

TEXAS DECA

2023  2024

ADVISOR
HANDBOOK



Monday - Friday | 9:00 am - 6:00 pm | 817.900.8037
 6642 N. Riverside Drive #610 | Fort Worth, TX 76137
www.texasdeca.org



CHAPTER ID:

145H-_____

PASSWORD:

**TEXAS DECA
 STAFF + BOARD OF DIRECTORS**

Board of Directors + Staff..... 1

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Chapter Campaigns 16

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Dress Code..... 20

Chapter of the Year..... 21



DISTRICT 1
LEO SAENZ
 Region 1 Education Service Center
dist1deca@gmail.com



DISTRICT 2
LAURA LAUINGER
 Samuel Clemens High School
2022-2024 Treasurer
llauinger@scuc.txed.net



DISTRICT 3
MIKE MILLER
 George Ranch High School
mike.miller@lcisd.org



DISTRICT 4
KENDRA MEYERS
 The Woodlands High School
kcmeyers@conroeisd.net



DISTRICT 5
SARA PARRIOTT
 Typhoon Texas
2023-2024 Chair Elect
parriott.texasdeca@gmail.com



DISTRICT 6
TRACI BUCKNER
 Pittsburg High School
2023-2024 Board Chair
tbuckner@pittsburgisd.net



DISTRICT 7
LISA GRECO
 Retired, Birdville ISD
greco@texasdeca.org



DISTRICT 8
BRITTANY WRIGHT
 Lubbock-Cooper High School
2023-2024 Secretary
bwright@lcisd.net



DISTRICT 9
NINA WILSON
 Sweetwater High School
nina.wilson@sweetwaterisd.net



DISTRICT 10
DIANE BARAY
 Montwood High School
dbaray@sisd.net



DISTRICT 11
LEE GEFFERT
 Richardson High School
lee.geffert@risd.org



JOSH SHANKLE
 EXECUTIVE DIRECTOR
shankle@texasdeca.org



NICOLE WILLIS
 COMMUNICATIONS MANAGER
willis@texasdeca.org



SHAWN BARRY
 OFFICE COORDINATOR
barry@texasdeca.org



VANESSA DRY
 STATE OFFICER COORDINATOR
dry.texasdeca@gmail.com

2023-2024 STUDENT LEADERS

DISTRICT OFFICERS



CAMRYN BRAVO
PRESIDENT
Weslaco High School



MAE GARCIA
VICE PRESIDENT
Veterans Memorial High School



LEAH RODRIGUEZ
VICE PRESIDENT
XXX High School



JUSTIN AMBROZAITIS
PRESIDENT
Claudia Taylor Johnson High School



AUDREY HEAD
VICE PRESIDENT
Ronald Reagan High School



MEAGHAN SMITH
VICE PRESIDENT
Pieper High School

DISTRICT 1

DISTRICT 2



ESHAL CHAROLIA
PRESIDENT
William B Travis High School



RHEA JOGLEKAR
VICE PRESIDENT
Clements High School



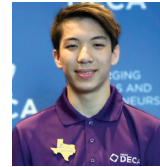
NEBIY PETROS
VICE PRESIDENT
Kempner High School



MIA WANG
PRESIDENT
College Park High School



NIKITA D'SOUZA
VICE PRESIDENT
College Park High School



KEVIN SMITH
VICE PRESIDENT
The Woodlands High School

DISTRICT 3

DISTRICT 4



MICHELLE ANTONY
PRESIDENT
Lake Travis High School



PRANAV SARMA
VICE PRESIDENT
Vista Ridge High School



CARLOS DIAZ TORRES
VICE PRESIDENT
Killeen ISD Career Center



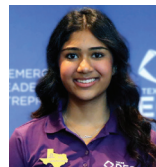
MELODY BURROWS
PRESIDENT
Pittsburg High School



DIANA CALDERAS
VICE PRESIDENT
Pittsburg High School

DISTRICT 5

DISTRICT 6



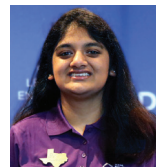
YUKTHA PEMMASANI
PRESIDENT
Prosper High School



RIDDHI CHOWDHURY
VICE PRESIDENT
Emerson High School



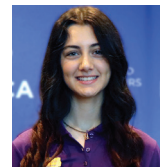
SIDDHA KANTHI
VICE PRESIDENT
Reedy High School



TANVI KADIYALA
PRESIDENT
Lubbock-Cooper High School



JAELYN MCCLESKEY
VICE PRESIDENT
Lubbock-Cooper High School



MADI WALKER
VICE PRESIDENT
Lubbock-Cooper High School

DISTRICT 7

DISTRICT 8



ELAINE ZHUANG
PRESIDENT
Ballinger High School



DESIREE FLORES
VICE PRESIDENT
Ballinger High School



AVA SCHWIENING
VICE PRESIDENT
Christoval High School



LAUREN HERNANDEZ
PRESIDENT
Franklin High School



CHRISTIAN CHOI
VICE PRESIDENT
Canutillo High School



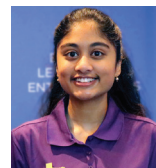
JUDSON MCGINNES
VICE PRESIDENT
Coronado High School

DISTRICT 9

DISTRICT 10



ANVESHI GOYAL
PRESIDENT
Coppell High School



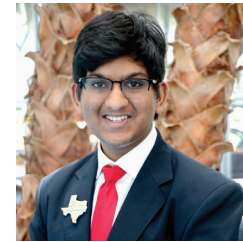
YASHITHA CHUNDURU
VICE PRESIDENT
Coppell High School



BROOKE WILKEN
VICE PRESIDENT
Richardson High School

DISTRICT 11

STATE OFFICERS



SHOBHIT AGARWAL

PRESIDENT
REEDY HIGH SCHOOL



MELAT BEKELE

VICE PRESIDENT OF
CAREER DEVELOPMENT
RICHARDSON HIGH SCHOOL



TRISHA BOTCHA

VICE PRESIDENT OF
COMPETITION
CLEMENTS HIGH SCHOOL



MACY LI

VICE PRESIDENT OF
OUTREACH
CENTENNIAL HIGH SCHOOL



SARAH SONNY

VICE PRESIDENT OF
LEADERSHIP DEVELOPMENT
WAKELAND HIGH SCHOOL



ROBERTA TORRES

VICE PRESIDENT OF
OPERATIONS
LOS FRESNOS HIGH SCHOOL

HOW CAN YOUR MEMBERS BECOME STUDENT LEADERS?

DISTRICT OFFICERS

Application Deadline
December 1, 2023

Who can run?

To run for District Officer, students must be a paid Texas DECA member in good standing with the organization. Students who are currently seniors may not run for district officer as they are running to serve for the upcoming school year.

STATE OFFICERS

Intent to Run Deadline
December 1, 2023

Application Deadline
January 12, 2024

Submitting an intent to run does not require you to submit an application, but to submit an official application, you must have submitted an intent to run.

