



Indiana DECA Fall Newsletter

I hope this newsletter finds everyone doing well and that you had a relaxing, enjoyable fall break! As we are now settled into this year, we find it 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 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 **GET THE EDGE** 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 **Get the Edge** for college and careers!

Sincerely,

Janice Brown
Indiana DECA Executive Director
Indiana DECA Chartered Association Advisor
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317-258-7739

November 2022

In this Issue:

2	State Officer Team
2	IN DECA Mission Statement
3	Calendar of Events
4	Outstanding DECA Awards
4	STN Numbers
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
8	District Coordinators
8	DECA Advisor Resources
9	IMEA

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

Indiana DECA
12631 West Road
Zionsville, IN 46077



Mission Statement

Indiana DECA prepares emerging leaders and entrepreneurs to gain the edge in networking and career-oriented competition through community outreach and leadership conferences.

Goals

Awareness

- Make at least two posts monthly
- Increase Instagram followers to 2,000

Membership

- Add two new and/or reactivated chapters
- Increase membership by 200 members

Sponsorships

- Raise \$7,500+ in sponsorships for 2022-2023
- Contact 5 new potential sponsors per officer

FLC & SCDC

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

Professional Development

- Increase submission of state officer applications to 45

Community

- Create a letter writing campaign for hospitals
- Conduct a sock drive at district conferences
- Conduct a state leadership team service project
- Conduct a miracle minute at SCDC

Meet your 2022-2023 State Officer Team

President

Katherine Langford – Avon HS

VP of Career Development

Caleb Koets – Jimtown HS

VP of Leadership

Jaskaran Saini – Hamilton Southeastern HS

VP of Marketing

Dray Caldwell – Yorktown HS

VP of Finance

Kate Simek – Plainfield HS

VP of Hospitality

Lily Holder – Terre Haute North Vigo HS

Region 1 President

Lauren Edison – LaVille HS

Region 2 President

Saanvi Sampada – Hamilton Southeastern HS

Region 3 President

Emma Day – Yorktown HS

Region 4 President

Vivian Etling – Northview HS

Region 5 President

Marie Kingery – Brownsburg HS



2022-2023 Tentative Calendar of Events

<i>June 7-8</i>	<i>State Officer Orientation</i>	<i>Indianapolis</i>
<i>June 9</i>	<i>CTSO Combined Officer Training</i>	<i>Indianapolis</i>
June 14	Indiana DECA Board Meeting	Yorktown HS
<i>July 6</i>	<i>State Leadership Team Meeting</i>	<i>via Zoom</i>
<i>August 7</i>	<i>State Leadership Team Meeting</i>	<i>Indianapolis</i>
August 9-12	CAM Conference	Orlando, FL
<i>September 11</i>	<i>State Leadership Team Meeting</i>	<i>Indianapolis</i>
September 17	Indiana DECA Board Meeting	TBD
October 6-8	IACTE Conference	Indianapolis Marriott East
<i>October 9</i>	<i>State Leadership Team Meeting</i>	<i>Yorktown HS</i>
November	National DECA Month	
<i>November 7</i>	<i>Fall Leadership Conference</i>	<i>Gainbridge Fieldhouse</i>
November 10	Indiana DECA Board Meeting	Carmel HS
November 15	Chapter Membership Rosters Due	
November 23	ICDC Pin/SCDC T-shirt Designs Due	
December 1	Chapter & Membership Campaigns Due	
<i>December 3-4</i>	<i>State Officer Meeting</i>	<i>Indianapolis</i>
December 9-11	Central Region Leadership Conference	Milwaukee, WI
December 16	STN Numbers Due	
<i>January 7-14, 2023</i>	<i>DISTRICT CONFERENCES</i>	<i>Various Locations</i>
January 18	State Leadership Team Applications Due	
January 21	District Conference Snow Date	Various Locations
<i>January 28</i>	<i>State Leadership Team Screening</i>	<i>TBD</i>
<i>Jan. 28-29</i>	<i>State Leadership Team Meeting</i>	<i>Indianapolis</i>

