Virginia DECA Update
During this session we will update:

- DECA Inc Changes
- VA State Action Team Program of Leadership
- VA DECA Status
- VA DECA Changes for 2020-21
Competitive Event Updates

Team Decision Making Events
• Combine the 10-minute presentation and 5-minute judge questions period to 15 minutes for both

Virtual Business Challenge
• Added Entrepreneurship Event
• Competition format change – for each track all 16 teams will compete in two sessions, and the final rankings will be determined based on the cumulative score from both sessions
Competitive Event Updates

Business Solutions Project (PMBS)
• Will upload paper electronically for ICDC as pilot event
• Written score will apply to both preliminary and final competition at ICDC

School Based Enterprise (SBE)
• Teams can be 1-3 members
Competitive Event Updates

COVID-19: Official DECA Inc. Statement

There is no higher priority than the health, safety and well-being of everyone involved in DECA’s educational programs. Given the uncertain length of the current pandemic, DECA Inc. will monitor the coronavirus situation closely and make any updates regarding our competitive events program at deca.org/compete and through e-mail communication to chapter advisors and chartered association advisors. As always, please contact your chartered association advisor regarding the administration of the competitive events program at your association and district levels.
Competitive Event Topics

See DECA Guide for Full Details

• Business Operations Research
  The development of a strategy to rebuild customer loyalty and spending as a result of business interruption for at least the previous six months. Participants will collaborate with a local business or organization to analyze the current state of business operations as a result of business interruption and explore strategies to rebuild customer loyalty and spending. Participants will then present a strategic plan to rebuild customer loyalty and spending.

• Financial Consulting
  Assume the role of a financial consultant. A millennial client has scheduled a meeting with you for advice on debt consolidation. The millennial, who was recently furloughed from his/her professional job, already had credit card bills, private student loans, medical bills and personal loans, but now with minimal income, his/her debt continues to grow. The client would like you to explain the benefits of consolidating debt and give recommendations on how he/she can do so, as well as provide consultation on short-term and long-term strategies to deal with the loss of income.
Competitive Event Topics

See DECA Guide for Full Details

Hospitality & Tourism Professional Selling
Assume the role of a sales representative of a hospitality and tourism marketing agency. The director of sales and marketing of a recently re-opened 595 luxury guestroom resort is interested in your digital marketing services to promote the features of the resort to drive online bookings. The resort features an infinity pool, water park, golf course, spa, six food and beverage outlets including two exquisite restaurants, movie theatre and 100,000 square feet of meeting space. You have a meeting scheduled with the director of sales and marketing to present your company’s hospitality-specific products and services and price points.

Professional Selling
Assume the role of a sales representative of a virtual tour software company. The director of admissions for a local college has scheduled a meeting with you because he/she has a desire to utilize virtual tours as a recruitment tool for incoming freshmen. He/she wants to learn how your company’s products and services can be beneficial to his/her college and how your company can stand out amongst the rest.
Competitive Event Changes

• New Knowledge Matters Digital Presentation Skills Challenge (pg 17 DECA Guide)
  • Demonstrate your digital presentation skills utilizing a Virtual Business simulation
  • One- to two-minute digital presentation
  • The topic is up to you: the strategies you use in the simulation, real-world business stories and illustrate the stories with sim exercises, your own life, your knowledge of business and financial literacy
  • Utilize a Virtual Business simulation to relate to and illustrate your topic.
  • Each presentation needs to include video footage of the member presenting/talking about the topic
  • Use still images and screenshots of the Virtual Business sims or video captures of the simulations in action.
  • Top eight finalists will deliver a live five- to ten-minute digital presentation via Google Hangouts or Zoom.
  • Top three winners will be awarded cash prizes and highlighted on stage at ICDC 2021
  • Open to any DECA chapter that has at least one active license to a Knowledge Matters Virtual Business simulation.
Competitive Event Changes

• **VA Only – Job Interview new application form**

Event essentially stays the same
Updated application form
Directions on application will encourage contestants to bring resume to interview
State Action Team 76
VA DECA THEME