Who can run?

To run for State Officer, students must be a paid Texas DECA member in good standing with the organization. To run, members must be either currently in their Junior year of high school or a sophomore at the completion of their term as a District Officer. Students applying to become a State Officer may not also apply to be a District Officer for the same academic year unless they are at the completion of their term as a District Officer.

FOR A FULL LIST OF REQUIREMENTS & APPLICATIONS:

texasdeca.org/txdcaresources/officer-resources

HOW HAS BEING A STUDENT LEADER IMPACTED YOUR LIFE?

"Being a student leader has created an atmosphere of certainty that has harbored a connection between me and those that I serve. To be the voice to thousands, is an unforgettable opportunity that has truly shown me the power behind servant leadership."

- Trisha Botcha

"Being a student leader has impacted me by inspiring me to serve those around me. My goal as a student leader has always been to support, encourage, and inspire members. Watching members grow into their best selves is the best reward I could have asked for. Being impacted as a student leader means to share that impact with those you advocate for thus, expanding your impact as a leader."




- Sarah Sonny

"High school is different for everyone, and for me, it has been full of leadership opportunities. Being a student leader means learning to be selfless, putting others needs above yours, and overall, advocating for those who you serve. Being a student leader has allowed me to explore my passion within service and grow my creative and communication skills. Leadership has opened the door for many endeavours and possible future opportunities."

- Roberta Torres

TEXAS DECA MEMBERSHIP INFORMATION

DECA is more than competitions, blazers and medallions. Joining DECA is the first step you can take toward achieving your goals and realizing your greatest potential.

- 
STUDENTS
 - Current Students in grades 9-12
 - Participate in CTE Courses
- 
ADVISORS
 - Certified Business/Marketing Teacher Grades 9-12
 - Must have at least ten Student Members
- 
ALUMNI Former DECA Member that:
 - Recently Graduated High School or
 - Currently Enrolled in College or
 - Recent College Graduate
- 
PROFESSIONALS
 - Actively Engaged in Industry
 - Employee or Self-Employed
 - Manager, Executive Entrepreneur or
 - Parent, Family, Supporter

\$ MEMBERSHIP DUES

\$16 STUDENTS, ADVISORS, ALUMNI + PROFESSIONALS

**All membership dues include \$8 for State Membership and \$8 National for Membership*

MEMBERSHIP DEADLINE

STATE MEMBERSHIP DEADLINES
MEMBERSHIP CAMPAIGN DUE
October 15

NATIONAL MEMBERSHIP DEADLINE
INITIAL ROSTER DUE
November 15

DEADLINE TO COMPETE
Before December 1

**Membership must be submitted AND paid to register for District CDC. District CDC registration deadline is December 1.*



EXPERIENCE THE DIFFERENCE OF **COMpetition PREP DECA+**

MEET YOUR 2022-2023 MEMBERSHIP TO RECEIVE FREE ACCESS

* Texas DECA chapters will receive free access to DECA+ when they meet their 2022-2023 membership. To receive free access prior to meeting your membership goal, fill out and return the DECA+ agreement.

DECA members have exclusive access to all of the college and career preparation opportunities DECA provides. These include four issues of DECA Direct magazine, participation in DECA's Competitive Events Program to demonstrate their knowledge and earn recognition, opportunities to attend conferences designed to prepare them for college and careers, access to \$300,000 in scholarships and more. DECA membership is for one school year.

QUESTIONS ABOUT MEMBERSHIP?
 JOSH SHANKLE, Texas DECA Executive Director | shankle@texasdeca.org

STATEWIDE MEMBERSHIP CAMPAIGN

GROW +10

Chapters that increase their student membership number by at least 10 will receive access free access to DECA+ as well as recognition at the State Career Development Conference.

GROW +30

Chapters that increase their student membership number by at least 30 will receive access free access to DECA+, recognition at the State Career Development Conference and a DECA Blazer.

GROW +50

Chapters that increase their student membership number by at least 50 will receive access free access to DECA+, recognition at the State Career Development Conference, a DECA Blazer, and a \$150 Shop DECA Gift Card.

NEW CHAPTER WITH 20 MEMBERS

New Texas DECA chapters with at least 20 student members will receive free access to DECA+.

NEW CHAPTER WITH 35 MEMBERS

New Texas DECA chapters with at least 20 student members will receive free access to DECA+ and a DECA Blazer.

20 ALUMNI OR PROFESSIONAL

With 20 Alumni OR 20 Professional Members, you'll receive recognition at the State Career Development Conference.

20 ALUMNI AND PROFESSIONAL

With 20 Alumni AND 20 Professional Members, you'll receive recognition at the State Career Development Conference, a DECA Blazer, and meet the national membership requirements to receive two Thrive Academy Spots.

STARTING A NEW YEAR IN THE MEMBERSHIP SYSTEM

- STEP 1: GRADUATE**
- In this step, you will be moving the seniors from the previous school year off of your roster. You have the chance to add their post-graduation email as well as transfer them to the alumni tab if you think they'll join as an alumni member!
- STEP 2: UPDATE THE REMAINING STUDENTS FROM THE PREVIOUS YEAR**
- In this step, you will update the grade level of students that are left in your system and drop anyone that is no longer a member.
- Don't forget to scroll to the bottom and click the 'Bulk Edit Complete' button when you're finished with this step.
- STEP 3: ADD YOUR NEW MEMBERS**
- In this step, you will add any new members you may have. You can add members individually or bulk upload them using a CSV template if you have a lot of members to add.
- When you've finished adding any new members, you'll click select/de-select all to decide which students you will submit for membership. Only select those that you would like to pay membership fees for. After you hit the red 'Submit Membership' button, you'll be invoiced for all members selected. You can do this multiple times. You will receive an additional membership invoice each time you submit more members.
- FOR FULL INSTRUCTIONS ON STARTING A NEW YEAR/USING THE MEMBERSHIP SYSTEM:**

texasdeca.org/txdecaresources/membershipsystem

MEMBERSHIP RESOURCES AVAILABLE AT TEXASDECA.ORG

- EDITABLE RECRUITMENT RESOURCES**
- Includes flyer templates, social media templates, and canva templates. All templates are editable in canva or Microsoft Word.
- texasdeca.org/txdecaresources/editableresources
- DECA PRESENTATIONS**
- Competitive Events 101
 - Intro Chapter Meeting
 - Intro to DECA
 - Pre-Competition Meeting
 - How to Host a Social
- texasdeca.org/txdecaresources/decapresentations

PROFESSIONAL & ALUMNI MEMBER OUTREACH LETTERS

This resource provides editable letters to be used for recruiting professional and alumni members. There are letters targeted to parents, businesses, competition mentors, and alumni. Edit them directly or use them as guide when creating your own!