February	National CTE Month	
February 4	Indiana DECA Board Meeting	TBD
February 19	State Leadership Team Meeting	via Zoom (If needed)
March 3	State Leadership Team SCDC Arrival	Indianapolis Marriott
March 5-7	SCDC	Indianapolis Marriott
April 8	Indiana DECA Board Meeting	TBD
April 22-26	ICDC	Orlando, FL
June 6-7	State Officer Orientation	Indianapolis
June 8	CTSO Officer Training	Indianapolis
June 13	Indiana DECA Board Meeting	TBD

Required Meetings for all IN DECA Leadership Team Members

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 a Statewide Office. Applications for 2023-2024 will be ready at the beginning of December.

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 the **Richard Davenport Outstanding Alumni Award**, the **Outstanding Businessperson Award**, and the **Outstanding DECA Advisor Award**. Please take a few moments to email your nomination to indianadeca@gmail.com!

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 16, 2022.

Membership Campaign:

MEMBERSHIP

Guide your membership efforts by meeting these goals.

20

MORE STUDENTS
THAN LAST YEAR

OR

20

ALUMNI

OR

20

PROFESSIONALS

DEADLINE 12.1.22

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, 2022. 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 February 15, 2023, to compete at the International Career Development Conference in April 2023.

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 the college and career preparation opportunities DECA provides. These include DECA Direct Online access, 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 February 15.

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 promotional 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

ETHICAL LEADERSHIP

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

3

+

3

+

3

ETHICAL LEADERSHIP
CHALLENGE ENTRIES

ETHICAL LEADERSHIP SCHOOL
OUTREACH ACTIVITIES

ETHICAL LEADERSHIP COMMUNITY
OUTREACH ACTIVITIES

DEADLINE 12.1.22

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 3.1.23

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 21st Century Skills.

Competitive Events Updates

1. The Performance Indicator lists have been modified based on primary research conducted by MBA Research and Curriculum Center. The Personal Financial Literacy Performance indicator list has significant changes as the National Standards for Personal Financial Education, developed by the Council for Economic Education and the Jump\$tart Coalition for Personal Financial Literacy, were updated in 2021.
2. The signature(s) on the Written Event Statement of Assurances and Academic Integrity form must be either physical signatures or digital signatures. Typed names in a font will not be accepted as signatures. This is updated on the Written Event Statement of Assurances and Academic Integrity form and Penalty Point Checklist.

Competitive Event District Allocations

District	# of Chapters in District	2021-2022 Membership	% of Membership	Total Slots
1	7	201	7.95	4
2	8	256	10.12	5
3/6	5	293	11.58	6
4	9	466	18.43	9
5	1	330	13.05	6
7	6	225	8.90	4
8	8	508	20.09	10
9	2	81	3.20	2
10	2	31	1.22	2
11/12	6	138	5.46	2
Totals	54	2,529	100.00%	50
Based on the 2021-2022 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.

2022-2023 District Coordinators

Vacant	District 1	
Amber Reed	District 2	Bremen High School
Brian McNeal	District 3/6	Homestead High School
Kristin Lidstrom	District 4	Hamilton Southeastern High School
Stacie Fowler	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
Matt Hankins	District 11/12	Monrovia High School

QUICK LINKS TO ADVISOR RESOURCES

Classroom Resources: deca.org/classroom

DECA Guide: deca.org/compete

DECA Advisor Hub: deca.org/advisors

DECA Website: deca.org

Chapter Membership: deca.org/membership

Indiana DECA Website: indianadeca.org

DECA Publications: deca.org/communications

Shop DECA: shopdeca.org

DECA Direct Online: decadirect.org

Professional Learning Series:

DECA Direct Weekly: deca.org/communications

deca.org/classroom/enhance-teaching

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

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 _____