



THE FIRST YEAR MEMBER BUNDLE

CREATED BY TEAM LAUNCH



NEW YEAR MEMBER BUNDLE

GET STARTED SMOOTHLY WITH
DECA

The New Year member bundle has the purpose of providing YOU the resources and assistance to guide you through a year of DECA!

TIMELINE/ TABLE OF CONTENTS

- CONFERENCE;
 - Fall/Western Region Leadership Conference
 - Area Conference
 - State Career Development Conference
 - International Career Development Conference
- COMPETITION
- COMPETITION SCHOLARSHIPS
- WA DECA CALENDAR (2023)
- TYPES OF COMPETITION
- UPDATED DRESS CODE
- DIVERSITY-EQUITY-INCLUSION
- ONGOING WA DECA INITIATIVES

CONFERENCES

Through conferences and competition, Washington DECA prepares students to be college and career ready, and also brings recognition and prestige to Washington state as one of the top performing associations in the world.

CONFERENCES AVAILABLE

- Fall/Western Region Leadership Conference
- Area Conference
- State Career Development Conference
- International Career Development Conference



COMPETITION:

WHAT ARE THE COMPETITIONS THROUGHOUT THE DECA YEAR?

There are 3 Competitive seasons throughout the DECA year; Starting off with Area, State, and then Internationals. First, you must compete at your Area Conference, if you qualify you will continue on to the State level. At state, if you qualify in the top 8 for your event, you will move on to Internationals!

WHAT DO WE COMPETE IN?

DECA offers 4 clusters; Marketing, Business Management and Administration, Finance, and Hospitality and Tourism. With that, this leads to the variety of competitive events DECA has to offer, DECA offers a variety of approximately 58 different events total.



STATE CAREER DEVELOPMENT CONFERENCE



AREA CONFERENCE



FALL/WESTERN REGION LEADERSHIP CONFERENCE

WHY ARE THERE TWO NAMES?

The Fall Leadership Conference and the Western Region Leadership Conference are two DIFFERENT conferences. However, in 2024, as Washington DECA is hosting the Western Region Leadership Conference, we will not be running the Fall Leadership Conference.

WHAT ARE THESE CONFERENCES?

- **Fall Leadership Conference:** A non-competitive conference for students across Washington State to network, attend workshops, and build leadership skills.
- **Western Region Leadership Conference:** A non-competitive conference for students across multiple states in DECA's Western Region to network, attend workshops, and build leadership skills.



STATE CAREER DEVELOPMENT CONFERENCE



AREA CONFERENCE



FLC STUDENT SCHOLARSHIPS -

★ WHAT ARE THE FLC STUDENT SCHOLARSHIPS?

The Fall Leadership Student Scholarships are awarded to students based on financial need. This scholarship will cover the Conference registration fee.

★ WHERE CAN I APPLY?

You can find the application on the Washington DECA website; wadeca.org or you can find the link to the application in the WA DECA Instagram Linktree.

AREA CONFERENCE

Your first level of competition!

WHERE IS MY AREA CONFERENCE HELD? WHO ATTENDS?

Check <https://wadeca.org/conferences/area-conference/> to find out!

WHAT EVENTS COMPETE AT AREA?

- Individual Series Events
- Team Decision-Making Events
- Integrated Marketing Campaign Events
- 10-Page Entrepreneurship Events
- Professional Selling Events

INTERNATIONAL CAREER DEVELOPMENT CONFERENCE



STATE CAREER DEVELOPMENT CONFERENCE



AREA CONFERENCE



STATE CAREER DEVELOPMENT CONFERENCE

WHERE IS THE STATE CAREER DEVELOPMENT CONFERENCE GOING TO BE HELD?

The State Career Development Conference will be held in Bellevue, Washington!

WHAT HAPPENS AT THE STATE CAREER DEVELOPMENT CONFERENCE?

Opportunities vary by year but generally include:

- Competition
- Senior Management Academy
- Voting for State President
- ...and more!



STATE CAREER DEVELOPMENT CONFERENCE



AREA CONFERENCE



SCDC STUDENT SCHOLARSHIPS

★ WHAT IS THE SCDC STUDENT SCHOLARSHIPS?

The State Career Development Conference Student Scholarships are awarded to students based on financial need. This scholarship will cover the conference registration fee.

★ WHERE CAN I APPLY?

