



INDIANA
DECA[™]
STATE LEADERSHIP CANDIDATE
STUDY GUIDE 2023

The information in this guide, along with other materials available, will help you through the screening process. Questions on the written exam are not limited to the information in this packet, but these materials will give you a great start. In addition to this study guide, please be familiar with:

- Parliamentary Procedure (Ask your chapter advisor about study materials on this topic.)
- Information found on deca.org, including information on DECA competitive events
- Information found on indianadeca.org

The exam will have true/false, multiple choice, and matching questions. Your knowledge of DECA is essential for the questions you will receive if you become a state leadership team member/ambassador for the organization. Be prepared!

The state leadership exam will be taken during State Leadership Team Screening on Saturday, January 28, at Brownsburg High School.

You must have a score of at least 70 out of 100 on the written exam to be considered for candidacy. The exam score will then be averaged with your interview scores, and you need a combined score of at least 70% to become an officer candidate.

Good Luck!

LEADERSHIP TEAM CANDIDATE STUDY GUIDE

The following terms and information are presented for your preparation to become an official state leadership team candidate. Remember, the exam covers information from the additional sources mentioned on the first page.

GENERAL TERMS AND INFORMATION

Advisors	Adults charged with the responsibility of giving guidance to the chapter and chartered associations
ACTE	Association of Career and Technical Education – professional association for career and technical educators
Board of Directors	Seventeen (17) individuals consisting of ten (10) district coordinators, an alumni representative, a college representative, the IMEA president, a DOE liaison (ex-officio), one (1) state officer (ex-officio), the state officer coordinator (ex-officio), the executive director (ex-officio), and the chartered association advisor (ex-officio). This organization provides leadership for Indiana DECA. Names of current members can be found on indianadeca.org.
Budget (Chapter)	Document identifying the amount of money needed by the chapter to carry out the program of leadership that is prepared annually
Bylaws	Indiana DECA has their own set of bylaws (rules for internal governance of an organization) that compliment the Indiana DECA Constitution
Chapter	-- Are unincorporated student organizations operating under the authority of the local school district and the chartered association -- Chapters (not referred to as a “club”) are comprised of student members and advisors
Charter States	The seventeen (17) states which adopted the national constitution and the official name of DECA in 1948: Arkansas, Georgia, Indiana, Kansas,

Kentucky, Louisiana, Michigan, Missouri, North Carolina, Ohio, Oklahoma, South Carolina, Tennessee, Texas, Utah, Virginia, and Washington

Chartered Associations

Consist of local school chapters within a state, province, territory, or equivalent geographic unit and perform four (4) basic functions:

1. Act as a unifying body by providing an opportunity for the chapters to work and plan together on a state-wide association basis.
2. Set standards which local chapters must meet before a charter can be granted.
3. Act as a clearinghouse for information and ideas that will benefit DECA locally, association-wide, and nationally/internationally.
4. Act as a liaison between DECA Inc. and chapters in carrying out programs and projects.

CTSO

Career and Technical Student Organization (i.e. DECA, FFA, FCCLA, FBLA, SkillsUSA, BPA, HOSA, and Technology Student Association)

Ross Motter

Central Region Vice President

DECA

DECA prepares emerging leaders and entrepreneurs for careers in marketing, finance, hospitality, and management. It is represented by a president and four vice presidents, at both the high school and collegiate divisions. Services are provided to over 152,000 in 3,400 chapters in all 50 United States, Canada, Guam, Puerto Rico and Germany.

DECA Inc. Headquarters Address

DECA Inc.
1908 Association Drive
Reston, VA 20191
Ph: 703-860-5000

Indiana DECA Mailing Address

Indiana DECA
12631 West Road
Zionsville, IN 46077
Ph: 317-258-7739

DECA Direct Online	This digital platform provides DECA advisors and members with news, publications, and content
Eric Holcomb	Governor of Indiana
Katie Jenner	Indiana’s Secretary of Education
DECA <i>Guide</i>	The publication for DECA competitive event guidelines, Shop DECA products, and awards
DECA Inc. Theme	2022-2023 – Get the Edge
Official colors of DECA	Blue & Gold
Organization of DECA	Chapters; Chartered Associations; Regions; National (International)
DECA Mission Statement	“DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management.”
DECA Inc.	Adult representatives from each chartered association of DECA who are legally responsible for DECA. DECA Inc. is comprised of representatives from the High School and Collegiate Divisions
Frank Peterson	National Executive Director
DECA Inc. Membership Fees	Used to support approximately one third of the total operational cost of DECA--\$8.00 for high school members
Indiana DECA Membership Fees	\$5.00
Divisions of DECA	High School Division Collegiate Division Alumni Division Professional Division
Memphis, TN	Location of the first Interstate Conference of the Distributive Education Clubs of America, held in April 1947

