



Information Resource Manual

2024-2025

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This "Information Resource Manual" is designed to provide an overview of essential information relating to Missouri DECA. Additional information regarding many of the topics addressed can be obtained through supplemental resources such as the international (www.deca.org) and state association (missourideca.com) websites, the annual "DECA Guide," and the "Missouri DECA Policy Manual." For more information, consult the Missouri DECA State Advisor.

General Information

DECA Descriptor

DECA prepares emerging leaders and entrepreneurs for careers in marketing, finance, hospitality and management in high schools and colleges around the globe.

DECA enhances the co-curricular education of members through a comprehensive learning program that integrates into classroom instruction, applies learning, connects to business and promotes competition.

DECA's activities assist in the development of academically prepared, community oriented, professionally responsible, experienced leaders.

DECA Inc. is a 501(c)(3) not-for-profit student organization with more than 200,000 members in all 50 U.S. states, the District of Columbia, Canada, China, Germany, Guam, Hong Kong, Korea, Mexico and Puerto Rico. The United States Congress, The United States Department of Education and state, district and international departments of education authorize DECA's programs.

Formation of National DECA

The first interstate conference occurred in Memphis, Tennessee, in 1947 where the first national officer team was elected.

National Headquarters

Located in Reston, Virginia – Opened in 1976 Missouri DECA contributed \$10,000 to the opening of the headquarters and was recognized with a Missouri Room.

Charter States

Missouri was one of 17 states which adopted the National constitution and the official name in 1948.

National Membership

More than 200,000 members in all 50 U.S. states, the District of Columbia, Canada, China, Germany, Guam, Hong Kong, Korea, Mexico and Puerto Rico.

Missouri DECA Eligibility

Students must be currently enrolled in a marketing or cooperative education course in order to hold membership in DECA. In addition, students enrolled in other courses taught by a certified marketing teacher currently teaching at least one approved marketing course and serving as a DECA advisor also are eligible for DECA membership. The course content must align with a state-approved DECA competitive event for the student to be eligible for membership. Year long or semester course enrollment satisfies concurrent enrollment.

Advisors

Adults charged with the responsibilities for giving guidance to the chapter and state associations.

Delegates

The term which refers to any DECA member, including advisors, attending DECA approved activities.

Organizational Structure

DECA Incorporated

The legal identity of the adult group responsible for DECA.

Chapter Level

- Marketing Education students and Cooperative Education students make up the school chapter of DECA (not referred to as a “club”).
- Chapters elect student officers for local leadership positions.
- Chapter members participate in school and community-based projects.

State Association Level

- Chapter members join the State Association of DECA.
- Representatives of local chapters (students and advisors) provide recommendations for the State Association of DECA.

- Chapter members run for state office at an annual election conference. State Officers provide leadership for the organization.
- One or more designated individuals serve as the State Advisor(s) of the Missouri Association of DECA. They provide leadership and coordination of state-level activities and programs.
- Six local chapter advisors comprise the Missouri DECA Board of Directors.
- Outstanding chapter members represent their chapters in state-sponsored activities, competitive events, and leadership/career development events.

Regional Association Level

- State and Provincial Associations comprise four regions: Western, Central, Southern, North Atlantic.
- Each region has 13 or more State/Provincial Associations.
- Missouri is one of 14 associations in the Central Region.
- The other associations in the Central Region include Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan, Minnesota, Nebraska, North Dakota, Ohio, South Dakota, Wisconsin and Manitoba, Canada.
- The State Advisors from each Central Region association comprise the Central Region Board of Governors.

International Association Level

- Local chapter and state association members join National DECA.
- Representatives of State Associations provide recommendations regarding National DECA activities.
- DECA Inc. Board of Directors: Members are elected from DECA Inc. for a three-year term of office. The Board sets policies and guidelines and adopts a long-range plan for DECA's development and growth.
- Executive Director of DECA Inc, Frank Peterson receives direction from the Board of Directors.
- All other national staff are employed by and responsible to the Executive Director.
- Outstanding state members represent their State Association At the annual International DECA Career Development Conference.
- National officers, elected by voting delegates from the State Associations, serve as the elected student leaders of National DECA.

Divisions of DECA

High School Division

The largest division of DECA; membership is available to high school students enrolled in Marketing and Cooperative Education classes.

