

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 24, at Westfield 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 resources 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 Nineteen (19) individuals consisting of ten (10)

district coordinators, an alumni representative, a college officer representative, an IN Collegiate Board representative, the IMEA president, a CTE liaison (ex-officio), one (1) state officer (ex-officio), the state officer coordinator (ex-officio), one (1) at-

large member (ex-officio) and the executive director/chartered association advisor (ex-officio). This organization provides leadership for Indiana DECA. The names of current IN DECA Board

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:

- 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, associationwide, 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 TSA)

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 for more than 299,000 student members, teacher advisors, alumni and professionals around the globe join DECA each year to develop the next gen workforce.

Asher Leventhal

National High School Division President

Cullen Watanuki

Central Region Vice President

Sai Boda

Indiana High School Division President

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

Mike Braun Governor of Indiana

Katie Jenner Indiana Secretary of Education

DECA Guide The publication for DECA competitive event

guidelines, Shop DECA products, and awards

DECA Inc. Theme 2025-2026 – **GO THE EXTRA**

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 \$7.00

Divisions of DECA **High School Division**

> Collegiate Division **Alumni Division Professional Division**

Location of the first Interstate Conference of the Memphis, TN

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; these individuals 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

Program of Leadership does the following: POL

> 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

Indiana DECA is comprised of 5 regions and 12 Regions/Districts districts, with a couple of districts combined.

Indiana DECA Regions/Districts:

- 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 for

the district and runs the District Career

Development Conference. (See indianadeca.org for the names of current district coordinators.)

DECA Month is a month to promote and celebrate

DECA in your school. National DECA Month is

November.

Competitive Events There are ten (10) categories of competitive events.

They are:

• 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

Leadership Conferences Leadership conferences are held each fall to give

students an opportunity to participate in worthwhile activities, and to assist students in career development and leadership skills. The Ultimate DECA Power Trip will be held in Lexington,

Kentucky, November 20-22, 2026.

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, and South Dakota

SCDC State Career Development Conference – Indiana

DECA holds its SCDC annually in the spring in

downtown Indianapolis. This year's SCDC is March

1 - 3, 2026.

ICDC International Career Development Conference-

ICDC will be held April 25 - 28, 2026 in Atlanta, Georgia and April 17 - 20, 2027 in Anaheim,

California.

MARKETING TERMS

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

Marketing-Information Management

Selling Promotion Distribution Financing

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 have 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

Subsidiary
Incidental
Privileged

5. Motions that bring a question again before the

assembly

Two Types of Amendments 1. First order – an amendment to the motion

2. Second order – an amendment to the

Amendment

Standard Order of Business 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's Attributes & Values Competence

Innovation Integrity Teamwork

DECA Emblem DECA Diamond

--The four points inside the diamond represent the

first set of DECA's guiding principles

--The four outer points represent the second set of

guiding principles and the polished leaders DECA

prepares

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.

<u>DECA'S COMPREHENSIVE LEARNIG PROGRAM</u> (What we do):

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 PREAPARES 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.