

The DEN – School Based Enterprise



To be college and career ready, students need to be able to integrate and apply 21st century skills, as well as core academic and technical knowledge. Career and Technical Education programs are aligned with rigorous industry and academic standards. The State of Washington has incorporated the 21st Century Skills Standards, developed from *Partnership for 21st Century Skills* organization, within the Career and Technical courses. The 21st Century Skills Standards adopted by the State, focus on creativity, critical thinking, communication and collaboration. These standards are essential to preparing students for complex lives and work environments in our global economy.

Everett Public Schools' Career and Technical Education has developed a program to provide opportunities for students to be assessed on the 21st Century Skills State Standards. In the Marketing Pathway, this is accomplished through assessments recommended by the Office of Superintendent of Public Instruction (OSPI). OSPI has cross-walked resources provided by the student organization, DECA, and other recommended assessments. In addition to these resources, students will be assessed in the classroom as well. DECA's **mission statement** is: *DECA prepares emerging leaders and entrepreneurs for careers in marketing, finance, hospitality and management in high schools and colleges around the globe.* DECA's Guiding Principles express how the organization addresses today's students' needs.

Guiding Principles: DECA enhances the preparation for college and careers by providing co-curricular programs that integrate into classroom instruction, applying learning in the context of business, connecting to business and the community and promoting competition. Our student members leverage their DECA experience to become academically prepared, community oriented, professionally responsible, experienced leaders.

The 21st Century Skills Standards, students will be assessed on are grouped into eleven categories. The categories include:

Creativity and Innovation	Flexibility and Adaptability
Critical thinking and Problem Solving	Initiative and Self-direction
Communication and Collaboration	Social and Cross-Cultural Skills
Information Literacy	Productivity and Accountability
Media Literacy	Leadership and Responsibility
Information, Communication and Technology Literacy (ICT)	

The grading scale used for assessing students is as follows:

- 4 = Exceeds Standard
- 3 = Meets Standard
- 2 = Worked toward meeting standard, but did not complete
- 1 = Made an attempt to meet standard, but did minimal work
- 0 = Did not attempt to meet Standard

Each student is responsible for tracking and maintaining their score for the 21st Century Skills Standards for the course. Below is a listing of the Standards for the course and what assessments are available for demonstration of meeting or exceeding the standard throughout the semester. There are multiple opportunities for students to demonstrate their skills. It is up to the student to choose the activities that best fit **their** schedule/needs/interest and to collect the signatures DURING or IMMEDIATELY following the assessment.

The DEN ** LEARNING AND INNOVATION SKILLS **	
Leadership Standard	OSPI Suggested Resources/Activities
Think Creatively 1.A.2 Create new and worthwhile ideas (both incremental and radical concepts)	DECA School-Based Enterprise Area, state, regional and international Conferences Leadership Camp Fall Leadership Conference (FLC) Western Regional Leadership DECA Social Media Challenges Role-Play (Individual or Team Decision Making Events) DECA Activity Committee Chair DECA Officer New Product Assignment
Work Creatively with Others 1.B.1 Develop, implement and communicate new ideas to others effectively	DECA School-Based Enterprise Area, state, regional and international Conferences Leadership Camp Fall Leadership Conference (FLC) Western Regional Leadership DECA Social Media Challenges Role-Play (Individual or Team Decision Making Events) Online Events Stock Market Simulation Virtual Business (Retail, Finance or Sports) Simulation DECA Activity Committee Chair DECA Officer LAP Modules: Unleash Your Oh! Zone New Product Assignment

1.B.4 View failure as an opportunity to learn; understand that creativity and innovation is a long-term, cyclical process of small successes and frequent mistakes	DECA School-Based Enterprise Area, state, regional and international Conferences Leadership Camp Fall Leadership Conference (FLC) Western Regional Leadership DECA Social Media Challenges Role-Play (Individual or Team Decision Making Events) Online Events Stock Market Simulation Virtual Business (Retail, Finance or Sports) Simulation DECA Activity Committee Chair DECA Officer LAP Modules: Unleash Your Oh! Zone	
Reason Effectively 2.A.1 Use various types of reasoning (inductive, deductive, etc.) as appropriate to the situation	Role-Play (Individual or Team Decision Making Events) Online Events Stock Market Simulation Virtual Business (Retail, Finance or Sports) Simulation Area, state, regional and international Conferences Leadership Camp Fall Leadership Conference (FLC) Western Regional Leadership DECA Activity Committee Chair DECA Officer LAP Modules: Record It, Tipping Point, Go Beyond the Sale, Keep them Loyal, Sell Away, Typecasting, What's the Motive? Ropes Course	
Make Judgments and Decisions 2.C.5 Reflect critically on learning experiences and processes	Role-Play (Individual or Team Decision Making Events) Area, state, regional and international Conferences Leadership Camp Fall Leadership Conference (FLC) Western Regional Leadership DECA Activity Committee Chair DECA Officer LAP Module: Give Credit Where Credit is Due, Weigh Your Options, Are you Satisfied, Be Resourceful, Divide and Conquer, Lose,	

