

# MAXIMIZE YOUR MOMENTUM

DECA

## Indiana DECA Fall Newsletter

**Welcome** to the start of a new school year! I hope everyone had a relaxing, enjoyable summer and that you have now settled into another year filled with excitement, anticipation, and a sense of beginning—both new and renewed.

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. Taking advantage of these opportunities, whether it is virtually or in person, is what will help shape their futures. Indiana DECA is challenging you and your local chapter members to break out of your comfort zones, take risks and **MAXIMIZE YOUR MOMENTUM** as emerging leaders and entrepreneurs.

I am grateful for the opportunity to work alongside each of you and cannot thank you enough for everything you do each day for your students. If you have any questions throughout the year, please don't hesitate to let me know how I can help. I know each of you will continue the tradition of providing opportunities throughout this school year that will help students Maximize Their Momentum!

Sincerely,

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

## September 2021

### In this Issue:

2	State Officer Team
2	IN DECA Mission Statement
3	Calendar of Events
4	Outstanding DECA Awards
4	STN Numbers
4	Indiana CTE Conference
4	IBEA November Conference
5	DECA Membership Campaign
5	Membership Dues
5	Membership FAQ
6	DECA Week Campaigns
7	DECA Advocacy Campaign
7	Competitive Event Updates
8	District Allocations
9	District Coordinators
9	DECA Advisor Resources
10	IMEA

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 2021-2022 State Officer Team

## Mission Statement

Indiana DECA serves aspiring professionals and entrepreneurs to maximize their momentum through networking, community service, leadership conferences, and career-oriented competition.

## Goals

### Awareness

- Increase Twitter followers to 3,000
- Increase Instagram followers to 1,500

### Membership

- Add five new and/or reactivated chapters
- Increase membership by 100 members

### Sponsorships

- Raise \$5,000+ in sponsorships for 2021-2022
- Contact 5 new potential sponsors per officer
- Gain six new sponsors

### Community

- Compile list and recommend community service projects to local chapters and districts
- Conduct state leadership team service project

### FLC & SCDC

- Plan Fall Leadership Conference (FLC)
- Plan annual State Career Development Conference (SCDC)

## President

Adeseeke Olofintuyi – Brownsburg HS

### VP of Career Development

Maieasha Rashid – Greencastle HS

### VP of Leadership

Jonathan Bryson-Harvey – Munster HS

### VP of Marketing

Kyle Emgenbroich – Westfield HS

### VP of Technology & Communications

Malia Sanghvi – Homestead HS

### VP of Community Service

Brooklyn Stewart – Covenant Christian HS

### Region 1 President

Amelia Konstantinopoulos – Munster HS

### Region 2 President

Suhita Chintalacharuvu – Hamilton Southeastern HS

### Region 3 President

Dray Caldwell – Yorktown HS

### Region 4 President

Emma Beasley – Northview HS

### Region 5 President

Katherine Langford – 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.





## 2021-2022 Tentative Calendar of Events

(Dates may be subject to change due to COVID.)

<b><i>June 7</i></b>	<b><i>State Officer Orientation</i></b>	<b><i>TBD</i></b>
June 10	Indiana DECA Board Meeting	TBD
<b><i>July 12</i></b>	<b><i>State Leadership Team Meeting</i></b>	<b><i>TBD</i></b>
<b><i>August 8</i></b>	<b><i>State Leadership Team Meeting</i></b>	<b><i>TBD</i></b>
August 11-13	CAM Conference	Atlanta, GA
<b><i>September 12</i></b>	<b><i>State Leadership Team Meeting</i></b>	<b><i>TBD</i></b>
September 23-25	IACTE Conference	Indianapolis
September 25	Indiana DECA Board Meeting	TBD
<b><i>October/November</i></b>	<b><i>Fall Leadership Conference</i></b>	<b><i>TBD</i></b>
November	National DECA Month	
November 11-12	Bus., Mktg. & Tech Ed. Conference	
November 12	Indiana DECA Board Meeting	TBD
November 15	Chapter Membership Rosters Due	
November 24	ICDC Pin/SCDC T-shirt Designs Due	
December 1	Chapter Campaigns Due	
<b><i>December 4-5</i></b>	<b><i>State Officer Meeting</i></b>	<b><i>Indianapolis</i></b>
December 17	STN Numbers Due	
<b><i>January 8-15, 2022</i></b>	<b><i>DISTRICT CONFERENCES</i></b>	<b><i>Various Locations</i></b>
January 19	State Leadership Team Applications Due	
January 22	District Conference Snow Date	Various Locations
<b><i>January 29</i></b>	<b><i>State Leadership Team Screening</i></b>	<b><i>TBD</i></b>
<b><i>Jan. 29-30</i></b>	<b><i>State Leadership Team Meeting</i></b>	<b><i>Indianapolis</i></b>
February	National CTE Month	

February 5	Indiana DECA Board Meeting	TBD
<b>March 4</b>	<b>State Leadership Team arrives at SCDC</b>	<b>Indianapolis Marriott</b>
<b>March 6-8</b>	<b>STATE CAREER DEVELOPMENT CONFERENCE</b>	<b>Indianapolis Marriott</b>
April 9	Indiana DECA Board Meeting	TBD
April 23-27	ICDC	Atlanta, GA
<b>June</b>	<b>CTSO Officer Training</b>	<b>Indianapolis</b>
<b>June</b>	<b>State Officer Orientation</b>	<b>Indianapolis</b>
June 9	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](http://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 email your nomination to [indianadeca.org](mailto:indianadeca.org)!