You can find the link to apply for the SCDC Student Scholarship on the Washington DECA's Instagram bio. The link will lead you to the WA DECA LinkTree which is where you can find the link to apply!

You can also find all of Washington DECA's scholarships at <https://wadeca.org/scholarships/>

INTERNATIONAL CAREER DEVELOPMENT CONFERENCE

WHAT IS THE INTERNATIONAL CAREER DEVELOPMENT CONFERENCE?

The DECA International Career Development Conference (ICDC) is the culmination of the DECA year. More than 22,000 DECA members gather for several days of DECA excitement.

HOW CAN I ATTEND?

You can attend ICDC by:

- Qualifying at the State Career Development Conference
- Qualifying for the Stock Market Game or Virtual Business Challenge
- Qualifying for a DECA Inc. Corporate Challenge
- Being chosen by your chapter to attend a leadership academy after completing chapter campaigns

INTERNATIONAL CAREER DEVELOPMENT CONFERENCE



STATE CAREER DEVELOPMENT CONFERENCE



AREA CONFERENCE



COMPETITION

Through competition, Washington DECA prepares students to be college and career ready, and also brings recognition and prestige to Washington state as one of the top performing associations in the world. .





TYPES OF COMPETITION:

WHAT IS A ROLE-PLAY?

Role-plays are events where you are given a situation and have to develop a presentation based on the situation to present to a judge. Role-plays are **impromptu** events.

WHAT ARE PREPARED EVENTS?

With prepared events, you will have time beforehand to create a presentation for your event. Prepared events can revolve around the presentation or incorporate a written component.



ROLEPLAY STRUCTURE:

A SUCCESSFUL DECA PRESENTATION INCLUDES...

- An Opening
- Presenting the problem
- Key points
- Final Solution
- Answering questions
- Closing



IN OTHER WORDS...

1. Create a professional first impression
2. Tell your judge you understand the task at hand
3. Present important information
4. Bring it all together
5. Clarify where needed
6. End on a high note!

ROLEPLAY CONTENT:

WHAT MAKES EFFECTIVE DECA CONTENT?

- Logical sequence
- Point, evidence/example, analysis
- Creative, thought-out solutions



PERFORMANCE INDICATOR RESPONSE TEMPLATE:

Given [company]'s new challenge, the [industry] sector must change, since it is important to [tie to P. Indicator]...

Recently, [event] occurred, changing the patterns of customer [trend] by...

So, we should look to [solution] in order to _____, _____, and altogether, _____.

21ST CENTURY SKILLS:

21ST CENTURY SKILLS INCLUDE...

- Confident, Clear, and Professional Speaking
- Creative problem solver
- Critical Thinker
- Effective Communicator



EX. OF CASUAL VS. PROFESSIONAL RESPONSE:

CASUAL RESPONSE:

#1: "Uh, hey... I'll start now...so marketing is like really important for the company cause..."

PROFESSIONAL RESPONSE:

#2: "Good afternoon, Senior Vice President of Marketing, it is wonderful to meet with you. My name is ____ and I am ready to take on the issues with we have had with finding our target customers..."

RESOURCES FOR COMPETITION PREP:

LEARN DECA:

Washington DECA- exclusive resource - find videos from past competitors, advisors, & WA DECA staff explaining ideas from breaking down PIs to avoiding penalty points! Access on www.wadeca.org/learndeca. Email us for the password.

PAST EVENT SCENARIOS:

Many past event scenarios are available online! Search your event name + 'Sample Event' to find a plethora of scenarios to practice with. Visit deca.org/high-school-competitive-events/

YOUTUBE:

Top competitors and DECA leaders often post videos of their presentations and tips to succeed in competition. Check these out, especially on Washington DECA's YouTube channel, to see how the pros approach DECA competition. Visit: www.youtube.com/@wadeca47

DRESS CODE

Ask your advisor for the most updated information!



