



# COLLEGIATE DECA

INDIANA ASSOCIATION

## STATE CAREER DEVELOPMENT CONFERENCE

FEBRUARY 21ST, 2026 | BUTLER UNIVERSITY

REGISTRATION GUIDE

LEARN MORE AT [INDIANADECA.ORG/CSCDC](https://indianadeca.org/cscdc)







## STATE CAREER DEVELOPMENT CONFERENCE

The Indiana Collegiate DECA State Career Development Conference (SCDC) is the pinnacle event of the local membership year, where preparation meets opportunity and passion turns into performance. Held annually, this high-impact conference is the culmination of the work, innovation, and leadership demonstrated by Collegiate DECA members across the Hoosier state.

Each year, more than 250 post-secondary students, educators, business professionals, and alumni gather for a full day of competition, professional growth, and connection. Whether you're looking to sharpen your skills, explore career paths, or walk away with a state title, SCDC is the place to make it happen.

At the heart of the conference is Collegiate DECA's Competitive Events Program, where students put their knowledge to the test in a variety of real-world simulations and case studies across fields such as Business Management, Marketing, Finance, Entrepreneurship, and Hospitality. Participants showcase their expertise, communication, and problem-solving abilities before panels of industry judges, all in pursuit of becoming Indiana's next Collegiate DECA state champions and earning their place at the International Career Development Conference (ICDC).

But competition is only part of the experience. For those not competing, SCDC offers the Professional Development Series, a curated selection of interactive workshops and speaker sessions led by business leaders, DECA alumni, and career coaches, as well as the Hoosier Case Study Event.

Attendees will gain insights on career readiness, leadership development, networking strategies, and emerging trends in today's global business environment. It's the perfect opportunity to build your professional edge, whether you're preparing for an internship, launching your own venture, or navigating your path post-graduation.

## IMPORTANT DATES

### JANUARY 15

Collegiate DECA Membership Submissions + Dues Deadline for IN SCDC and ICDC Competitions

### JANUARY 21

Indiana Collegiate DECA State Officer Applications and Intent to Run forms due.

### FEBRUARY 1

Conference registration and payment due to Indiana Collegiate DECA.

### FEBRUARY 7

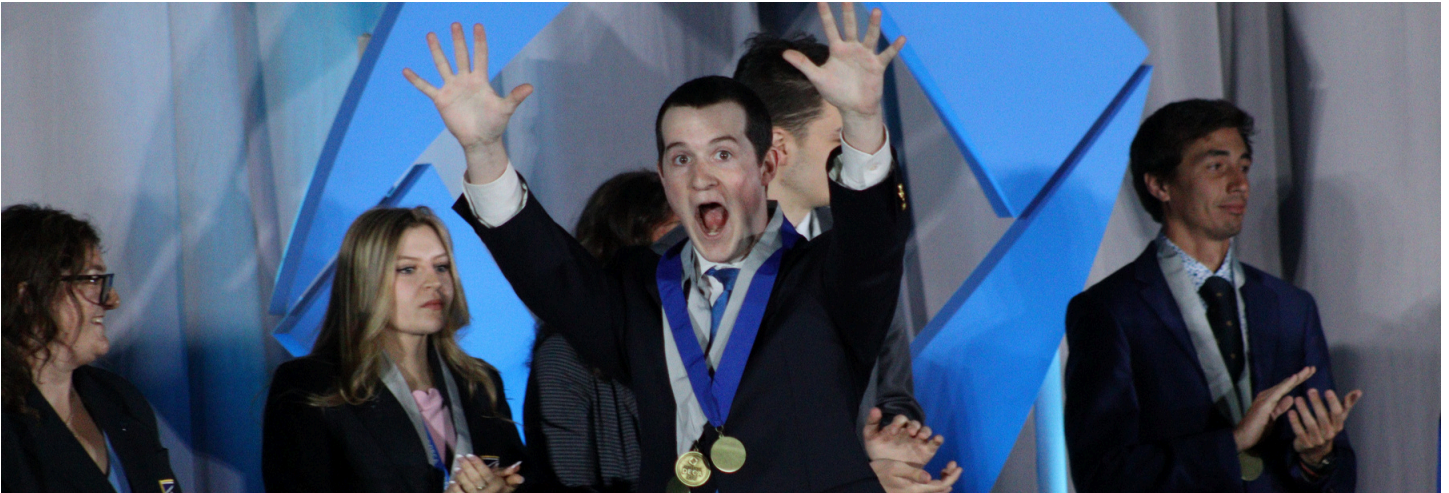
Prepared Event Presentations are due in the online portal for SCDC preliminary judging.