#VADECAALLIN

ALL IN VIRGINIA DECA

ALL IN VIRGINIA DECA

ALL IN VIRGINIA DECA

ALL IN VIRGINIA DECA

ALL IN VIRGINIA DECA
VA DECA POL:
Goal #1: Community Service

- Promote mental well-being & kindness in the Commonwealth while preparing our members to be community-oriented citizens
  - Mental Health
  - Kindness
  - Anti-Bullying
  - Resources
Goal #2: Engagement

• In order to enhance the overall Virginia DECA experience, we will engage members on 3 levels of involvement
  • Officer Engagement
  • Chapter Engagement
  • Member Engagement
Goal #3: Member Development

- Provide resources and opportunities during to support the development of new and existing members and provide advisors with materials that enhance curriculum
  - Professional Development Zoom Calls for students
  - Guides for Chapter Campaigns, Competition & Chapter Management
  - Promote Virtual Challenges, Idea Challenge & other online opportunities
It will not look like it has always looked – but we will push forward and provide the best possible experiences for our members

- DECA is NOT a club!!!!!
- Focus on co-curricular
- Deeply committed to assist in providing instructional resources and curriculum supported materials for teachers
## Membership

<table>
<thead>
<tr>
<th>Year</th>
<th>Students</th>
<th>Advisors</th>
<th>Alumni</th>
<th>Professional</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012-13</td>
<td>13226</td>
<td>359</td>
<td>258</td>
<td>430</td>
<td>14273</td>
</tr>
<tr>
<td>2013-14</td>
<td>12855</td>
<td>354</td>
<td>267</td>
<td>452</td>
<td>13928</td>
</tr>
<tr>
<td>2014-15</td>
<td>13227</td>
<td>358</td>
<td>350</td>
<td>567</td>
<td>14502</td>
</tr>
<tr>
<td>2015-16</td>
<td>13277</td>
<td>352</td>
<td>269</td>
<td>567</td>
<td>14465</td>
</tr>
<tr>
<td>2016-17</td>
<td>12994</td>
<td>351</td>
<td>333</td>
<td>659</td>
<td>14337</td>
</tr>
<tr>
<td>2017-18</td>
<td>13112</td>
<td>353</td>
<td>314</td>
<td>422</td>
<td>14201</td>
</tr>
<tr>
<td>2018-19</td>
<td>12779</td>
<td>362</td>
<td>432</td>
<td>595</td>
<td>14168</td>
</tr>
<tr>
<td>2019-20</td>
<td>12382</td>
<td>378</td>
<td>463</td>
<td>576</td>
<td>13799</td>
</tr>
</tbody>
</table>
Membership Concerns

We Know This is Key Issue

• DECA Inc is working to provide some new ways for dues to be submitted
• Hope to have information mid August
• Advisor Membership – PLEASE submit your advisor membership EARLY
  • Will be providing benefits to our advisor members
  • Focus is on supporting teachers – membership added value
  • Two levels of information and resources – all marketing teachers and DECA Advisor Members
Local restrictions/changes in marketing course offerings

- Submit form (CMG, Section B)
- IF your school system:
  - Has eliminated marketing courses
  - Course no longer available for a particular student(s)
- May request special circumstance exemption for student(s) who were members last year AND who are unable to enroll in a marketing course
  - This does NOT apply if the student is choosing other courses
  - Applies to students that do not have an option and/or there is no marketing course for them to take this year
2019-20 In Review

• 186 chapter leaders attended OLR
• 141 teams (282 students) competed in Team Role Play events at State Fair
• 165 teams (189 students) competed in Promotion Campaigns at the State Fair
• 867 members attended a Competition Training Conference
• 45 chapters submitted an Annual Report
• 3720 members attended SLC
Practice Tests – 5076 Total Tests Taken (up 3642 from 18-19)

