



# **Conference Policies & Procedures 2022-3023**



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## 2022-2023 Nevada DECA - Conference Policies & Procedures

(Updated July 2022)

The purpose of this document is to outline the policies and procedures pertaining to participation in a Nevada DECA Conference. The items outlined in this document are applicable to ALL Nevada DECA Conferences, Events, and Activities. A conference "Quick Registration Guide" will be provided for each respective conference which will contain the specific dates, deadlines, and information relevant to that conference. For each individual conference this guide still applies and outlines the general policies and procedures for participation in the conference.

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## REGISTRATION INFORMATION

### Due Date Requirements:

- All materials must be submitted by the due date for the respective conference. See the specific Conference Registration Quick Guide for deadlines.
- Be sure to carefully review the registration checklist in the Conference Registration Quick Guide to see which forms are required, and which forms are optional.
- Online registration must be completed by the specified due date.
- Conference registration checks and checks for hotel rooms (two separate checks/payments) must be postmarked by the due date. If a chapter has not previously submitted registration, they are not allowed to register after the due date.
- There is a \$10 late fee for any additions to existing registrations after the due date.
- There is a \$10 change fee for any changes made after the online registration is closed or changes that have to be manually processed.

### Eligibility:

- To participate in a conference students and advisors must be included on the chapter roster and the roster must be submitted to DECA Inc. through the online system (<http://www.decaregistration.com/hs/Login.aspx>).
- If a student or advisor is not included on the official roster you will not be able to register them for the conference. The online membership system and conference registration systems are two separate systems. Students and advisors must be registered in both systems.
- To be eligible to attend ICDC (as a competitor, candidate, campaign staff member, leadership academy participant, etc.); students must have attended the State Career Development Conference held in the same year.

### Hotel Registration:

- **All participants (students, advisors, chaperone, and alumni) are required stay at the official conference hotel for the duration of the conference. No exceptions.**
- If paying the hotel by credit card, please use the Credit Card Authorization Form that is provided with the Conference Registration Quick Guide for the respective conference.
- Double/Double rooms are limited and given on a first come basis. There is no guarantee that a room will have two beds. It may have a bed and a rollaway, pullout couch or inflatable bed.
- As a reminder, alumni and chaperone **MAY NOT** share sleeping rooms with DECA students. This includes alumni who have recently graduated from high school. Student rooms are for students only. Alumni and chaperone must be in separate sleeping rooms from students.
- Hotels have a limited number of rooms with more than one bed. Because of this rooms with more than one bed will be assigned in the following order of priority: 1st: Rooms with four students. 2nd: Rooms with two adults. 3rd: Rooms with three students. If there are not enough rooms with more than one bed to go around the following may occur: A room with two adults may only have one bed. A room with two or three students may only have one bed. Chapters should plan accordingly.

**Conference Registration:**

- All registrations will be completed online. Please use the link provided in the Conference Registration Quick Guide. There is a different online system for each conference so be sure to read the title at the top of the webpage to confirm that you are using the right system for the conference.
- If paying by check, please note that only school and advisor checks are accepted, no purchase orders or student checks. Registration payment must be submitted in one check for the full amount. Do not send multiple checks.
- Some conferences will offer the option to pay by credit card. If paying by credit card note that there will be a convenience fee added to the registration fee and the chapter is responsible for paying this fee.

**Conference Payments:**

- Payments for conference and events can be submitted electronically through your Invoice or check by mail.  
Nevada DECA / PO Box 1440 / Owasso, OK 74055

**Ratios:**

- The adult/student ratio set by the Nevada DECA Board of Directors for all in state events is one adult to every fifteen (15) students.
- The ratio for the International Career Development Conference is one adult to every eight (8) students.
- In both cases the first adult **MUST** be the designated DECA advisor for the chapter. Additional chaperones must be 21 years or older and approved by your school administration to serve as chaperones.

**Alumni:**

- Chapters attending SCDC are requested to provide alumni to assist with conference operations.
- Please note that due to the nature of the International Career Development Conference (ICDC); alumni are not needed. If a chapter wants to bring alumni to ICDC to assist with their chapter operations they may do so, subject to the registration procedures outlined in the conference registration packet and at the respective chapter's sole cost. Nevada DECA does not cover any costs (registration, lodging or otherwise) for alumni attending ICDC.