texasdeca.org/txdecaresources/outreachletters

MEMBERSHIP SYSTEM BREAKDOWN

How to login to the Membership System Starting a New Year in the Membership System Membership Status Breakdown Helpful Contacts

texasdeca.org/txdecaresources/membershipsystem

2023-2024 CONFERENCES & EVENTS



STATEWIDE ADVISOR TRAINING

SEPTEMBER 18-19, 2023 | ROUND ROCK, TX | Kalahari Resorts
REGISTRATION: \$150 **DEADLINE:** SEPTEMBER 5, 2023 at 12:00 PM
www.texasdeca.org/sat



FALL LEADERSHIP CONFERENCE

Each district will host their own Fall Leadership Conference
 For the most up to date information, refer to your district's page at
www.texasdeca.org/district-# (replace # with your district number).
www.texasdeca.org/district-#



THE ULTIMATE DECA POWER TRIP

NOVEMBER 17-19, 2023 | AUSTIN, TX | JW Marriott Austin
REGISTRATION: \$135 **REGISTRATION DEADLINE:** OCTOBER 18, 2023
www.deca.org/power



DISTRICT CAREER DEVELOPMENT CONFERENCE

DATES VARY BY DISTRICT SEE CALENDAR ON PG 8
REGISTRATION: Varies by District **DEADLINE:** DECEMBER 1, 2023
www.texasdeca.org/districtcdc



STATE CAREER DEVELOPMENT CONFERENCE

FEBRUARY 15-17, 2024 | HOUSTON, TX
 George R. Brown Convention Center
REGISTRATION: \$100 **REGISTRATION WINDOW:** January 18-25, 2024
www.texasdeca.org/statecdc



INTERNATIONAL CAREER DEVELOPMENT CONFERENCE

APRIL 27-30, 2024 | ANAHEIM, CA | Anaheim Convention Center
REGISTRATION: \$140 **REGISTRATION WINDOW:** FEB 19-MAR 8, 2024
www.texasdeca.org/icdc

TEXAS DECA LATE PAYMENT POLICY

Texas DECA operates as a non-profit organization and aspires to serve our mission as efficiently as possible. Delays in payments being received cause undue burden to the organization, and jeopardizes our positioning with our service partners.

PAYMENT DUE DATES

Payment Due dates for all conferences registered with Texas DECA or a District of Texas DECA shall be posted at least 30 days prior to the opening of the registration window, and due no later than ten business days after the closing date of the registration window.

PAYMENTS DATED ON OR PRIOR TO DEADLINE

Payments dated on or prior to the deadline will be given a grace period of three (3) business days for Texas DECA to receive the payment.

PAYMENTS DATED AFTER THE DEADLINE

Payments dated after the deadline and payments dated prior to but received more than three (3) business days after the payment deadline may incur a late fee in the amount of 5% of the amount due, with a minimum of \$25.00.

Example: ABC Chapter owes \$450 for the District 12 Fall Leadership Conference. The payment deadline was last week. The chapter incurs a \$25 late fee. ABC Chapter now owes \$475 to District 12 before they can register for the District Career Development Conference (competition).

ADDITIONAL LATE FEES

An additional \$50 late fee may be assessed for all past due invoices for every ten (10) business days the payment and subsequent late fees are left unpaid.

Example Continued: ABC Chapter failed to make payment for the \$475, and it has now been three weeks (15 business days) from the deadline. An additional \$50 late fee has been and the balance is now \$525.

All late payments must be paid to avoid being placed on a financial block. Chapters may not be able to register for the next event if they are on a financial block. Chapters may not be able to check-in to housing for ICDC without all balances for the year being cleared.

ACCEPTED FORMS OF PAYMENT

Texas DECA accepts school checks and money orders. Payments can be made by credit card, however a 4% fee will be added. To obtain a credit card authorization form, visit www.texasdeca.org/ccpay or email contact@texasdeca.org.

2023-2024 PAYMENT DEADLINES & PAYMENT RECIPIENTS

MEMBERSHIP PAYMENT DEADLINE

To register students for the District Career Development Conference, the membership invoice that they are found on must be paid. The deadline to register for DCDC is December 1, 2023. Payments must be received and processed by DECA, Inc. before you are able to register them for DCDC.

REMIT PAYMENTS TO:
 DECA Inc.
 1908 Association Drive
 Reston, VA 20191

FALL LEADERSHIP CONFERENCES PAYMENT DEADLINE

Payment deadlines vary by district. Refer to information provided by your district director.

REMIT PAYMENTS TO:
 Payments will be remitted to your respective district.

STATEWIDE ADVISOR TRAINING PAYMENT DEADLINE

October 9, 2023

REMIT PAYMENTS TO:
 Texas DECA
 6642 N. Riverside Dr.
 Suite 610
 Fort Worth, TX 76137

DISTRICT CAREER DEVELOPMENT CONFERENCE PAYMENT DEADLINE

January 9, 2024

REMIT PAYMENTS TO:
 Payments will be remitted to your respective district.

STATE CAREER DEVELOPMENT CONFERENCE PAYMENT DEADLINE

February 9, 2024

REMIT PAYMENTS TO:
 Texas DECA
 6642 N. Riverside Dr.
 Suite 610
 Fort Worth, TX 76137

INTERNATIONAL CAREER DEVELOPMENT CONFERENCE PAYMENT DEADLINE

April 9, 2024

REMIT PAYMENTS TO:
 Texas DECA
 6642 N. Riverside Dr.
 Suite 610
 Fort Worth, TX 76137

2023-2024 DATES TO REMEMBER

SEPTEMBER

- 05** STATEWIDE ADVISOR TRAINING REGISTRATION DEADLINE
texasdeca.org/sat
- 11** CASE STUDY CHALLENGE TOPICS RELEASED
texasdeca.org/casestudychallenge
- 15** CHAPTER OF THE YEAR DEADLINES
texasdeca.org/coy
- 18-19** STATEWIDE ADVISOR TRAINING
Round Rock, TX | texasdeca.org/sat
- 20** EXECUTIVE OFFICER CANDIDATE APPLICATIONS DUE
texasdeca.org/officer-resources
- 29** BRING A FRIEND CHALLENGE DEADLINE
texasdeca.org/chaptercampaigns
- CASE STUDY CHALLENGE TOPICS RELEASED
texasdeca.org/csc
- 30** ACTIVATE YOUR CHAPTER INCENTIVE DEADLINE
deca.org/register

OCTOBER

- 2-6** SCHOOL-BASED ENTERPRISE WEEK
deca.org/sbe
- 15** STATE MEMBERSHIP CAMPAIGN DEADLINE
texasdeca.org/membershipcampaign
- CHAPTER OF THE YEAR DEADLINES
texasdeca.org/coy
- 17-27** VIRTUAL BUSINESS CHALLENGE ROUND 1
deca.org/compete
- 18** THE ULTIMATE DECA POWER TRIP REGISTRATION DUE
deca.org/power
- 20** CASE STUDY CHALLENGE DEADLINE
texasdeca.org/csc
- FALL LEADERSHIP CONFERENCE
texasdeca.org/district-#

