

# Virginia DECA

## Chapter Management Guide

### *SECTION I:*

### *District Leadership Conference*

### *(DLC)*



## DISTRICT COMPETITIVE EVENTS PARTICIPATION FORMULA

The district level of Virginia DECA competition is designed to allow a maximum number of paid student members the opportunity to test their marketing knowledge and skills. Each student will complete a series of evaluations, with tests and role play(s), where he/she will demonstrate his/her marketing knowledge, skills, and ability.

Paid state and international members of DECA are eligible to participate in the competitive events program on the district level, according to the following suggested formula.

<b>Number of paid State/National Members</b>	<b>Number in Each District Event</b>
11-24	2
25-38	3
39-52	4
53-66	5
67-80	6
81-94	7
95-108	8
109-122	9
123-136	10
137+	Add 1 for multiples of 13

District Leadership Conferences must be completed by the date specified on [www.vadeca.org](http://www.vadeca.org).

## ADVANCEMENT TO THE STATE LEADERSHIP CONFERENCE

- Districts with less than 350 members may advance 1<sup>st</sup> place overall individual event winners
- Districts with 350-599 members may advance 1<sup>st</sup> and 2<sup>nd</sup> place overall individual event winners
- Districts with 600 – 849 or more members may advance 1<sup>st</sup>-3<sup>rd</sup> place overall individual event winners
- Districts with 850+ members may advance 1<sup>st</sup> – 4<sup>th</sup> place overall individual event winners

## REGISTRATION GUIDELINES

Following is a list of competitive events offered on the district level. Students at this level are required to be paid members of Virginia DECA and International DECA.

### SOCIAL MEDIA, SELLING, JOB INTERVIEW EVENTS (VA only)

Social Media, Selling, and Job Interview will be open only to any freshman **currently enrolled** in an approved Marketing Course or Career Connections course. If a student progresses to the state level, eligibility will be verified to ensure that registered students in these events are freshmen. (**Note:** Students in these events do not advance to International competition, but 1<sup>st</sup> place winners are eligible to attend as a Voting Delegate or Leadership Development Academy participant.)

Event	Code
Social Media	SM
Job Interview	JI
Selling	SE

### Individual Series Events

The Individual Series Events are open to marketing students in any marketing course or approved Career Connections course who have paid state and international DECA membership dues.

Event	Code	Cluster Exam
Apparel and Accessories Marketing	AAM	Marketing
Automotive Services Marketing	ASM	Marketing
Business Finance	BFS	Finance
Business Services Marketing	BSM	Marketing
Entrepreneurship	ENT	Entrepreneurship
Food Marketing	FMS	Marketing
Hotel Lodging Management	HLM	Hospitality & Tourism
Human Resource Management	HRM	Business Management & Admin
Quick-Serve Restaurant Management	QSRM	Hospitality & Tourism
Restaurant and Food Service Management	RFSM	Hospitality & Tourism
Marketing Communication	MCS	Marketing
Retail Merchandising	RMS	Marketing
Sports and Entertainment Marketing	SEM	Marketing

## PRINCIPLES OF BUSINESS ADMINISTRATION EVENTS

VA DECA will offer all of the Principles of Business Administration Events. These events are only open to first year marketing students/DECA members in any marketing course or approved Career Connections course who have paid state and international DECA membership dues.

Event	Code	Cluster Exam
Principles of Business Management and Administration	PBM	Principles of Business and Administration Core
Principles of Finance	PFN	Same
Principles of Hospitality and Tourism	PHT	Same
Principles of Marketing	PMK	Same

## PERSONAL FINANCIAL LITERACY EVENTS

VA DECA will offer the Financial Literacy Event. This event is open to all students/DECA members in any marketing course or approved Career Connections course who have paid state and international DECA membership dues.

Event	Code	Cluster Exam
Personal Financial Literacy Event	PFL	Financial Literacy Exam

## TEAM DECISION MAKING EVENTS

Districts may offer team decision making events if desired. These events are open to all students/DECA members in any marketing course or approved Career Connections course who have paid state and international DECA dues.