<table>
<thead>
<tr>
<th>Region</th>
<th>Number of tests (total 5076)</th>
<th>% of total tests taken</th>
<th>Regions % of Total student membership</th>
<th>% of student membership that took test</th>
</tr>
</thead>
<tbody>
<tr>
<td>Region 1</td>
<td>1382</td>
<td>27.27%</td>
<td>25.6%</td>
<td>17.6%</td>
</tr>
<tr>
<td>Region 2</td>
<td>1132</td>
<td>22.3%</td>
<td>18.6%</td>
<td>16.6%</td>
</tr>
<tr>
<td>Region 3</td>
<td>968</td>
<td>19.1%</td>
<td>23.0%</td>
<td>15.1%</td>
</tr>
<tr>
<td>Region 4</td>
<td>351</td>
<td>6.9%</td>
<td>12.3%</td>
<td>13.6%</td>
</tr>
<tr>
<td>Region 5</td>
<td>1243</td>
<td>24.5%</td>
<td>20.4%</td>
<td>24.6%</td>
</tr>
</tbody>
</table>

Take Away:
- Members are beginning to buy in to practice test site
- It takes more than one test to see results
# REGIONAL DATA – Practice Tests

<table>
<thead>
<tr>
<th>Top 10 Qualifying Schools</th>
<th>Tests taken per student</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oakton (35)</td>
<td>4.52</td>
</tr>
<tr>
<td>South County (27)</td>
<td>2.3</td>
</tr>
<tr>
<td>Chantilly (19)</td>
<td>2.88</td>
</tr>
<tr>
<td>Riverbend (16)</td>
<td>2.58</td>
</tr>
<tr>
<td>Briar Woods (13)</td>
<td>2.29</td>
</tr>
<tr>
<td>Fairfax (13)</td>
<td>1.91</td>
</tr>
<tr>
<td>Hidden Valley (13)</td>
<td>1.44</td>
</tr>
<tr>
<td>West Springfield (13)</td>
<td>1.69</td>
</tr>
<tr>
<td>Rock Ridge (12)</td>
<td>2.64</td>
</tr>
<tr>
<td>Atlee (10)</td>
<td>2.12</td>
</tr>
<tr>
<td>Marshall (10)</td>
<td>2.62</td>
</tr>
</tbody>
</table>
## District DATA

