NEVADA DECA

Nevada DECA

State Career Development Conference

February 14-16, 2021
Special Awards Session March 1 at 3:30 pm
4 weeks of Online Access to 100XED.TV begins February 14th

Expanded Conference Registration
Guide, Policies and Procedures

REGISTRATION INFORMATION

Due Date:
- *All registrations will be completed online via: https://www.decaregistration.com/nv/*
- *All materials must be submitted by the due date as outlined in the quick guide.*
- *Conference registration checks must be postmarked by January 22*
- *No new chapter registrations after the registration deadline.*

Refunds:
- *There are NO REFUNDS, substitutions only after the January 12 registration deadline. Substitutions after the registration deadline will incur a $20 late fee per change.*
- *Your chapter will be responsible for paying for the number of participants you register.*
- *If students drop out after registration is submitted, the chapter will still need to pay for that student.*

Changes:
- *No changes/corrections/additions will be allowed after the change deadline (January 22). This is a firm deadline. If a student drops out after this date a student may be substituted for them in the exact same event(s), but no other changes will be allowed.*
- *No changes will be allowed after January 23, only substitutions (in same events).*
- *There is a $20 late fee for each addition to registrations after the registration deadline.*
- *There is a $20 change fee for each change made after the online registration is closed or changes that have to be manually processed (including any changes to written event registration)*

Payment:
- *Remit to: "Nevada DECA" and mail to Nevada DECA, P.O. Box 1440, Owasso, OK 74055*
- ***NO PURCHASE ORDERS***

Eligibility:
- *To participate at the State CDC, you must be a paid DECA Inc and Nevada DECA member. Note that we are using an online registration system that will verify your chapter membership. If a student is not a PAID member, you will not be able to register them for the conference.*

Written Events:
- *All written events and their corresponding Statement of Assurance forms must be received by the deadline of January 15, 2021.*
- *A detailed instruction guide will be provided for the upload process.*
- *Only projects received by this deadline will be entered into competition.*
- ***This policy and deadline will be strictly enforced.***

Voting Delegates:
- *Identify the names of the two voting delegates for the State Conference through the online registration system.*
- *Voting Delegates are required to arrive promptly on time to the Virtual Election Session to maintain voting privileges.*
- *Delegates are also required to stay for the duration of the Virtual Election Session.*

State Officer Candidates:
- *State Officer Candidate Materials must ARRIVE on or before the deadline as outlined in the candidate packet.*
- *There will be a mandatory State Officer Knowledge Test and Interview to the officer candidate process. State Officer candidates will be required to sign-up prior to SCDC for an interview time prior to the conference and a testing slot. There will be no make-up tests or interviews available, and any candidates who do not test or interview during the assigned time will receive a "zero" for that component. Both testing and interviews will take place virtually. Interviews and testing will both be scheduled for the week of February 8-12, 2021.*

Score Factoring
- *Because we enlist the volunteer support of a variety of judges in our competitive events it is important that chapters, advisors, and students understand how scoring works in our competitive events program. In most events, because of the quantity of students competing, we need multiple judges to assess student performance and complete a score sheet. To help ensure that there is a fair playing field for all students competing in the event, regardless of which judge they see, we apply statistical factoring to normalize student scores.*

  Prior to factoring, students who had the "easy" judge - a judge that tends to give high scores - would all end up at the top of their event and therefore be called on stage and receive the awards. This happened not necessarily because they were the top students in the event, but because they were scored by the judge that allocated the highest scores.

  While judges are carefully trained, each judge brings to the competition their own opinions and perceptions on what a certain score means. For some a 75 is a very good and solid score and for others awarding a 95 is how they identify the best students.

