



District Career Development Conference

**General Information Packet
2012**

General Information for Planning & Participation

This information kit has been compiled in two parts: information general to all of the ten district conferences makes up the first part, and information unique to each district (location, dates, housing, etc.) is included as a supplement. Teacher travel expenses in connection with chaperoning students to attend and compete in the conference are generally an acceptable expenditure of Perkins money. You should discuss local school district travel policies and amounts with appropriate school administrator(s).

◀ DELEGATION SIZE ▶

Each chapter may bring as many members as they wish to the district conference within the Chapter Competitive Event Allotment guidelines. The Texas DECA Operating Procedures states that the ratio of one adult chaperon for every ten student delegates must be followed at both the district and state career development conferences. These conferences provide leadership and social activities, not just competitive events.

◀ DELEGATE ELIGIBILITY ▶

All students attending the conference must be current dues-paid members of DECA. Dues must have been paid on or before the deadline established by the State DECA Advisor and the DECA Board of Directors. Due to the new online registration program, chapters are not required to submit a roster with registration. All paid DECA members will be listed upon log-in to the registration system. Any questions about membership status for students should be resolved prior to registering for the District Conference. E-mail Ms. Sandra Hinesly, hinesly.texasdeca@gmail.com if you have any doubts about student membership. Please remember that only high school students who are current active members of DECA may attend the conference – only those former members invited by the District Director or State Advisor may attend.

◀ COMPETITIVE EVENTS ▶

Competition will be held in all competitive events at the district level. *Please refer to the Chapter Competitive Event Allocation information.* If you have any questions, please feel free to contact your District Director.

◀ DEADLINES FOR WRITTEN EVENTS AND PROJECTS ▶

The deadline for submitting the written documentation for Chapter Team Events, Marketing Research Events, Business Operations Research Events & Business Management Entrepreneurship Events, and Marketing Representative Events are established by each district. These dates will vary in some districts because of the different conference dates and the judging procedures.

Advisors with students entering the written events are encouraged to carefully read Section 3.00 of the Texas DECA Operating Procedures. The last sentence of item 3.02 apply at both district and state competition. *Instead of submitting entries in DECA Folios, contestants should staple the written documentation in the upper left hand corner.* (You will note in the State CDC Information Kit that entries advancing to the International CDC will need to be in the appropriate folio as addressed in the respective competitive event guidelines.)

Every written event entry must have a signed Statement of Assurances attached to the front of the entry. Any entries submitted without this form will not be judged. Consult your DECA Guide or www.deca.org for a copy of this statement and reproduce enough copies for all of your written entries.

◀ SERIES EVENT COMPETITION ▶

At the district level of competition, the events will have two components. The first component will be a career cluster exam of 100 multiple-choice questions. The students will have 90 minutes to complete the exam. The second component will be a judged role-play situation related to the occupational category – this event will be judged by business persons with knowledge and business experience in the respective occupational category.

Students may use 5-function calculators for both events. These calculators must not require electrical extension cords. The comprehensive exam will be administered at the home campus online on a date designated by the individual districts. Remember Operating Procedure #3.19. Students in series events and other events that include a comprehensive event must score at least 50% to advance from District to State competition. **ONLY 5 FUNCTION CALCULATORS ARE ALLOWED TO USE DURING EXAMS.**

◀ EVENT COMPETITORS/ALLOCATIONS

3.18: For series, team events and individual participating competition (excluding CCP, CMP, LEP, and PRP) at the district level, each teacher unit may enter the equivalent of the number of series and individual participating events conducted. **When the number of paid DECA members per chapter (on the original roster) exceeds 30 (thirty), the chapter qualifiers for one additional individual participant for each five additional members.**

◀ RECOGNITION & AWARDS ▶

Each district is allocated a certain number of winners as listed below, who will advance to the State CDC. These students are finalists who will be competing at the state level for the right to represent the Texas Association at the International CDC. Unless otherwise noted at the time of the awards are made, the students are announced in random or alphabetical order instead of the order of finish (rank). Students named as alternates in series and participating events will be notified by the State Advisor if they will advance to state as a district finalist. This notification will take place prior to the deadline for the first round of on-line tests for State CDC competitive events and prior to the deadline for State registration.

