses)
- **DECA New Advisor Academies** two-day professional development experience at the DECA International Career Development Conference (Additional fees apply for conference attendance)
- Discounted membership dues for teachers in the California **Business Education Association**.
- **E-Learning** professional development experiences by content experts including live online events and archived training events available 24/7.
- **DECA Amped** is a summer institute for educational excellence featuring new ideas, strategies, and tools for using DECA combined with project-based learning in the classroom. (Additional fees apply for conference attendance)
- **New Advisor Mentoring Program** features monthly electronic mentoring with resources, tools, and insights to navigate the first few years of integrating DECA into the local CTE program.

Teacher and Student Recognition

Opportunities to distinguish students, teachers, and programs for education excellence!

- **DECA Emerging Leader Honor Award** recognizes seniors for academic success (3.2 GPA on a 4.0 scale), CTE course participation, participation in DECA. (Additional fee for certification process)
- **Teacher/Advisor and Administrator recognition** including Years of Service, Outstanding DECA Chapter Advisor Award, Outstanding New DECA Chapter Advisor Award, and Administrator of the Year Award.
- School recognition as a **Certified School-based Enterprise**.
- DECA Students have access to financial education and the opportunity to **become certified financially literate** through DECA's partnership with Wise.

Resources and Materials

- Annual **DECA Guide** featuring the latest articles, news, reference material and programmatic information about DECA's Comprehensive Learning Program and career leadership opportunities.
- **DECA Chapter Management Materials** and Templates.
- **DECA Direct Magazine** for every DECA Student and access to 24/7 online resources (blogs, videos, media, articles and more!).



- Access to signature California DECA and DECA Inc. **promotional materials** including videos, attire, banners, brochures, and a full library of branding and identity materials.
- **DECA Advisor Insight** custom DECA publication for teacher advisor with lessons plans, teaching techniques, insights for programs of study and career pathways.
- **Be a Hero** publication for new DECA teachers and advisors which provides helpful methods and strategies for organizing and integrating DECA into classrooms.

Service and Support

- **Dedicated DECA support staff and DECA advisor mentors** are a phone call, e-mail, or visit away to provide customer service, technical assistance, and program support to assist your chapter on its journey. Three websites, (California DECA, DECA Direct and DECA.org) are available with 24/7 access to key resources and support materials.
- Up to **\$5,000 in DECA Chapter Performance Grants per school** based on DECA integration and participation. DECA Grants are eligible to fund the DECA Affiliation/Curriculum Program Site License.
- **Travel Awards** for top competitors who qualify at the DECA State Career Development Conference to advance to international competitive events competition. (Additional fees apply for conference attendance)
- **Advocacy** on the state and federal level on issues related to education and CTE.
- Approval on the **NASSP National Advisory List of Student Contests and Activities** based on exceeding standards in educational value, financial support, organizational structure, and fair, appropriate adjudication.



Eligibility to Attend DECA Conferences *(separate fees apply)*

DECA chapters are eligible to participate in annual DECA Conferences including, but not limited to:

- DECA Sports & Entertainment Marketing Conference
- DECA New York Experience
- DECA Entrepreneurship and Innovations Conference
- DECA International Career Development Conference
- DECA Emerging Leader Summit
- DECA Western Region Leadership Conference
- California DECA State Career Development Conference
- DECA District Career Development Conferences

WHY THE CHANGE?

Strengthen DECA's co-curricular integration model and reach more students. DECA has traditionally been a membership driven educational tool. In this model, DECA was too often treated on campus as a school club or extra-curricular organization. However, the richness of the DECA educational experience is at its fullest strength and provides the greatest educational value when DECA is operated as a co-curricular instructional tool. The new site license model for DECA affiliation is aimed at giving teacher advisors an easier and more inclusive format for integrating DECA on campus and in CTE classes.