State Officers	Elected representatives for the state of Indiana that make up the Indiana DECA Leadership Team; act as liaisons between Indiana DECA and the student membership and serve as ambassadors for DECA programs and membership development. (See indianadeca.org for the names of current officers.)
Indiana DECA website	www.indianadeca.org
National DECA website	www.deca.org
Janice Brown	Indiana DECA’s Executive Director/Chartered Association Advisor
POL	<p>Program of Leadership does the following:</p> <ul style="list-style-type: none"> • brings together the leadership team, DECA goals and action items for the year into one strategic leadership plan • provides a comprehensive plan of the chapter’s goals and activities for the school year • aligns each goal with a mission area, assigns overall responsibility to a leader, and indicates the key project initiatives, success criteria, time frame and project leaders
Regions/Districts	<p>Indiana DECA is comprised of 5 regions and 12 districts, with a couple of districts combined.</p> <p>Indiana DECA Regions/Districts:</p> <ul style="list-style-type: none"> • Region 1 consists of District 1 & District 2 • Region 2 consists of District 4 & District 5 • Region 3 consists of District 3/6 & District 9 • Region 4 consists of District 7 & District 10 • Region 5 consists of District 8 & District 11/12
District Coordinators	One (1) chapter advisor in each District within Indiana who coordinates leadership activities within each district and runs each District Career Development Conference. (See indianadeca.org for the names of current district coordinators.)

DECA Month	DECA Month is a month to promote and celebrate DECA in your school. National DECA Month is November.
Competitive Events	<p>There are ten (10) categories of competitive events. They are:</p> <ul style="list-style-type: none"> • Principles of Business Administration Events • Individual Series Events • Team Decision Making Events • Personal Financial Literacy Event • Business Operations Research Events • Project Management Events • Integrated Marketing Campaign Events • Entrepreneurship Events • Professional Selling and Consulting Events • Online Events
Regions of DECA	Western, Central, Southern, and North Atlantic -- each region has 13 or more chartered associations
Regional Conferences	Conferences are held within each region to give students the opportunity to participate in worthwhile activities and to assist students in career development and leadership skills
Central Region	Indiana DECA is in the Central Region. Other chartered associations in the Central Region include: Illinois, Ohio, Kentucky, Michigan, Kansas, Missouri, Iowa, Nebraska, Minnesota, Wisconsin, North Dakota, South Dakota and Manitoba, Canada
CRLC	Central Region Leadership Conference. The first CRLC was held in 1968 in St. Paul, Minnesota. The 2023 CRLC is being held December 9-11 in Milwaukee, Wisconsin
SCDC	State Career Development Conference – Indiana DECA holds its SCDC annually in the spring in downtown Indianapolis. This year’s SCDC is March 5 – 7, 2023

ICDC International Career Development Conference--
ICDC will be held April 22 – April 26, 2023 in
Orlando, Florida and April 27 – May 1, 2024 in
Anaheim, California

MARKETING TERMS

Marketing Marketing is the activity set of institutions and
processes for creating, communicating, delivering,
and exchanging offerings that have value for
customers, clients, partners, and society at large.

Seven Functions of Marketing Pricing
Product/Service Management
Channel Management
Market Planning
Marketing-Information Management
Selling
Promotion

4 P's of Marketing Product
Price
Place
Promotion

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

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

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

Types of Motions

1. Main
2. Subsidiary

	<ul style="list-style-type: none"> 3. Incidental 4. Privileged 5. Motions that bring a question again before the assembly
Two Types of Amendments	<ul 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	<ul style="list-style-type: none"> 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
Correct way to state a motion	“I move that” followed by a statement of the proposal.
DECA Emblem	<p>DECA Diamond</p> <p>--The four points inside the diamond represent the first set of DECA’s guiding principles</p> <p>--The four outer points represent the second set of guiding principles and the polished leaders DECA prepares</p>
DECA’s Attributes & Values	<ul style="list-style-type: none"> Competence Innovation Integrity Teamwork

DECA’S GUIDING PRINCIPLES:

The guiding principles are designed to explain how DECA fulfills its mission in two distinct statements – the first set of four addresses what we do and the second set of four (equal to the former 4 points of the diamond) addresses the result.

DECA’S COMPREHENSIVE LEARNIG PROGRAM (What we do):

Integrates into Classroom Instruction	An integral component of classroom instruction, DECA activities provide
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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 (Results):

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.