NOVEMBER *DECA MONTH*

- 01** DISTRICT CDC REGISTRATION OPENS
texasdeca.org/districtcdc
- 03** BUSINESS DECA AT THE BELL CHALLENGE ENTRIES DUE
deca.org/challenges
- 13-19** GLOBAL ENTREPRENEURSHIP WEEK
deca.org/gew
- 17-19** ULTIMATE DECA POWER TRIP
Austin, TX | deca.org/power
- 21** ETHICAL LEADERSHIP CHALLENGE ENTRIES DUE
deca.org/challenges

DECEMBER

- 01** DECA CHAPTER CAMPAIGNS + MEMBERSHIP CAMPAIGN DUE
deca.org/campaigns
- TEXAS DECA SCHOLARSHIP APPLICATIONS DUE
texasdeca.org/scholarships
- DISTRICT OFFICER APPLICATIONS DUE
texasdeca.org/officer-resources
- TEXAS DECA STATE OFFICER INTENT TO RUN DUE
texasdeca.org/officer-resources
- 01** DISTRICT CDC REGISTRATION DEADLINE
texasdeca.org/districtcdc
- CHAPTER OF THE YEAR DEADLINES
texasdeca.org/coy
- 4-8** DISTRICT CDC TESTING WINDOW
texasdeca.org/districtcdc
- DISTRICT CDC WRITTEN ENTRY SUBMISSION WINDOW
texasdeca.org/districtcdc
- 31** TEXAS TWO STEP DEADLINE
texasdeca.org/chaptercampaigns

JANUARY

- 09** DISTRICT CDC PAYMENT DEADLINE
texasdeca.org/districtcdc
- 10** DISTRICT 4 CDC
texasdeca.org/districtcdc
- 11** DISTRICT 2, 10 CDC
texasdeca.org/districtcdc
- 11** SCHOOL-BASED ENTERPRISE CERTIFICATION DOCUMENTATION DUE
deca.org/sbe
- 12** NATIONAL DECA STUDENT SCHOLARSHIP APPLICATIONS DUE
deca.org/scholarships
- STATE OFFICER APPLICATION DUE
texasdeca.org/officer-resources
- DISTRICT 6 CDC
texasdeca.org/districtcdc
- 13** DISTRICT 3 CDC
texasdeca.org/districtcdc
- 16** DISTRICT 7 CDC
texasdeca.org/districtcdc
- 16-26** VIRTUAL BUSINESS CHALLENGE ROUND 2
deca.org/compete
- 17** DISTRICT 8, 9 & 11 CDC
texasdeca.org/districtcdc
- 18-25** STATE CDC REGISTRATION WINDOW
texasdeca.org/statecdc
- 29-01** STATE CDC TESTING + WRITTEN EVENT SUBMISSIONS
texasdeca.org/statecdc
- 31** KNOWLEDGE MATTERS DIGITAL PRESENTATION SKILLS CHALLENGE ENTRIES DUE
deca.org/challenges
- DISTRICT 1 CDC
texasdeca.org/districtcdc
- DISTRICT 5 CDC
texasdeca.org/districtcdc

FEBRUARY *CTE MONTH*

- 31-04** SPORTS + ENTERTAINMENT MARKETING CONFERENCE
Orlando, FL | deca.org/sem
- 01** NAA AUCTION MARKETING CAMPAIGN CHALLENGE ENTRIES DUE
deca.org/challenges
- STUDENT SOCIAL MEDIA SIMTERNSHIP CHALLENGE BEGINS
deca.org/challenges
- 06** NPCF SOCIAL IMPACT LEADER OF TOMORROW CHALLENGE ENTRIES DUE
deca.org/challenges
- 09** STATE CDC PAYMENT DEADLINE
texasdeca.org/statecdc
- 15-17** STATE CAREER DEVELOPMENT CONFERENCE
Houston, TX | texasdeca.org/statecdc
- 16** MDA DISABILITY IS DIVERSITY CHALLENGE ENTRIES DUE
deca.org/challenges
- 19-08** ICDC REGISTRATION
texasdeca.org/icdc

MARCH

- 01** ADVOCACY CAMPAIGN DUE
deca.org/campaigns
- STUDENT SOCIAL MEDIA SIMTERNSHIP CHALLENGE DEADLINE
deca.org/challenges
- 08** ICDC REGISTRATION DEADLINE
texasdeca.org/icdc
- 21-23** TEXAS LEADERSHIP SUMMIT
Round Rock, TX

APRIL

- 09** ICDC PAYMENT DEADLINE
texasdeca.org/icdc
- 10** ICDC WRITTEN ENTRIES DUE
deca.org/icdc
- 27-30** INTERNATIONAL CAREER DEVELOPMENT CONFERENCE
Anaheim, TX | deca.org/ICDC

Each DECA Advisor may have **ELEVEN (11)** total entries, in any combination, in the following events: BOR, BMOR, FOR, HTOR, SEOR, EIP, ESB, EIB, EFB, IBP, EBG

ENTREPRENEURSHIP EVENTS

 1 - 3 PARTICIPANTS  PRESENTATION TIME: 15 MINUTES  WRITTEN ENTRY LENGTH: 20 PGS

ENTREPRENEURSHIP INDEPENDENT BUSINESS PLAN (EIB)

ENTREPRENEURSHIP BUSINESS GROWTH PLAN (EBG)

ENTREPRENEURSHIP FRANCHISE BUSINESS PLAN (EFB)

INTERNATIONAL BUSINESS PLAN (IBP)

 1 - 3 PARTICIPANTS  PRESENTATION TIME: 15 MINUTES  WRITTEN ENTRY LENGTH: 10 PGS

ENTREPRENEURSHIP INNOVATION PLAN (EIP)

ENTREPRENEURSHIP START-UP BUSINESS PLAN (ESB)

BUSINESS OPERATIONS RESEARCH EVENTS

 1 - 3 PARTICIPANTS  PRESENTATION TIME: 15 MINUTES  WRITTEN ENTRY LENGTH: 20 PGS

BUSINESS SERVICES OPERATIONS RESEARCH (BOR)

HOSPITALITY AND TOURISM OPERATIONS RESEARCH (HTOR)

BUYING AND MERCHANDISING OPERATIONS RESEARCH (BMOR)

SPORTS AND ENTERTAINMENT MARKETING OPERATIONS RESEARCH (SEOR)

FINANCE OPERATIONS RESEARCH (FOR)

Each DECA Advisor may have **ELEVEN (11)** total entries, in any combination, of the events listed on page 12. These events include: BOR, BMOR, FOR, HTOR, SEOR, EIP, ESB, EIB, EFB, IBP, EBG

Each DECA Advisor may have **EIGHT (8)** total entries, in any combination, in the following events: BLTDM, BTDM, ETDM, FTDM, HTDM, MTDM, STDM, TTDM

