

# The DEN – School Based Enterprise



To be college and career ready, students need to be able to integrate and apply 21<sup>st</sup> 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 21<sup>st</sup> Century Skills Standards, developed from *Partnership for 21<sup>st</sup> Century Skills* organization, within the Career and Technical courses. The 21<sup>st</sup> 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 21<sup>st</sup> 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 21<sup>st</sup> 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 21<sup>st</sup> 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.

<p style="text-align: center;"><b>The DEN</b></p> <p style="text-align: center;"><b>** LEARNING AND INNOVATION SKILLS **</b></p>	
<b>Leadership Standard</b>	<b>OSPI Suggested Resources/Activities</b>
<b>Think Creatively</b> 1.A.2 Create new and worthwhile ideas (both incremental and radical concepts)	DECA's Merit Awards Program (MAP) DECA School-Based Enterprise Business Research Events Business Services, Buying and Merchandising, Finance, Hospitality and Tourism, Sports and Entertainment Chapter Team Events Community Service Project, Creative Marketing Project, Entrepreneurship Promotion Project, Financial Literacy Project, Learn and Earn Project, Public Relations Project Business Management and Entrepreneurship Events Entrepreneurship Written, International Business Plan, Entrepreneurship Participating Marketing Representative Events: Ad Campaign, Fashion Promotion Plan, Sports and Entertainment Promotion Plan Area, state, regional and international Conferences Leadership Camp, Fall Leadership Conference (FLC), Western Regional Leadership, Innovations and Entrepreneurship Conference, New York Experience Conference, Sports and Entertainment Marketing Conference, Leadership Development Academy Student Management Institute. Western Region Officer Training Camp/Student Leadership Institute DECA Social Media Challenges

	Role-Play (Individual or Team Decision Making Events) DECA Activity Committee DECA Officer	
<b>Work Creatively with Others</b> 1.B.1 Develop, implement and communicate new ideas to others effectively 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	Chapter Activities Program (CAP) DECA School-Based Enterprise Business Operations Research Events Business Services, Buying and Merchandising, Finance, Hospitality and Tourism, Sports and Entertainment Chapter Team Events Community Service Project, Creative Marketing Project, Entrepreneurship Promotion Project, Financial Literacy Project, Learn and Earn Project, Public Relations Project Business Management and Entrepreneurship Events Entrepreneurship Written, International Business Plan, Entrepreneurship Participating Marketing Representative Events: Ad Campaign, Fashion Promotion Plan, Sports and Entertainment Promotion Plan Area, state, regional and international Conferences Leadership Camp, Fall Leadership Conference (FLC), Western Regional Leadership, Innovations and Entrepreneurship Conference, New York Experience Conference, Sports and Entertainment Marketing Conference, Leadership Development Academy, Student Management Institute, Western Region Officer Training Camp/Student Leadership Institute DECA Social Media Challenges Role-Play (Individual or Team Decision Making Events) Online Events Stock Market Simulation Virtual Business (retail and Sports) Simulation DECA Activity Committee DECA Officer LAP Modules: Unleash Your Oh! Zone	
<b>Reason Effectively</b> 2.A.1 Use various types of reasoning (inductive, deductive, etc.) as appropriate to the situation	DECA's Merit Awards Program (MAP) Role-Play (Individual or Team Decision Making Events) Business Operations Research Events	

	<p>Business Services, Buying and Merchandising, Finance, Hospitality and Tourism, Sports and Entertainment</p> <p>Chapter Team Events</p> <p>Community Service Project, Creative Marketing Project, Entrepreneurship Promotion Project, Financial Literacy Project, Learn and Earn Project, Public Relations Project</p> <p>Business Management and Entrepreneurship Events</p> <p>Entrepreneurship Written, International Business Plan, Entrepreneurship Participating</p> <p>Marketing Representative Events:</p> <p>Ad Campaign, Fashion Promotion Plan, Sports and Entertainment Promotion Plan</p> <p>Online Event</p> <p>Area, state, regional and international Conferences</p> <p>Leadership Camp, Fall Leadership Conference (FLC), Western Regional Leadership, Leadership Development Academy, Student Management Institute, Western Region Officer Training Camp/Student Leadership Institute</p> <p>DECA Activity Committee</p> <p>DECA Officer</p> <p>LAP Modules:</p> <p>Record It, Tipping Point, Go Beyond the Sale, Keep them Loyal, Sell Away, Typecasting, What's the Motive?</p>
<p><b>Use Systems Thinking</b></p> <p>2.B.1 Analyze how parts of a whole interact with each other to produce overall outcomes in complex systems</p>	<p>Chapter Activities Program (CAP)</p> <p>Role-Play (Principles of Business Administration Events)</p> <p>Business Operations Research Events</p> <p>Business Services, Buying and Merchandising, Finance, Hospitality and Tourism, Sports and Entertainment</p> <p>Business Management and Entrepreneurship Events</p> <p>Entrepreneurship Written, International Business Plan, Entrepreneurship Participating</p> <p>Marketing Representative Events:</p> <p>Ad Campaign, Fashion Promotion Plan, Sports and Entertainment Promotion Plan</p> <p>Area, state, regional and international Conferences</p> <p>Leadership Camp, Fall Leadership Conference (FLC), Western Regional Leadership, Leadership Development</p>