◀ DISTRICT COMPETITIVE EVENT ALLOCATIONS ▶

District Number	Series Events, Team Decision Making & Representative Events	Written and Business Ownership Events
1	6	4
2	4	4
3	18	8
4	4	4
5	8	6
6	4	4
7	20	9
8	4	4
9	4	4
10	6	4

◀ CONFERENCE REGISTRATION AND FEES ▶

Registration will be online at www.texasdeca.org under individual district sections or at https://www.decaregistration.com/tx-d** (enter your two digit district number in place of the “**” i.e. 07). The registration log-in is the same as the chapter membership log-in for DECA Inc.

Please send a copy of the registration form and payment to the address listed on the District Fact Sheet. The entire conference competitive events operation is very dependent upon the due date and delegate names – IT IS CRITICAL THAT YOUR REGISTRATION MATERIALS AND FEES BE RECEIVED ON OR BEFORE THE DEADLINE. Read the attachments in the appendix of this kit very carefully.

◀ DISTRICT OFFICER CANDIDATES ▶

Each district should elect a President, Vice President, and Secretary. These officers will be elected during the District CDC. A candidate for the office of President must be either a tenth or eleventh grade student when elected. Students desiring to be candidates for a district office should do the following:

1. Complete and return the District Officer Nomination Form, Statement of Acceptance, Candidate Consent Form, and District Officer Code of Professional Conduct Form to the District Director by the established deadline.
2. Possess the qualifications listed on the Nomination Form.
3. District officer candidates may be required to appear before a nomination committee prior to the election process
4. Be prepared to conduct a campaign and give a two-minute campaign speech.
5. Must take an on-line officer examination and score an 70%).

Campaign materials may be displayed and handed out to delegates until the beginning of the annual business meeting. No materials shall be posted, tacked or taped to any wall or part of any building used for the conference. Easels are encouraged.

Newly-elected district officers should plan to attend the State CDC and participate in the District Officer Leadership Retreat and be involved with the business of the state association. It is a great way to get more chapter members involved with DECA!

◀ STATE OFFICER CANDIDATES ▶

It is hoped that qualified and capable members of all chapters will seek offices this year. As the Chapter Advisor, it is hoped that you will encourage and assist candidates to seek office. **Chapter members who wish to be candidates for state offices will need to complete and return the State Officer Nomination Form and related documents to the State Advisor no later than District Deadlines in January, 2011.** Make a copy of the form and related candidate forms and send them to the appropriate District Director at least 10 day prior to the District CDC (see individual District CDC Information Sheet). Additional information is included in the State CDC Information Kit. **State officer candidates will be required to take an on-line exam prior to the District CDC and score an 70%, and will appear before the committee during the State CDC.**

◀ DISTRICT VOTING ▶

Each chapter is allocated five votes to distribute to each office in the election process. As outlined in OP 4.15, each chapter is allowed two voting delegates at the District CDC. These delegates will cast votes for the chapter they represent. Ballots will be pre-marked with the 5, five votes per chapter. Please stress to your voting delegates that their votes are important to DECA. Please stress that duplicate ballots cannot be issued in the event they lose the ballots that are provided in your registration packet.

◀ DISTRICT CDC DRESS ▶

The dress regulations for student delegates have been adopted by the Texas DECA Board of Directors. This group has adopted the National DECA Dress Code that is printed in the DECA Guide. A copy of the dress code is published in this information kit as well as the State CDC Information Kit. The exception to the National DECA Dress Code for district and state is that the DECA Blazer is not mandatory for competitive event participation. Business dress is required at all conference sessions except the dances/parties.