### Practice Tests

<table>
<thead>
<tr>
<th>District</th>
<th>Region</th>
<th># students that took a test</th>
<th>Test per student</th>
<th>Number of ICDC Qualifiers in events with a test</th>
<th>Students qualified with zero practice tests</th>
</tr>
</thead>
<tbody>
<tr>
<td>District 8</td>
<td>1</td>
<td>109</td>
<td>2.86</td>
<td>13</td>
<td>7</td>
</tr>
<tr>
<td>District 9</td>
<td>1</td>
<td>135</td>
<td>2.24</td>
<td>11</td>
<td>1</td>
</tr>
<tr>
<td>District 10</td>
<td>1</td>
<td>99</td>
<td>2.53</td>
<td>27</td>
<td>2</td>
</tr>
<tr>
<td>District 11</td>
<td>1</td>
<td>40</td>
<td>1.38</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>District 17</td>
<td>1</td>
<td>173</td>
<td>2.58</td>
<td>38</td>
<td>1</td>
</tr>
<tr>
<td>District 33</td>
<td>1</td>
<td>2</td>
<td>1.0</td>
<td>7</td>
<td>2</td>
</tr>
<tr>
<td>District 12</td>
<td>2</td>
<td>67</td>
<td>2.73</td>
<td>28</td>
<td>1</td>
</tr>
<tr>
<td>District 13</td>
<td>2</td>
<td>94</td>
<td>4.18</td>
<td>45</td>
<td></td>
</tr>
<tr>
<td>District 14</td>
<td>2</td>
<td>87</td>
<td>2.38</td>
<td>32</td>
<td></td>
</tr>
<tr>
<td>District 15</td>
<td>2</td>
<td>135</td>
<td>2.59</td>
<td>48</td>
<td></td>
</tr>
<tr>
<td>District 18</td>
<td>3</td>
<td>175</td>
<td>2.61</td>
<td>25</td>
<td></td>
</tr>
<tr>
<td>District 19</td>
<td>3</td>
<td>46</td>
<td>1.89</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>District 20</td>
<td>3</td>
<td>52</td>
<td>2.71</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>District 23</td>
<td>3</td>
<td>98</td>
<td>1.94</td>
<td>22</td>
<td></td>
</tr>
<tr>
<td>District 24</td>
<td>3</td>
<td>59</td>
<td>1.59</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>District 21</td>
<td>4</td>
<td>57</td>
<td>1.63</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>District 25</td>
<td>4</td>
<td>39</td>
<td>1.49</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>District 27</td>
<td>4</td>
<td>45</td>
<td>1.93</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>District 28</td>
<td>4</td>
<td>1</td>
<td>1.0</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>District 29</td>
<td>4</td>
<td>46</td>
<td>1.80</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>District 30</td>
<td>4</td>
<td>16</td>
<td>1.69</td>
<td>11</td>
<td></td>
</tr>
<tr>
<td>District 32</td>
<td>4</td>
<td>1</td>
<td>2.0</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>District 1</td>
<td>5</td>
<td>7</td>
<td>1.29</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>District 2</td>
<td>5</td>
<td>72</td>
<td>1.31</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>District 3</td>
<td>5</td>
<td>221</td>
<td>1.84</td>
<td>24</td>
<td></td>
</tr>
<tr>
<td>District 4</td>
<td>5</td>
<td>32</td>
<td>1.75</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>District 5</td>
<td>5</td>
<td>11</td>
<td>1.64</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>District 6</td>
<td>5</td>
<td>58</td>
<td>2.47</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>District 7</td>
<td>5</td>
<td>22</td>
<td>2.18</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>District 22</td>
<td>5</td>
<td>198</td>
<td>2.36</td>
<td>10</td>
<td></td>
</tr>
</tbody>
</table>
VA DECA – Changes 2020-21
Regional Changes coming for 2021-22

NO Affect for this year!

- Changes will occur in 2021-22
- Better representation of leveled membership across all 5 regions
- State Officer Candidates and Board of Trustees elections will reflect the new region designations in elections this year
Regional Changes coming for 2021-22

Exception: Dist. 11 will move to Dist. 19 THIS year
NO Affect for this year! For 2021-22:

- Dist. 20 moves to Region 5
- Dist. 24 moves to Region 5
- Dist. 23 moves to Region 4
- Dist. 9 moves to Region 3
- Dist. 7 moves to Region 3
- Dist. 33 moves to Region 2
All Forms Required – will continue with revisions

- Form A – Comprehensive Consent Form (Advisor collects and KEEPS)
- Form B – Statement of Compliance & Advisor Responsibilities (All Advisors & Admin. Signs electronically) CHANGE IN DUE DATE TO DEC.1
- Medical Form (Advisor collects and KEEPS)
Comprehensive Consent Form

- Parent/Student sign off section
- Administrator/Advisor sign off section
- Code of Conduct pgs. 3-4 so that students/parents can keep this section
All Fall conferences sponsored by VA DECA will move to virtual platform

- Details will come out in coming weeks
- Officer Leadership Retreat (OLR) will provide information and work sessions for teams – One day online conference, Sunday Sept. 20 (approx. 12:00 – 6:00)
- Competition Training Conference – will move to virtual platform and be offered in 4-week series
Offered 4 Weeks in October

- On-Demand Content
- Live Forums
- Weekly Features
- Advisor Resources

Registration by Sept. 28

Cost:
- $5.00 Submitted Member
- $10.00 Any student
- Advisor FREE with submitted membership and 5 students

Registration will require student email

Cost:
Advisors: Free with submitted Advisor Membership & 5 Registered Students
Students: Submitted Members $5.00; Nonmembers $10.00

Registration due by September 28, 2020
Weekly Content

• **Week 1**  
  Introduction to competitive events  
  How to prepare for competition