  After looking at multiple years of scores and winners and comparing the outcomes of the scoring process it was decided, by the Board of Trustees, to use statistical analysis and formulas to try to factor out the subjective nature of human scoring. This has been in place in Nevada since 2010. This mathematical factoring of scores to level the playing field has proven effective in normalizing the differences in judge scoring. The student scores, as awarded by their judge, are entered into a computer program. The program works by finding out where on the scale of 0 through 100 a judge tends to score and comparing that with how all judges together tend to score. This then provides the program the information needed to apply a mathematical factoring formula and adjust each student's individual raw score (normalizing). This adjustment then produces the student's factored score which becomes their official score. Because of this, you can potentially see two different scores on the score reports depending on what report you are viewing. One is the raw score and the other the factored score. It is the factored score that

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is used to determine winners and bring the students up to the stage.

Scoring Concerns:
- *Concerns about score accuracy/judge scores may be communicated via email to the State Director up to 72 hours from the close of the event.*
- *After 72 hours, the scores will be considered final and no more concerns will be taken.*

ONLINE CONFERENCE REGISTRATION INSTRUCTIONS

Go to www.decaregistration.com/nv/. Once the site loads, verify that you have accessed the correct registration link for Nevada DECA.

Click the **REGISTRATION** button to the left to begin registration. You will be brought to the log in screen. Log in using the user name and password that you use for the DECA online membership system. If you have forgotten your username and/or password, type in your e-mail address in the blank provided at the bottom of the screen, and click **Send**. Your user name and password will be e-mailed to the email address that you have registered with National DECA in the online membership system.

The first time you login for the year you will need to verify all of the contact information on the screen and complete any required fields not completed (required fields are indicated by an *). Once you've updated and confirmed your information click "save" at the bottom of the form.

You will now arrive at the registration screen. The advisor will be automatically registered for the conference and will show up in the table.

Click the **ADD STUDENT MEMBER** button to begin registering your students for the conference. You will be presented with the full list of students that are registered DECA members in the online system. If a student does not appear and they are participating the conference, you'll need to log into the DECA online membership system and add them. If you previously added them don't forget to SUBMIT your roster to DECA. Students will not appear until they have been added into the online membership system and the roster has been submitted to DECA.

In order to register a student, you must enter the # of years they have been in DECA and select their Participant Type which is "Student". Once you have done this for all of the students participating in the conference you will click **SAVE** at the bottom of the screen. If you do not select a Participant Type, they will not be registered for the conference. Selecting a Participant Type is what registers them for the conference.

You will now see a list of the students who are registered for the conference. To select their events, you will click on the link to the right of their name that says "Edit & Select Events". You will select events one student at a time. Don't forget the limitations on what events students can compete in at the conference. A link to a PDF document that outlines the guidelines is included on the event registration page.

To register a student for an event you will check the box in the column marked "Select". Once you have made all event selections for that student click **SAVE** at the bottom of the screen and continue on with the next student.

To enter Team events, be sure to select the correct team number in the column marked "Team #". By default, this number will always be 1. Once you've completed a team you need to manually change this number. A separate team # should be designated for each team. The first team will be number 1, the second team will be #2, etc. Place the same team # on each team member for each event as you enter them. For instance, if Billy and Suzy are on a team together, their team # will both be 1 for that event. If you enter a second team in this event, and John and Phil are on that team, then the team # should be 2.

Continue adding names until you have entered all of your participants. As you add participants, if you attempt to enter more participants in an event than are allowed, you will be informed, and not allowed to exceed the event maximum. At any point, you may press the **VIEW REGISTRATION** button to get an idea of your total invoice amount, and a better understanding of who is registered for which events.

When you are finished, click the *FINISHED REGISTERING* button at the bottom. At this point, you may have several red messages at the top of the screen. Please read these carefully. Your registration will not be complete until these problems have been resolved. To correct the errors, click the **Back To Registration** link at the bottom, select the student(s) and click the "Edit & Select Events" link beside each student. Make the necessary corrections and press **Save** to save. You may also need to correct issues with event entries (having too many, or not enough for a team). When you're finished making these changes, press the *FINISHED REGISTERING* button again.

If you get a message that states that you have not met the minimum requirements for a team event, then you must click the **Back To Registration** link, and either add students to those events that are short, or remove students from those events that may have too many. When you're finished making those changes, press the *FINISHED REGISTERING* button again.