◀ INTERNATIONAL CDC VOTING DELEGATES ▶

The voting delegates who will represent the State Association during the DECA International Career Development Conference will be the outgoing district officers, outgoing state officers and the newly elected state officers.

◀ TEXAS DECA SCHOLARSHIP ▶

All *original* applications for the Texas DECA Scholarships should be mailed to the State Advisor and a *copy* of the application should be mailed to the District Director. Each district will evaluate the *applications* and identify two finalists who will be interviewed at the State CDC. Evaluation sheets have been developed to correspond to the criteria listed on the scholarship application form. Applications must be received at least 10 days prior to the District CDC. Texas DECA Scholarship Application form is also available on the Texas DECA web page www.texasdeca.org.

 **IMPORTANT NOTE TO ADVISORS** 

If your delegates are spending the night(s) in a hotel or motel with a swimming pool, please discuss the matter of liability with your school administration (a lot of school districts have policies covering this matter). Currently in our society lawsuits are being filed for all kinds of things and swimming is an area that has a lot of potential for such action. You are encouraged to develop some form or permission sheet to help protect you, your school and DECA. You are also encouraged to purchase CDC Insurance – it is a bargain and “just plain smart”.

Your DECA Board of Directors has requested that you be reminded of this important matter.

DISTRICT CDC INFORMATION KIT

APPENDIX

- Chapter Competitive Event Allotments
- Delegate Conduct Practices and Procedures
- Parent Permission Form
- Hotel Reservation Form
- Hotel Rooming List
- Hotel Occupancy Tax Exemption Certificate
- District Officer Nomination Form
- District Officer Candidate Statement of Acceptance
- District Officer Candidate Consent Form
- District Officer Candidate Expense Report
- ICDC Special Academy Application



CHAPTER COMPETITIVE EVENT

●Each Chapter* (Marketing Education teacher unit) may enter 22 competitors in the following events, in any combination:

PRINCIPLES OF BUSINESS ADMINISTRATION EVENTS (must be the first year on a DECA roster)

1. PBM Principles of Business Management and Administration
2. PFN Principles of Finance
3. PHT Principles of Hospitality and Tourism
4. PMK Principles of Marketing

INDIVIDUAL SERIES EVENTS -

1. AAM Apparel & Accessories Marketing Series
2. ACT Accounting Applications Series
3. ASM Automotive Services Marketing Series
4. BSM Business Services Marketing Series
5. FMS Food Marketing Series
6. FSM Financial Services Marketing Series
7. HLM Hotel and Lodging Management Series
8. HRM Human Resources Marketing Series
9. MMS Marketing Management Series
10. QSRRM Quick Serve Restaurant Management Series
11. RFSM Restaurant and Food Service Management Series
12. RMS Retail Merchandising Series
13. SEM Sports and Entertainment Marketing Series

MARKETING REPRESENTATIVE EVENTS –

1. ADC Advertising Campaign
2. FMP Fashion Merchandising Promotion Plan
3. SEPP Sports Entertainment Promotion Plan

PROFESSIONAL SELLING EVENTS –

1. HTSE Hospitality and Tourism Professional Selling
4. PSE Professional Selling

◆Each Chapter* (Marketing Education teacher unit) may enter seven teams (2 members per team) in the following events, in any combination:

MANAGEMENT TEAM DECISION MAKING EVENTS -

1. BLTDM Business Law and Ethics Team Decision Making
2. BTDM Buying and Merchandising Team Decision Making
3. FTDM Financial Services Management Team Decision
4. HTDM Hospitality Services Management Team Decision Making
5. MTDM Marketing Communications Team Decision Making
6. STDM Sports & Entertainment Marketing Team Decision Making
7. TTDM Travel & Tourism Marketing Management Team Decision Making

■Each Chapter* (Marketing Education teacher unit) may enter nine teams (1-3 members) in the following events, in any combination.