### FEBRUARY 15

Cancellation and refund deadline for conference registries.

### FEBRUARY 21

Indiana Collegiate DECA State Career Development Conference at Butler University.



# TENTATIVE AGENDA

During the conference, members from across the Midwest will join us in an action-packed day of competition, elections, professional development, powerful general sessions and more. As the conference date nears, make sure to check the Indiana DECA website for the most up-to-date schedule and location of events.

## SATURDAY FEBRUARY 21

<b>All Day</b>	Explore Butler University
<b>7:30 AM - 8:15 AM</b>	Conference Registration
<b>8:30 AM - 9:30 AM</b>	Opening Session
<b>9:00 AM - 10:00 AM</b>	Judges Training and Breakfast
<b>9:30 AM - 3:00 PM</b>	Professional Development Series
<b>9:30 AM - 5:00 PM</b>	Career Fair
<b>10:00 AM - 5:00 PM</b>	The Hoosier Case Study Event
<b>10:00 AM - 5:00 PM</b>	DECA Competitive Events / Exams
<b>12:00 PM - 2:00 PM</b>	Lunch and Open Networking
<b>2:00 PM - 4:00 PM</b>	Business and Election Session

## SATURDAY (CONTINUED) FEBRUARY 21

<b>4:00 PM - 7:00 PM</b>	Dinner on Your Own
<b>5:00 PM - 6:00 PM</b>	Advisor Reception / Networking
<b>7:00 PM - 8:30 PM</b>	Grand Awards Session

*\*Schedule subject to change. Please consult [indianadeca.org/cscdc](http://indianadeca.org/cscdc) for a detailed schedule.*





# PROFESSIONAL DEVELOPMENT SERIES

As part of SCDC, non-competitive (and competitive, between their events) Collegiate DECA members have the opportunity to participate in the Professional Development Series. These sessions provide attendees a unique opportunity to gain real-world expertise and insight from industry professionals in the Hoosier state.

## OVERVIEW

The Professional Development Series will welcome industry professionals from across the state. As you explore career paths, industries, and areas of study at SCDC, this series will immerse you in the culture, business foundations, and history of the Indianapolis area.

During the series, you will have the opportunity to learn from a selection of 5 different speakers, each with their own stories, triumphs, and exciting opportunities to get on your feet, network, and learn more about the Indianapolis business community.

Any member in attendance is able to join this session, however, non-competitive members will be in this session for the duration of the day, while competitive members are able to join in and leave for other events as needed.

## OPEN Q AND A

Members will be able to ask questions to each speaker during the open Q and A sessions. Feel free to connect with our speakers during this time and take the opportunity to learn more about the industries they are representing.

## TENTATIVE TOPICS

### Indiana - For the Bold (Regulatory)

In this session, members will hear from an Indiana state politician, representative, or economist who has experience and expertise on how the state of Indiana is the place to be for entrepreneurship, innovation, and global trade. Lean into the stories behind some of Indiana's most successful businesses and how they are able to grow and thrive thanks to the economic landscape of the Hoosier state.

### From the Ground Up (Entrepreneurship)

In this session, members will hear from a local entrepreneur or franchisee about how they leveraged contacts, experience, and a bit of hope to jumpstart their entrepreneurial journey. Learn about the trials, tribulations, and triumphs local entrepreneurs have experienced to become the person they are today.

### Show me the Money (Finance)

In this session, members will hear from a leader in the finance industry who has taken a bold approach to success. Whether it's private wealth management or banking, the opportunists in these fields come out ahead, with many making generational wealth for themselves and their families. Hear about the love and passion of this unique career pathway.

### Selling the Future (Marketing & Sales)

In this session, members will hear from a local expert in the marketing and sales industry. Learn how these two jobs are capable of increasing the reach of a product or service around the globe. In addition, take the opportunity to apply skills from this speaker towards your future projects, DECA reports, or even your own businesses. In addition, explore career opportunities and beyond.

### Bonus Session - TBD (Industry TBD)

In this bonus session, members will hear about a topic that is timely for when this conference occurs. As more information is released, and the SCDC date nears, we will update conference attendees with a description pertaining to this bonus session.