Collegiate Division

Division offering membership to students enrolled in post-secondary institutions studying marketing, management, and related business fields. This division offers members the opportunity to develop personally and professionally through chapter activities, individual projects, and a competitive events program.

Alumni Division

Support division to provide a means by which Marketing Education students can maintain an association with DECA; encourage support for DECA on the local, state and/or national level; and promote the purposes of DECA.

Professional Division

A support division established to provide teachers of Marketing and Cooperative Education, businesspersons, parents, and administrators a means of membership in DECA.

Congressional Advisory Board - CAB The CAB consists of Congress members who are supportive of DECA.

National Advisory Board - NAB DECA's National Advisory Board includes representatives from more than 60 corporations, foundations and associations. NAB members provide financial resources, advocacy and a network of professionals to support DECA activities at all levels. NAB members serve in an advisory capacity to DECA Inc. The NAB chairperson serves on the DECA Inc. Board of Directors.

National Officers Both the High School and Collegiate Division are represented by elected national officers. Offices available are President and four vice president positions representing a region including the Western, Central, Southern, and North Atlantic.

2024-25 National Officers

Sarah Sonny, High School Division President
Fatimah Naraghi, Central Region Vice President
Suraj Patel, North Atlantic Vice President
Amelia Greathouse, Southern Region Vice President
Natalya Ocana, Western Region Vice President.

DECA Brand

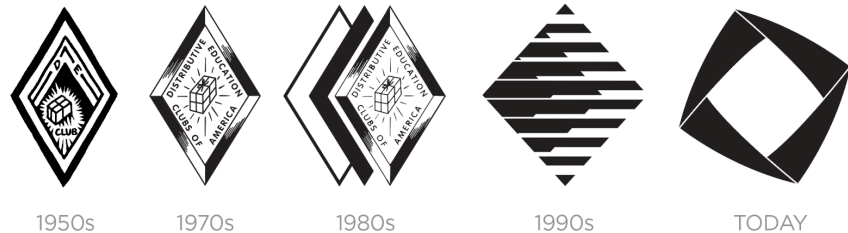
Specifications

The official color of DECA is blue.
PMS 285 C
CMYK: 84, 54, 0, 0
RGB: 0, 114, 206

The official typeface is Gotham Bold.

Unifying Logo

DECA's newest logo became effective July 1, 2010. The logo embraces the organization's affinity for the diamond while displaying a bold, modern design.



DECA Diamond

The DECA Diamond is the international emblem of DECA. The four points inside the diamond represent the first set of DECA's guiding principles, its comprehensive learning program. While the four outer points represent the second set of DECA's guiding principles and the polished leaders DECA prepares.

Guiding Principles

DECA's Comprehensive Learning Program

Integrates into Classroom Instruction

•An integral component of classroom instruction, DECA activities provide authentic, experiential learning methods to prepare members for college and careers.

Applies Learning

•DECA members put their knowledge into action through rigorous project-based activities that require creative solutions with practical outcomes.

Connects to Business

•Partnerships with businesses at local and broader levels provide DECA members realistic insight into industry and promote meaningful, relevant learning.

Promotes Competition

•As in the global economy, a spark of competition drives DECA members to excel and improve their performance.

DECA prepares the next generation to be Academically Prepared

•DECA members are ambitious, high-achieving leaders equipped to conquer the challenges of their aspirations.

Community Oriented

•Recognizing the benefit of service and responsibility to the community, DECA members continually impact and improve their local and broader communities.

Professionally Responsible

•DECA members are poised professionals with ethics,integrity and high standards.

Experienced Leaders

•DECA members are empowered through experience to provide effective leadership through goal setting, consensus building and project implementation.

Mission Statement

DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management.

Attributes and Values

Competence
Innovation
Integrity
Teamwork.

DECA Theme for 2024-2025

"Be the One"

Resources

DECA Guide

The publication for DECA Inc. programs, competitive events guidelines, and Shop DECA.

DECA Direct

DECA Inc. weekly electronic magazine for Chapter Advisors and Members, that is sent out every Tuesday. It is filled with informative business articles, association news, and leadership development, community service, etc., articles.

DECA Direct Online

The online news source for DECA updates, competitive events strategies, chapter resources, profiles, conferences and more! Updated daily.