TEAM DECISION MAKING EVENTS

 2 PARTICIPANTS  PREP TIME: 30 MINUTES  PRESENTATION TIME: 15 MINUTES

BUSINESS LAW AND ETHICS TEAM DECISION MAKING (BLTDM)
Exam: Business Management and Administration Cluster

HOSPITALITY SERVICES TEAM DECISION MAKING (HTDM)
Exam: Hospitality and Tourism Cluster

BUYING AND MERCHANDISING TEAM DECISION MAKING (BTDM)
Exam: Marketing Cluster

MARKETING MANAGEMENT TEAM DECISION MAKING (MTDM)
Exam: Marketing Cluster

ENTREPRENEURSHIP TEAM DECISION MAKING (ETDM)
Exam: Entrepreneurship Cluster

SPORTS & ENTERTAINMENT MARKETING TEAM DECISION MAKING (STDM)
Exam: Marketing Cluster

FINANCIAL SERVICES TEAM DECISION MAKING (FTDM)
Exam: Finance Cluster

TRAVEL AND TOURISM TEAM DECISION MAKING (TTDM)
Exam: Hospitality and Tourism Cluster

Each DECA Advisor may have **SIX (6)** total entries, in any combination, in the following events: PMBS, PMCD, PMCA, PMCG, PMFL, PMSP

PROJECT MANAGEMENT EVENTS

 1-3 PARTICIPANTS  PRESENTATION TIME: 15 MINUTES  WRITTEN ENTRY LENGTH: 20 PGS

BUSINESS SOLUTIONS PROJECT (PMBS)

COMMUNITY AWARENESS PROJECT (PMCA)

CAREER DEVELOPMENT PROJECT (PMCD)

FINANCIAL LITERACY PROJECT (PMFL)

COMMUNITY AWARENESS PROJECT (PMCA)

SALES PROJECT (PMSP)

COMMUNITY GIVING PROJECT (PMCG)

2023-2024 EVENT TOPICS

BUSINESS OPERATIONS RESEARCH EVENTS

- Business Services Operations Research
- Buying and Merchandising Operations Research
- Finance Operations Research
- Hospitality Services Operations Research
- Sports and Entertainment Marketing Operations Research

The 2023-2024 topic for each career category is the development of a strategy to combat the talent challenge.

Businesses today are facing labor shortages across all industries. Participants will collaborate with a local business or organization to analyze the current process for recruiting, hiring, onboarding and retaining workers. Participants will then create and present a strategic plan to attract and retain employees.

FINANCIAL CONSULTING

For 2023-2024 you will assume the role of a financial consultant.

A small-business client has scheduled a meeting with you because they would like to add a peer-to-peer payment platform option for their customers. The client would like for you to share and explain different peer-to-peer platforms and make a recommendation that will have a positive financial impact.

HOSPITALITY AND TOURISM PROFESSIONAL SELLING

For 2023-2024 you will assume the role of a sales manager for a company that promotes outdoor activities and close-to-nature experiences.

The company has noticed an increase in guest requests for a glamping experience while participating in the other activities you offer. Your company is interested in adding glamping sites to its offerings and would like you to develop a proposal. You have a meeting scheduled with the director of sales and marketing to present your plan on how to incorporate glamping into your company's current offerings.

PROFESSIONAL SELLING

For 2023-2024 you will assume the role of a sales representative for a company that specializes in assisting clients with social media selling strategies.

Social selling is a sales method that practices incorporating social networks into every stage of the sales process. A large part of the customer experience now takes place on social media and in more casual communication channels. You have a meeting scheduled with the owner of a local retail boutique to present the services your company can provide for expanding their company's social media selling strategies.



JUST HOST, POST + SHARE

Promote your event.
(use one of the pre-made for easy promotion!)

HOST your Bring A Friend Meeting where each of your current members brings a friend.
(check out some suggested meeting activities)

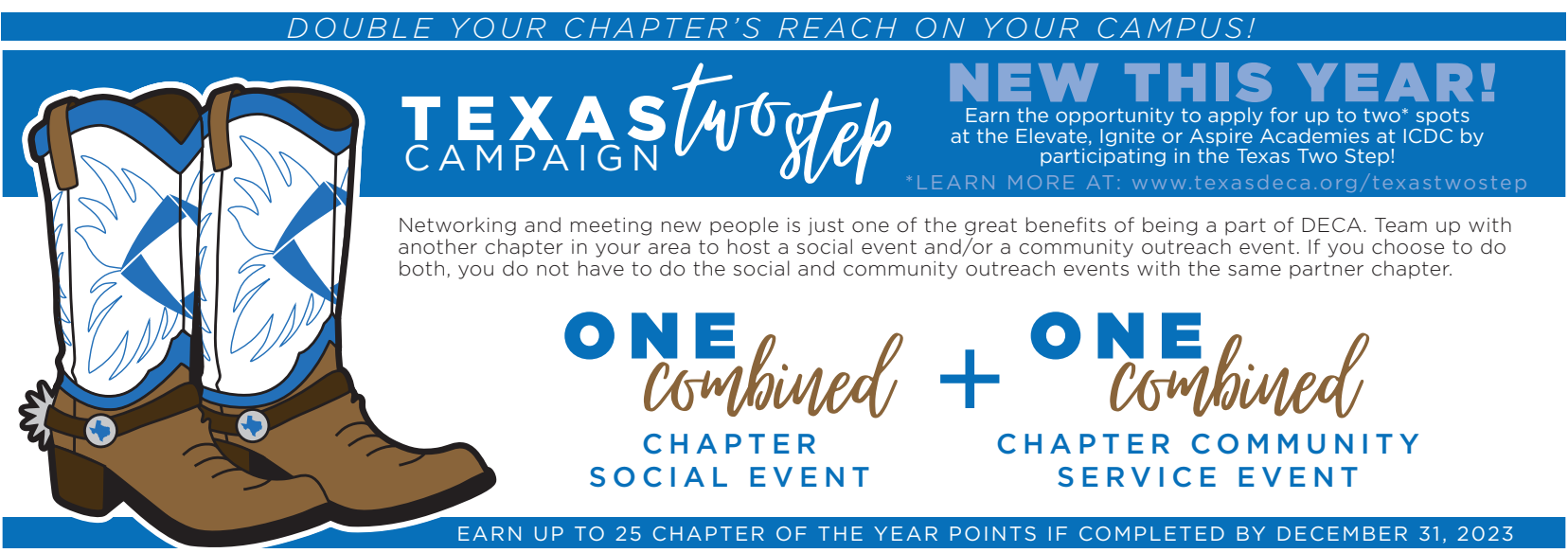
POST a photo of your meeting on social media and tag @texasdeca.

SHARE your event with Texas DECA!

www.texasdeca.org/bringafriend

Earn 15 Chapter of the Year Points by Hosting a Bring a Friend Meeting by October 15, 2023

DOUBLE YOUR CHAPTER'S REACH ON YOUR CAMPUS!