• **Week 2**  
  Overview of DECA Testing  
  Test Taking Tipps and Pointers

• **Week 3**  
  21st Century Skills  
  Presentation Styles & Techniques

• **Week 4**  
  Role plays, written & presentations  
  Tips & Pointers for the Presentation
Each Week Will Feature

• On-Demand
• Live Forums – engage with specialists on variety of topics
• Weekly Features – Digital Scavenger Hunt – Live Showdown, etc.
• Advisor Resources – advisors will have 60-day access – facilitation guides – assessments – and more!
State Fair has been cancelled

- We are working on a VA Fair Event
- Will pilot or test online events
- Stay tuned for details in coming weeks
  - Will keep the topic of promotional campaign board that is posted on the web site, with alterations to the execution of the event
  - May add a virtual presentation to that - TBD
Access for Students

- All students will have free access until 11/15 for Advisors who have submitted their ADVISOR membership
- Will require email address to use as log in and will have generic passwords
- After 11/15 access will be limited to submitted members
Revised points required

• ONLY for 2020-21
• Result of lost points for ICDC participation
Application, Rubric, etc. Revised

- Requirement for Marketing Related major has been removed
- See Chapter Management Guide for all revisions
- Changes in rubric, document deadlines to claim scholarship, etc.
State Officer Election Process

• **New Regional Boundaries are Detailed for 2021-22**
  - Be sure applicants know what their new region will be

• **Video submission due date - moved**
  - Now required of all applicants and will be part of the pre-screening of applicants

• **Added required meeting**
  - All candidates moving forward to campaign at SLC must attend virtual meeting January 24, 2021 @7:00pm
  - All candidate ADVISORS MUST also attend virtual meeting January 24, 2021 @7:00pm
Advisor Update

We need your updated information

• Email dail.vadeca@gmail.com the following:
  • New names
  • New schools
  • New email address

If you know other new advisors in your districts, please send those also!
Don’t assume someone else has sent it – they haven’t!
Competitive Events 2020-21
District Leadership Conferences

• DA’s to receive guidelines for alternatives to in person and virtual conferences
• Districts with multiple school divisions MUST make decision that ALL divisions permit
• Any decisions outside of guidelines provided must be approved by VA DECA office
General Session Changes

- No Adult Recognitions on stage
  - Friend of DECA plaques in registration materials to be presented in the local community
  - District Advisors, Board of Trustees, and Outstanding Advisors will be in registration materials
- All adult awards will be recognized in program (app) and on screen at sessions
Will Continue with APP

- Will make available pdf of schedule/agenda, bus routes to advisors prior to conference start
Will stay the same

- 10-page event schedules will be evaluated to try and build in a couple additional minutes for judges (will depend on number of entries)
Dress Code – No Changes

Gender Neutral
• Consistent with DECA Inc and ICDC
• Collared shirts require neck wear (tie, scarf, etc)
• Dress blouse – no neck wear required

Skirts
• Must be to the knee

Shoes
• No changes
• Boat Shoes & Canvas are not appropriate
SLC Dates - Contracted thru 2024 in VA Beach

1. 2021
   Mar 5 - 7

2. 2022
   Mar 4 - 6

3. 2023
   Mar 3 - 5

4. 2024
   Mar 1 - 3
New Application & Process – will implement 2021

Applications open Sunday after SLC

- Preference given as follows:
  - VA Only Event 1st place winners
  - Chapters who do NOT have competitors advancing from SLC AND do NOT have Thrive slots
  - Chapters trying to fill existing rooms (1 or 2)
  - All other requests

ICDC Special Permission Slots
ICDC Special Permission Slots

Time line for releasing slots

• 3/7 – 3/8 Applications taken
• 3/9 1st Round of Slots go to chapters (based on criteria)
• 3/10 Chapter must confirm 1st round slots
• 3/11 2nd Round of Slots go to chapters
• 3/12 Chapter must confirm 2nd round slots
• 3/14 ICDC Registration closes
THRIVE ACADEMY

Each campaign that achieves Thrive Level earns TWO Thrive Academy slots.
This full update is available at vadedca.org

Chapter Management Guide – Section A