Shop DECA

The supplier operating out of DECA Inc. Headquarters that carries official DECA merchandise, including apparel, competitive events preparation materials, chapter materials, and supplies.

DECA+

DECA+ is a subscription service available to advisors and chapters. DECA+ offers case studies, exams and project examples to easily incorporate into classroom instruction and help DECA members prepare for competitive events and beyond.

State Association Information

Missouri DECA State Staff

Mr. Larry Anders, State Advisor, High School Division
Mrs. Leslie Crider, State Advisor, Collegiate Division

	Mrs. Susan Kulyan, DECA/Collegiate DECA State Treasurer
Missouri DECA Board of Directors	The Missouri DECA Board of Directors is the policy-setting body of six elected chapter advisors. Members serve a three-year term.
Missouri DECA Districts	Missouri is divided into 12 districts.
Missouri DECA Membership	Approximately 160 local DECA chapters and more than 7000 members
Missouri DECA Scholarships	The Foundation for Missouri DECA provides scholarships annually to Missouri DECA members. Missouri DECA members are also eligible to apply for national scholarships, including the Harry A. Applegate Scholarship, named in honor of the former Executive Director of DECA Inc.
State Action Team	Missouri's 6-member state officer team consists of a President, Vice President of Advocacy, Vice President of Business Partnerships, Vice President of Communication, Vice President of Community Service, and Vice President of Membership.
	2024-25 State Officers
	Sivani Vasireddy, President
	Logan Petree, VP of Advocacy
	Tiffany Caison, VP of Business Partnerships
	Presley Peck, VP of Communications
	Isabel Tott, VP of Community Service
	Avery Evans, VP of Membership
State Officer POA	Members of the State Action Team are required to prepare a Program of Activities documenting activities carried out during the school year. In order to attend the International CDC, a POA must be submitted which meets the minimum criteria
Missouri DECA State Officer Advisors	Selected by the State Advisor to assist with the training of the State Action Team and to coordinate their program of activities throughout the year. The State Officer Advisors also assist with officer functions at the State CDC and International CDC. These advisors are Mr. Kevin Buening and Mrs. Jill Fannin.
Missouri DECA District Advisors	Selected by each district to provide leadership for all district activities, except those directly related to competitive events. District advisors work closely with the District Vice President.
Missouri DECA Competitive Events Directors	Selected by the State Advisor to operate the competitive events program in each district. The Competitive Events Directors plan and conduct the District Career Development Conference and process the chapter registrations for the State Career Development Conference.
Venture Capital Fund	This business loan is available through the Foundation for Missouri DECA to chapters that apply to establish an entrepreneurial venture. This no-interest loan must be paid back in one year.

Awards

Crystal Catalyst Award	A Missouri Association award presented each year at the State Career Development Conference to one advisor who has shown initiative in providing innovation, encouragement and/or enthusiasm in a manner that benefits the entire Missouri DECA Association.
Diamond Award	A Missouri Association award designed to recognize outstanding contributions made by one chapter advisor in each district. The Diamond Award is presented at the State CDC.

Friends of DECA Award	Special recognition award presented by the Missouri Association at the State Career Development Conference. Awarded to individuals for outstanding contributions to Marketing Education, Cooperative Education, and DECA.
Honorary Life Membership	The highest award a DECA Chapter, State, or National association can bestow on an individual.

Career and Technical Education

Association for Career and Technical Education - ACTE	The National Association for Career and Technical Education is the professional association for career and technical educators and students.
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Missouri Association for Career & Technical Education - MOACTE	The Missouri Association for Career & Technical Education (MoACTE) is a statewide membership association made up of professionals representing and advocating for all aspects of Career & Technical Education (CTE). MOACTE is a division of ACTE.
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Marketing Educators of Missouri - MEMO	Marketing Educators of Missouri (MEMO) is a division of MOACTE and ACTE. MEMO is a statewide membership association made up of Marketing Educators. MEMO's goal is to support and advocate for Marketing Educators and students across the state.
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Career Clusters	Career Clusters provide a way for schools to organize instruction and student experiences around 16 broad categories that encompass virtually all occupations from entry through professional levels. These groupings of occupations are used as an organizing tool for curriculum design, a model for guidance and instruction, and a mechanism for seamless transition from secondary education to postsecondary and/or career.
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The career clusters relating to the marketing education curriculum are:

- Marketing
- Business Management and Administration
- Finance
- Hospitality and Tourism

Carl D. Perkins Career and Technical Education Act	The Carl D. Perkins Career and Technical Education Act (Perkins) was first authorized by the federal government in 1984 and was most recently reauthorized in July 2018. The purpose of Perkins is to provide individuals with the academic and technical skills needed to succeed in a knowledge- and skills-based economy through career and technical education.
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Perkins also focuses on documenting the rigor of academic and technical courses, improving curriculum alignment among secondary and postsecondary schools, and streamlining the transition process for students moving from one level to another. Under the law, Missouri receives about \$22.4 million per year in federal funds to support career and technical education programs across the state.

CTSO - Career and Technical Student Organization	Missouri has several active CTSOs. DECA, FBLA, FCCLA, FFA, HOSA, SkillsUSA, TSA
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NCC-CTSO - National Coordinating Council for Career and Technical Student Organizations	The council identifies and coordinates activities that are mutually beneficial to career and technical student organizations and their numbers. They share information that will enhance the development of career and technical education students, and to strengthen career and technical education.
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Conferences and Events

Goals of District, State and International CDCs

1. To provide a forum for the competitive events program.
2. To provide delegates an opportunity to obtain information regarding educational and career opportunities.
3. To provide an opportunity for delegates to assist in the growth and development of DECA.
4. To provide delegates an opportunity to develop poise and human relations abilities by participation in scheduled social and educational activities.

National DECA Month

November

Annual Career and Technical Education Month

February

DECA Conferences

- State Officer Training and Emerging Leader Summit
July 2024 • Kansas City, MO and Nashville, TN
- Fall Leadership and DVP Election Conference
October 13-14, 2024 • St. Louis, MO
- Ultimate DECA Power Trip
November 15-17, 2024 • Charlotte, NC
- Sports and Entertainment Marketing Conference
January 29 - February 2, 2025 • Orlando, FL
- District Career Development Conferences
February 2025 • Various Locations
- Missouri ACTE Legislative Day
February 11th, 2025 • State Capitol, Jefferson City, MO
- State Career Development Conference
March 23-25, 2025 • Crown Center, Kansas City, MO
Over 4,000 Missouri DECA participate annually.
- International Career Development Conference
April 25 - April 30, 2025 • Orlando, FL
Over 20,000 DECA members participate annually.

Competitive Events

Competitive Event Purposes

1. To contribute to the development of skills necessary for careers in marketing, management and entrepreneurship.
2. To evaluate student achievement of the competencies through careful measurement devices (performance indicators).
3. To provide opportunities for student and team recognition.
4. To provide constructive avenues for individual or team expression, initiative and creativity.
5. To motivate students to assume responsibility for self-improvement and self-discipline.
6. To provide a vehicle for students to demonstrate (via performance indicators) their acquired skills through individual or team activities.
7. To assist students in acquiring a realistic self-concept through individual or team activities.
8. To help students participate in an environment of cooperation and competition.
9. To provide visibility for the educational goals and objectives of marketing education.

**Principles of Business
Administration Events**

PBM	Principles of Business Management and Administration
PEN	Principles of Entrepreneurship
PFN	Principles of Finance
PHT	Principles of Hospitality and Tourism
PMK	Principles of Marketing

Team Decision Making Events

BLTDM	Business Law and Ethics
BTDM	Buying and Merchandising
ETDM	Entrepreneurship
FTDM	Financial Services
HTDM	Hospitality Services
MTDM	Marketing Management
STDM	Sports and Entertainment Marketing
TTDM	Travel and Tourism

Individual Series Events

AAM	Apparel and Accessories Marketing
ACT	Accounting Applications
ASM	Automotive Services Marketing
BFS	Business Finance Services
BSM	Business Services Marketing
ENT	Entrepreneurship
FMS	Food Marketing
HLM	Hotel and Lodging Management
HRM	Human Resource Management
MCS	Marketing Communications
QSRN	Quick Serve Restaurant Management
RFSM	Restaurant and Food Service Management
RMS	Retail Merchandising
SEM	Sports and Entertainment Marketing