	Win, or Draw, Decisions, Decisions, Decisions, Find Features, Boost Benefits Ropes Course
Communicate Clearly 3.A.2 Listen effectively to decipher meaning, including knowledge, values, attitudes and intentions	Role-Play (Individual or Team Decision Making Events) Professional Letter (ex: thank you to guest speaker) Guest Speaker Form DECA Activity Committee Chair DECA Officer LAP Modules: Build your Corporate Brand Before Someone Builds it for You, It's a Brand, Brand, Brand World!, Stand Out Sell Away!, Make it a Win-Win
3.A.5 Communicate effectively in diverse environments (including multi-lingual)	Role-Play (Individual or Team Decision Making Events) DECA Activity Committee Chair DECA Officer LAP Modules: Build your Corporate Brand Before Someone Builds it for You, It's a Brand, Brand, Brand World!, Stand Out Sell Away!, Make it a Win-Win Ropes Course Employee Evaluation
Collaborate with Others 3.B.1 Demonstrate ability to work effectively and respectfully with diverse teams 3.B.2 Exercise flexibility and willingness to be helpful in making necessary compromises to accomplish a common goal 3.B.3 Assume shared responsibility for collaborative work, and value the individual contributions made by each team member	Role-Play (Team Decision Making Events) Online Events Stock Market Simulation Virtual Business (Retail, Finance or Sports) Simulation Area, state, regional and international Conferences Leadership Camp Fall Leadership Conference (FLC) Western Regional Leadership DECA Activity Committee Chair DECA Officer Employee Evaluation

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** INFORMATION, MEDIA AND TECHNOLOGY SKILLS **

Leadership Standard	OSPI Suggested Resources/Activities
Use and Manage Information 4.B.1 Use information accurately and creatively for the issue or problem at hand	Role-Play (Individual or Team Decision Making Events) LAP Modules: Ad- Quipping your Business, Know Your Options, Razzle Dazzle, On the Up and Up, Regulate and Protect, Work Right Keep it Real— In Sales, Get the 411, In the Know Sales Comparison Assignment
Create Media Products 5.B.1 Understand and utilize the most appropriate media creation tools, characteristics and conventions	Role-Play (Individual or Team Decision Making Events) Online Events Stock Market Simulation Virtual Business (Retail, Finance or Sports) Simulation LAP Modules: What's the Big Idea DECA Activity Committee Chair DECA Officer Promotion Assignment
Apply Technology Effectively 6.A.2 Use digital technologies (computers, PDAs, media players, GPS, etc.), communication/networking tools and social networks appropriately to access, manage, integrate, evaluate and create information to successfully function in a knowledge economy 6.A.3 Apply a fundamental understanding of the ethical/legal issues surrounding the access and use of information technologies	DECA School-Based Enterprise Area, state, regional and international Conferences Leadership Camp Fall Leadership Conference (FLC) Western Regional Leadership DECA Social Media Challenges Role-Play (Individual or Team Decision Making Events) Online Events Stock Market Simulation Virtual Business (Retail, Finance or Sports) Simulation Employee Evaluation Performance on the Point of Sale (POS – Register)

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** LIFE AND CAREER SKILLS **

Leadership Standard	OSPI Suggested Resources/Activities
Adapt to Change 7.A.1 Adapt to varied roles, jobs responsibilities, schedules and contexts 7.A.2 Work effectively in a climate of ambiguity and changing priorities	DECA School-Based Enterprise Area, state, regional and international Conferences Leadership Camp Fall Leadership Conference (FLC) Western Regional Leadership Role-Play (Individual or Team Decision Making Events) DECA Activity Committee Chair DECA Officer Employee Evaluation
Be Flexible 7.B.1 Incorporate feedback effectively 7.B.2 Deal positively with praise, setbacks and criticism 7.B.3 Understand, negotiate and balance diverse views and beliefs to reach workable solutions, particularly in multi-cultural environments	DECA Activity Committee Chair DECA Officer Online Events Stock Market Simulation Virtual Business (Retail, Finance or Sports) Simulation Area, state, regional and international Conferences Leadership Camp Fall Leadership Conference (FLC) Western Regional Leadership Employee Evaluation
Manage Goals and Time 8.A.1 Set goals with tangible and intangible success criteria	DECA Activity Committee Chair DECA Officer DECA School-Based Enterprise Area, state, regional and international Conferences Leadership Camp Fall Leadership Conference (FLC) Western Regional Leadership DECA Social Media Challenges Role-Play (Individual or Team Decision Making Events) Online Events Stock Market Simulation Virtual Business (Retail, Finance or Sports) Simulation LAP Module: Go for the Goal, Go For It!, On Your Own, Plan for Success,