	<p>Academy, Student Management Institute, Western Region Officer Training Camp/Student Leadership Institute Piper Jaffray Marketing Research Project DECA Activity Committee DECA Officer LAP Modules:</p> <p>Buck Busters, Count the Cash, Watch your Bottom Line, Business Connections, Get the Goods, Have it Your Way Channel It, Chart Your Channels, Boom Or Bust, Make the Most of It, Get United, It's the Law, Measure Up, People Power, Stretch Your Boundries, Strictly Business, When More is Less, Who's the Boss, Watch your Bottom Line, Smooth Operations</p>
<p><b>Make Judgments and Decisions</b> 2.C.5 Reflect critically on learning experiences and processes</p>	<p>DECA's Merit Awards Program (MAP) Role-Play (Individual, Team Decision Making Events and Principles of Business Administration Events) Business Operations Research Events Business Services, Buying and Merchandising, Finance, Hospitality and Tourism, Sports and Entertainment Business Management and Entrepreneurship Events Entrepreneurship Written, International Business Plan, Entrepreneurship Participating Marketing Representative Events: Ad Campaign, Fashion Promotion Plan, Sports and Entertainment Promotion Plan Area, state, regional and international Conferences Leadership Camp, Fall Leadership Conference (FLC), Western Regional Leadership, Leadership Development Academy, Student Management, Institute, Western Region Officer Training Camp/Student Leadership Institute DECA Activity Committee DECA Officer LAP Module:</p> <p>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</p>

<p><b>Solve Problems</b></p> <p>2.D.1 Solve different kinds of non-familiar problems in both conventional and innovative ways</p> <p>2.D.2 Identify and ask significant questions that clarify various points of view and lead to better solutions</p>	<p>Role-Play (Individual, Team Decision Making Events and Principles of Business Administration Events)</p> <p>Business Operations Research Events</p> <p>Business Services, Buying and Merchandising, Finance, Hospitality and Tourism, Sports and Entertainment</p> <p>Chapter Team Events</p> <p>Community Service Project, Creative Marketing Project, Entrepreneurship Promotion Project, Financial Literacy Project, Learn and Earn Project, Public Relations Project</p> <p>Business Management and Entrepreneurship Events</p> <p>Entrepreneurship Written, International Business Plan, Entrepreneurship Participating</p> <p>Marketing Representative Events:</p> <p>Ad Campaign, Fashion Promotion Plan, Sports and Entertainment Promotion Plan</p> <p>Area, state, regional and international Conferences</p> <p>Leadership Camp, Fall Leadership Conference (FLC), Western Regional Leadership, Leadership Development Academy, Student Management Institute, Western Region Officer Training Camp/Student Leadership Institute</p> <p>DECA Activity Committee</p> <p>DECA Officer</p> <p>LAP Modules:</p> <p>Accentuate the Positive, Customer Service Supersized, Typecasting, Promises, Promises, Know When to Hold Em Making Mad Glad, No Problem, Weigh your Options, Lead! Gotta Problem?, What's the Problem?</p>
<p><b>Communicate Clearly</b></p> <p>3.A.2 Listen effectively to decipher meaning, including knowledge, values, attitudes and intentions</p> <p>3.A.5 Communicate effectively in diverse environments (including multi-lingual)</p>	<p>DECA's Merit Awards Program (MAP)</p> <p>Role-Play (Individual, Team Decision Making Events and Principles of Business Administration Events)</p> <p>Business Operations Research Events</p> <p>Business Services, Buying and Merchandising, Finance, Hospitality and Tourism, Sports and Entertainment</p> <p>Professional letter (ex: thank you to guest speaker)</p> <p>DECA Activity Committee</p> <p>DECA Officer LAP Modules:</p> <p>Build your Corporate Brand Before Someone Builds it for</p>