**Refunds:**

- Nevada DECA maintains a strict NO REFUND policy. Substitutions are allowed.
- Your chapter will be responsible to pay for the number of students you register.
- If students drop out after registration is submitted, the chapter will still need to pay for those students.

**Registration Changes:**

- No changes/corrections/additions will be allowed after the change deadline for the respective conference. 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. See the respective conference quick registration guide for the change deadline.
- No on-site changes will be allowed, only substitutions (in same events). Note that this policy only applies to the State CDC. On site changes are not allowed for ICDC.
- Any changes, including drops, made after the online registration system closes or that must be manually processed will be subject to a \$10.00 fee.



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**Hotel Overflow:**

With our continued growth there is the possibility that some chapters will need to stay at an overflow property for a conference. Chapters will be assigned to the main hotel in the order that registration materials are received. Once we fill the block at the main hotel, we will automatically assign chapters to the overflow property (if needed) in the order that lodging materials are received.

**Internet:**

- While there may be internet and Wi-Fi available within the hotel, convention center, and other areas of the conference; any cost associated with connecting will be at the responsibility of the individual or chapter.
- Most hotel properties provide free wireless internet access within the lobby and most common areas.
- Please note that the hotel may not have the ability to prevent internet charges like other incidentals. Any cost incurred will be billed directly to the chapter. Advisors are encouraged to discuss this with their students and carefully review hotel bills each day of the conference. Be sure you fully understand hotel fees and obligations for all conferences.

**Parking:**

Parking at conference venues may come at a cost. Chapters should plan and budget accordingly for your chapter's parking as needed (buses, chaperones, alumni). Parking charges are not covered by Nevada DECA.

**Testing:**

Competitive event testing will take place online through DLG, chapters will be required to submit a proctor during the conference registration process. The proctor can be a school administrator, librarian, school instructor that is not involved with your marketing classes of DECA chapter. There will be no makeup testing provided, please ensure your students are able to test during the window provided.

**Security:**

For security reasons, attendees are required to wear the provided lanyards and name badges at all times while attending any NV DECA event.

**Voting Delegates:**

Each chapter must identify the names of the two voting delegates who will represent their chapter for State Officer Elections. Voting Delegates will need to be identified for the State CDC as elections will be held at each of these conferences.

**Substitute Advisor Policy:**

In rare and limited circumstances where the designated advisor for a chapter is unable to attend a conference with the students from the chapter there are two available options for the chapter. These options are listed below and are the ONLY options available. The Substitute Advisor option should only be used in rare circumstances and cannot be enlisted as the standard approach for conference attendance (e.g. a chapter utilizing the Substitute Advisor Policy for one conference would be acceptable while a chapter attempting to use this policy for all, or a majority, of the conferences they attend would not be acceptable). Chaperones are not allowed to serve the role of the DECA Advisor and a Substitute Advisor Form must be completed prior to the conference. This policy will be strictly enforced.

- Option 1: If the designated DECA advisor is unable to attend a conference another certificated faculty member from the same school may attend in their place and serve as the Substitute Advisor for the conference.
- Option 2: If the designated DECA advisor is unable to attend a conference then a substitute advisor from another DECA chapter who is attending the conference can serve as the Substitute Advisor, but only if the substituting advisor is a certificated district employee from the SAME School District and/or ROP. In addition, the advisor of the chapter requesting that a substitute advisor go in their place must certify that doing so does not conflict with their school/district policies/procedures regarding chaperoning of students and will not exceed the required Adult to Student ratio (1 to 15 for in state events and 1 to 8 for out of state).

**Scoring Concerns/Grievances:**

- All concerns/grievances regarding scoring or competitive events MUST be submitted no later than 7:00 p.m. on the date that is two days after the close of the Conference. For example; if the conference ends on a Wednesday then grievances MUST be submitted by 7:00 p.m. on Friday.
- Concerns/grievances should be addressed to the State Director in writing via the Grievance Reporting Form provided in this packet.
- After the grievance reporting deadline outlined in the previous bullet all competitive event outcomes and scores become final and concerns/grievances will not be considered.
- Only grievances submitted by the official advisor of the chapter will be accepted. Grievances from students, parents, alumni, or others will not be accepted.
- Scanned copies or images of the items of concern (e.g. score sheet, pages of a written project, picture of a presentation board, etc.) must accompany the grievance form

**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 Nevada DECA Expanded SCDC 2021 Registration Guide Page 4 of 16 is used to determine winners and bring the students up to the stage.