# THE HOOSIER CASE STUDY EVENT

During the conference, competitive and non-competitive members will have the opportunity to take part in the Hoosier Case Study Event, designed by Indiana Collegiate DECA in partnership with an Indiana-based company. Although not an official competitive event, the structure follows that of an Individual Case Study without the exam. Did we mention a cash prize of \$1,500 is on the line for the student that takes home first place!

## OVERVIEW

Each year, one Indiana-based company sponsors the Hoosier Case Study Event. This event is an Indiana SCDC exclusive, and is not offered at any other Collegiate DECA association conferences.\*

Both **non-competitive and competitive attendees** have the opportunity to take part in this event. During the registration process for SCDC, members can opt-in or opt-out of this event.

If a member opts-out of the event during registration, it is important to note that **no on-site registrations will be allowed at this time**. If additional time allows, Indiana Collegiate DECA may provide slots for on-site signups, but members should not rely on this opportunity to occur.

\*Collegiate DECA Attendees from other associations are eligible to sign-up for this event during the registration process.

## APPOINTMENTS

Your scheduled time will include a **30-minute prep period, with a 15-minute presentation time**. This is an individual event and will **not** include an exam.

The case study will be posted to the Indiana DECA website a minimum of one month before the conference. You are allowed to prepare notes, slide decks, and presentations before your 30-minute prep time at SCDC.

You may use your prep time as you see fit, but you will not be allowed to present until after the 30-minute prep time has elapsed.

## EVENT SCORING

Scores will be out of 100 points, with each section carrying the same weight overall.

You will receive a transcript of your scores and comments from the judge(s), if provided, after the event.

## COMPETITION

Participants in this event may compete all in one section, or if the need arises, in two separate sections.

**In the case of one section:** The top 10 will be acknowledged on stage at the Indiana Grand Awards Session. Each member from the top 10 will receive a medallion for their efforts. The top 3 will receive trophies, as well 3<sup>rd</sup> place receiving \$500, 2<sup>nd</sup> place receiving \$1000, and 1<sup>st</sup> place receiving \$1,500.

**In the case of two sections:** The top 10 in each section will be acknowledged on stage at the Indiana Grand Awards Session. Each member from the top 10 will receive a medallion for their efforts. The top 3 from each section will receive trophies, as well 3<sup>rd</sup> place receiving \$250, 2<sup>nd</sup> place receiving \$500, and 1<sup>st</sup> place receiving \$750.\*

\*Indiana Collegiate DECA and the title-sponsor group reserve the right to change cash prize allocations up until the day of competition.



# COMPETITIVE EVENTS

## INDIVIDUAL CASE STUDY EVENTS

CORPORATE FINANCE	FINANCE EXAM	1 PARTICIPANT	1 CASE STUDY Laptop, outside materials and internet allowed.	30 MINUTES PREPARATION TIME	15 MINUTES PRESENTATION TIME
ENTREPRENEURSHIP OPERATIONS	ENTREPRENEURSHIP EXAM				
FASHION MERCHANDISING AND MARKETING	MARKETING EXAM				
FINANCIAL ACCOUNTING	FINANCE EXAM				
HOTEL AND LODGING	HOSPITALITY AND TOURISM EXAM				
HUMAN RESOURCE MANAGEMENT	BUSINESS MANAGEMENT + ADMINISTRATION EXAM				
MARKETING MANAGEMENT	MARKETING EXAM				
RESTAURANT AND FOOD SERVICE MANAGEMENT	HOSPITALITY AND TOURISM EXAM				
RETAIL MANAGEMENT	BUSINESS MANAGEMENT + ADMINISTRATION EXAM				
SALES MANAGEMENT AND LEADERSHIP	MARKETING EXAM				
TRAVEL AND TOURISM	HOSPITALITY AND TOURISM EXAM				

## TEAM CASE STUDY EVENTS

BUSINESS ETHICS	2 PARTICIPANTS	1 CASE STUDY Laptop, outside materials and internet allowed.	60 MINUTES PREPARATION TIME	15 MINUTES PRESENTATION TIME
BUSINESS-TO-BUSINESS MARKETING				
ENTERTAINMENT MARKETING				
EVENT PLANNING				
INTERNATIONAL MARKETING				
MARKETING COMMUNICATIONS				
SPORTS MARKETING				