After you have corrected any errors that may have appeared, and resubmitted your registration, be sure to **Print** a copy of this invoice to send in with your payment. A copy of the invoice will be e-mailed to you, and to the state staff.

If you need to edit your registration, you may come back to this same site and make changes up until the change deadline, which is published in the conference registration packet. In order to make changes, click on the *REGISTRATION* button at the left and log in using your user name and password. The list of registered individuals will appear. Simply click the "Edit & Select Events" link, and make any changes you need. When you do this, remember to click the *FINISHED REGISTERING* button to check for problems, and to resubmit the invoice.

Once you are finished with your registration, be sure to either click the *LOG OUT* link to make sure that the connection is securely closed, or exit your browser. This will ensure that no one can get in and make changes to your registration.

NEVADA DECA EVENT AVAILABILITY

Option to Compete in a Second Event: *All students who participate in the State Career Development Conference may only compete in a maximum of two competitive events. In order to accommodate increasing numbers of competitors, students may only choose one event from the "Morning Events" and one event from the "Afternoon Events" listed below. Written exams for all events will be completed on Monday morning. Role plays, content interviews and presentations for all events will be completed on Monday and Tuesday.*

*Please note that students wishing to participate in two competitive events with written exams **must select events that feature the same written exam.** For example, a student wishing to compete in Travel and Tourism Team Decision Making (which uses the Hospitality and Tourism Cluster Exam) **must** choose another event that features the Hospitality and Tourism Cluster Exam. Similarly, a student who chooses the Accounting Applications event (which uses the Finance Cluster Exam) **must** choose an additional event that does not feature an exam, or which features the Finance Exam. In summary, **students will not be allowed to compete in any combination of events that would require them to take more than one written exam – it is the advisor's responsibility to ensure that their students are registered in an allowable combination of events; students who do not meet this requirement will not be allowed to compete in two events at SCDC.***

Monday EVENTS:

Team Decision Making
This event is for 2 people. There is a 100-question multiple choice exam and one role-plays
- *Exam: Online the morning of Monday February 15th*
- *Video Presentation due: February 15, 2021 via online portal*

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

Professional Selling Events
- *Exam: Online the morning of Monday February 15th*
- *Video Presentation due: February 15, 2021 via online portal*

These events are individual events and include a 100-question multiple choice exam and a presentation. Check the guidelines for the presentation scenario required for each event.

Event	Exam	Code
Financial Consulting Event	Finance Cluster Exam	FCE
Hospitality and Tourism Professional Selling	Hospitality and Tourism Cluster Exam	HTPS
Professional Selling	Marketing Cluster Exam	PSE

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Tuesday EVENTS:

Principles of Business Administration
These events include a 100-question multiple choice exam and one content interview. Open to first-year members only. These are individual events.
- *Exam: Online the morning of Monday February 15th*
- *Video Presentation due: February 16, 2021 via online portal*

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

Individual Series Events
These events include a 100-question multiple choice exam and two role-plays. These are individual events.
- *Exam: Online the morning of Monday February 15th*
- *Video Presentation for Role Play 1 and Role Play 2 due: February 16, 2021 via online portal*

Event	Exam	Code
Accounting Applications	Finance Cluster Exam	ACT
Apparel & Accessories Marketing	Marketing Cluster Exam	AAM
Automotive Services Marketing	Marketing Cluster Exam	ASM
Business Finance	Finance Cluster Exam	BFS
Business Services Marketing	Marketing Cluster Exam	BSM
Entrepreneurship	Entrepreneurship Exam	ENT
Food Marketing	Marketing Cluster Exam	FMS
Hotel & Lodging Management	Hospitality and Tourism Cluster Exam	HLM
Human Resources Management	Business Management and Administration Cluster Exam	HRM
Marketing Communications	Marketing Cluster Exam	MCS
Personal Financial Literacy	Financial Literacy Exam	PFL
Quick Serve Restaurant Management	Hospitality and Tourism Cluster Exam	QSRM
Restaurant & Food Service Management	Hospitality and Tourism Cluster Exam	RFSM
Retail Merchandising	Marketing Cluster Exam	RMS
Sports and Entertainment Marketing	Marketing Cluster Exam	SEM

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DECA Events with a Written Project Component...

