



## Indiana DECA Fall Newsletter

**Welcome** to the start of what promises to be another great year for Indiana DECA. I hope all of you had a relaxing, enjoyable summer and have now settled into a new (and much different) school year.

As we celebrate 75 years, DECA is challenging you and your local chapter members to break out of our comfort zones, take risks and prove ourselves as the NEXT LEVEL of emerging leaders and entrepreneurs. We know the DECA experience is all about giving students an opportunity to discover and explore countless options they never knew existed. This year will be no different, it will only look different. Taking advantage of these opportunities, whether it is virtually or in person, is what will help shape their futures.

I am looking forward to serving Indiana DECA again this year as your chartered association advisor! If you have any questions throughout the year, please don't hesitate to let me know. I am here to be of assistance. This year will be filled with challenges, but it will also present new opportunities. I know all of you will continue the tradition of providing opportunities throughout the year that will take students to the NEXT LEVEL!

Sincerely,

Janice Brown  
Indiana DECA Executive Director  
Indiana DECA Chartered Association Advisor  
IndianaDECA@gmail.com  
317-258-7739

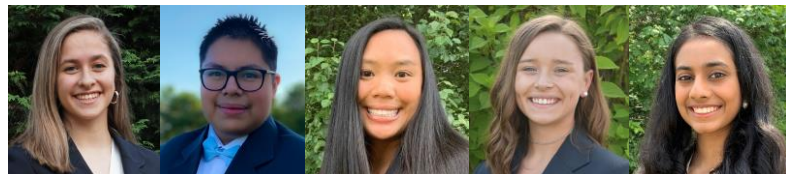
## September 2020

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Please make sure the treasurer at your school has the correct address for Indiana DECA.

**Indiana DECA**  
**12631 West Road**  
**Zionsville, IN 46077**



## Meet your 2020-2021 State Officer Team

### Mission Statement

Indiana DECA propels aspiring entrepreneurs and leaders to the NEXT LEVEL through real world experiences in community service, leadership, and career-oriented competition.

### Goals

#### Awareness

- Increase Twitter followers to 3,000
- Increase Instagram followers to 1,500
- Utilize social media

#### Membership

- Add three new or reactivated chapters
- Increase membership by 2%
- Help all chapters prosper

#### Sponsorships

- Raise \$12,000 in sponsorships
- Gain three new sponsors

#### Community

- Promote local Community Service opportunities
- Hold Miracle Moments at DCDCs and SCDC
- Conduct state leadership team service project

#### SCDC

- Plan annual state career development conference

### President

Muntasir Munaf – Hamilton Southeastern HS

#### VP of Career Development

Amelia Collier – Avon HS

#### VP of Leadership

Sara Etling – Terre Haute North HS

#### VP of Marketing

Adeseeke Olofintuyi – Brownsburg HS

#### VP of Technology & Communications

Adam Andres – Terre Haute South HS

#### VP of Community Service

Abigail Kelly – Avon HS

#### Region 1 President

Emma Herring – Munster HS

#### Region 2 President

Ivan Santos – Frankfort HS

#### Region 3 President

Sasha Academia – Yorktown HS

#### Region 4 President

Sierra Paul – Northview HS

#### Region 5 President

Sriya Koganti – Avon HS

## Do you have a student who would make a good candidate for state office?

Many advisors may think a student should already be a leader before running for state office. Not so. The experience of being on the State Leadership Team is one of the many opportunities available for DECA members to develop leadership skills.

Start looking now for one or two students who show leadership *potential*. Encourage them to run for Regional President or Statewide Office.