## PREPARED BUSINESS PRESENTATION EVENTS

ADVERTISING CAMPAIGN	1-3 PARTICIPANTS	15 PAGES ALLOWED	15 MINUTES PRESENTATION TIME Laptop, outside materials and internet allowed
BUSINESS RESEARCH	1-3 PARTICIPANTS	15 PAGES ALLOWED	
DIGITAL MARKETING STRATEGIES	1-2 PARTICIPANTS	N/A	
ENTREPRENEURSHIP - STARTING A BUSINESS	1-3 PARTICIPANTS	15 PAGES ALLOWED	
ENTREPRENEURSHIP - GROWING YOUR BUSINESS	1-3 PARTICIPANTS	15 PAGES ALLOWED	
FINANCIAL STATEMENT ANALYSIS	2-3 PARTICIPANTS	15 PAGES ALLOWED	
PROFESSIONAL SALES	1 PARTICIPANT	N/A	





# REGISTRATION INFORMATION

All conference participants must be DECA members in good standing and must be officially registered for the conference with Indiana Collegiate DECA.

## OVERVIEW

Your conference registration will allow you the opportunity to attend as a competitive or non-competitive member during the conference.

If you plan to attend the International Career Development Conference, Indiana Collegiate DECA **REQUIRES** you to attend and participate in this conference.

The event that you participate in at SCDC is the event you will be able to register for at ICDC. Regardless of placement, by participating in the Indiana Collegiate DECA SCDC, you are eligible to attend ICDC in Louisville.

If a schedule conflict arises, and you are unable to attend SCDC and still would like to attend ICDC, the Indiana Collegiate Board reserves the right to approve individuals on a case-by-case basis. If you wish to have a case reviewed, you must submit the proper form in the registration system.



**BLAKE SCHNACKENBERG**  
Indiana Collegiate DECA  
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## REGISTRATION

### \$50\* per attendee

The conference registration fee applies to Collegiate DECA members, advisors, chaperones and alumni, and includes the following:

- Powerful general sessions
- Professional Development Series
- Conference materials
- Conference activities
- Quick Bites / Lunch
- Competitive event transcript (competitors only)

### Deadline: February 1st, 2026

\*An additional \$15 will be charged for any registration after this date, and registrations not paid in full by February 21st.

## PROCEDURES

### REGISTRATION SITE COMING SOON

All student attendees must be on a submitted DECA membership roster to register.

### CHANGES:

Once registration is submitted, any changes must be made through proper form in the registration system.

## PAYMENT

**METHODS OF PAYMENT:** Check or credit card (MasterCard, VISA or American Express) are accepted.

Purchase orders will be accepted in advance of the registration deadline as a guarantee of payment, but all funds must be received in full prior to event dates to gain entry to the conference.

### REFUND POLICY:

Paid registrants who cancel on or before 11:59 p.m. ET on February 15<sup>th</sup> will receive a \$15 refund. Refunds beyond this date will be subject to approval by the Indiana Collegiate DECA board.



## LOCATION INFORMATION

Located just 5 miles north of Downtown Indianapolis, Butler University provides the big school feel without the big school. Explore the BU-tiful campus during the conference, as we host events in both Schrott Center for the Arts and Dugan Hall- home to the Lacy School of Business.

### OVERVIEW

Butler University, located in the heart of Indianapolis, Indiana, provides a vibrant and inspiring setting for the Indiana Collegiate DECA State Conference.

Situated on over 300 acres just five miles north of downtown Indianapolis, the campus beautifully combines historic charm with modern amenities to create an ideal environment for learning, collaboration, and professional growth.

Attendees will appreciate Butler's iconic Collegiate Gothic architecture, including Jordan Hall, as well as the nationally recognized Hinkle Fieldhouse, a landmark with a rich athletic and community history.

Beyond its impressive buildings, Butler's campus is known for its lush green spaces and commitment to sustainability. Included on campus are Holcomb Gardens and Holcomb Fountain, provide students with a suitable outdoor space to explore, study, and grow.

### SCHROTT CENTER

**Events Held in Schrott:** Welcome Session, Professional Development Series, and the Grand Awards Session.

The Howard L. Schrott Center for the Arts, completed in 2013, is a one-of-a-kind, student- and community-focused facility.

At just 475 seats, but with a full-size proscenium stage, the space is designed to optimize acoustics and sightlines, and is equally well-suited for music, dance, and theatre. But for one day only, it will also be home to our 2026 SCDC General Sessions and Professional Development Series.