Business Operation RESEARCH EVENTS -

1. BOR Business Services Operations Research
2. BMOR Buying and Merchandising Operations Research
3. FOR Finance Operations Research
4. HTOR Hospitality & Tourism Operations Research
5. SEOR Sports and Entertainment Marketing Operations Research

BUSINESS MANAGEMENT & ENTREPRENEURSHIP EVENTS -

1. ENW Entrepreneurship Written
2. ENPI/F Entrepreneurship Participating
(Creating an Independent or Franchising Business)
3. IBP International Business Plan

●Each Chapter* (Marketing Education teacher unit) may enter one team (1-3 members) in each of the following events:

CHAPTER TEAM EVENTS -

1. CSP Community Service Project
2. CMP Creative Marketing Project
3. EPP Entrepreneurship Promotion
4. FLPP Financial Literacy Project
5. LEP Learn & Earn Project
6. PRP Public Relations Project

ONLINE EVENTS

SMG Stock Market Game****

***** CAN compete in another event**

VBCR Virtual Business Challenge Retail*****

VBCS Virtual Business Challenge Sports***

*****NOT FUNDED BY TEXAS DECA*** CAN'T compete in another event**

*If a chapter has more than one advisor (ME Teacher), the chapter will be allowed to enter competitors accordingly (i.e. a chapter with two advisors may enter 44 competitors in Series & Marketing Representative Events; 14 teams in MTDM Events; etc.)

BONUS COMPETITORS - Chapters now qualify for one additional individual competitor for each five (5) additional members over thirty (30) on the **chapter's original membership roster**.

Members added Additions Rosters do not count.



DELEGATE (STUDENT & ADULT) CONDUCT PRACTICES AND PROCEDURES

The Board of Directors for DECA, Inc., requires each student delegate attending the conference to read and complete the **Parent Permission Form** as partial completion of attendance requirements.

1. The term “delegate” shall mean any DECA Member, including Advisors attending the District Career Development Conference.
2. There shall be no defacing of public property. Any damages to property or furnishings in hotel rooms or buildings must be paid for by the individual or chapter responsible.
3. Delegates shall keep their adult advisors informed of their activities and whereabouts at all times.
4. Delegates should be prompt and prepared for all activities.
5. Delegates should be financially prepared for all activities.
6. Out-of-town delegates will spend the night at their assigned hotel and in assigned rooms. **THEY WILL BE QUIET AT CURFEW.**
7. Conference area delegates not staying at the conference hotel shall be off hotel grounds by curfew or immediately following the last scheduled event.
8. No weapons such as guns, knives etc should be possessed at conference.
9. No alcoholic beverages or narcotics in any form shall be possessed by delegates, at any time, under any circumstances.
10. Use of tobacco products is prohibited at all DECA functions. Smoking or possession of tobacco products of any kind by student’s delegates is no longer just a courtesy issue, but one of breaking the law.
11. No delegates shall leave the hotel (except under authorized events) unless permission has been received from Chapter and State Advisors.
12. Delegates are required to attend all general sessions and activities assigned, including workshops, competitive events, committee meetings, etc., for which they are registered unless engaged in some specific assignment taking place at the same time.
13. Identification badges will be worn at all times.
14. The Dress Code will be in effect at all times.
15. Chapter Advisors will be responsible for each delegate’s conduct.
16. Delegates violating or ignoring any of the conduct rules will subject their entire delegation to being unseated and their candidates or competitive event participants being disqualified. Individual delegates may be sent home immediately at their own expense. Curfew will be enforced (curfew means delegates will be in assigned rooms).
17. Casual wear will be accepted during specific social functions as designated during orientation sessions.

**** Failure to abide by the rules set by the DECA Board of Directors will result in an infraction notice and requires action by the Delegate Conduct and Practices Committee responsible for conference conduct.**

**PARENT PERMISSION
FOR
CONFERENCE PARTICIPATION**

_____ has my expressed permission to attend and participate in the DECA, Texas Association District Career Development Conference which will be held on the dates of _____ at _____ .