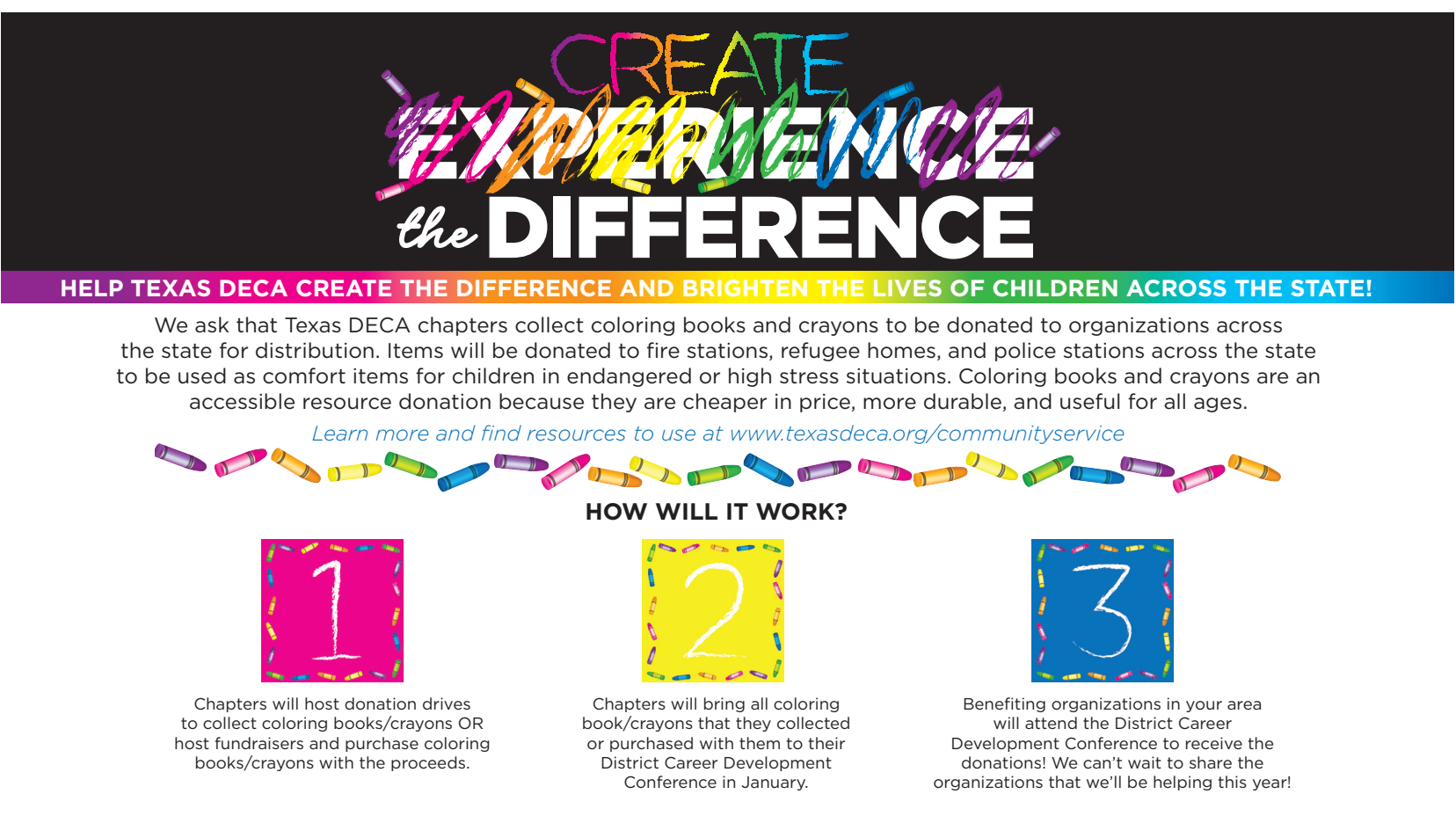
TEXAS *Two Step*
CAMPAIGN

NEW THIS YEAR!
Earn the opportunity to apply for up to two* spots at the Elevate, Ignite or Aspire Academies at ICDC by participating in the Texas Two Step!
*LEARN MORE AT: www.texasdeca.org/texastwostep

Networking and meeting new people is just one of the great benefits of being a part of DECA. Team up with another chapter in your area to host a social event and/or a community outreach event. If you choose to do both, you do not have to do the social and community outreach events with the same partner chapter.

ONE *combined* **+** **ONE** *combined*
CHAPTER SOCIAL EVENT CHAPTER COMMUNITY SERVICE EVENT

EARN UP TO 25 CHAPTER OF THE YEAR POINTS IF COMPLETED BY DECEMBER 31, 2023



CREATE EXPERIENCE the DIFFERENCE

HELP TEXAS DECA CREATE THE DIFFERENCE AND BRIGHTEN THE LIVES OF CHILDREN ACROSS THE STATE!

We ask that Texas DECA chapters collect coloring books and crayons to be donated to organizations across the state for distribution. Items will be donated to fire stations, refugee homes, and police stations across the state to be used as comfort items for children in endangered or high stress situations. Coloring books and crayons are an accessible resource donation because they are cheaper in price, more durable, and useful for all ages.

[Learn more and find resources to use at www.texasdeca.org/communityservice](http://www.texasdeca.org/communityservice)

HOW WILL IT WORK?

- 1**
Chapters will host donation drives to collect coloring books/crayons OR host fundraisers and purchase coloring books/crayons with the proceeds.
- 2**
Chapters will bring all coloring book/crayons that they collected or purchased with them to their District Career Development Conference in January.
- 3**
Benefiting organizations in your area will attend the District Career Development Conference to receive the donations! We can't wait to share the organizations that we'll be helping this year!

EARN 25 CHAPTER OF THE YEAR POINTS BY PARTICIPATING IN THE COMMUNITY SERVICE CAMPAIGN!

NATIONAL CHAPTER CAMPAIGNS

MEMBERSHIP CAMPAIGN

Just like in business, continued growth is one of the keys to success. DECA's membership campaign is designed to help your chapter grow by making the DECA experience available to more student members, keeping alumni involved and engaging professional members such as administrators, teachers, parents and business partners. Recognition for the Membership Campaign will be determined based on your membership submitted in the online membership system.

20 OR **20** OR **20**
 MORE STUDENTS THAN LAST YEAR ALUMNI PROFESSIONALS

DEADLINE 12.1.23

Earn **ACHIEVEMENT LEVEL** by meeting the requirements in any **one** of the categories (students, alumni or professionals) of the Membership Campaign and receive a pennant and certificate.

Earn **THRIVE LEVEL** by meeting all the requirements in any **two** of the categories of the Membership Campaign and receive a pennant, plaque, flag and two allocations to attend the Thrive Academy at ICDC!

PROMOTIONAL CAMPAIGN

This campaign provides chapter members an opportunity to share with their school and community what DECA is all about and how their chapter is making a positive impact on its members and community. Conduct three school outreach activities, three community outreach activities and share three alumni success stories to complete this campaign.