## 2020-2021 Tentative Calendar of Events

(Subject to change due to COVID-19)

<b>June 2-3</b>	<b>State Officer Orientation</b>	<b>Virtual</b>
June 9	Indiana DECA Board Meeting	Virtual
<b>August 9</b>	<b>State Leadership Team Meeting</b>	<b>Virtual</b>
August 11-14	CAM Conference	Virtual
<b>September 13</b>	<b>State Leadership Team Meeting</b>	<b>Virtual</b>
September 19	Indiana ACTE Conference	Virtual
September 19	Indiana DECA Board Meeting	Virtual
<b>October/November</b>	<b>Fall Leadership Conference</b>	<b>TBD</b>
November	National DECA Month	
November 9-13	Western Region Leadership Conference	Virtual
November 15	Chapter Membership Rosters Due	
November 19	Indiana DECA Board Meeting	Virtual
November 20	ICDC Pin/SCDC T-shirt Designs Due	
November 20-21	Bus., Mktg. & Tech Ed. Conference	Virtual
December 1	Chapter Campaigns Due	
<b>December 5-6</b>	<b>State Officer Meeting</b>	<b>Indianapolis</b>
December 18	STN Numbers Due	
<b>January 2-9, 2020</b>	<b>DISTRICT CONFERENCES</b>	<b>Various Locations</b>
January 13	State Leadership Team Applications Due	
January 16	District Conference Snow Date	Various Locations
<b>January 23</b>	<b>State Leadership Team Screening</b>	<b>TBD</b>
<b>Jan. 23-24</b>	<b>State Leadership Team Meeting</b>	<b>Indianapolis</b>
January 30	Indiana DECA Board Meeting	TBD

February	National CTE Month	
<b>February 26</b>	<b>State Leadership Team arrives at SCDC</b>	<b>Indianapolis Marriott Downtown</b>
<b>Feb. 28 – Mar. 2</b>	<b>SCDC</b>	<b>Indianapolis Marriott Downtown</b>
April 10	Indiana DECA Board Meeting	TBD
April 23-28	ICDC	Anaheim, CA
<b>June 8</b>	<b>CTSO Officer Training</b>	<b>Indianapolis</b>
<b>June 9-10</b>	<b>State Officer Orientation</b>	<b>Indianapolis</b>
June	Indiana DECA Board Meeting	TBD

**Required Meetings for all IN DECA Leadership Team Members**

## Outstanding DECA Awards

Each year Indiana DECA honors three outstanding adult individuals at the SCDC. This is your opportunity to show appreciation to individuals who have given their time and energy to provide the “something extra” that makes Indiana DECA and Marketing Education the valuable learning experience that it is today. You can find the descriptions and applications at IndianaDECA.org. Applications are due 30 days prior to the SCDC. The awards include **Outstanding Alumni, Outstanding Businessperson, and Outstanding DECA Advisor**. Please take a few moments to submit your nomination at <https://www.indianadeca.org/awards!>

There are also awards from national DECA-- Outstanding DECA Advisor and Outstanding New DECA Advisor. Applications and more information can be found on the national [DECA website](#).

## STN Numbers

We will be collecting STN numbers again this year. STN stands for Student Test Number. This is the number each student is assigned when enrolled in school. The Governor’s Workforce Cabinet requires this information for our grant. For us to continue operating under this grant we need the STN numbers for each of your student DECA members. You will need to provide me with ONLY the STN number. ***I DO NOT need the student names. Please send the STN numbers in an EXCEL spreadsheet.*** These are due by December 18, 2020.

## Indiana Association Annual CTE Conference September 19, 2020

Registration:  
<https://www.acteonline.org/event/indiana-acte->

## Indiana Business Education Association Annual Conference November 20-21, 2020

Registration:  
<https://sites.google.com/site/ibeanovemberconfe>

## Membership Campaign:

### MEMBERSHIP

Guide your membership efforts by meeting these goals.

**20**

MORE STUDENTS  
THAN LAST YEAR

**20**

ALUMNI

**20**

PROFESSIONALS

### DEADLINE 12.1.20

Earn **ACHIEVEMENT LEVEL** by meeting the requirements in any **ONE** of the categories (students, alumni or professionals) of the Membership Campaign and receive a pennant and certificate.

Earn **THRIVE LEVEL** by meeting the requirements in any **TWO** of the categories of the Membership Campaign and receive a pennant, plaque, flag and **TWO ALLOCATIONS** to attend the **THRIVE ACADEMY** at ICDC!