I/We further agree to indemnify and hold harmless the Texas Association of DECA, the State DECA Board of Directors, the State Advisor of Texas DECA and any volunteer leaders for any harm which might befall the above named student. I/We understand that both prudent and reasonable care will be taken to ensure my child's safety and well being.

I/We also give my/our expressed permission for the Chapter and/or District Advisor to seek emergency medical treatment, to include surgery, should such an emergency arise, for my/our child.

I/We fully understand and agree to the above conditions and of the Conduct Practices & Procedures as indicated by my/our signature(s) below.

Parent(s)/Guardian(s): _____

Date: _____

My signature signifies that I have read and understand the conference Conduct Practices and Procedures and agree to abide by them. My Chapter Advisor has provided me with a copy to read.

Student Signature: _____

Date: _____

Teachers, bring this form with you to the conference for use in an emergency.

District Officer Candidate Application

(Must be typed or word processed—Handwritten applications will not be considered)

Name: _____

Chapter: _____

Office Sought: 1st Choice: _____

2nd Choice _____

Home Address _____

E-mail address _____

Grade Level for 2011-12 School Year: _____

Date of Birth: _____ Cell Phone: _____

DECA District _____ Advisor Name: _____

School Address _____

School Phone _____ Home Phone: _____

Marketing Courses Taken along with the school year when taken:

List DECA offices held _____

List DECA activities in which you have participated _____

List other organizations or activities in which you have participated.

Work Experience/List job title, dates and brief summary of duties:

Community Service Experiences _____

Please be sure to attach the following:

_____ An *official* copy of your academic transcripts from the end of the last grading period.

_____ Type a brief (250 words or less) response to the following essay topic.

Essay Topic: Describe the importance of team work and how this applies to DECA.

Please use specific examples.

Texas DECA District Officer Candidate Statement of Responsibility

Name _____ Office Sought _____
School _____ DECA Advisor _____

Acceptance of Responsibility and Understanding of Election Process:

I recognize that the following obligations are a part of a Texas DECA District Officer's responsibilities. I agree to meet the following expectations and others set forth by the Texas DECA District Director. Please initial each item.

Initials:

- _____ 1. I will be a dues paying member of local, state, and international DECA.
- _____ 2 I will carry out the District Officer's Program of Work and submit reports to the State DECA Executive Director or Officer Coordinator according to established deadlines and specifications.
- _____ 4. I will attend all required conferences as assigned by the District DECA Director.
- _____ 5. I will adhere to the TX DECA Officer Conduct code, dress code, and the Comprehensive Consent Form
- _____ 6. I will clear absences associated with DECA in advance with all of my teachers and employer.
- _____ 7. I will adhere to dress guidelines established for District Officers.
- _____ 8. I understand that I will not be allowed to participate if this application packet is incomplete, inaccurate, or received later than the date listed on www.TXdeca.org .
- _____ 9. I understand that I will be required to take an online test, appear before a nominating committee, campaign, and deliver one 1-2 minute maximum speech. Since each step is a qualifier to the next part of the process, I realize that I might not be allowed to continue at any one of these steps.
- _____ 10. I understand I must wear a DECA blazer for campaigning, interviews, and the election session.
- _____ 11. I have read, understand, and will adhere to all rules, guidelines, and responsibilities associated with serving as a Texas DECA District Officer.
- _____ 12. If elected, I will represent my chapter, district, and state with integrity, and honor.

Applicant

Signature Date

Printed Name

Texas DECA District Officer Candidate Advisor Statement of Responsibility Form

Officer Candidate Name _____ Office Sought _____
Advisor Name _____ School _____

Acceptance of Responsibility and Understanding of Election Process:

I recognize that the following obligations are a part of a Texas DECA District Officer Advisor's responsibilities. I agree to meet the following expectations and others set forth by the Texas DECA Executive Director and Texas DECA Board of Directors. Initial each item.