## INTERNATIONAL CAREER DEVELOPMENT CONFERENCE

### Eligibility:

- The top-ranking individuals and teams from the State Career Development Conference will have first choice in competing at ICDC. If those individuals or teams choose not to participate, the competitive seat will be offered to the next ranking competitor/team.
- Students must have attended SCDC (in the same year) to be eligible to attend ICDC in any capacity (competitor, candidate, campaign staff member, leadership academy participant, etc.).
  - ICDC qualifiers in online events (SMG, VBC, challenges, scholarships, SBE) do not have to attend SCDC to be eligible for ICDC.
- Students may only participate in one event at ICDC (and that include leadership academies). If a student qualifies to compete in more than one event, he/she must choose which event he/she will compete in and notify Nevada DECA, using the Intent to Compete Form.
- Nevada DECA is allotted three (3) competitive event spots for series events and two (2) competitive event spots for written events:
  - Principles of Business Administration Events – 3 per event
  - Team Decision Making Events – 3 teams per event
  - Individual Series Events – 3 per event
  - Personal Financial Literacy – 3 per event
  - Business Operations Research Events – 2 teams per event
  - Project Management Events – 2 teams per event
  - Entrepreneurship Events – 2 teams/individuals (depending on the event) per event
  - Integrated Marketing Campaign – 2 per event
  - Professional Selling Events – 2 per event

### Intent to Compete Process:

- The ICDC Intent to Compete process is a binding process. This is the process whereby Chapter Advisors notify Nevada DECA who, among the qualifiers at the State Conference, will go on to represent Nevada DECA at the International Career Development Conference (ICDC).
- Chapter Advisors should only include on their Intent to Compete form those students who are ready, willing and able to attend ICDC. Do not place students on this form who “think they want to go to ICDC.” Only place on the Intent to Compete form the names of those students are committed to attending ICDC.

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- For team events: substitutions will be permitted as long as one original team member that competed on the team at SCDC stays on the team for ICDC, i.e. chapters can add/drop/substitute the rest of the team (this policy DOES NOT apply to VBC or Stock Market Game. See below for more details)
- For VBC and Stock Market Game the following policies for substitutions apply. No exceptions will be granted. o Chapters may drop members of the team as long as at least one original member remains. o Chapters cannot add or substitute members of the team.
- Chapters who drop students after the Intent to Compete Deadline, but before the Registration Deadline for ICDC, prevent students from having the ICDC experience by holding a slot that is later left vacant. This must not happen. Please plan accordingly and be sure that your students who are on your Intent to Compete form for ICDC are fully committed to attending the conference and will not drop out at a later date.

## MEMBERSHIP

### **Initial Membership Deadline:**

The Initial Roster Deadline is November 15th each year. This is the date that your initial membership roster needs to be submitted in the online membership system. Don't forget to "submit" the roster to DECA once you've completed it. This is a common oversight. Many will enter the students into the system, but forget to go back and submit their membership. By November 15th each year you should have your initial list of members entered into the system.

### **Members Deadline for Conference Eligibility:**

You can continue to add members after this date subject to the requirements below.

- Don't forget to keep track of where you are in the membership tiers. For example, if you have 24 students and 1 Advisor (Advisors count the same as students for purposes of total membership count) you are in the 1-25 membership tier. If you add another student, you'll have a total of 26 members (25 students and 1 Advisor) which will bump you up to the 26-50 membership tier.
- A student must be in the membership system and the roster submitted to DECA prior to the registration deadline for SCDC to be eligible to participate.
- For ICDC, all attending Advisors and students must be paid with a visible green "Member" next to their name in the Membership Portal. Failure to do so by the California DECA ICDC registration deadline will prevent a chapter from selecting them in the registration system and could result in the student being ineligible to attend ICDC.

### **Final Membership Deadline:**

February 15th of each year is the final membership deadline. Any and all members should be entered into the memberships system and rosters submitted no later than this date each year.

### **Membership Invoicing:**

If members are not entered into the Membership Portal all at once, please be mindful that additional invoices will be generated as you submit them.