**Business Operations Research
Events**

BOR	Business Services
BMOR	Buying and Merchandising
HTOR	Hospitality and Tourism
SEOR	Sports and Entertainment Marketing

Project Management Events	PMBS	Business Solutions Project
	PMCA	Community Awareness Project
	PMCD	Career Development Project
	PMCG	Community Giving Project
	PMFL	Financial Literacy Project
	PMSP	Sales Project
Entrepreneurship Events	EIP	Innovation Plan
	ESB	Start Up Business Plan
	EIB	Independent Business Plan
Integrated Marketing Campaign Events	IMCE	Integrated Marketing Campaign-Event
	IMCP	Integrated Marketing Campaign-Product
	IMCS	Integrated Marketing Campaign-Service
Professional Selling Events	FCE	Financial Consulting
	HTPS	Hospitality and Tourism Professional Selling
	PSE	Professional Selling
Special Event	SBEF	School Based Enterprise Food
	SBER	School Based Enterprise Retail
	VBC	Virtual Business Challenge
State Event - This event is a Missouri only event.	LEAD	Leadership Delegates — designed to prepare sophomores or juniors to assume leadership roles in Missouri DECA.

Parliamentary Procedure

Four Main Objectives of Parliamentary Law

1. To do one thing at a time
2. Courtesy to everyone
3. The rule of the majority must prevail
4. The rights of the minority must be protected

Principles of Parliamentary Procedure

1. Only one main motion may be considered at a time.
2. Each member's rights are equal to those of his/her fellow members.
3. The majority has the right to work its will and its decisions must be followed.
4. The minority has the right to be heard.

Correct Way to Make a Motion

"I move that" followed by a statement of the proposal.

Types of Motions

1. Main
2. Subsidiary
3. Incidental
4. Privileged
5. Motions that bring a question again before the assembly

Quorum

One plus 50% of the members are present and eligible to vote.

Types of Amendments	<ol style="list-style-type: none"> 1. First order — an amendment to the motion 2. Second order — an amendment to the amendment
Standard Order of Business	<p>Reading and Approval of the Minutes, Reports of Officers Boards and Standing Committees, Reports of Special Committees Special Orders, Unfinished Business and General Orders New Business</p>

Marketing Related Terms

Advertising	A form of non-personal promotion in which companies pay to promote ideas, goods, or services in a variety of media outlets
Channel of Distribution	The path a product takes from producer or manufacturer to final user.
Consumer	The person who uses goods and services.
Customer	Anyone who buys or rents goods or services.
Demographics	Statistics that describe a population in terms of personal characteristics.
Entrepreneurship	The process of starting and operating your own business.
Free Enterprise System	Encourages individuals to start and operate their own business in a competitive environment, without government involvement.
Functions of Marketing	Distribution, Financing, Marketing Information Management, Pricing, Product/Service Management, Promotion, Selling
International Trade	The exchange of goods and services between nations.
Internet Marketing	Marketing and management functions and tasks that can be applied to the selling of products and services by businesses and consumers over the Internet. These can be business-to-business, business-to-consumer or consumer-to-consumer.
Marketing	The process of planning, pricing, promoting, selling, and distributing products to satisfy customers' needs and wants.
Marketing Concept	Businesses must satisfy customers' needs and wants while making a profit.
Market Research	Gathering, recording, analyzing, and presenting information related to marketing goods and services.
Marketing Mix	Comprises four basic marketing strategies (the 4 P's of Marketing): Product, Price, Place and Promotion.
Pricing	Determining and adjusting prices to maximize return and meet customer's perception of value.
Promotion	Decisions about advertising, personal selling, sales promotion, and publicity used to attract potential customers.
Retailers	Channel of distribution that buys goods from wholesalers or directly from manufacturers and resells them to the final consumer.
SWOT Analysis	An assessment of a company's strengths and weaknesses and the opportunities and threats that surround it; SWOT: strengths, weaknesses, opportunities, threats.
Utility	The attributes of a product or service that make it capable of satisfying consumer's wants and needs.
Wholesalers	Channel of distribution that obtains goods from the manufacturers and resells them to industrial users, other wholesalers, and retailers.

Missouri DECA
Department of Elementary and Secondary Education
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