	You, It's a Brand, Brand, Brand World!, Stand Out Sell Away!, Make it a Win-Win
<b>Collaborate with Others</b> 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) Business Operations Research Events Business Services, Buying and Merchandising, Finance, Hospitality and Tourism, Sports and Entertainment Chapter Team Events Community Service Project, Creative Marketing Project, Entrepreneurship Promotion Project, Financial Literacy Project, Learn and Earn Project, Public Relations Project Business Management and Entrepreneurship Events Entrepreneurship Written, International Business Plan, Entrepreneurship Participating Marketing Representative Events: Ad Campaign, Fashion Promotion Plan, Sports and Entertainment Promotion Plan Online Events Area, state, regional and international Conferences Leadership Camp, Fall Leadership Conference (FLC), Western Regional Leadership, Leadership Development Academy, Student Management Institute, Western Region Officer Training Camp/Student Leadership Institute DECA Activity Committee DECA Officer

<div style="text-align: center;"> <b>The DEN</b>  <b>** INFORMATION, MEDIA AND TECHNOLOGY SKILLS **</b> </div>	
Leadership Standard	OSPI Suggested Resources/Activities
<b>Use and Manage Information</b> 4.B.1 Use information accurately and creatively for the issue or problem at hand 4.B.3 Apply a fundamental understanding of the ethical/legal issues	Role-Play (Individual, Team Decision Making Events, Principles of Business Administration Event) Business Operations Research Events Business Services, Buying and Merchandising, Finance,

surrounding the access and use of information	Hospitality and Tourism, Sports and Entertainment Business Management and Entrepreneurship Events Entrepreneurship Written, International Business Plan, Entrepreneurship Participating Marketing Representative Events: Ad Campaign, Fashion Promotion Plan, Sports and Entertainment Promotion Plan 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
<b>Create Media Products</b> 5.B.1 Understand and utilize the most appropriate media creation tools, characteristics and conventions	Role-Play (Individual, Team Decision Making Events, Principles of Business Administration Event) Business Operations Research Events Business Services, Buying and Merchandising, Finance, Hospitality and Tourism, Sports and Entertainment Business Management and Entrepreneurship Events Entrepreneurship Written, International Business Plan, Entrepreneurship Participating Marketing Representative Events: Ad Campaign, Fashion Promotion Plan, Sports and Entertainment Promotion Plan Online Events LAP Modules: What's the Big Idea DECA Activity Committee DECA Officer
<b>Apply Technology Effectively</b> 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	Chapter Activities Program (CAP) DECA's Merit Awards Program (MAP) DECA School-Based Enterprise Business Operations Research Events Business Services, Buying and Merchandising, Finance, Hospitality and Tourism, Sports and Entertainment Chapter Team Events Community Service Project, Creative Marketing Project, Entrepreneurship Promotion Project, Financial Literacy Project, Learn and Earn Project, Public Relations Project



	<p>Business Management and Entrepreneurship Events  Entrepreneurship Written, International Business Plan,  Entrepreneurship Participating</p> <p>Marketing Representative Events:  Ad Campaign, Fashion Promotion Plan, Sports and  Entertainment Promotion Plan</p> <p>Area, state, regional and international Conferences  Leadership Camp, Fall Leadership Conference (FLC),  Western Regional Leadership, Innovations and  Entrepreneurship Conference, New York Experience  Conference, Sports and Entertainment Marketing  Conference, Leadership Development Academy, Student  Management Institute, Western Region Officer Training  Camp/Student Leadership Institute</p> <p>DECA Social Media Challenges  Role-Play (Individual, Team Decision Making Events, Principles of  Business Administration Event)</p> <p>Online Events  Stock Market Simulation  Virtual Business (retail and Sports) Simulation</p>
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<p style="text-align: center;"><b>The DEN</b></p> <p style="text-align: center;"><b>** LIFE AND CAREER SKILLS **</b></p>	
<b>Leadership Standard</b>	<b>OSPI Suggested Resources/Activities</b>
<p><b>Adapt to Change</b></p> <p>7.A.1 Adapt to varied roles, jobs responsibilities, schedules and contexts</p> <p>7.A.2 Work effectively in a climate of ambiguity and changing priorities</p>	<p>Chapter Activities Program (CAP)  DECA's Merit Awards Program (MAP)  DECA School-Based Enterprise  Business Operations Research Events  Business Services, Buying and Merchandising, Finance,  Hospitality and Tourism, Sports and Entertainment</p> <p>Chapter Team Events  Community Service Project, Creative Marketing Project,  Entrepreneurship Promotion Project, Financial Literacy  Project, Learn and Earn Project, Public Relations Project</p> <p>Area, state, regional and international conferences</p>

