

Training Plan

TIME REQUIRED

45-60-minute presentation

RATIONALE

Learn how DECA fulfills its mission through its guiding principles and Comprehensive Learning Program. DECA programs and activities support educational initiatives and prepare emerging leaders and entrepreneurs to be college and career ready. You'll receive data points to prove it!

AUDIENCE

DECA Advisors

INTENDED OUTCOMES

At the conclusion of this session, you will be able to:

- Explain DECA's mission statement and guiding principles.
- Explain the components of DECA's Comprehensive Learning Program and how it supports educational initiatives.
- Explain the impact of student participation in DECA through data.

INSTRUCTIONAL CONTENT

Slide # 3 – Mission Statement

DECA's mission statement is: DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management.

Slide # 4 – Guiding Principles

Our guiding principles explain how we fulfill our mission. This slide explains ***what we do to utilize*** DECA's Comprehensive Learning Program. Explain what we do using the information below:

DECA's Comprehensive Learning Program

- ***Integrates into Classroom Instruction*** – an integral component of classroom instruction, DECA activities provide authentic, experiential learning methods to prepare members for college and careers.
- ***Applies Learning*** – DECA members put their knowledge into action through rigorous project-based activities that require creative solutions with practical outcomes.

- **Connects to Business** – partnerships with businesses at local and broader levels provide DECA members realistic insight into industry and promote meaningful, relevant learning.
- **Promotes Competition** – as in the global economy, a spark of competition drives DECA members to excel and improve their performance.

Slide # 5 – Guiding Principles

Our guiding principles also explain the outcomes we expect from our student members by participating in DECA. This slide explains the outcomes of the DECA experience.

DECA Prepares the Next Generation

- **Academically Prepared** – DECA members are ambitious, high-achieving leaders equipped to conquer the challenges of their aspirations.
- **Community Oriented** – recognizing benefit of service and responsibility to the community, DECA members continually impact and improve their local and broader communities.
- **Professionally Responsible** – DECA members are poised professionals with ethics, integrity and high standards.
- **Experienced Leaders** – DECA members are empowered through experience to provide effective leadership through goal setting, consensus building and project implementation.

Slide # 6 – DECA’s Comprehensive Learning Program

DECA’s Comprehensive Learning Program offers exciting opportunities for classroom activities that connect your instruction to college and careers. DECA’s activities naturally support programs of study in the career clusters of marketing, business management, finance and hospitality, giving you tools and resources to incorporate DECA into your curriculum and courses.

DECA’s Comprehensive Learning Program enhances the possibility for a greater range of student cognitive abilities to be developed. When using program components as application or extended-learning activities, student members are rigorously engaged in relevant exercises that develop the problem-solving and comprehension skills essential for college and careers. DECA’s Comprehensive Learning Program supports the development of 21st Century Skills.

The following slides represent elements of DECA’s Comprehensive Learning Program.

Slide # 7 – Chapter Campaigns

Engage your members in DECA activities throughout the year using DECA’s Chapter Campaigns as your guide. These campaigns are perfect for developing your chapter’s program of leadership and allow your chapter to gain the recognition it deserves.

DECA offers five unique campaigns that will help grow your chapter and build lasting partnerships within your school and community, all with great rewards.

- deca.org/campaigns

Slide # 8 – Competitive Events

DECA's Competitive Events Program is based on National Curriculum Standards and the Career Clusters® model. All of DECA's competitive events also integrate 21st century skills. DECA's Competitive Events Program also directly aligns with Career Clusters® and National Curriculum Standards.

■ deca.org/competitions/highschool

Slide # 9 – Educational Conferences

DECA conferences are targeted, highly focused learning experiences for members and advisors. They bring members into the larger DECA community while providing unique opportunities to extend classroom learning. Each of DECA's conferences connects with corporate professionals to engage members in learning industry-related trends and content. Conferences take place at the local, association, regional and DECA Inc. levels. There are four major types of conferences.

LEADERSHIP CONFERENCES

Usually held in the summer or fall, these conferences focus on leadership development and college and career preparation through a variety of engaging workshops and speakers.

CAREER PATHWAYS CONFERENCES

Each of these conferences features highly specialized content that aligns with specific career pathways and courses, providing an excellent opportunity to connect classroom instruction to the conferences.

CAREER DEVELOPMENT CONFERENCES (CDCs)

Usually held in the winter and spring, these conferences provide a venue for DECA's Competitive Events Program as well as additional career and leadership development programs. Chartered associations host their own CDCs to determine which members earn the right to represent them at the International CDC.

INTERNATIONAL CDC (ICDC)

This is the pinnacle event of the year for more than 12,000 competitors vying for the title of international champion in DECA's Competitive Events Program. DECA members not competing may participate in DECA's Emerging Leader Series, designed to equip them to be successful leaders and to obtain success in their college and career pursuits. Other highlights include executive officer elections to select the future student leaders of DECA, as well as networking opportunities with hundreds of business, college and career partners in DECA's exhibits. Although this conference is managed by DECA Inc., local chapters register to attend through their association advisors.