Integrated Marketing Campaign Events
- *Written Project Due: January 15th via online portal*
- *Video Presentation due: February 1, 2021 via online portal*
- *Exam: Online the morning of Monday February 15th*

These events are team events (1-3 members) that include a 100-question multiple choice exam, written entry, and a presentation.

Event	Exam	Code
Integrated Marketing Campaign - Event	Marketing Cluster Exam	IMCE
Integrated Marketing Campaign - Product	Marketing Cluster Exam	IMCP
Integrated Marketing Campaign - Service	Marketing Cluster Exam	IMCS

Entrepreneurship Written Events
These events include a business plan. Check the guidelines for the project requirements.
- *Written Project Due: January 15th via online portal*
- *Video Presentation due: February 1, 2021 via online portal*

Event	Code
Innovation Plan (1-3 members)	EIP
Independent Business Plan (1-3 members)	EIB
Business Growth Plan (1-3 members)	EBG
Start-Up Business Plan (1-3 member)	ESB
Franchise Business Plan (1-3 members)	EFB
International Business Plan (1-3 members)	IBP

Business Operations Research Written Events
These events include a written report. Check the guidelines for the project requirements.
- *Written Project Due: January 15th via online portal*
- *Video Presentation due: February 1, 2021 via online portal*

Event	Code
Business Services (1-3 members)	BOR
Buying and Merchandising (1-3 members)	BMOR
Finance (1-3 members)	FOR
Hospitality and Tourism (1-3 members)	HTOR
Sports and Entertainment (1-3 members)	SEOR

Project Management Events
These events include a written report. Check the guidelines for the project requirements.
- *Written Project Due: January 15th via online portal*
- *Video Presentation due: February 1, 2021 via online portal*

Event	Code
Community Giving Project (1-3 members)	PMCG
Career Development Project (1-3 members)	PMCD
Business Solutions Project (1-3 members)	PMBS
Financial Literacy Project (1-3 members)	PMFL
Sales Project (1-3 members)	PMSP
Community Awareness Project (1-3 members)	PMCA

Awards

Overall awards will be given in each competition. A plaque/trophy will be awarded to the first, second, and third place winners. A medallion will be awarded to fourth through eighth places. In addition to a plaque/trophy, all participants on first, second, and third place winning teams in written events will receive a corresponding medallion.

In addition to the overall awards, medallions will be awarded for the first three places in each of the instructional areas for the Principles of Business Administration Events (written exam and content interview), Individual Series Events (written exam and two role plays), Team Decision Making Events (written exam and role play), Integrated Marketing Campaign Events (written test), and Professional Sales Events (written test and presentation). Awards will be mailed directly to the advisor after the event at the address provided in the registration system.

COMPETITIVE EVENT GUIDELINES

Confidentiality
Advisors serving as Event Directors are not to divulge the results of any events to any person other than the Competitive Events Scoring Committee, State Director, Executive Director, or other state staff.

Principles of Business Administration Events
- Each event consists of a written test (the Business Administration Core Exam which is the same exam for all Principles of Business Administration Events) and one content interview which will be specific to the event category.
- Competitor guidelines and preparation materials may be purchased from SHOP DECA. Refer to the DECA Guide for a listing of the publications available.

Performance Indicator Based Series Events
- Each event consists of a written test which is career cluster specific (there are four total cluster exams and the student will take the exam which aligns with the career cluster for their event. See the DECA Guide for a complete listing) and two role-plays which will be specific to the event category.
- Competitor guidelines and preparation materials may be purchased from SHOP DECA. Refer to the DECA Guide for a listing of the publications available.

Management Team Decision Making (MDM) Events
- Each team MUST consist of two members. Each participant will take the 100-question multiple-choice test which is career cluster specific (there are four total cluster exams and the student will take the exam which aligns with the career cluster for their event. See the DECA Guide for a complete listing) and their scores will be averaged.
- They will also be given a decision-making situation involving a management problem in their given occupational area. Each team will have 30 minutes to prepare and 15 minutes with the judge. Both members must participate during the video presentation. Consult the DECA Guide for more specific guidelines.