3 + **3** + **3**
 SCHOOL OUTREACH ACTIVITIES SUCCESS STORIES OF ALUMNI COMMUNITY OUTREACH ACTIVITIES

DEADLINE 12.1.23

Earn **ACHIEVEMENT LEVEL** by meeting the requirements in any **one** of the DECA Month Chapter Campaigns (Promotional Campaign, Community Service Campaign or Ethical Leadership Campaign) and receive a pennant and certificate.

Earn **THRIVE LEVEL** by meeting all the requirements in any **two** of the DECA Month Chapter Campaigns (Promotional Campaign, Community Service Campaign or Ethical Leadership Campaign) and receive a pennant, plaque, flag and two allocations to attend the Thrive Academy at ICDC!

COMMUNITY SERVICE CAMPAIGN

DECA members are always finding unique ways to serve their community. Get recognized for your efforts through this campaign. It's easy. Simply document one or more community service activities, be sure to have at least 75% of your members involved, and create at least one form of publicity or promotion.

1 + **75%** + **1**

OR MORE COMMUNITY SERVICE ACTIVITIES OR MORE PARTICIPATION OF YOUR DECA MEMBERS FORM OF PUBLICITY OR PROMOTION

ETHICAL LEADERSHIP CAMPAIGN

Educate your local school and community about the importance of ethics. To earn recognition, submit three Ethical Leadership Challenge entries, conduct three school outreach activities and three community outreach activities.

3 + **3** + **3**
 ETHICAL LEADERSHIP CHALLENGE ENTRIES SCHOOL OUTREACH ACTIVITIES COMMUNITY OUTREACH ACTIVITIES

ADVOCACY CAMPAIGN

This campaign takes place during Career and Technical Education Month. Completing three school outreach activities, three public policymaker outreach activities and three community outreach activities will get your chapter recognized for this campaign. Your community will definitely know you are advocates of DECA and Career and Technical Education!

3 + **3** + **3**
 SCHOOL OUTREACH ACTIVITIES PUBLIC POLICY MAKERS OUTREACH COMMUNITY OUTREACH ACTIVITIES

DEADLINE 3.1.24

Meet the requirements in the Advocacy Campaign during February and receive a pennant, special plaque from DECA's Congressional Advisory Board and a letter of recognition sent to your school administrator and government officials.

TEXAS DECA CHAPTER CAMPAIGNS

MEMBERSHIP CAMPAIGN

Texas DECA continues to promote and encourage membership growth on the basis that increased membership leads to increased opportunities. Not only are our new members getting to experience the world of DECA, but returning members now earn additional opportunities as well! Help your chapter #ExperiencetheDifference and earn more opportunities for the year! See more details at texasdeca.org/txdecaresources/membershipcampaign.

10 OR **30** OR **50**
 MORE STUDENTS THAN LAST YEAR MORE STUDENTS THAN LAST YEAR MORE STUDENTS THAN LAST YEAR

NEW CHAPTERS WITH **20** OR **35** MEMBERS | **20** OR **20** ALUMNI OR PROFESSIONAL ALUMNI AND PROFESSIONAL

STUDENT & NEW CHAPTERS 10.15.23 ALUM/PROFESSIONAL 12.1.23

All chapters who meet their 2022-2023 membership will receive a free subscription to DECA+.

Grow your student membership by 10 and receive recognition at the SCDC. Grow by 30 and receive a blazer also. Grow by 50 and receive recognition, a blazer, and a \$150 Shop DECA Gift Card.

Chapters with 20 alumni OR 20 professional members will receive recognition at the SCDC. Chapters with 20 alumni AND 20 professional members will receive a blazer also.

New chapters with at least 20 members will receive recognition at the SCDC. New chapters with at least 35 members will also receive a blazer.

BRING A FRIEND CHALLENGE

Double your chapter's reach on your campus! Host a chapter meeting and challenge each of your members to BRING A FRIEND who is not a DECA member yet. The bring a friend challenge is a part of the chapter of the year point system and chapters will receive recognition at the State Conference!

HOST A BRING A FRIEND CHAPTER MEETING | **POST** A PHOTO OF YOUR MEETING ON SOCIAL | **SHARE** YOUR EVENT WITH TEXAS DECA!

DEADLINE 10.15.23

Host a meeting and share the event with Texas DECA to receive recognition. Find more information and submit your event at texasdeca.org/txdecaresources/bringafriend.

COMMUNITY SERVICE CAMPAIGN

The Texas DECA Statewide Community Service Project will be a collection drive. The details will be released in the Fall of 2023. Your chapter will bring the items collected to your District Career Development Conference.

TEXAS DECA MEMBERS ARE COMMUNITY ORIENTED!

DEADLINE DCDC

Bring your items to your District's Career Development Conference. Learn more at texasdeca.org/communityservice.

TEXAS TWO STEP CAMPAIGN

Networking and meeting new people is just one of the great benefits of being a part of DECA. Team up with another chapter in your area to host a social event and/or a community outreach event. If you choose to do both, you do not have to do the the social and community outreach events with the same partner chapter.

1 + **1**
 COMBINED CHAPTER SOCIAL EVENT COMBINED CHAPTER COMMUNITY SERVICE EVENT

DEADLINE 12.31.23

Complete **ONE** of the combined events and receive a ribbon at the State Career Development Conference. You will also receive one space to apply for the XXXX Academy at ICDC.

Complete **TWO** of the combined events and receive a ribbon AND recognition at the State Career Development Conference. You will also receive two spaces to apply for the XXXX Academy at ICDC.

CHAPTER OF THE YEAR

To incentivize those chapters who are really engaged and encourage those who are not so engaged, Texas DECA will be holding the Chapter of the Year competition. The finalists and top point earning chapter will be recognized at the State Career Development Conference.

EARN POINTS FOR THE THINGS YOUR CHAPTER IS ALREADY DOING!

DEADLINES THROUGHOUT THE YEAR

Find the full details on page 21 or at texasdeca.org/coy.

TEXAS DECA OFFICIAL DRESS CODE

FEMALES

must wear dress slacks with a dress shirt, an official DECA blazer or blazer, and dress shoes.

MALES

must be in a suit, official DECA blazer or sport coat with dress slacks, collared dress shirt, necktie, dress shoes and dress socks.

Accommodations for religious or cultural reasons will be taken under consideration on a conference by conference basis. The student's advisor must submit an accommodation request on or before the published advanced notice deadline for the conference. Advisors who receive a student accommodation approval will be give detailed compliance guidelines they must adhere to.

BUSINESS CASUAL

For gentlemen, it means a collared shirt and dress slacks/khakis.

For ladies, it includes slacks or skirt and a dress polo or button-down blouse.

No baseball caps/fashionable headwear, sweats/athletic gear, jeans, carpenter pants, shorts, excessively tight/revealing clothing, or flip-flops may be worn.

CASUAL ATTIRE

Casual attire should follow school dress code.

