

Official Dress Code for the International Career Development Conference

Professional appearance is an important aspect of the overall preparation of DECA members for the business world. To that end, DECA supports a dress code for its career-based functions that exemplifies the highest standards of professionalism while being non-discriminatory between males and females.

DECA's board of directors has developed the following official dress standards for the International Career Development Conference. Students, advisors and chaperones must follow the dress code.

Competitors must wear an official DECA blazer during interaction with the judges. ***While official DECA blazers are not required during briefing and testing, professional business dress is required.*** Professional dress should also be worn to all conference sessions including workshops and special meal functions such as luncheons.

An official DECA blazer is required to receive recognition/an award on stage.

When Appearing Before Judges

Females

Official DECA blazer with dress skirt or dress slacks and a dress blouse or official blazer with a dress; dress shoes and hosiery/trouser socks

Males

Official DECA blazer with dress slacks, collared dress shirt and necktie; dress shoes and dress socks

DECA General Sessions, Meal Functions

Females

Business suit or blazer with dress blouse and dress skirt or dress slacks or business dress; dress shoes and hosiery/trouser socks

Males

Business suit or sport coat with dress slacks, collared dress shirt and necktie; dress shoes and dress socks

Event Briefing, Manual Registration and Testing, Leadership Activities/Institutes

Females

Dress blouse or dress sweater with dress skirt or dress slacks (blazer optional) or business dress; dress shoes, hosiery/trouser socks

Males

Collared dress shirt and necktie with dress slacks (blazer optional); dress shoes and dress socks

DECA Business Casual

Casual slacks (e.g., Dockers), blouse or shirt, socks and casual shoes
Jeans, t-shirts and athletic shoes are ***not*** included in business casual attire.

Dance Attire

Casual slacks or jeans with blouse, shirt or t-shirt. Shoes are required.

The following are unacceptable during DECA activities:

- Skin-tight or revealing clothing
- Athletic clothing
- Clothing with printing that is suggestive, obscene or promotes illegal substances
- Midriff-baring clothing
- Swimwear

When judging adherence to the dress code, DECA asks that advisors, teachers and chaperones use observation as the tool for assessing compliance. DECA does not support or condone the touching of students or their clothing as a means of determining whether or not a student is following the dress code guidelines.

Competitive Event Guideline Changes for 2008-2009

Edits to the Competitive Event Checklist! Note the changes to the **Competitive Event Checklist**.

New Chapter Team Event! Financial Literacy Promotion Project, like the Entrepreneurship Promotion Project, challenges DECA members to understand enough about issues to share their knowledge effectively with others. Watch for the guidelines on the Web site.

Title Change! The former Internet Marketing Business Plan will now be known as the **Internet Marketing Plan (IMP)**.

Qualifications for Entering International Conference Competitive Events

General Rules and Regulations

1. All participants must be active members of DECA with the current year's dues on file with DECA Inc. prior to March 1 of the current school year.
2. All participants and written entries must be approved and authorized for entering competition by their state/provincial association through official competitive events registration forms.
3. All participants and written entries must meet the specifications set forth for each activity.
4. All participants must have participated in state/provincial, district and/or local competition.
5. All entry forms and creative entries must be submitted by the state/provincial advisor or designee according to announced deadlines.
6. A participant may enter only one of the competitive events with a participatory component during DECA's international conference.
7. No additions or substitutions may be registered for competition after the deadline set forth by DECA Inc.
8. A written entry may not be entered in more than one international conference competitive event during a given year.
9. Once a written entry is entered in international conference competition, the identical content material may not be entered in international conference competition again.
10. All participants must attend the briefing sessions scheduled for their competitive event during the international conference.
11. Participants are required to follow the official DECA dress code, which requires that they wear an official DECA blazer for all phases of competition during which they come in contact with a judge or judges. See a complete statement of the dress code on the previous page.
12. All written entries must include a signed copy of DECA's Written Event Statement of Assurances.

DECA's Program of Competitive Events

Introduction

DECA offers a comprehensive program of competitive events based on the occupational goals of its student membership and on the activities of chapters in high schools and postsecondary institutions. Competitive events offered by DECA Inc. are replicated at the state or provincial association level as well as at the chapter level.

This section of the DECA GUIDE provides:

- a. the purposes and rationale for DECA's Competitive Events Program
- b. the official list of international conference competitive events for the High School Division
- c. the general qualifications for entering international conference competitive events
- d. updated guidelines for the High School Division competitive events

A complete set of the Competitive Events Guidelines is available for purchase from

DECA IMAGES, 1908 Association Drive, Reston, VA 20191-1594

To order refer to item # HSG009 on page 37.

Purposes and Rationale

The purposes of DECA's competitive events are:

1. to contribute to the development of skills necessary for careers in marketing, merchandising, management and entrepreneurship
2. to evaluate student achievement of the skills through careful measurement devices (performance indicators)
3. to provide opportunities for student and team recognition
4. to provide constructive avenues for individual or team expression, initiative and creativity
5. to motivate students to assume responsibility for self-improvement and self-discipline
6. to provide a vehicle for students to demonstrate (via performance indicators) their acquired skills through individual or team activities
7. to assist students in acquiring a realistic self-concept through individual or team activities
8. to help students participate in an environment of cooperation and competition
9. to provide visibility for the educational goals and objectives of marketing education

It should be emphasized that competitive events are only one of the many phases of the total DECA program of student activities and that DECA competitive events are only one of the strategies used in assisting students to develop the skills necessary to prepare for and advance in marketing, management and entrepreneurship careers.

It is believed that competitive events are congruent with sound educational practices and enhance educational purposes. Therefore, DECA competitive events are learning activities designed to evaluate students' development of essential skills necessary for entry or advancement in the field of marketing. The DECA Competency Based Competitive Events Program facilitates effective integration of DECA as an integral component of the total marketing education instructional program.

To do this, competitive events are designed to enable students to engage in activities that will extend their interests and skills for careers in marketing and measure via performance indicators the degree to which skills have already been acquired. In effect, the competitive events meet the goals of the marketing education curriculum by demonstrating occupational proficiency in specific areas of marketing, management and entrepreneurship.

Comprehensive Tests

Comprehensive written tests for International CDC will consist of 15% questions on foundations (business, management, entrepreneurship; communication, interpersonal skills; economics; professional development), 35% questions on functions (distribution, financing, marketing-information management, pricing, product/service management, promotion, selling) and 50% questions on the specialized occupational area of the event.

Awards

All international conference finalists will receive competitive event medallions. First, second and third place winners will receive trophies recognizing their accomplishments. All competitive event 1st place winners will receive a minimum of \$100. Several events provide larger awards based on company sponsorship.