BUSINESS PROFESSIONAL

★ APPROPRIATE ATTIRE

- Business suits / sport coat / blouses / dress slacks / trousers
- Professional dresses or skirts (knee-length required)
- Button down shirts (tucked in) / blouses
- Belts (if pants have belt loops)
- Dress socks or nylons (recommended)
- Dress shoes and conservative accessories
- ICDC competition: A tie, ascot or scarf is required for individuals wearing a collared shirt

★ PROHIBITED ATTIRE

- Leggings and denim of any kind
- Caps, hats or bandanas
- Stiletto heels, athletic or boat shoes
- Sheer or stretch knit fabrics, or tight revealing clothing
- Low-cut or crop tops
- High-cut skirts or dresses or bike shorts
- Strappy tops or camisoles (unless under a blazer or sweater)



BUSINESS CASUAL

★ APPROPRIATE ATTIRE

- Slacks, khakis, or cords
- Dresses, shorts, or skirts (knee-length required)
- Polo shirts or button downs
- Sweaters or blouses
- DECA t-shirts and sweatshirts
- Clothing and shoes appropriate for the activity

★ PROHIBITED ATTIRE

- Leggings or denim of any kind
- Caps, hats or bandanas
- Sheer or stretch knit fabrics, or tight revealing clothing
- Strappy tops, camisoles, low-cut or crop tops (unless under a blazer or cardigan), or swimwear
- Clothing or accessories with printing that is suggestive, obscene or promotes illegal substances or politics
- Unacceptable dress shoes include: Stilettos, flip flops or casual sandals, hiking boots and industrial work shoes



RECREATIONAL ATTIRE

★ APPROPRIATE ATTIRE

- Casual slacks or khakis, blouse or shirt, socks and casual shoes
- Dresses or skirts (knee-length required)
- Polo shirts or button downs
- DECA t-shirts and sweatshirts
- Athletic and boat shoes (in good condition)

★ PROHIBITED ATTIRE

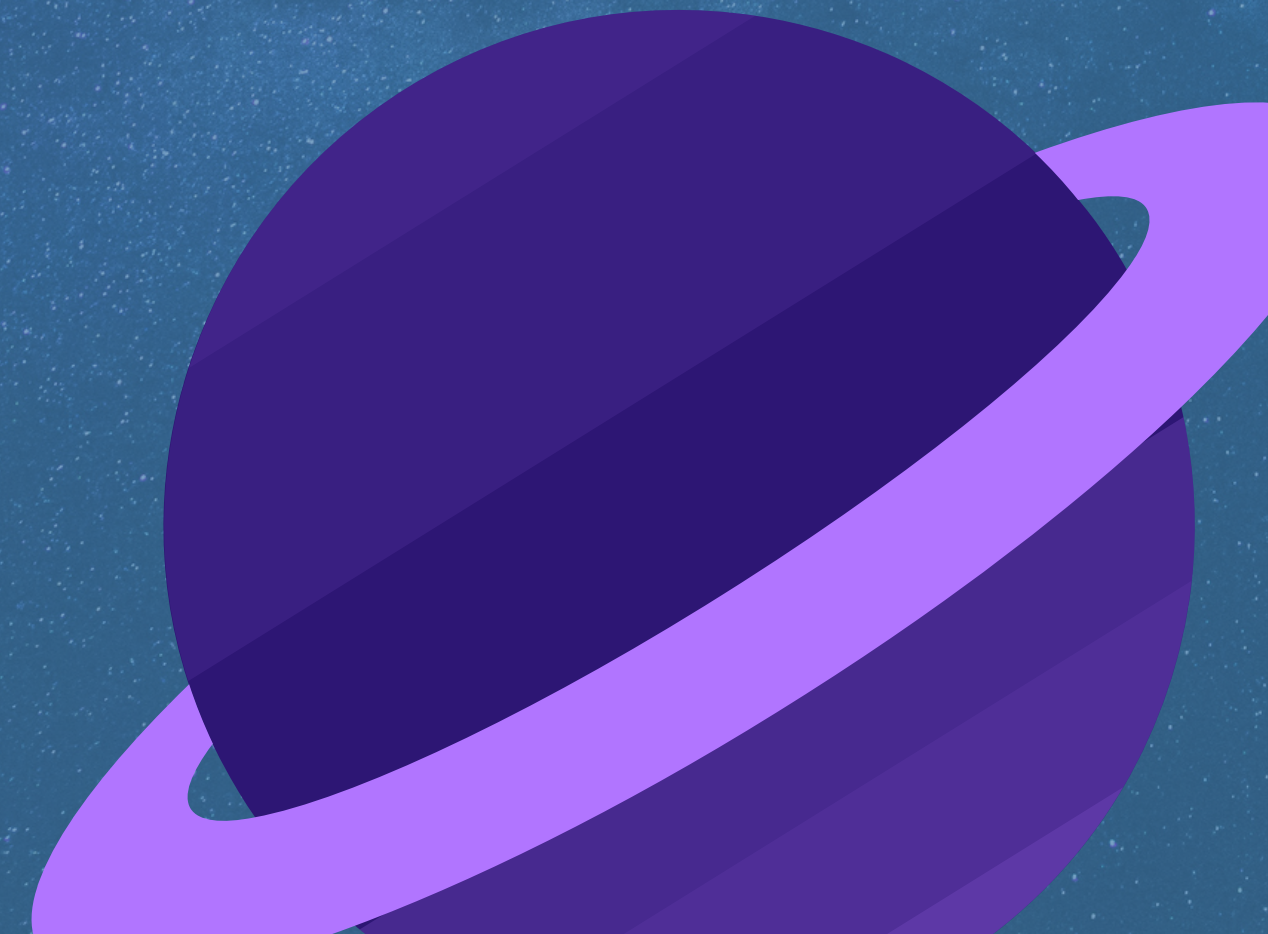
- Leggings and denim of any kind
- Caps, hats or bandanas
- Strappy tops or camisoles (unless under a blazer or sweater)
- Unacceptable dress shoes include: Stilettos, flip flops or casual sandals, hiking boots and industrial work shoes
- Sheer or stretch knit fabrics, or tight revealing clothing
- Low-cut or crop tops
- High-cut skirts or dresses
- Bike shorts



