



ASPIRE **HIGHER**



2011-2012 POCKET GUIDE

**EMERGING LEADERS
AND ENTREPRENEURS**

IN MARKETING, FINANCE, HOSPITALITY AND MANAGEMENT

Aspire higher this year with



Imagine an instructional program that enriches your classroom, ties into career pathways, extends learning, motivates your students and provides you with the tools to promote your program and profession. That's DECA!

This year, DECA builds on our most successful year ever by introducing new opportunities while enhancing the flagship activities for which DECA is well known. Some of the highlights include new programs and outreach opportunities to alumni, administrators and local community leaders through our **ASPIREHIGHER** Membership, DECA Week, Global Entrepreneurship Week and Advocacy Campaigns. Other great instructional tools include our social media challenges, competitive events that tie to your curriculum, webcasts connecting your students to the DECA world, increased partnerships with colleges and businesses and new DECA transcripts that provide evidence of your students' success and preparation for careers and college.

All of these tools, as well as DECA's enhanced focus and message, provide excellent leverage for you to promote your program to the stakeholders that matter most. More than that, DECA has more opportunities than ever to engage, motivate and recognize your students to make teaching and learning more meaningful and fun.

I challenge you to take DECA to the next level in your classroom, and I guarantee your students will appreciate all you do.



A handwritten signature in black ink that reads "Edward L. Davis". The signature is fluid and cursive.

Edward L. Davis, Ed.D.
Executive Director
DECA Inc.

ONLINE MEMBERSHIP INSTRUCTIONS

Make your membership official for the 2011-2012 school year. Login to the online system and submit your initial roster by **November 15** to continue receiving important correspondence, including *Dimensions* and *Insight*, from DECA.

Visit <http://www.deca.org/membership/highschool/> for:

- DECA Dues List
- Frequently Asked Questions
- Membership Benefits
- Online Membership Link
- Recruitment Strategies



PREPARE MEMBERS TO BE COLLEGE & CAREER READY



DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management.

Through a comprehensive learning program that integrates into classroom instruction, applies learning, connects to business and promotes competition, DECA members become academically prepared, community oriented, professionally responsible, experienced leaders.

DECA membership comes with exclusive benefits that only DECA members can experience. DECA members have the privilege of attending educational conferences, gain real-world leadership skills through participating in chapter activities and learn the importance of professional responsibility.

In addition, DECA members receive evidence of learning through their achievements in our world-renowned competitive events program, which includes a transcript of performance for competitors at the International Career Development Conference.

As they prepare for college and careers, DECA members can earn one of many scholarships provided by DECA's corporate partners, receive tuition discounts from partnering post-secondary institutions and receive brand recognition when explaining their DECA participation on college and work applications.

■ <http://www.deca.org/ready/>

MEET YOUR NATIONAL OFFICER TEAM

Johnny Martin (WRVP),
Kendra Wrightson
(SRVP), Claire Coker
(President), Jenn
Harrington (NARVP),
Micah Melling (CRVP)

■ <http://www.deca.org/about/nationalofficers/>

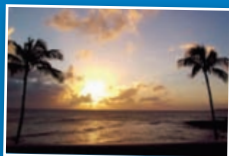


EXTEND LEARNING BEYOND THE CLASSROOM



LEADERSHIP CONFERENCES

These conferences focus on leadership development and college and career exploration through a variety of engaging workshops and speakers.



**Western Region
Leadership Conference**
November 10-12, 2011
San Diego



**Southern Region
Leadership Conference**
November 11-13, 2011
Little Rock



**North Atlantic Region
Leadership Conference**
November 18-20, 2011
Philadelphia



**Central Region
Leadership Conference**
December 2-4, 2011
Omaha



CAREER PATHWAYS CONFERENCES

These conferences each feature highly specialized content that aligns with specific career pathways and courses, providing an excellent opportunity to connect classroom instruction to the conferences.