Compliance with AB1575 legislative requirements. DECA's new affiliation model is perfectly timed to align with the enactment of AB1575 by the California Assembly as signed into law by the Governor. AB1575 is the legislation related to Pupil Fees which more clearly interprets the California State Constitution promoting free public education and prohibiting students from paying fees, deposits, and charges not specifically authorized by law for participation in local educational activities. DECA's transition to a site license affiliation model not only achieves greater classroom integration, it avoids conflicts with teachers collecting membership dues from students or their families to join DECA which is no longer allowed by any other school-based educational experience (e.g. other CTSOs, cheerleading, sports, student council, etc.) in California.

FAQ's

Q: What about professional membership for advisors?

A: Advisors are included in the DECA Affiliation/Curriculum Program site license. For a chapter in the 1 to 25 tier, they need to include any/all advisors in that count. If they have 1 advisor, they can have 24 students, if they have 2 advisors, they can have 23 students, and so on.

Q: What about Professional and Alumni membership?

A: Professional and Alumni membership is not included in the DECA site license model. Professional and Alumni Membership (not including teacher advisors) in DECA is \$20 (\$12 for CA DECA and \$8 for DECA Inc for a total of \$20).

Q: What about a new chapter that will only have a handful of DECA students in their first year?

A: There is a special start-up site license for new schools initiating a DECA program on campus. The DECA Start-Up Affiliation/Curriculum Program site license is \$250 and allows up to 20 students and 1 advisor to be registered. The purpose of this start-up site license is to give new chapters a strong start in DECA as they come "up to speed" with all the DECA programs, opportunities and resources. Start-Up site license for DECA will be available up for the first year of the chapter's existence and may be renewed by request and approval of the DECA State Director for two additional years as necessary.

Q: What if a new chapter wants to have more than 20 students in the DECA Chapter?

A: If a new chapter wants to have more than 20 students then the DECA Affiliation/Curriculum Program site license applies at their chosen level of student population size.

Q: Once I've registered students in the DECA affiliation system can I make changes?

A: Once students are registered in the national DECA system and the roster is submitted to DECA Inc. no changes can be made (e.g. no drops, no substitutions, etc.). You can continue to add students, but no other changes are allowed.

Q: What if I want to add students later in the year?

A: You can continue to add students to your roster throughout the year. Note that to be eligible for competition students must be in the system and submitted to DECA, Inc. prior to the registration deadline for the conference they plan to compete in.

Q: What if I need to add students beyond the number allowed in my current tier in the DECA Affiliation/ Curriculum Program?

A: If adding students takes you beyond your current tier your chapter will be invoiced for the increased cost to move up to the next tier. For example, if you have 24 students and 1 advisor and then add another 10 students, you will need to pay \$500 (the difference between the 1 to 25 tier and 26 to 50 tiers).

Q: Within a given tier is there any benefit to having more/less students?

A: Once you are in a given tier you are encouraged to register as many students as you can, within that tier, to get the most out of your DECA affiliation payment (e.g. if you are in the 1 to 25 tier, you'll want to maximize your benefit by using all 25 versus just having 10 or 15). The price is the same within a given tier regardless of the number of students/advisors you have registered within that tier.

Q: Can I use my DECA Chapter Grant funds to pay for the DECA site license?

A: Yes. The DECA Chapter Performance Grant can be used to contribute toward the payment of the DECA Affiliation/Curriculum Program site license. Existing DECA chapters automatically receive a base grant of \$250 dollars, qualify for an additional \$750 if their chapter attended a DECA event last year, and an additional amount based on the total number of students, professionals and alumni in the chapter in the previous year. New DECA chapters who meet the start-up requirements automatically receive \$500 in starter funds.

Q: How do we register our chapter with DECA?

A: Schools will use the same National DECA system they have used in the past to register their students, advisors, professionals and alumni. It will continue to be done online through the DECA website that was used before: (<http://www.decaregistration.com/hs/Login.aspx>)

Q: Under the new program model is my chapter still eligible to participate in the chapter campaigns?

A: Yes. The new program model does not impact the eligibility of chapters to participate in the National DECA Chapter Campaigns. Just be sure to follow the guidelines outlined in the chapter campaigns.