Initials:

- _____ 1. I will be a dues paying member of local, state, and international DECA.
- _____ 2. I will assist my district officer in carrying out the District Officer's Program of Work by providing tools and training and make sure reports to the TX DECA Executive Director or Officer Coordinator are completed according to established deadlines and specifications.
- _____ 3. I will attend all required conferences and other events required of the District Officers as assigned by the State DECA Executive Director and complete all TX DECA duties assigned.
- _____ 4. I will make sure my officer adheres to the TX DECA Officer Conduct code, dress code, and the Comprehensive Consent Form.
- _____ 5. I will complete all paperwork required of myself and my officer by my school division to clear absences associated with Texas DECA District Officer attending meetings.
- _____ 6. I understand that my student will not be allowed to participate as a district officer candidate if this application packet is incomplete, inaccurate, or received later than the date set on the Texas DECA website.
- _____ 7. I understand that my student will be required to take an online test, appear before a nominating committee, campaign, and deliver a two minute maximum speech. Since each step is a qualifier to the next part of the process, I realize that my student might not be allowed to continue at any one of these steps.
- _____ 8. I also understand my student must wear a DECA blazer for the campaigning, interviews, and the election session.
- _____ 9. I understand TX DECA will cover lodging, meals, transportation, and registration for District Officers for the summer leadership conference only.
- _____ 10. I understand TX DECA will cover my transportation expenses based on the TX DECA Travel Policy for the State and District Officer Leadership Training in July. **It is recommended that officers are dropped off and picked up at the end of the conference.** Lodging and meals will also be covered as these are required meetings. If I am in attendance at any of the conferences, I will attend workshops and complete assignments as designated by the TX DECA Executive Director while the district officers are in training.

Advisor

Signature Date

Printed Advisor Name

Adult Agreement Signature Forms

Applicant/Parent Agreement

I have read and understand the TX DECA District Officer Candidacy Guidelines. By signing this agreement, I agree to adhere to all of the guidelines above, and understand that a violation of these guidelines may result in disqualification from the election. **TX DECA reserves the right to check social media websites prior to candidates achieving candidacy.** I also agree that if elected, I will attend the Texas State and District Officer Training Conference, and the following Texas State CDC.

These activities call for mandatory attendance, and will take precedence over school sporting events, dances, and other functions.

(Signature of Applicant)

(Signature of Parent/Guardian)

(Print Name of Applicant)

(Print Name of Parent/Guardian)

Date _____

Date: _____

Principal's Agreement

I give my approval for _____ to run for a district office in Texas DECA. If elected I will approve the student and his/her advisor to attend the Texas State and District Officer Training Conference, the planning meetings, and the TX DECA District and State Career Development Conference, and any other necessary meetings.

I have read and understand the requirements of a Texas DECA District Officer Candidate Advisor. If our student is elected to a TX DECA District Office and an advisor change occurs due to school assignments or policy, another advisor will be appointed to fulfill the District Officer Advisor responsibilities.

(Signature of Principal)

(Printed Principal's Name)

Date _____

Chapter Advisor's Agreement

I certify the information in this application packet gives a true and accurate picture of the applicant's record and therefore, recommend him/her for a district office in Texas DECA. If this student is elected to a district office, I accept the responsibilities required in helping him/her fulfill all duties including accompanying the officer to sessions as requested.

(Signature of Chapter Advisor)

(Printed Advisor's Name)

Date _____

Texas DECA Internet /Media Permission Form

Texas DECA and the Texas DECA Board of Directors maintain a web site which offers pertinent information to schools, DECA advisors and student members. Information about the District Action Team would be useful as a means to contact the officers. In order for Texas DECA to accomplish this, permission is needed for students under the age of 18.

Thank you for your consideration and prompt attention to this matter.

As part of a group format, I hereby authorize Texas DECA to display a picture, school information (school, address, and phone number) and e-mail address on the Texas DECA web site of _____ (student name).

Parent/Guardian's **Signature**

Date