The intimate venue is home to many of the Jordan College of the Arts' major ensemble performances. The lobby of the Schrott Center for the Arts also serves as a gallery space, displaying works from local Indianapolis artists and students from the Art + Design program of Butler University.

### BILL AND JOANNE DUGAN HALL

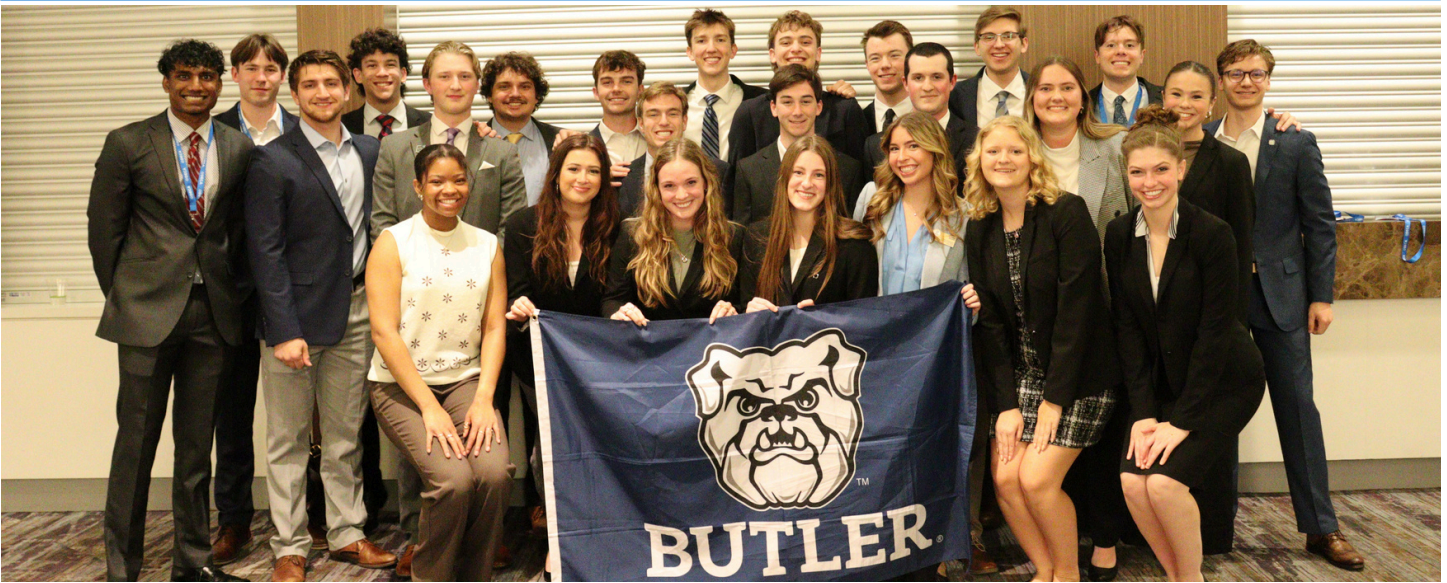
**Events Held in Dugan Hall:** Competitive events, the Hoosier Case Study event, Conference Registration, Judges Reception, lunch, and the Career Fair.

Experiential learning through interactions between business and academia is a central component of a Lacy School of Business education. Every aspect of this new business school facility was designed to enable effective real-world training and provide students with greater access to businesses, mentorship, and advising.

Dugan Hall features immersive experiential learning environments that provide students with invaluable hands-on training and real business experience.

From collaborative breakout spaces to trading rooms where students manage real money, each space within the facility features technology that fosters authentic experiences and relationships between Butler's academic community and global business.





## PARTICIPANT QUALIFICATIONS

The following are qualifications for participating in the Indiana Collegiate DECA State Career Development Conference. These rules, unless otherwise noted, are final and also apply to those chapters and members attending from other associations.

1. All conference participants must be officially registered for the conference with Indiana Collegiate DECA.
2. All participants must be paid student members of Collegiate DECA. All competitors must be submitted as members in the online membership system by February 1. Dues must be paid in full before registering.
3. A participant may enter only one (1) of the official competitive events during SCDC:
  - Individual Case Study Events
  - Team Case Study Events
  - Prepared Business Presentation Events

However, if a participant enters a Prepared Business Presentation Event, the participant may also participate in an Individual Case Study Event or Team Case Study Event.

4. Students entered in an official competitive event or non-competitive members in attendance may also take part in the Hoosier Case Study Competition.