	<p>Leadership Development Academy, Student Management Institute, Western Region Officer Training Camp/Student Leadership Institute</p> <p>Role-Play (Individual, Team Decision Making Events, Principles of Business Administration Event)</p> <p>DECA Activity Committee</p> <p>DECA Officer</p>
<p><b>Be Flexible</b></p> <p>7.B.1 Incorporate feedback effectively</p> <p>7.B.2 Deal positively with praise, setbacks and criticism</p> <p>7.B.3 Understand, negotiate and balance diverse views and beliefs to reach workable solutions, particularly in multi-cultural environments</p>	<p>DECA Activity Committee</p> <p>DECA Officer</p> <p>DECA's Merit Awards Program (MAP)</p> <p>Online Events</p> <p>Stock Market Simulation</p> <p>Virtual Business (retail and Sports) Simulation</p> <p>Area, state, regional and international Conferences</p> <p>Leadership Camp, Fall Leadership Conference (FLC), Western Regional Leadership, Innovations and Entrepreneurship Conference, New York Experience Conference, Sports and Entertainment Marketing Conference, Leadership Development Academy, Student Management Institute, Western Region Officer Training Camp/Student Leadership Institute</p> <p>Business Operations Research Events</p> <p>Business Services, Buying and Merchandising, Finance, Hospitality and Tourism, Sports and Entertainment</p> <p>Marketing Representative Events:</p> <p>Ad Campaign, Fashion Promotion Plan, Sports and Entertainment Promotion Plan</p> <p>Professional Selling Event</p> <p>DECA Global Entrepreneurship Week</p>
<p><b>Manage Goals and Time</b></p> <p>8.A.1 Set goals with tangible and intangible success criteria</p>	<p>DECA Activity Committee</p> <p>DECA Officer</p> <p>Chapter Activities Program (CAP)</p> <p>DECA's Merit Awards Program (MAP)</p> <p>DECA School-Based Enterprise</p> <p>Business Operations Research Events</p> <p>Business Services, Buying and Merchandising, Finance, Hospitality and Tourism, Sports and Entertainment</p>

	<p>Chapter Team Events</p> <p>Community Service Project, Creative Marketing Project, Entrepreneurship Promotion Project, Financial Literacy Project, Learn and Earn Project, Public Relations Project</p> <p>Business Management and Entrepreneurship Events</p> <p>Entrepreneurship Written, International Business Plan, Entrepreneurship Participating</p> <p>Marketing Representative Events:</p> <p>Ad Campaign, Fashion Promotion Plan, Sports and Entertainment Promotion Plan</p> <p>Area, state, regional and international Conferences</p> <p>Leadership Camp, Fall Leadership Conference (FLC), Western Regional Leadership, Innovations and Entrepreneurship Conference, New York Experience Conference, Sports and Entertainment Marketing Conference, Leadership Development Academy, Student Management Institute, Western Region Officer Training Camp/Student Leadership Institute</p> <p>DECA Social Media Challenges</p> <p>Role-Play (Individual, Team Decision Making Events, Principles of Business Administration Event)</p> <p>Online Events</p> <p>Stock Market Simulation</p> <p>Virtual Business (retail and Sports) Simulation</p> <p>LAP Module:</p> <p>Go for the Goal, Go For It!, On Your Own, Plan for Success, Plan Now, Succeed Later, About Time, Make the Most of It</p>
<p><b>Works Independently</b></p> <p>8.B.1 Monitor, define, prioritize and complete tasks without direct oversight</p>	<p>DECA Officer</p> <p>DECA's Merit Awards Program (MAP)</p> <p>DECA School- Based Enterprise</p> <p>Virtual Business Challenge</p> <p>Area, state, regional and international Conferences</p> <p>Leadership Camp, Fall Leadership Conference (FLC), Western Regional Leadership, Innovations and Entrepreneurship Conference, New York Experience Conference, Sports and Entertainment Marketing Conference, Leadership Development Academy, Student</p>