Jeans are acceptable. No strapless, backless or spaghetti straps. Appropriate shoes must be worn.

INFRACTIONS POLICY

Policy and Procedure 4.10 states Minor infractions, such as not following the recommended conference dress code, will be addressed by the Board of Director that is in charge of the event or activity in which the student is participating in accordance with generally accepted conference procedures as set forth by the Executive Director.

DRESS CODE BY EVENT

OPENING SESSIONS

All members attending Opening Session at any conference are recommended to follow Texas DECA's Official Dress Code. Students receiving an award or recognition on stage are required to be in Texas DECA's Official Dress Code. The minimum attire expectation for all attendees is business casual.

COMPETITIVE EVENT AREAS

All members are required to be in Texas DECA's Official Dress Code.

ELECTION SESSIONS

Voting delegates are required to be in Texas DECA's Official Dress Code.

AWARDS SESSIONS

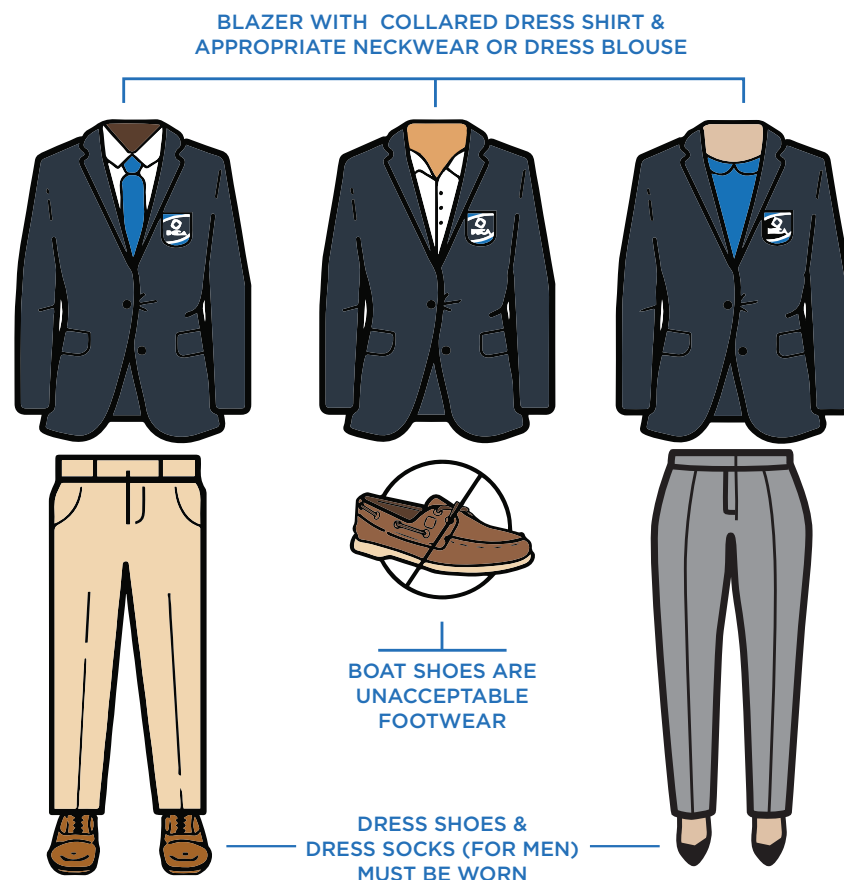
All members are required to be in Texas DECA's Official Dress Code. If you are out of dress code, you will not be allowed on stage.

ENTERTAINMENT

School-appropriate casual attire is acceptable. No strapless, backless or spaghetti straps.

EXHIBIT AREAS

The minimum attire expectation for all attendees is business casual.



TEXAS DECA CHAPTER OF THE YEAR

To incentivize those chapters who are really engaged and encourage those who are not so engaged, Texas DECA will be holding the Chapter of the Year competition. The finalists and top point earning chapter will be recognized during the Opening Session of State CDC. Below is a breakdown of the activities your chapter can earn points for. More information and detailed descriptions can be found at texasdeca.org/coy. Good Luck!

ACTIVITY	VERIFICATION	POINTS	DUE
Program of Leadership	Fill out POL Document + Submit via Form	25 pts	9/15
2 Recruitment Activities	Submit 2 Pictures of Recruitment	10 pts/activity	10/15
Host a Bring a Friend Meeting	Submit Photos & Description	15 pts	10/15
% of Membership Increase	Verified by Texas DECA	1 pt/percent Max: 30	10/15
Actual Membership Increase	Verified by Texas DECA	1 pt/member	10/15
Chapter Attended District Fall Leadership Conference	Verified by Texas DECA	25 pts	
DECA Month Participation	Posts must include #txdecacoy See post requirements on website	5 pts/post Max: 25	12/1
Membership Campaign	Verified by Texas DECA	15 pts	12/1
Ethical Leadership Campaign	Verified by Texas DECA	15 pts	12/1
Promotional Campaign	Verified by Texas DECA	15 pts	12/1
Community Service Campaign	Verified by Texas DECA	15 pts	12/1
Texas DECA Scholarship Applications	Verified by Texas DECA	5 pts/applicant	12/1
District Officer Candidates	Verified by Texas DECA <i>MUST complete application by deadline, pass exam and complete interview and speech to earn points.</i>	5 pts/candidate	12/1
State Officer Candidates	Verified by Texas DECA <i>MUST complete intent to run form, application by deadline, pass exam and complete interview & speech to earn points.</i>	5 pts/candidate	12/1
Texas Two-Step	Submit Activities & Photos	1 Activity = 10 pts 2 Activities = 25 pts	12/31
Chapter Meetings	Submit Descriptions & Photos	5 pts/meeting Max: 25	12/31
Chapter Social Media	Posts must include #txdecacoy See post requirements on website	5 pts/post Max: 25	12/31
% of Members that Complete a Practice Test	Verified by Texas DECA	1 pt/percent Max: 30	12/31
# of Members that Complete a Practice Test	Verified by Texas DECA	1 pt/member Max: 20	12/31
Host 2 Competition Prep Sessions	Submit Photos & Descriptions	25 pts	12/31
Host 2 Chapter Engagement Activities	Submit Photos & Descriptions	15 pts	12/31
Statewide Community Service	Submit Photo & Description	25 pts	DCDC
# of Students That Scored Higher Than 90 on Their District Exam	Verified by Texas DECA	5 pts/member Max: 30	
District PCM Attendance	Verified by District Officers <i>At least one chapter officer must attend to earn points.</i>	5 pts/PCM	
Texas DECA Engagement Activities	New Tasks may be Released Monthly with Submission Info and Deadlines	Point Scales will Vary	

2022-2023 CHAPTER OF THE YEAR - Ben Barber Innovation Academy, District 7
2021-2022 CHAPTER OF THE YEAR - Mexia High School, District 5



EXPERIENCE
the **DIFFERENCE**

www.texasdeca.org