- Membership dues can be Checks can be made out and sent to: DECA Inc. / attn: DECA Membership / 1908 Association Drive / Reston, VA
- Payment through credit card can be made directly only on the Membership Portal, under the "Invoice History" tab, and then the red "Pay Invoices" button.



## ONLINE CONFERENCE REGISTRATION INSTRUCTIONS

The link to the online registration site for the respective conference will be provided in the conference quick guide. Once you have navigated to the site verify that you have accessed the correct registration link by looking at the title at the top of the page. It should indicate the name of the conference you are registering for.

- Click the **REGISTRATION** button to the left to begin registration. You will be brought to the log in screen. Log in using the username 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 username 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 attending 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 the students attending 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 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.
- If additional conference items are available for purchase (t-shirts, vegetarian options for some District CDCs), click **ITEMS** next to the participant's name. Select which items apply to that student and then click **SAVE**.

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- 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. To make changes, click on the **REGISTRATION** button at the left and log in using your username 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.

### **HOTEL INFORMATION**

The conference hotel information and the official conference hotel details will be outlined in the Quick Reg Guide. All rooms will be filled on a first come, first served basis. Please list all people in the "Housing" section (in the online conference registration system) that are registered for the conference.

**ALL REGISTERED DELEGATES MUST STAY AT THE CONFERENCE HOTEL FOR THE DURATION OF THE CONFERENCE.**

Conference registration fees and lodging fees are outlined in the Quick Registration Guide. Rate is based on the total number of rooms utilized, regardless the number of individuals. Max room occupancy is 4 persons. Hotel registration is to be submitted online to Nevada DECA only. **Do not send anything to the hotel and do not contact the hotel directly.** All hotel reservations and payment will be handled through Nevada DECA.

### **CONFERENCE LODGING INSTRUCTIONS**

#### **How to Add Housing:**

- Click on the "Housing" button
- Select the appropriate Room Type from the dropdown list
- Select the appropriate Room Number from the dropdown list
- Be aware that the Room Number is not an actual hotel room number. It is a number that allows the system to group Participants together into rooms. You will pick the same room number for each Participant that you want to put into the same room.
- Select the checkbox beside the Name(s) that you want to Add to this Room
- Click on the "Add To Room" button

**How to Add a Participant from another Chapter:**

- Click on the “Housing” button
- Click on the “Add from Another Chapter” link
- Select the appropriate Chapter from the dropdown list
- Click on the “Select” button
- Select the appropriate Individual from the dropdown list
  - The person you are adding MUST BE registered for the conference and MUST NOT be in a hotel room with another Chapter.
- Click on the “Select” button
- Select the appropriate Room Type from the dropdown list
- Select the appropriate Room Number from the dropdown list
- Select the checkbox beside the Individual Name from another Chapter
- Click on the “Add To Room” button

**How to Remove and Put an Individual from another Chapter back:**

- Click on the “Housing” button
- Locate the appropriate Participant
- Click on the “Remove” link
- Click on the “Put back in Original Chapter” link
- Click on the “Ok” button if you want to place the registrant back in the original Chapter
  - Otherwise, click on the “Cancel” button

**How to Edit Housing:**

- Click on the “Housing” button
- Make the appropriate changes to the Housing form
- Click on the “Back to Registration List (without submitting)” link

**How to Remove a Participant from a Room:**

- Click on the “Housing” button
- Locate the appropriate Participant
- Click on the “Remove” link

**How to Submit the Hotel Reservation:**

- Click on the “Housing” button
- Make sure all of the Housing information has been completed
- Click on the “Submit Hotel Reservation” button
- If you want to return to the Main Registration screen without Submitting the Hotel Reservation, click on the “Back to Registration List (without submitting)” link.
- You MUST complete Housing before you can Finish Registration

**NEVADA DECA EVENT LIMITATIONS:**

**Option to Compete in a Second Event:** All students who attend 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. Role plays, content interviews and presentations for all events will be completed on Tuesday.

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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.**

**MORNING 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.

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

**Individual Series Events**

These events include a 100-question multiple choice exam and two role-plays. These are individual events.