## Membership Dues:

All members join through the high school they are attending. The annual membership year runs from July 1 through June 30. All Indiana DECA members pay \$5.00 for state dues and \$8.00 for DECA Inc. dues. District dues are determined separately. Please check with your district coordinator for that information. Online membership submission and dues are due to DECA Inc. by November 15, 2020. Additional members can be added USING the online system at any time during the school year but must be online and paid in full by March 1, 2021, to compete at the International Career Development Conference in April 2021.

**DUES MUST BE PAID IN FULL BEFORE ANY STUDENT CAN COMPETE AT DISTRICT CDC, SCDC, AND ICDC.**

## Membership Frequently Asked Questions:

### **Q: Who can be a DECA member?**

*A: DECA membership is available to students with career interests in marketing, entrepreneurship, finance, hospitality and management in grades nine through twelve. DECA membership is also open to advisors, alumni and professional members. Students who are in college may join collegiate DECA. All DECA members must register through an official local chapter, and each chartered association may have additional membership guidelines.*

### **Q: Who should join DECA?**

*A: All students who participate in DECA activities at the local, district, chartered association and/or international levels should pay chartered association and DECA Inc. dues. These activities include, but are not limited to, conferences, competitive events, online challenges, scholarship applications and more. Board policy states that all members, including advisors, must pay membership dues.*

### **Q: What are membership dues?**

*A: DECA Inc. membership dues are \$8 USD per person (student, advisor, alumni and professional) plus \$5 USD Indiana DECA association dues. The list of dues is available and automatically appears for each chartered association in the online membership system.*

### **Q: What is included in DECA membership?**

*A: In addition to an official membership card and pin, DECA members have exclusive access to all of the college and career preparation opportunities DECA provides. These include four issues of the DECA Direct digital magazine, participation in DECA's Competitive Events Program to demonstrate their knowledge and earn recognition, opportunities to attend conferences designed to prepare them for college and careers, access to \$200,000 in scholarships and more. DECA membership is for one school year, culminating June 30 of each year.*



**Q: What is the deadline for submitting membership?**

A: DECA membership is open year-round; however, DECA encourages all chapters to activate their chapter by submitting initial membership by November 15. This ensures that the chapter continues to receive communication, publications, and services from DECA Inc. The deadline for members to be eligible to compete at the International Career Development Conference is March 1.

**What is the minimum number of members for a chapter?**

A: The minimum chapter membership size is ten (10) student members and one (1) advisor (or any combination of 11 paid members). The only exception is in the case of a new or reactivated chapter, which has two years to obtain the minimum chapter size.

**Can dues be refunded or transferred?**

A: Membership dues (Indiana and DECA Inc.) are nontransferable and nonrefundable. Please read over your members' names carefully before submitting.

**Many of my students use nicknames. Should their full name or nickname appear on the roster?**

A: When you submit names be sure to use full names. The name should appear the same on ALL documents (membership, conference registration, competition, etc.) throughout the year.

**Q: Have a question not listed above?**

A: Email Janice Brown, Indiana DECA Chartered Association Advisor at: indianadeca@gmail.com.

**DECA Week Campaigns:**

## GLOBAL ENTREPRENEURSHIP WEEK

Activities must occur during November 16-22, 2020. Submit Innovation Challenge entries at [www.deca.org/challenges](http://www.deca.org/challenges).

3

+

3

+

3

INNOVATION CHALLENGE ENTRIES

SUCCESS STORIES OF LOCAL ENTREPRENEURS

SCHOOL/COMMUNITY OUTREACH ACTIVITIES

## PROMOTIONAL

Conduct these activities from the beginning of your school year through DECA Month.

3

+

3

+

3

SCHOOL OUTREACH ACTIVITIES

SUCCESS STORIES OF ALUMNI

COMMUNITY OUTREACH ACTIVITIES

## COMMUNITY SERVICE

Conduct a community service activity from the beginning of your school year through DECA Month.