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](http://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. ***IDO NOT need the student names. Please send the STN numbers in an EXCEL spreadsheet.*** These are due by December 17, 2021.

## Indiana Association Annual CTE Conference

**September 24, 2021**

Registration:

<https://indianaacte.org/conference/>

## Indiana Business Education Association Annual Conference

**November 11-12, 2021**

Registration:

<https://sites.google.com/site/ibeanovemberconference/home>  
<https://sites.google.com/site/ibeanovemberconference/home>



## **Membership Campaign:**

### **MEMBERSHIP**

Guide your membership efforts by meeting these goals.

**20**

MORE STUDENTS  
THAN LAST YEAR

**20**

ALUMNI

**20**

PROFESSIONALS

### **DEADLINE 12.1.21**

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 **THREE 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, 2021. 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, 2022, to compete at the International Career Development Conference in April 2022.

**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:**

**PROMOTIONAL**

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



**COMMUNITY SERVICE**

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



**ETHICAL LEADERSHIP**

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



**DEADLINE 12.1.21**

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

Earn **THRIVE LEVEL** by meeting the requirements in any **TWO** of the DECA Month Chapter Campaigns (Promotional Campaign, Community Service Campaign or Ethical Leadership Campaign) and receive a pennant, plaque, flag and **THREE ALLOCATIONS** to attend the **THRIVE ACADEMY** at ICDC!



## **Advocacy Campaign:**

### **ADVOCACY**

Advocate during Career and Technical Education Month in February.



**SCHOOL  
OUTREACH ACTIVITIES**



**PUBLIC POLICY  
MAKERS OUTREACH**



**COMMUNITY  
OUTREACH ACTIVITIES**

### **DEADLINE 3.1.22**

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.

## **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 Events Updates**

1. The DECA Career Cluster exams will include more items from the Career Cluster (tier 2) performance indicators. These exams include:

- Business Management & Administration
- Marketing
- Finance
- Hospitality & Tourism

The new distribution of items is:

	<b>DISTRICT</b>	<b>SCDC</b>	<b>ICDC</b>
<b>BUSINESS ADMINISTRATION CORE</b>	50%	40%	30%
<b>CAREER CLUSTER</b>	50%	60%	70%

As members advance in competition, exam item content becomes more specialized to the Career Cluster.

2. 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.

3. All competitive events with a written entry component will require that the written entry be submitted online prior to the DECA International Career Development Conference. The deadline for submission through the online competition submission portal is April 7, 2022. The written entry will be evaluated prior to ICDC.

As a result, during the 2022 DECA International Career Development Conference, preliminary presentations for written events without an exam component will present to the judge on Sunday, April 24, 2022. Finalists will continue to be announced Tuesday morning. This includes events in these categories:

- Business Operations Research Events
- Project Management Events
- Entrepreneurship Written Events
- Stock Market Game

Furthermore, Principles of Business Administration, Personal Financial Literacy, Individual Series, Team Decision Making, Integrated Marketing Campaign, Professional Selling and Consulting, and School-based Enterprise competition events will begin presentations with judges on the morning of Monday, April 25, 2022. There will be no events that begin in the afternoon as in the past.

4. The Penalty Point Checklist has been updated to reflect the practice of online submission for written entries. Additional criteria are provided if the written entry is to be submitted in printed format at district/regional or association levels of competition.

## 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:** Allocations for 2021-2022 are based on the 2019-2020 National Student Membership Report due to COVID 19.

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.



## 2021-2022 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: [deca.org/classroom](https://deca.org/classroom)

DECA Guide: [deca.org/compete](https://deca.org/compete)

DECA Advisor Hub: [deca.org/advisors](https://deca.org/advisors)

DECA Website: [deca.org](https://deca.org)

Chapter Membership: [deca.org/membership](https://deca.org/membership)

Indiana DECA Website: [indianadeca.org](https://indianadeca.org)

DECA Publications: [deca.org/communications](https://deca.org/communications)

Shop DECA: [shopdeca.org](https://shopdeca.org)

DECA Direct Online: [decadirect.org](https://decadirect.org)

Professional Learning Series:

DECA Direct Weekly: [deca.org/communications](https://deca.org/communications)

[deca.org/classroom/enhance-teaching](https://deca.org/classroom/enhance-teaching)



2021-2022 State Officer Leadership Team

---

## 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!**

---

### 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**

---

For Treasurer Use Only:

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

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