“

DIVERSITY-EQUITY-INCLUSION

Our current initiatives are made for members like YOU to utilize and assist you throughout the DECA year.



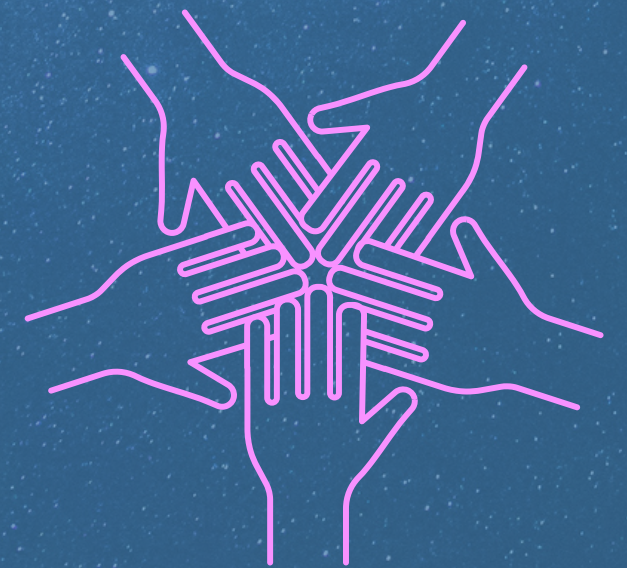
DIVERSITY- EQUITY- INCLUSION

★ WHY IS DEI IMPORTANT FOR WA DECA?

We at Washington DECA value every member and believe each and every member should feel welcomed and accepted to thrive and grow while expanding their business knowledge.

★ HOW CAN I INCORPORATE DEI INTO MY LIFE?

- Support Local & Diverse Businesses
- Don't Assume (Race and Gender)
- Remain Respectful by Not Using Racial, Homophobic, and Sexist Words/Phrases
- Seek Ways to Positively Learn More About Cultures
- Invite Others and Include Everybody in Discussions



HOW CAN I SUPPORT DEI?

★ WHAT IS IMPLICIT BIAS?

Implicit Bias is not intentional, but it can still impact how we judge others based on factors, such as: Race, Ability, Culture, Gender, and Language.



★ WHY IS GENDER NEUTRAL LANGUAGE IMPORTANT?

- It is inclusive of those that identify outside of the gender binary
- Disassociate job types with expectations of gender
- Be more accurate when addressing individuals and crowds

★ ASK!