■ deca.org/conferences/highschool

Slide # 10 – Educational Publications

Delivered to the classroom four times during the academic year, DECA Direct, the instructional-based magazine features articles on career development in marketing, finance, hospitality and

management; leadership; community service and professionalism. A classroom worksheet is provided for each issue. Additional articles and videos are available at decadirect.org.

- decadirect.org

Slide # 11 – Emerging Leader Series

The DECA Emerging Leader Series strives to empower DECA members to provide effective leadership through goal setting, consensus building and project implementation. Aligned with 21st Century Skills in the areas of critical thinking and problem solving, communication, collaboration, and creativity and innovation, DECA’s Emerging Leader Series prepares DECA members to be effective leaders in college and careers. In addition to online modules, there are five academies available annually at the International Career Development Conference (ICDC). Two academies, Elevate and Empower, are available annually at the Emerging Leader Summit.

- deca.org/emergingleaders

Slide # 12 – Partnerships

DECA’s more than 60 partners provide scholarships, classroom presentations and career guidance, internships, work experience and community service activities. DECA’s partners provide visibility and support to DECA’s mission.

- deca.org/partners

Slide # 13 – Scholarships

DECA’s scholarship program provides more than \$300,000 in scholarships to DECA members each year. Many corporate partners of DECA provide scholarships through the DECA scholarship program. DECA Inc. administers the program based on guidelines set by the donor. DECA scholarships are strictly merit based.

- deca.org/scholarships

Slide # 14 – School-based Enterprises

Put your teaching into context with a school-based enterprise that reinforces and enhances the knowledge and skills needed for careers in marketing, entrepreneurship finance, hospitality and management. For many members, SBEs provide the first work experience; for others, they provide an opportunity to build management, supervision and leadership skills. DECA provides a rigorous certification program and access to best practices and vendors.

- deca.org/sbe

Slide # 15 – Social Media Correspondent

Members and advisors simply submit one article per month on a topic of their choice in areas such as recruitment, fundraising, competition, school-based enterprises and more. The program is designed to create conversation among chapters and share best practices and ideas.

- decadirect.org

Slide # 16 – Challenges

DECA and its corporate partners have teamed up to provide classroom activities that challenge members to apply learning in relevant ways. These highly engaging, relevant activities encourage creativity and innovation and allow your members to experience competition from their seats in your classroom.

- deca.org/challenges

Slide # 17 – DECA Supports Educational Initiatives

Ask the audience what educational initiatives they are being asked to address by their local school districts and state educational agency. Record their responses on flip chart paper. Some common responses may be:

- Career Clusters and Pathways
- National Curriculum Standards
- 21st Century Skills
- Project Based Learning
- Authentic Learning
- Financial Literacy

Slides # 18 & 19 – Career Clusters®

As an organizing tool for curriculum design and instruction, Career Clusters® provide the essential knowledge and skills for the 16 Career Clusters® and their Career Pathways. Career Clusters® provide students with relevant contexts for studying and learning by linking school-based learning with the knowledge and skills required for success in the workplace. The knowledge and skills encompass both secondary and postsecondary education so the framework informs efforts to strengthen and improve student transition from secondary to postsecondary education.

Slide # 20 – DECA Supports Career Clusters®

DECA's Comprehensive Learning Program supports the marketing, business management, finance, and hospitality and tourism career clusters. DECA's programming, including competitive events, educational conferences, corporate partner challenges, educational publications, school-based enterprises, educator professional learning and more, support the development of necessary knowledge and skills for careers in these four career clusters.

Slides # 21 & 22 – National Curriculum Standards

The National Curriculum Standards for Business Administration provide insight into what business leaders view as important to the success of employees at various levels and in various specialties. These standards define the content for the respective Career Cluster®. They inform teachers, administrators, and curriculum developers as to what should be taught. Educators, then, take the standards and determine how to deliver the content (instructional strategies) and how to design the programs and courses.

Slide # 23 – DECA Supports National Curriculum Standards

Knowledge and skills defined in the National Curriculum Standards and Career Clusters® are infused in DECA programs. For example, the certification standards in DECA’s School-based Enterprise Certification Program are designed to directly support the teaching and learning of the National Curriculum Standards.

DECA’s Competitive Events Program also directly aligns with Career Clusters® and National Curriculum Standards. Each role-play and case study are developed using performance indicators which directly link to the knowledge and skill statements that comprise the Career Clusters® and National Curriculum Standards frameworks.

DECA’s competitive events transcripts express each member’s performance rated against National Curriculum Standards through their participation in DECA’s Competitive Events Program at the International Career Development Conference. The transcripts provide rankings and performance measures for each instructional area on the career cluster exam and feedback for each performance indicator and/or criterion that the judge evaluates.