	<p>Management Institute, Western Region Officer Training Camp/Student Leadership Institute Role-Play (Individual Decision Making Events) Business Operations Research Events Business Services, Buying and Merchandising, Finance, Hospitality and Tourism, Sports and Entertainment LAP Modules: Hustle!, Assert Yourself, Assess for Success, Control Yourself</p>
<p><b>Be Self-Directed Learners</b> 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</p>	<p>DECA Activity Committee DECA Officer Business Operations Research Events Business Services, Buying and Merchandising, Finance, Hospitality and Tourism, Sports and Entertainment Business Management and Entrepreneurship Events Entrepreneurship Written, International Business Plan, Entrepreneurship Participating Marketing Representative Events: Ad Campaign, Fashion Promotion Plan, Sports and Entertainment Promotion Plan LAP Modules: You've got Personality, Grin and Bear it, High Hopes</p>
<p><b>Interact Effectively with Others</b> 9.A.1 Know when it is appropriate to listen and when to speak 9.A.2 Conduct themselves in a respectable, professional manner</p>	<p>Chapter Activities Program (CAP) DECA Activity Committee DECA Officer Role-Play (Individual, Team Decision Making Events, Principles of Business Administration Event) Business Operations Research Events Business Services, Buying and Merchandising, Finance, Hospitality and Tourism, Sports and Entertainment Chapter Team Events Community Service Project, Creative Marketing Project, Entrepreneurship Promotion Project, Financial Literacy Project, Learn and Earn Project, Public Relations Project Business Management and Entrepreneurship Events Entrepreneurship Written, International Business Plan, Entrepreneurship Participating Marketing Representative Events:</p>

	<p>Ad Campaign, Fashion Promotion Plan, Sports and Entertainment Promotion Plan</p> <p>Online Events</p> <p>Stock Market Simulation</p> <p>Virtual Business (retail and Sports) Simulation</p> <p>LAP Modules:</p> <p>Can you Relate?, Opt for Optimism, Stop the Madness, EQ and You</p> <p>Area, state, regional and international Conferences</p> <p>Leadership Camp, Fall Leadership Conference (FLC), Western Regional Leadership, Innovations and Entrepreneurship Conference, New York Experience Conference, Sports and Entertainment Marketing Conference, Leadership Development Academy, Student Management Institute, Western Region Officer Training Camp/Student Leadership Institute</p>
<p><b>Produce Results</b></p> <p>10.B.1 Demonstrate additional attributes associated with producing high quality products including the abilities to:</p> <p>10.B.1.a Work positively and ethically</p> <p>10.B.1.b Manage time and projects effectively</p> <p>10.B.1.c Multi-task</p> <p>10.B.1.d Participate actively, as well as be reliable and punctual</p> <p>10.B.1.e Present oneself professionally and with proper etiquette</p> <p>10.B.1.f Collaborate and cooperate effectively with teams</p> <p>10.B.1.g Respect and appreciate team diversity</p> <p>10.B.1.h Be accountable for results</p>	<p>DECA's Merit Awards Program (MAP)</p> <p>DECA Activity Committee</p> <p>DECA Officer</p> <p>Role-Play (Individual, Team Decision Making Events, Principles of Business Administration Event)</p> <p>Business Operations Research Events</p> <p>Business Services, Buying and Merchandising, Finance, Hospitality and Tourism, Sports and Entertainment</p> <p>Chapter Team Events</p> <p>Community Service Project, Creative Marketing Project, Entrepreneurship Promotion Project, Financial Literacy Project, Learn and Earn Project, Public Relations Project</p> <p>Business Management and Entrepreneurship Events</p> <p>Entrepreneurship Written, International Business Plan, Entrepreneurship Participating</p> <p>Marketing Representative Events:</p> <p>Ad Campaign, Fashion Promotion Plan, Sports and Entertainment Promotion Plan</p> <p>Online Events</p> <p>Stock Market Simulation</p> <p>Virtual Business (retail and Sports) Simulation</p>