1

+

75%

+

1

OR MORE COMMUNITY SERVICE ACTIVITIES

OR MORE PARTICIPATION OF YOUR DECA MEMBERS

FORM OF PUBLICITY OR PROMOTION

## DEADLINE 12.1.20

Earn **ACHIEVEMENT LEVEL** by meeting the requirements in any **ONE** of the DECA Month Chapter Campaigns (Global Entrepreneurship Week Campaign, Promotional Campaign or Community Service Campaign) and receive a pennant and certificate.

Earn **THRIVE LEVEL** by meeting the requirements in any **TWO** of the DECA Month Chapter Campaigns (Global Entrepreneurship Week Campaign, Promotional Campaign and Community Service Campaign) and receive a pennant, plaque, flag and **TWO ALLOCATIONS** to attend the **THRIVE ACADEMY** at ICDCI

## Advocacy Campaign:

### ADVOCACY

Advocate during Career and Technical Education Month in February.

3

SCHOOL  
OUTREACH ACTIVITIES



3

PUBLIC POLICY  
MAKERS OUTREACH



3

COMMUNITY  
OUTREACH ACTIVITIES

### DEADLINE 3.1.21

Meet the requirements in the Advocacy Campaign during February and receive a pennant, special plaque from DECA's Congressional Advisory Board and a letter of recognition sent to your school administrator and government officials.



**#INNOVATE2020**

**DECAWRLC2020.ORG**

#### **INNOVATE: TO MAKE CHANGES OR DO SOMETHING IN A NEW WAY**

Participants attending Innovate 2020 will discover ways to INNOVATE their leadership and competition skills, education goals, and career aspirations during this action-packed virtual conference!

Join DECA members from the Western Region for an experience of a lifetime. There is something for everyone at this exciting virtual event, including dynamic speakers on diverse topics, leadership development and team building activities, and the opportunity to experience competition. Further expand your DECA journey at Innovate 2020!

## DECA's COMPETITIVE EVENTS PROGRAM

DECA'S COMPETITIVE EVENTS PROGRAM directly supports our mission of preparing emerging leaders and entrepreneurs in marketing, finance, hospitality, and management.

As an integral part of the classroom curriculum, DECA's industry-validated competitive events apply learning, connect to business, and promote competition. DECA's competitive events directly contribute to every student being college and career ready when they graduate from high school. The program also strongly supports the development of 21<sup>st</sup> Century Skills.

### Competitive Event District Allocations

District	# of Chapters in District	2019-2020 Membership	% of Membership	Total Slots
1	8	300	9.63	5
2	9	404	12.97	6
3/6	5	295	9.47	5
4	8	491	15.77	8
5	1	435	13.97	7
7	6	335	10.76	5
8	8	571	18.34	9
9	3	140	4.50	2
10	2	61	1.96	2
11/12	5	82	2.63	2
Totals	57	2,902	100.00%	51

Based on the 2019-2020 National Student Membership Report

**NOTE:** If a district does not fill all the slots they are entitled to for SCDC, then the slots may be filled by a district that has eligible students who participated but who did not qualify in their district. This is to insure a full slate of contestants. There will be a minimum test score needed to be able to move on.

**WRITTEN EVENT ALLOCATION:** A chapter may submit a ***maximum of 8 entries per written project event*** with one exception: *project management events are ONE per chapter per event*. Please check your DECA Guide for the number of allowable participants for each event that has a written component.

**ALLOCATIONS FOR DISTRICT SERIES AND TEAM EVENTS:** The recommended guideline is one entry per every ten members in your chapter. However, please contact your district coordinator for allocations in your specific district.

### Competitive Event Updates

1. Beginning with the 2020-2021 school year, Team Decision Making Events will combine the 10-minute presentation and 5-minute judge questions period to 15 minutes for presentation and judge questions.
2. Beginning with the 2020-2021 school year, the Virtual Business Challenge-Entrepreneurship (VBCEN) event will be added.
3. Beginning with the 2021 DECA International Career Development Conference, the format for the Virtual Business Challenge competition will change. For each track, all 16 teams will compete in two sessions, and the final ranking will be determined based on the cumulative score from both sessions.