TENTATIVE CONFERENCE SCHEDULE

January 12	*Conference Registration Due*
January 15	*Written Projects Due*
January 22	*Conference Payment Due (No changes deadline)*
February 1	*Written Project Video Presentations Due*
February 8-12	*State Officer Testing & Interviews*

<u>*Sunday February 14*</u>

3:00 pm	*Quest Kick off!*
4:00 p.m.	*State Officer Candidate Briefing*
5:00 pm	*Opening Session*
7:00 pm	*Meet the Candidates (Required for Voting Delegates & Candidates)*

<u>*Monday February 15*</u>

9:00 a.m. 10:30 am	*Online Testing Window*
10:30 am	*Kick Off Virtual Exhibits/Officer Candidate Campaign Booths*
12:00 pm	*Team Decision Making Role Play Released on Online Portal*
	--Students prepare, record and upload video submissions
2:00 pm	*Team Decision Making Deadline for Video Submissions*
4:00 p.m.	*Annual Business Meeting & State Officer Elections*
5:00 pm	*Professional Selling Events Deadline for Video Submission*
7:00 p.m.	*DECA's Got Talent (Virtual) & Trivia Challenge*

** Live and pre-recorded workshops and panels available throughout the day for student participation

<u>*Tuesday February 16*</u>

8:00 am	*Role Play 1 Released on Online Portal for Series Events*
	--Students prepare, record and upload video submissions
10:00 am	*Deadline for Video Submissions for Role play 1*
12:00 pm.	*Role Play 2 Released on Online Portal for Series Events*
	--Students prepare, record and upload video submissions
2:00 pm	*Deadline for Video Submissions for Role play 2*
3:30 pm	*Game Night with the Officers and Election Results!*

** Live and pre-recorded workshops and panels available throughout the day for student participation

<u>*Monday March 1*</u>

3:30 pm	*Grand Awards Session Online*

Students will have access to 100XED.TV for 4 weeks beginning February 14th for on demand leadership content

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CHAPTER AWARDS PROGRAM

Deadline: *Submit online prior to February 14, 2021*

The Chapter Awards Program provides recognition at three levels: bronze, silver and gold. The recognition levels will be determined by the number and type of activities a chapter completes.

Chapters will claim credit to activities by submitting a report consisting of "Activity Report Sheets" and documentation. Chapters will submit their reports at the State Career Development Conference (SCDC) for verification of the Award Achievement level by a committee. The chapters receiving Award Achievement levels will be recognized at SCDC awards session on March 1st.

For more information and the forms to complete, please access the guidelines from the "Resources" section of the Nevada DECA website.

Please Note: Chapter recipients of the gold level will qualify additional delegates to ICDC.

Also note that all chapters submitting entries for the Chapter Awards Program will be considered for the Chapter of the Year Award.

Please note that Nevada DECA will no longer require a certain percentage of marketing education students to be DECA members in order to qualify for Chapter Awards Program recognition.

ADVISOR DUTIES/RESPONSIBILITIES

As leaders and teachers of young professionals, it is important that we prepare our students for the events to come. The following information will help you to plan for the State Career Development Conference and prepare your students with important information about the conference.

Even in this virtual environment our students will still interact and participate in virtual competitions and sessions with a significant number of state business partners or potential partners. Our members, or in other words, our product, will be on "display" at all hours. Please keep this in mind when determining who represents your chapter.

Online Virtual Chaperoning

Having your students check in with you during the virtual SCDC. Consider hosting a chapter virtual meeting or virtual pizza party during the event. As their advisor, you can help to eliminate frustrations on the part of your students. It also makes things run more smoothly for your chapter. If needed, check with experienced advisors for help – no one is perfect and knows everything, and it is important that you ask your students how things are going and about any challenges or frustrations they are experiencing. Again, be positive and supportive. Most challenges can be solved with patience, and by working through the situation. Asking your officers to help with chapter management can be a great support.