	<p>Area, state, regional and international Conferences  Leadership Camp, Fall Leadership Conference (FLC),  Western Regional Leadership, Innovations and  Entrepreneurship Conference, New York Experience  Conference, Sports and Entertainment Marketing  Conference, Leadership Development Academy, Student  Management Institute, Western Region Officer Training  Camp/Student Leadership Institute</p> <p>LAP Modules:  Plan for Success, Plan Now, Succeed Later</p> <p>Dress Professionally/DECA Days</p>
<p><b>Guide and Lead Others</b></p> <p>11.A.1 Use interpersonal and problem-solving skills to influence and guide others toward a goal</p> <p>11.A.2 Leverage strengths of others to accomplish a common goal</p> <p>11.A.3 Inspire others to reach their very best via example and selflessness</p> <p>11.A.4 Demonstrate integrity and ethical behavior in using influence and power</p>	<p>DECA Activity Committee</p> <p>DECA Officer</p> <p>Business Operations Research Events  Business Services, Buying and Merchandising, Finance,  Hospitality and Tourism, Sports and Entertainment</p> <p>Chapter Team Events  Community Service Project, Creative Marketing Project,  Entrepreneurship Promotion Project, Financial Literacy  Project, Learn and Earn Project, Public Relations Project</p> <p>Business Management and Entrepreneurship Events  Entrepreneurship Written, International Business Plan,  Entrepreneurship Participating</p> <p>Marketing Representative Events:  Ad Campaign, Fashion Promotion Plan, Sports and  Entertainment Promotion Plan</p> <p>Online Events  Stock Market Simulation  Virtual Business (retail and Sports) Simulation</p> <p>Area, state, regional and international Conferences  Leadership Camp, Fall Leadership Conference (FLC),  Western Regional Leadership, Innovations and  Entrepreneurship Conference, New York Experience  Conference, Sports and Entertainment Marketing  Conference, Leadership Development Academy, Student  Management Institute, Western Region Officer Training  Camp/Student Leadership Institute</p>

	LAP Modules: Work Right, Manage This!, Lead the Way, Vision Quest, Take the Lead
<b>Be Responsible to Others</b> 11.B.1 Act responsibly with the interests of the larger community in mind	DECA's Merit Awards Program (MAP) DECA Activity Committee DECA Officer Business Operations Research Events Business Services, Buying and Merchandising, Finance, Hospitality and Tourism, Sports and Entertainment Chapter Team Events Community Service Project, Creative Marketing Project, Entrepreneurship Promotion Project, Financial Literacy Project, Learn and Earn Project, Public Relations Project Business Management and Entrepreneurship Events Entrepreneurship Written, International Business Plan, Entrepreneurship Participating Marketing Representative Events: Ad Campaign, Fashion Promotion Plan, Sports and Entertainment Promotion Plan

## **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.

**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.

**The MAZE:** This activity a team activity and is completed as an entire class and/or chapter. The students will need to complete a task communicating without words as a team/class/chapter, including all individuals.

**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.

**The Sales Video:** The Sales Video is an assessment utilized in the Sales Unit. Students will meet multiple criteria selling a product to a customer and record their sale on video. Some Skills Standards can also be assessed using this project.

**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.

**Manual:** “Manuals” are a two-part assessment. There is a written piece and a presentation piece. The written consists of a document anywhere from 20-100+ pages. The presentation includes a 15-minute presentation with visual aids. These are completed by 1-3 students. 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.

**International Economic Summit Simulation (IES):** The IES program is a world trade simulation for high school students, which assesses students on fundamental economic concepts within the context of international trade. Utilizing the experience-based learning model, the IES program challenges high school students to think critically about the benefits and costs of trade and to explore the multifaceted process of globalization. Students work in teams as economic advisors to an assigned country, researching the social, political, and economic conditions in order to create a strategic plan to improve living standards for their population. The program culminates in a Mini Summit event. At the Mini Summit, students implement their plans through a host of activities such as alliance negotiations, trade issue debates, flag and concept quizzes, and an energizing trade session.

**Add component to presentation:** When presenting, add a component that is not required and effectively adds to your presentation

**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.

21<sup>st</sup> Century Skills – Marketing (DECA)