**Innovations and
Entrepreneurship Conference**
November 3-5, 2011
Chicago



New York Experience
(Marketing, Fashion, Finance)
Nov. 30-Dec. 4, 2011
December 7-11, 2011
New York City



**Sports and Entertainment
Marketing Conference**
February 1-5, 2012
Orlando



CAREER DEVELOPMENT CONFERENCES

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 Career Development Conference (ICDC)

April 28-May 1, 2012 | Salt Lake City

The ICDC 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 a myriad of institutes and academies designed to equip them to be successful leaders and to obtain success in their college and career pursuits. Two other highlights include national officer campaigns and elections to select the future student leadership of DECA as well as the networking opportunities with hundreds of business and education partners in DECA's marketing and career exhibits.

INTEGRATE INTO CLASSROOM INSTRUCTION

DECA's competitive events program is an incredible tool for your curriculum.



As an integral part of the classroom curriculum, DECA's industry-validated competitive events are aligned with National Curriculum Standards. DECA's flagship evaluation process involves students in both a written component such as an exam or report and an interactive component with an industry professional serving as a judge. DECA's competitive events teach creativity, problem solving and presentation skills to all students.

The potential for travel, recognition and awards for learning classroom content is a tremendous motivator – not to mention the scholarships and cash awards recognizing DECA members for outstanding achievement. With more than 40 events, DECA offers a competitive event for every class and every student.

The **DECA Guide** is your official guideline handbook for **DECA's Competitive Events Program**.

■ <http://www.deca.org/competitions/highschool/>



School-based enterprises bring your classroom to life.

Put your teaching into context with a school-based enterprise that reinforces and enhances the knowledge and skills needed for careers. DECA provides a rigorous certification program and access to best practices and vendors through the SBE program.

■ <http://www.schoolbasedenterprises.org>



DECA *Dimensions* features articles in each of the four career clusters.

Dimensions magazine and worksheet make the perfect supplement to classroom instruction.

- September/October – Customer Loyalty
 - November/December – Entrepreneurship
 - January/February – Fashion Merchandising
 - March/April – Hotel and Lodging
- <http://www.deca.org/publications/>



APPLY LEARNING

DECA and its corporate partners have teamed up to provide classroom activities that challenge members to apply learning in relevant ways.



DEVRY INNOVATION + ENTREPRENEURSHIP CHALLENGE

Participants in the DeVry Innovation and Entrepreneurship Challenge will present ideas to launch innovative business concepts that enhance the lives of the American consumer. They can be related to one of the following themes: technology, environmental sustainability, personal health, or tourism. Participants will create a 5-10 minute video posted on YouTube that will be judged by DeVry University executives, administration and faculty. Deadline: October 3.
■ <http://www.deca.org/events/entrepreneurshipchallenge/>



FIDM CHALLENGE

Participants in the Fashion Institute of Design and Merchandising (FIDM) Challenge will further the awareness and understanding of sustainability in textile related products by creating a runway worthy garment using previously used fabrics or garments. Participants will present the new garment along with a marketing campaign focused on sustainable fashion through a video posted on YouTube.
■ <http://www.deca.org/events/fidmchallenge>



FINISH LINE CHALLENGE

Participants in the Finish Line Challenge will conduct research studies at Finish Line retail stores to help Finish Line evaluate how it is perceived by its core consumers. Participants will develop unique, real-world improvement strategies based on opportunities discovered during the research and present them to Finish Line executives via videos posted on YouTube. Deadline: December 19.
■ <http://www.deca.org/events/finishlinechallenge>



H&R BLOCK DOLLARS & SENSE CHALLENGE

Participants in the H&R Block Dollars & Sense National Challenge compete on personal financial knowledge. The challenge uses computerized simulations in a competition version of Virtual Business®—Personal Finance.
■ <http://www.hrblockdollarsandsense.com>



CONNECT TO BUSINESS

DECA's college and corporate partners engage DECA members and help them prepare for colleges and careers of their choice. They provide classroom presentations, scholarships, internships, work experience and much more. Visit DECA's website to learn how you can develop a win-win relationship with DECA's partners.

■ <http://www.deca.org/partners/>