Encourage your officers to reach out to first time members and encourage them as they participate virtually. Be sure to participate in the general sessions and encourage your students to come on "video" and participate fully in these sessions. Help monitor the chat and keep it appropriate and professional.

Students with Special Needs

The State Management Team makes every attempt to accommodate the special needs of students at the conference. If you contact us prior to the conference, we can make the conference and competition as barrier free as possible. Please be sure to complete the "Students with Special Needs Form" (Form C) and submit it along with your State Registration Materials by the registration deadline outlined in this packet. Our online competition portal allows us to adjust time constraints and deadlines for our Special Needs students.

Standards of Behavior

A concern at any student conference is the standard of conduct. DECA is no exception. Our members exhibiting a business-like image throughout the virtual conference is extremely important.

Grievances

Please see the "Grievance Report Form" to file a grievance. All grievances must be filed according to the instructions on the form

Publicity

Your chapter and Nevada DECA, in general, need all of the publicity they can get. Use participation in the State Career Development Conference to generate some positive publicity. A news release for your chapter is always a good idea. It is always nice for the public to know you have participated before you have to earn dollars for international competition.

Student Forms

All advisors are responsible for collecting the Nevada DECA Student Member Release Code for the students participating in the conference. It is NOT necessary to turn those in. Just be sure you have them with you! (If you have already collected one you may use the same form for the

entire school year, but must have a copy for each student prior to the conference start)

Dress Code/Discipline
Dress appropriately when on video and ensure background is appropriate.

PUBLIC RELATIONS

TO: *Nevada DECA Chapter Publicity Officers*

RE: *SCDC News Release*

A great deal of time and effort has already been devoted to make sure this conference is the best it can possibly be, and even more time will be put in during the months to come.

To help your chapter publicize this important event, the press release on the following page has been compiled. Press releases are a great way to let your community, particularly the media, know what your organization is all about. They are short, brief, and most importantly, to the point! Here is a recommended way for distribution of this press release:

1. *Retype this release with all the correct information filled in. Chapter or school letterhead is recommended if available.*

2. *Call the media source before sending the release and ask whom to send it to. You can also obtain a master list of all the local media from your chamber of commerce or city hall. Better yet, arrange to meet the reporter that handles youth education news.*

3. *Send the release to your local and school newspapers, radio stations, TV news programs, and any other available media source.*

4. *When sending the release, include a release date and a contact name and phone number for further information.*

5. *Mail this release at least three weeks in advance.*

6. *Make a follow-up call to each person/source you send a press release.*

7. *In addition, you may want to send a copy of the press release and an SCDC invitation to your local legislators and school administrators.*

Please feel free to contact Nevada DECA if you have any questions or need more information.

SAMPLE NEWS RELEASE

FOR IMMEDIATE RELEASE   *(insert date)*

CONTACT:
        Name of Chapter Advisor and/or Public Relations Officer
        Phone Number

(Name of High School) STUDENTS TO Participate
DECA STATE CAREER DEVELOPMENT CONFERENCE

The following students from *(Name of High School)* will be participating in the Virtual Nevada DECA State Career Development, *(date)*: *(List the students participating the conference)*.

DECA is an international student association which: 1) encourages students in marketing-related classes to pursue careers in marketing, finance, hospitality and management and 2) promotes understanding and appreciation of the free enterprise system as well as the responsibilities of citizenship.

By participating in this conference, students have the opportunity to compete in a variety of marketing situations. Many of the competitions reflect the actual business atmosphere. Judges are professionals from the business sector who are able to provide a true representation of the industry. Approximately 125 business professionals evaluate the estimated 900 members competing. The award winners at this conference will proceed to the DECA International Career Development Conference in *(location, date)*.

The DECA competitive events program is designed to develop marketing skills within its members and to prepare them to be outstanding citizens and future business leaders as well.

Additionally, conference delegates will elect the state officers for the coming school year, have the opportunity to meet virtually DECA members from all over the state, and interact with business and community leaders.

For more information about *(name of high school)* DECA and how you can help, contact *(name of advisor)* at *(school phone number)*.

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