POTENTIAL SOURCES OF FUNDS TO COVER THE DECA AFFILIATION/CURRICULUM PROGRAM SITE LICENSE

One of the benefits of the new DECA Affiliation/Curriculum Program model is that it opens up a variety of options for chapters to acquire, earn or receive funds to cover their site license payment. The list below is a starting point for potential sources of funding and not intended to be an exhaustive catalog of options. Chapters are encouraged to seek out all possible options for funding through their network.

Donors/Partners/Sponsors

Chapters can now look at a sponsorship model whereby groups/individuals could “sponsor” the local DECA chapter by providing the funds to cover the chapter’s affiliation site license for the number of students they intend to enroll in DECA.



School/District/ROP Budgets

Many school districts have funds/accounts available that can be used to cover educational resources like educational subscriptions and site licenses. Connect with administrators and school/district personnel who specialize in CTE to see what funds might be available or how to have DECA considered for future budget cycles.

Curriculum Budgets

The new approach is intentionally titled “DECA Affiliation/Curriculum Program”. DECA’s Comprehensive Learning Program, teacher/advisor professional development, career development resources, recognition, and leadership materials/resources are for advisors and DECA students exclusively and only available to registered chapters. Discuss the possibility with your administration or those responsible for approving curriculum expenses to see if there are curriculum dollars available to cover the DECA site license for your chapter.

Carl D. Perkins Federal Funding

Perkins funding is the largest federal contribution to secondary education made each year by Congress. Support for Career Technical Student Organizations (CTSOs) of which DECA has been continuously recognized since the inception of the federal legislation is noted as an authorized expenditure. Verify with your local Perkins Administrator if your local plan for Perkins funds will accommodate full or partial funding of the DECA Affiliation/Curriculum Program site license. For example, one allowable use of Perkins funds is: “50% of Instructional supplies and materials, such as chapter handbooks, leadership development materials, and official recordkeeping handbooks” which has been utilized to pay for similar CTSSO affiliation models in other districts and could apply in yours. Discuss this option locally.



State Funds

Explore options for the use of any state-wide grants or other sources of funds to assist with career development programs, CTE, student leadership development, and other college and career readiness initiatives. Even if your DECA program cannot be currently included in an existing grant budget, advocate for your program and make sure grant writers are including funding in budgets for your DECA program.

DECA Alumni

DECA has been in existence for nearly 70 years and has nearly 10 million alumni around the world. They have benefitted from DECA and personally know the contribution it has made to their personal life and professional careers. Chances are there are DECA graduates from your school or that have moved from somewhere else in the world to your community. They are ideal candidates to invest in the next generation of DECA students. Utilize social media like LinkedIn or presentations at the local Chamber of Commerce or other industry events to connect with alumni and build a partnership to contribute some or all of the DECA site license fee.

SB1070 DECA Chapter Grant Funds

Each active DECA chapter during the 2015-2016 school year had the opportunity to earn SB70 (now called SB1070) chapter grant funds. Those performance-based funds will be issued in the coming months and, in most cases, the amount each local DECA chapter has qualified to receive is more than enough to cover the DECA Affiliation/Curriculum Program site license.

SB1070 chapter grant funds are only available to DECA chapters at public high schools in the State of California (including charter schools). Private schools are not eligible for SB1070 chapter grant funds.



ADVANTAGES OF THE NEW STRUCTURE

There are many advantages of the new Affiliation/Curriculum Program including:

- Expand college and career readiness training within the context of business to more students than ever!
- Advisors no longer have to track down individual students for membership payments. Ease of compiling chapter membership and submitting online.
- Easy to budget and identify exact cost of DECA student participation for the chapter with the given tier structure.
- More opportunities to attract funds from a variety of stakeholders to build a broad base of support (sponsorships, school funds, etc.) for a DECA program on campus.
- Avoid compliance issues with administrative personnel responsible for reporting adherence to AB1575 regulations.



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