Event	Code	Cluster Exam
Business Law & Ethics Team Decision Making	BLTDM	Business Management & Administration Exam
Buying & Merchandising Team Decision Making	BTDM	Marketing Exam
Entrepreneurship Team Decision Making	ETDM	Entrepreneurship Exam
Financial Services Team Decision Making	FTDM	Finance Exam
Hospitality Services Team Decision Making	HTDM	Hospitality & Tourism Exam
Marketing Management Team Decision Making	MTDM	Marketing Exam
Sports & Entertainment Team Decision Making	STDM	Marketing Exam
Travel & Tourism Team Decision Making	TTDM	Hospitality & Tourism Exam

## REGISTRATION INSTRUCTIONS

The following instructions are essential to your DLC participation.

1. Please review the eligibility chart to determine your chapter's participation levels. **Districts may determine their own participation levels** or may use the chart provided on page 2.
2. You may enter students in Social Media, Selling, and Job Interview events only if they are freshmen enrolled in an approved Marketing course or approved Career Connections course.
3. You may enter students in Principles of Business Administration events only if they are **first year DECA members** enrolled in any approved marketing class or approved Career Connections course. **If a student was a DECA member last year, he/she is not eligible to participate in these events.**
4. Registration will take place online. **Please see the DLC page on the VA DECA website to access the registration site.**
5. All participants must be paid state and international DECA members. **Only those members currently on your roster will be available on the DLC registration site.**
6. All participants must complete the Virginia DECA Comprehensive Consent Form. Advisors should have copies of their school permission forms and Virginia DECA Comprehensive Consent Form with them at DLC. These forms must be presented if requested by the DA.
7. Substitutions are not allowed unless otherwise agreed upon by all the advisors in the district. All substitutes must be paid state and international DECA members.
8. **While some districts may customize district conferences to better suit their needs (such as setting deadlines, online testing window, etc.), it is critical to understand that competitive events may not be restructured for district purposes.**
9. Districts may also opt to offer any of the other events offered at the State Level if winning at the District level is needed to advance to SLC. DAs should contact the DECA Specialist for more information if interested in offering more events.

## REQUEST FOR SPECIAL SERVICES

Please complete this form for any DECA members requiring special services in order to participate successfully in district competition. Mail this complete form to your district advisor with your DLC registration.

**Suggestion:** Call your DA prior to DLC to ensure the necessary arrangements have been made.

Services Requested – IEP or Medical Documentation should be on file with the Chapter Advisor and available upon request

<b>DECA Member</b>	
<b>Event</b>	<b>Chapter</b>
<b>Special Needs</b>	
<b>Services Requested</b>	
<b>Contact Person</b>	<b>Phone (     )</b>

**Please include this form with your DLC registration information.**

# DLC Awards Supply Order Form

## NOW ONLINE

***To be completed by the District Advisor by the date specified on the VA DECA website.***

Please complete this form if your district would like 1<sup>st</sup> place, 2<sup>nd</sup> place, 3<sup>rd</sup> place certificates for role plays and tests; 1<sup>st</sup> place, 2<sup>nd</sup> place, 3<sup>rd</sup> place overall event winners certificates; proficiency certificates; and/or 1<sup>st</sup> place overall event winners' medals. *Some Districts opt to offer additional medals that must be ordered as a District, not through VA DECA.*

The following information is needed to **complete the online form due September 8, 2020:**

<https://vadeca.wufoo.com/forms/district-advisor-information/>

**District** \_\_\_\_\_

**District Advisor** \_\_\_\_\_

**Date of DLC** \_\_\_\_\_

**Address where materials should be sent** \_\_\_\_\_

**Please check all events that will be held at your DLC** \_\_\_\_\_

<p><b>DISTRICTS ARE HIGHLY ENCOURAGED TO OFFER ALL EVENTS TO MAXIMIZE THE NUMBER OF STUDENT COMPETITORS WHO CAN ATTEND SLC.</b></p>
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**Total number of events to be held at your DLC** \_\_\_\_\_

**Please check which supplies you would like to receive from VA DECA**

- 1<sup>st</sup> place, 2<sup>nd</sup> place 3<sup>rd</sup> place to be used for role plays and tests
- 1<sup>st</sup> place, 2<sup>nd</sup> place, 3<sup>rd</sup> place overall event winners certificates
- Proficiency certificates
- 1<sup>st</sup> place overall event winners' medals