DECA helps teachers plan for curriculum and instruction using performance indicators, teach content through programs like school-based enterprises, assess student knowledge using competitive events and improve instruction using assessments from the competitive event transcripts.

Slides # 24 & 25 – 21st Century Skills

21st century skills are a series of skills and abilities that employers seek in their employees. The framework presents a holistic view of 21st century teaching and learning that combines a discrete focus on 21st century student outcomes (a blending of specific skills, content knowledge, expertise and literacies) with innovative support systems to help students master the multi-dimensional abilities required of them in the 21st century.

In order to succeed in today’s workplace, employees must excel in the 4Cs:

1. Critical thinking and problem solving
2. Communication
3. Collaboration
4. Creativity and innovation

Slide # 26 – DECA Supports 21st Century Skills

DECA understands that 21st century skills are important to college and career success. DECA members develop 21st century skills through their participation in DECA activities, such as competitive events, educational conferences, corporate partner challenges, educational publications, school-based enterprises and more. Because DECA activities are usually project-based and problem-based, DECA members use high order thinking skills and develop key competencies in the areas of critical thinking and problem solving, communication, collaboration and creativity and innovation.

All DECA competitive events support the development of 21st century skills. For example, role-playing events require students to be problem solvers and effective communicators. Written and prepared events require students to collaborate with local businesses and team members, identify and solve complex problems, and then clearly communicate the project to others.

DECA's Competitive Events Program is a model for assessing 21st century skills and abilities. DECA's team decision making and individual series events evaluate items, as judged by business professionals, specific to 21st century skills.

Team decision making events ask the business professionals to judge the team's ability to reason effectively and use systems thinking, make judgments and decisions, solve problems, communicate clearly, show evidence of collaboration and show evidence of creativity. Likewise, individual series events ask judges to evaluate the participant's ability to reason effectively, use systems thinking, make judgments and decisions, and solve problems.

The students' performance is then analyzed compared to the other students participating in the competitive event at the DECA International Career Development Conference and reported using the DECA competitive events transcript.

Slides # 27 & 28 – Project Based Learning and Authentic Learning

- DECA activities are in the context of real business
- Students engage in real, community and business-based projects
- Learning becomes student-centered

Slides # 29 & 30 – Financial Literacy

DECA activities are designed to measure the student's ability to apply reliable information and systematic decision making to personal financial decisions

Students will be assessed on their knowledge of areas such as:

- spending and saving
- investing
- credit and debt
- risk and insurance
- employment and income
- financial decision making

Slide # 31 – Demonstrate DECA's Support of Educational Initiatives

Here are ways to demonstrate DECA's support of educational initiatives at the chapter level.

- Align your program using Career Clusters®.
- Use crosswalks to document in lesson plans how the activities support each initiative.

- Use DECA’s performance indicators, directly from National Curriculum Standards, as part of the evaluation criteria when developing rubrics.
- Use DECA’s transcripts generated for DECA competitors at the International Career Development Conference to demonstrate specific mastery of performance indicators and 21st century skills.

Slide # 32 – DECA’s Impact

The following slides are data points that have been compiled as part of the 2016 DECA Annual Impact Report by the National Research Center for College & University Admissions. Students provided their attitudes and interests related to business careers and their involvement with DECA. The data analysis and research findings resulting from that process are shared in the 2016 DECA Annual Impact Report.

These findings validate and support our mission and guiding principles.

Slide # 33 – My DECA Experiences Have...

- 88% say DECA empowered them to become an effective leader
- 88% say DECA connected school to the real world for them
- 77% say that DECA helped them recognize the benefit and responsibility of community service

Slide # 34 – Members Gain 21st Century Skills

- 95% say they gained skills in problem solving
- 88% say they learned to work as part of a team
- 96% say they learned how to communicate thoughts and ideas
- 91% say they gained creative skills
- 97% say they gained skills to improve their personal and professional behaviors

Slide # 35 – Members Are Motivated For The Future

- 87% say they are prepared academically for college and a career
- 74% say DECA influenced them in attending school
- 71% say DECA influenced their career plans
- 66% say DECA influenced their college plans
- 60% say DECA influenced them to consider business ownership

Slide # 36 – College & Career Ready

In summary, DECA prepares its members to be college and career ready.

Distribute the learning activity, **Key Messaging Points**. Either facilitate the activity individually or break the room into groups. Allow the individual or groups to work through the activity and facilitate reporting out.

ASSESSMENT AND FOLLOW-UP

At the conclusion of the activity, the facilitator should provide time for questions and answers as appropriate. The facilitator should then reinforce three key steps the advisor should take:

- Use DECA's guiding principles to communicate how DECA fulfills its mission and supports learning.
- Continuously advocate for the educational connection that DECA supports.

RESOURCES AND MATERIALS

- Let's Talk About DECA Video
- Be a Hero publication
- DECA Annual Impact Report
- PowerPoint and LCD Projector
- Flipchart and Markers