NOTE: The Hoosier Case Study times will be scheduled around official Competitive event times. You will pre-register for this Indiana SCDC event via our conference registration portal. This event is offered only in Indiana, will not be an offering at ICDC, and does not qualify you for additional competition.

5. All participants should attend as much of the Professional Development Series as possible, as well as election sessions, and their scheduled competitive event times. Failure to attend or show on-time to your event may result in disqualification from SCDC, and therefore, an inability to register for ICDC through Indiana Collegiate DECA.\*
6. Participants are responsible for providing all materials, equipment including projector screens, supplies, etc., needed for the presentation where allowed. This includes: tape recorders, projectors, screens, easels, extension cords, video equipment, computers, etc. It is up to the participant(s) to check out their competition room to determine and locate the number of outlets, screen locations, etc. Indiana Collegiate DECA assumes no responsibility for damage/loss of materials, equipment, supplies, etc.
7. Participants are required to follow the DECA Inc. guidelines for dress code.
8. Photo ID's will be required for those completing an exam on site and may be required at any time from participants to verify identity.

\*Attendance for ICDC is only dictated by Indiana Collegiate DECA for Indiana teams. Other associations in attendance are exempt from this rule.

# ADDITIONAL INFORMATION

## WRITTEN ENTRY SUBMISSION

For competitors in Prepared Business Presentation events, the submission window will open at 10:00 a.m. ET on Sunday, February 1<sup>st</sup>, 2026. Written entries must be submitted by 11:59 p.m. of your respective time zone on Friday, February 7<sup>th</sup>, 2026. Detailed instructions will be available in early January.

## TESTING

All testing for participants in the Individual Case Study Events will be administered on-site at the Indiana State Career Development Conference on Saturday, February 21<sup>st</sup>. Participants will take the exam using a paper version with a scantron. No online testing is available for this conference.

## NON-COMPETITIVE

Once a chapter member has elected to attend the State Career Development Conference as a non-competitive member, they will not be allowed to enter competitive event areas or access materials meant only for competitive event members, judges, and advisors.

## ACCOMMODATION REQUESTS

We want to make every opportunity available for our members needing accommodations to participate in SCDC. An online form is at [indianadeca.org/accommodationrequests](https://indianadeca.org/accommodationrequests) to identify students that need accommodations. It is critical that we receive the form by February 1<sup>st</sup>, 2026 in order to arrange appropriate services.

## VOTING DELEGATES

The Voting Delegate Allocation policy for Indiana Collegiate DECA is as follows:

*"(25) days prior to the annual meeting of this association the determination of the apportionment of the additional voting delegates will be made according to reported membership."*

This final, official allocation will be sent to chapter advisors prior to the State Career Development Conference. The allocations will be included in the final SCDC update from the Indiana Collegiate DECA Chartered Association Advisor.

## CONDUCT AND DRESS CODE

All attendees are required to adhere to the Conference Delegate Practices and Procedures and Dress Code. These documents are at [indianadeca.org/cscdc](https://indianadeca.org/cscdc).

### NON-DISCRIMINATION POLICY:

DECA Inc. and Indiana Collegiate DECA are committed to creating and maintaining a healthy and respectful environment for all of our emerging leaders and entrepreneurs. Our philosophy is to ensure all members, regardless of race, color, religion, sex, national origin, age, disability, sexual orientation or socio-economic status are treated equally and respectfully. Any behavior in the form of discrimination, harassment or bullying will not be tolerated. It is the responsibility of all members to uphold and contribute to this climate.

## ON-SITE REGISTRATION

1. The advisor or group leader is the only person authorized to register their chapter.

### CONFERENCE REGISTRATION

Saturday, February 21<sup>st</sup>, 2026

7:30am to 8:30am

Lacy School of Business Lobby

2. Bring copies of all registration forms and verification of payment. Verification of registration information will be made at this time.
3. Official conference schedules, name badges, delegate ribbons, and any other handouts, tickets or wristbands necessary for the current conference will be provided at registration. The distribution of these materials should occur via the advisor before opening session.
4. All remaining registration fees must be paid at registration. The total amount should be paid with one chapter check payable to Indiana Collegiate DECA. Credit cards will also be accepted.
5. Each advisor or group leader who is responsible for registering their chapter directly with Indiana Collegiate DECA will be asked to provide an email address and cell phone number where they can be contacted while at SCDC.