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

**AFTERNOON EVENTS:**

**Team Decision Making**

This event is for 2 people. There is a 100-question multiple choice exam and one role-plays

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

**Integrated Marketing Campaign Events**

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

<b>Event</b>	<b>Exam</b>	<b>Code</b>
Integrated Marketing Campaign - Event	Marketing Cluster Exam	<b>IMCE</b>
Integrated Marketing Campaign - Product	Marketing Cluster Exam	<b>IMCP</b>
Integrated Marketing Campaign - Service	Marketing Cluster Exam	<b>IMCS</b>

**Professional Selling Events**

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.

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

**Entrepreneurship Written Events**

These events include a business plan. Check the guidelines for the project requirements.

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

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**Business Operations Research Written Events**

These events include a written report. Check the guidelines for the project requirements.

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

**Project Management Events**

These events include a written report. Check the guidelines for the project requirements.

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

**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).

**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.

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### **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. Laptop computers or hand-held digital organizers will **NO LONGER** be allowed in event preparation or presentation. Participants will have five minutes to answer questions from the judge. Both members must participate during the interview. Consult the DECA Guide for more specific guidelines.

### **Grievances:**

Please see the “Grievance Report Form” to file a grievance. All grievances must be filed according to the instructions on the form. The form is available on the SCDC registration guide.

## **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.

We anticipate a significant number of state business partners or potential partners to be attending and volunteering at the conference. 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.

### **Onsite Chaperoning:**

Having your students check in with you at least three times per day is vital. Doing room checks and ensuring that students are in at curfew is a requirement. 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.

Let your students know of your whereabouts. Be sure that they are aware of your competition assignments so that they can quickly locate you if a challenge arises. Have your students work together to help each other in case of conflicts and to remind each other of the times and locations for their activities. When you are assisting with an activity, have your students mark their programs as to where you will be located.



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Ask them if they are having a good time. If possible, help them to have a better time. Remember, there is nothing like good positive reports by your group upon returning home. Remind students to thank those who conduct their events. All event staff and judges are volunteers. If you plan to use parent chaperones, let your officers plan a special way to thank them at the conference.

**Travel Arrangements/Attendance:**

For all delegates to have the opportunity to participate in all activities, plan your arrival and departure accordingly. Written Test Session #1 will begin promptly at the time notes on the conference agenda. Important information will be shared during all general sessions and **all participants are required to be present**. Please also ensure that your transportation is scheduled to transport you home AFTER the end of Closing Session.

**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. If you have students with physical challenges or other special needs that make movement or participation in the conference more difficult, 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.

**Standards of Behavior:**

A concern at any student conference is the standard of conduct. DECA is no exception. The state staff has worked hard to let the convention staff know how important their role is in making our conference a success, so the image students and advisors make during this conference is vital. Our members exhibiting a business-like image to the conference staff, guests, and judges, are extremely important.

**Visibility:**

Drop in and check on your students. Performing a "head count" from time to time is important, but be sure to physically see every student during the conference. Ask questions about events and have a conversation with them so you can see how they are doing. With all of this, you will know that your students have been accounted for which helps prevent challenges. Conduct room checks at curfew and ensure that your students stay in their rooms for the night. This does mean that advisors must stay up for a period of time after curfew to ensure that their students are in their rooms and settled in for the night. Meet challenges head-on in a positive manner! Do not let things get out of hand – do your part, tactfully. Ask other advisors for ideas if you are not sure how to handle minor situations.

Student Forms: All advisors are responsible for bringing the Nevada DECA Student Member Release Code for the students attending the conference. It is NOT necessary to bring extra copies to turn in at registration. 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 bring a copy with you to the conference)

**Dress Code/Discipline:**

Please note that casual attire is allowed for all conference activities prior to Opening Session (with the exception of State Officer Candidates. Once Opening Session begins, all conference activities are considered business professional (blazers are optional at SCDC). All else remains the same – no spaghetti straps, no halter tops, no midriff-bearing tops, no tube tops, no hats, no diagonal cut tops, no pajamas/slippers outside of sleeping rooms, and no sweats except to go to the exercise room or exercising – i.e. jogging. Please refer to the Nevada DECA Student/Advisor Participation Forms for the full-dress code outline and discipline procedures.



**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.

**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.



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**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 ATTEND  
DECA STATE CAREER DEVELOPMENT CONFERENCE

The following students from *(Name of High School)* will be attending the Nevada DECA State Career Development Conference in Las Vegas at the Bally's, *(date)*: *(List the students attending 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 attending 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 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)*