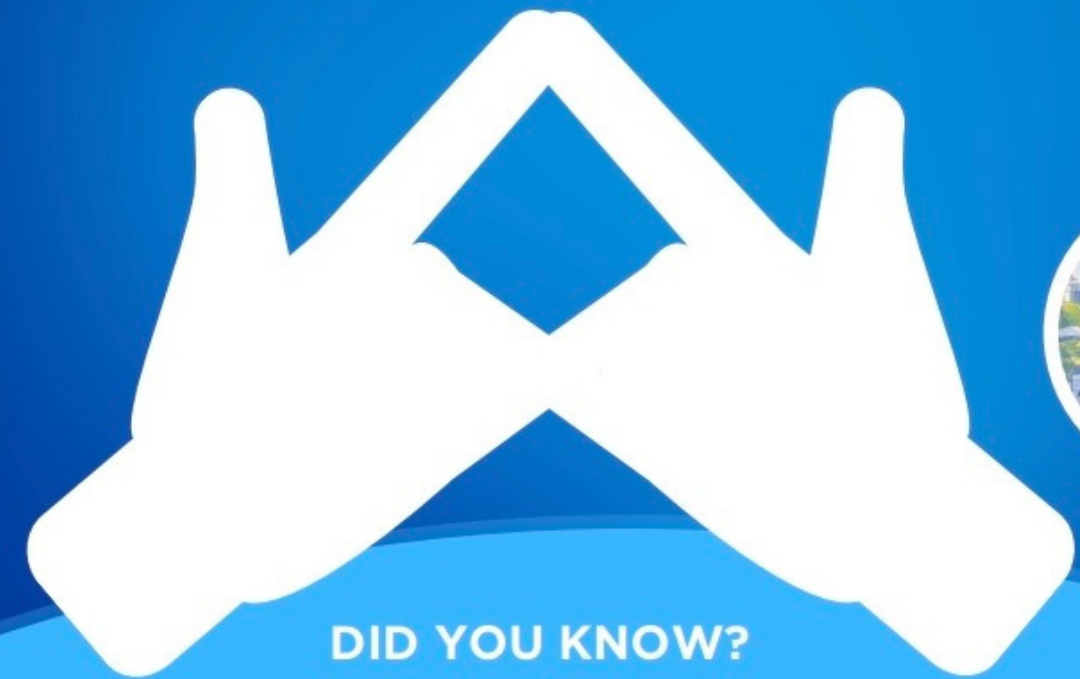
If you find yourself unsure of someone's pronoun, be attentive to how others refer to this person. If you are still unclear or concerned that people might be using the incorrect pronoun, **politely and privately ask that person what pronoun they use.**



OFFICIAL WASHINGTON DECA DIAMOND

THE OFFICIAL **DECA DIAMOND** OF WASHINGTON DECA

Washington DECA adopts the "West is Best" Diamond as the official DECA Diamond hand sign!



DID YOU KNOW?

The points of the DECA Diamond represent DECA's Guiding Principles and Comprehensive Learning Program.

Inner Points

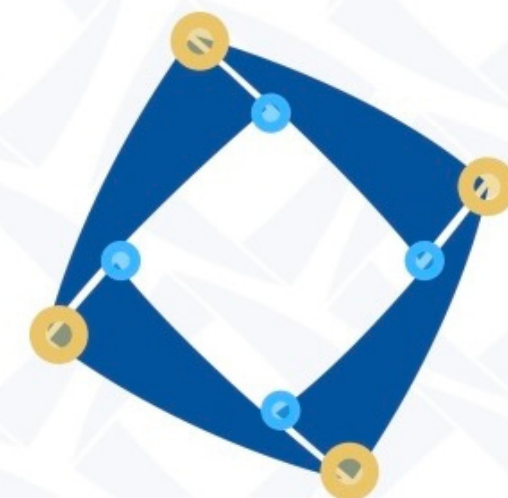
Academically Prepared

Community Oriented

Professionally Responsible

Experienced Leaders

(Guiding Principles)



Outer Points

Integrates into Classroom Instruction

Applies Learning

Connects to Business

Promotes Competition

(Comprehensive Learning Program)

RUN FOR STATE OFFICE



★ WHAT IS AN AREA PRESIDENT?

An Area president is an elected individual who is given a set of responsibility to ensure that their Area is on the train to success! An Area president will come up with a set of initiatives that ensures that members will have an efficient and enjoyable year in DECA.

★ WHAT IS A STATE PRESIDENT

A State President is also an elected individual who is has a set of responsibility to ensure that WA DECA members are fulfilling that WA DECA experience. As State president, you are expected to represent and lead Washington DECA to success!





**CONGRATULATIONS! YOU'RE ON THE
PATH TO DECA SUCCESS. WHAT ARE
YOU LOOKING FORWARD TO THE
MOST?**