	Plan Now, Succeed Later, About Time, Make the Most of It Sales Comparison Assignment
Works Independently 8.B.1 Monitor, define, prioritize and complete tasks without direct oversight	DECA Officer DECA School- Based Enterprise Online Events Stock Market Simulation Virtual Business (Retail, Finance or Sports) Simulation Area, state, regional and international Conferences Leadership Camp Fall Leadership Conference (FLC) Western Regional Leadership Role-Play (Individual or Team Decision Making Events) LAP Modules: Hustle!, Assert Yourself, Assess for Success, Control Yourself Employee Evaluation
Be Self-Directed Learners 8.C.2 Demonstrate initiative to advance skill levels towards a professional level 8.C.4 Reflect critically on past experiences in order to inform future progress	DECA Activity Committee Chair DECA Officer LAP Modules: You've got Personality, Grin and Bear it, High Hopes Employee Evaluation
Interact Effectively with Others 9.A.1 Know when it is appropriate to listen and when to speak 9.A.2 Conduct themselves in a respectable, professional manner	Chapter Activities Program (CAP) 2011-2012 (list throughout the semester; include Program of Work): 1. DECA Introduction to the Organization (BBQ) 2. The Ropes Course 3. Area 2 Minute to Win it 4. JHS DECA Meetings 5. DECA Week 6. 7. 8. 2011-2012 (list throughout the semester; include Program of Work): 1. Entrepreneurship Promotion Project 2. Financial Literacy project 3. Public Relations Project

	4. Learn and Earn Project 5. High School and Beyond 6. Octoberfest 7. Senior Dance 8. Entertainment Books 9. 10. 11. DECA Officer Role-Play (Individual, Team Decision Making Events) LAP Modules: Can you Relate?, Opt for Optimism, Stop the Madness, EQ and You Area, state, regional and international Conferences Leadership Camp Fall Leadership Conference (FLC) Western Regional Leadership Dress Professionally
Produce Results 10.B.1 Demonstrate additional attributes associated with producing high quality products including the abilities to: 10.B.1.a Work positively and ethically 10.B.1.b Manage time and projects effectively 10.B.1.c Multi-task 10.B.1.d Participate actively, as well as be reliable and punctual 10.B.1.e Present oneself professionally and with proper etiquette 10.B.1.f Collaborate and cooperate effectively with teams 10.B.1.g Respect and appreciate team diversity 10.B.1.h Be accountable for results	Chapter Activities Program (CAP) 2011-2012 (list throughout the semester; include Program of Work): 1. DECA Introduction to the Organization (BBQ) 2. The Ropes Course 3. Area 2 Minute to Win it 4. JHS DECA Meetings 5. DECA Week 6. 7. 8. 9. 10. 2011-2012 (list throughout the semester; include Program of Work): 1. Entrepreneurship Promotion Project 2. Financial Literacy project 3. Public Relations Project 4. Learn and Earn Project 5. High School and Beyond 6. Octoberfest

	7. Senior Dance 8. Entertainment Books 9. 10. 11. DECA Officer Role-Play (Individual, Team Decision Making Events) Activity Committee Chair Area, state, regional and international Conferences Leadership Camp Fall Leadership Conference (FLC) Western Regional Leadership LAP Modules: Plan for Success, Plan Now, Succeed Later Dress Professionally
Guide and Lead Others 11.A.1 Use interpersonal and problem-solving skills to influence and guide others toward a goal 11.A.2 Leverage strengths of others to accomplish a common goal 11.A.3 Inspire others to reach their very best via example and selflessness 11.A.4 Demonstrate integrity and ethical behavior in using influence and power	DECA Activity Committee Chair DECA Officer Online Events Stock Market Simulation Virtual Business (Retail, Finance or Sports) Simulation Area, state, regional and international Conferences Leadership Camp Fall Leadership Conference (FLC) Western Regional Leadership LAP Modules: Work Right, Manage This!, Lead the Way, Vision Quest, Take the Lead Employee Evaluation
Be Responsible to Others 11.B.1 Act responsibly with the interests of the larger community in mind	DECA Officer DECA Activity Committee Chair Chapter Activities Program (CAP) 2011-2012 (list throughout the semester; include Program of Work): 1. DECA Introduction to the Organization (BBQ) 2. The Ropes Course 3. Area 2 Minute to Win it 4. JHS DECA Meetings 5. DECA Week