4. Participants in the Business Solutions Project (PMBS) will upload their written entry electronically for ICDC as DECA pilots electronic written entry submission. Once DECA Inc. receives registration from the chartered association, DECA Inc. will email the chapter advisors with entries in PMBS with instruction on how to upload the written entry. This written entry will be the entry used to score during preliminary and final competition at ICDC.
5. *There is no higher priority than the health, safety, and well-being of everyone involved in DECA's educational programs. Given the uncertain length of the current pandemic, DECA Inc. will monitor the coronavirus (COVID-19) situation closely and make any updates regarding our competitive events program at [deca.org/compete](https://deca.org/compete) and through e-mail communication to chapter advisors and chartered association advisors. As always, please contact your chartered association advisor regarding the administration of the competitive events program at your association and district levels.*

## 2020-2021 District Coordinators

Julie Moore	District 1	Washington Township High School
Amber Reed	District 2	Bremen High School
Brian McNeal	District 3/6	Homestead High School
Kristin Lidstrom	District 4	Hamilton Southeastern High School
Rob Holman	District 5	Carmel High School
Gen Craft	District 7	Terre Haute South Vigo High School
Rachel Jones	District 8	Ben Davis High School
Becky Kuehl	District 9	Union City Community High School
Kevin Krizan	District 10	Mt. Vernon High School
Robin Perry	District 11/12	Brownstown Central High School

### QUICK LINKS TO ADVISOR RESOURCES

Classroom Resources: <a href="https://deca.org/classroom">deca.org/classroom</a>	DECA Guide: <a href="https://deca.org/compete">deca.org/compete</a>
DECA Advisor Hub: <a href="https://deca.org/advisors">deca.org/advisors</a>	DECA Website: <a href="https://deca.org">deca.org</a>
Chapter Membership Kit: <a href="https://deca.org/membership">deca.org/membership</a>	Indiana DECA Website: <a href="https://indianadeca.org">indianadeca.org</a>
DECA Direct Magazine: <a href="https://deca.org/communications">deca.org/communications</a>	Shop DECA: <a href="https://shopdeca.org">shopdeca.org</a>
DECA Direct Online: <a href="https://decadirect.org">decadirect.org</a>	Professional Learning Series:
DECA Direct Weekly: <a href="https://deca.org/communications">deca.org/communications</a>	<a href="https://deca.org/classroom/enhance-teaching">deca.org/classroom/enhance-teaching</a>

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## Indiana Marketing Education Association (IMEA)

**IMEA** (Indiana Marketing Education Association) is your teacher organization that is moving ahead on your behalf. You can show your support by paying dues and becoming a member. **Join now!**

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### Indiana Marketing Education Association

Membership Application - \$10.00/year

Member Name \_\_\_\_\_

Home Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

School Name \_\_\_\_\_

School Address \_\_\_\_\_ City \_\_\_\_\_

State \_\_\_\_\_ Zip Code \_\_\_\_\_ County \_\_\_\_\_ Number Yrs. Teaching \_\_\_\_\_

Home/Cell Phone \_\_\_\_\_ School Phone \_\_\_\_\_

School Principal \_\_\_\_\_ Principal Email \_\_\_\_\_

E-mail Address \_\_\_\_\_

New Member \_\_\_\_\_ Renewal \_\_\_\_\_

Can we contact you for a future position on the IMEA Executive Board? \_\_\_\_Yes \_\_\_\_No

If you have questions about your membership, please contact Amber Reed, IMEA Treasurer at [areed@bps.k12.in.us](mailto:areed@bps.k12.in.us)

**Make checks payable to IMEA or IN Marketing Education Association**

**Mail to:**  
**Amber Reed**  
**415 Zillmer Drive**  
**Bremen, IN 46506**

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For Treasurer Use Only:

Date Received: \_\_\_\_\_

Cash \_\_\_\_\_ Check \_\_\_\_\_