	6. 7. 8. 9. 10. 2011-2012 (list throughout the semester; include Program of Work): 1. Entrepreneurship Promotion Project 2. Financial Literacy project 3. Public Relations Project 4. Learn and Earn Project 5. High School and Beyond 6. Oktoberfest 7. Senior Dance 8. Entertainment Books 9. 10. 11.
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Descriptions

Role-Play (Individual or Team): Role-play's measure students' proficiency in those skills identified by occupational practitioners as essential to success in a given occupation. The skills evaluated are selected from a list of performance indicators validated by industry representatives. Participants in these competitive events are not informed in advance of the performance indicators to be evaluated. Examples of industry area students can choose from include Accounting, Food Marketing and Human Resources. There are both individual and team role-plays. DECA's industry-validated competitive events are aligned with the National Curriculum Standards in the career clusters of marketing, business management and administration, finance, and hospitality and tourism. DECA's flagship evaluation process involves students in both a written component such as an exam or report and an interactive component with an industry professional serving as a judge. DECA's competitive events directly contribute to every student being college and career ready when they graduate from high school.

Job Shadow: Complete a minimum of 4 hours job shadowing a professional at their place of business. During visit, learn about the career's daily activities are, education level required, average beginning salary, career outlook and general information about the industry.

DECA Social Media Challenges: These are determined and changed on a yearly basis. Please see the Washington/National website for details.
 21st Century Skills – Marketing (DECA)

Online Events: There are two types of Online Events. The first is the Stock Market Simulation and the second is the Virtual Business Simulation. Students must register by the deadline and receive approval from their teacher to begin. There are three categories to choose from in the VBS to compete and be assessed. The categories are retail, financial and sports. The description of each, are found on the National website. These are all Virtual Business simulations. Students will complete a number of lessons completing activities to determine how well they understand the concepts.

Activity Committee Chair: This is someone who is the Chair for a DECA Chapter Activity and must complete the Activity checklist to use as an assessment. The Activity checklist will be provided to the student once approval has been given for the activity.

DECA Officer: Students who hold an Office position in DECA can be assessed on a variety of Skills Standards. These will be discussed with the teacher throughout the year to determine what Skills Standards can be assessed using the Officers work. This assessment must be pre-approved by the teacher and a contract signed based on the specific Office held.

Ropes Course: Students will be offered an opportunity to participate in a field trip to the Waterhouse Ropes Course. Throughout the day students will be assessed on multiple skills using activities created to challenge individuals, partners and teams.

Career Exploration via DECA: The various field trips focus on career interests, such as Sports and Entertainment, Fashion and Finance.

Speaker Form: A Speaker Form will be provided prior to a Speaker visiting the classroom. You will complete the pre-presentation information prior to Speaker's visit. Upon the conclusion of the Speaker's presentation, you will complete the post-presentation portion of the form and submit within two days of the presentation.

Professional Letter: A professional letter uses the professional format and includes a minimum of three paragraphs, written with a purpose and appropriate professional language, similar to what is utilized in a professional setting.

Chapter Activities (CAP): Students may choose from a list of activities developed through the JHS DECA Program of Work. The Program of Work is developed by the teachers/Advisor and the DECA Officer Team. The activities/community service/projects listed in the Program of Work can be selected to complete various Skills Standards. The Program of Work is a working document and changes each year, as well as changes throughout the year. Please see the current Program of Work for selection of activities of interest to select for assessment. The teacher will also recommend activities for assessment as they become available.

Dress Professionally: National DECA has a strict dress code with recommendations on what is acceptable professional attire. Students will have a variety of opportunities to demonstrate their knowledge and understanding of this skill.

LAP's: Leadership Attitude Performance (LAP), are modules students complete that were developed by the Marketing and Business Research Institute. Each module supports and provides instruction for an industry-validated performance indicator or competency, and focuses on developing leadership skills, positive career-oriented attitude, and both technical and academic performance.

21st Century Skills – Marketing (DECA)

DECA Community Service: Activities provide students with goal setting, cooperative networking, and leadership. In addition, students will participate in promotion, social responsibility and communication with the community, area businesses and organizations.

Leadership Camp: The LC will include students participating in designing a Program of Work, team building, goal setting and communication activities.

Fall Leadership Conference (FLC): Attending and participating in this conference provides students with workshops and sessions about networking, entrepreneurship, leadership and areas specific to their career interests, such as hospitality, fashion, business services and sales.

Western Regional Leadership Conference (WRLC): Attending this conference students will experience nationally recognized speakers and trainers, and participate in powerful workshops, and inspiring business tours. They will attend a specialized series of workshops called DECA University with majors in: finance and investing, marketing, sports marketing, entrepreneurship, leadership, and technology.