



# **State Career Development Event Guide**

**2022-2023**

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## PREFACE

Ohio DECA, a co-curricular career-technical student organization, is an integral component of education that reinforces technical skill attainment and career activities, encourages leadership and teamwork and promotes community involvement. Ohio DECA activities are designed to assist students in developing in-demand workforce development skills. Ohio DECA is a tool to prepare emerging leaders and entrepreneurs in the recognized career fields for Ohio, Business, Finance, and Marketing.

The Ohio DECA competitive events program replicates DECA, Inc. competitive events program and guidelines, thereby providing many opportunities for student recognition. All events and activities are learning activities and serve to evaluate the development of essential competencies needed for entry and advancement in the fields of business, marketing and finance.

This guide describes all aspects of operating Ohio's competitive events program. It is a useful and necessary tool for preparing Ohio DECA members for participation in all competitive event areas. Information on specific guidelines for DECA, Inc. activities may be found in the *DECA Guide* and *Chapter Management System* (published yearly by) DECA, Inc. or [www.DECA.org](http://www.DECA.org).

## OHIO COMPETITIVE EVENTS

Ohio DECA recognizes individual and group accomplishments at the state level. The *State Career Development Events Policy* explains the purpose and guidelines of state events and activities. The Ohio DECA career development events program replicates the DECA, Inc. competitive events program and guidelines.

## POLICY AND PROCEDURES

### Local Activities

Competitive events are an extension of classroom instruction and DECA activities. Local competitions may be used to broaden student participation and to provide performance assessment opportunities. Local Competitive Events are the responsibility of the chapter advisor. Local recognition should be given through the news media. All competition is initiated at the chapter level. Each chapter advisor must decide how to qualify members for district and state competition.

### District Activities

District competitive events may be planned to enhance student learning and to provide further assessment opportunities. Voluntary District competitive events are the responsibility of the district's advisors. Elimination District competitive events are coordinated by district advisors.

Ohio DECA is divided into 12 districts. The advisors within each district must establish policies and operating procedures for district level competition and approve them by majority vote well in advance of the competitive events. The minutes of the meetings, at which such decisions are made, must be made available to all advisors within that district. **Each District is to provide the State Office with a copy of its Policies and Operating Procedures by October 31 of the current year.** Each District's allotment of state competitive events openings is determined by district membership as submitted by November 15th of the current year.

To determine the events to be held, the number of allowable entries per chapter/per event and the methods of operation, the district advisors should consider the following:

- Number of chapters in the district
- Number of student members in the chapters
- Student members' career objectives and work-based learning placements
- Available facilities
- Time available for competition

Ohio DECA will provide districts with access to online testing for the current year's competition. **Advisors and students are NOT to photocopy and retain any tests, and all copies must be destroyed after the competition.** Districts are encouraged to recognize as many students as possible.

### **State Activities**

The Ohio Department of Education, Office of Career-Technical Education and Ohio DECA State Staff coordinates the State Career Development Conference. State Career Development Conference events are used to determine Ohio's representation at the national level. Student members are only permitted to compete in one, in-person event at the state level (except for Virtual Challenges, Stock Market Game, Thrive Campaigns and State Officer Events). Students may only compete in one event at the national level (therefore must choose between a Virtual Challenge or an in-person event if both have qualified on a national level).

Registration for the Ohio DECA Career Development Conference is done on a chapter basis with each advisor submitting registration through an on-line registration system, by the deadline.

Students who qualify at the state level become eligible to compete at the DECA International Career Development Conference and should refer to the *DECA Guide*, which is available from DECA, Inc. at [www.deca.org](http://www.deca.org).

Available rating sheets and placement/rankings for the State Career Development Conference is accessible to each advisor after the state competition and upon request. These sheets are to be used as a guide for student improvement.

Student members or advisors with questions, concerns, or suggestions about the competitive events should write to their district Executive Council Representative and the Ohio DECA State Advisor.

## **Career Development Events Coordination**

The Ohio Department of Education, Office of Career-Technical Education, and Ohio DECA State Staff provide coordination for all state sanctioned Career Development Events (CDE).

### **State Competitive Events Testing Coordinator**

Questions regarding district and state testing should be forwarded to:

Trish Barber, Competitive Events Testing Coordinator  
Ohio DECA  
25 South Front Street, MS 604  
Columbus, Ohio 43215

### **Competitive Events Director**

Competitive Events Directors, as appointed by the State DECA Advisor, are responsible for:

1. Set-up of the assigned CDE event
2. CDE materials
3. All activities during their respective Competitive Event's operation and reporting any rule infractions to the State DECA Advisor
4. Assigning specific duties and responsibilities to volunteers, as deemed appropriate.

## **Competitive Event Policy**

### **Eligibility**

Each student must be a member of Ohio DECA and DECA, Inc. to take part in district and state competitions. The Ohio DECA State Advisor may grant exceptions for students who transfer from another school, transfer from within the school, or enter the business, marketing, or finance program late.

### **Disqualification Rules**

Violations of any of the general rules may be grounds for the State DECA Advisor to disqualify the educators and participants.

#### 1. Student:

- A. Contestants are to adhere to the highest standards of professionalism and integrity.
- B. Contestants are to adhere to the dress code as outlined by DECA Inc., in the DECA Guide, except for requiring a DECA blazer to compete at the State Career Development Conference.
- C. Contestants may not receive assistance from any sources other than officials present at the event.
- D. Contestants are prohibited from carrying any type of communication device (e.g., cell phone, smart watch) during competitive events unless specified in event rules.
- E. Competitive event contestants arriving after the start of an event may be prohibited from the competitive event. All efforts will be made to allow the contestant to compete upon arrival without disrupting the competitive event for the other contestants.
- F. Contestants may be removed from an event if participants' actions are hazardous to themselves or other contestants participating in the event.
- G. An ineligible contestant competing shall result in the team being disqualified.
- H. The use and possession of illegal substances is strictly prohibited.

#### 2. Advisor:

- A. Advisors are to maintain the highest standards of professionalism and integrity.
- B. Advisors will ensure contestants are appropriately prepared, trained and dressed to compete in the State Career Development Conference.
- C. Students and contestants are the responsibility of the Advisor, always.
- D. Only Competitive Events officials and staff are permitted in the immediate event area. Observing, photo taking, and videotaping is prohibited prior, during and at the conclusion any Competitive Event.
- E. Any advisor in receipt of secure Competitive Event information (e.g., online assessment questions) for any state Competitive Event is required to turn the information over immediately to state Competitive Event Testing Coordinator and State DECA Advisor.

## Online Assessment

1. Students are to work independently with NO use of reference material or any other form of assistance.
2. All students must take online assessments in a school setting in the presence of an official proctor registered in AnswerWrite.
3. Advisors are prohibited to proctor online exams or review exams.
4. Competitive Event Exam Proctor Nondisclosure Agreement  
The competitive event exam proctor nondisclosure agreement will need to be completed by a proctor before proctoring each online exam. Failure to sign off on this document will result in the Passcodes NOT being available for students to open the test.

## **\*NEW in 2023\* Competitive Event Schedule Change Requests**

1. Ohio DECA recognizes its members are leaders and engaged students with competing priorities. Competitive event schedule change requests are never guaranteed. However, Ohio DECA will attempt to facilitate schedule changes for requests made **prior to Friday, March 3, 2023 at 5:00pm.**
2. **After this deadline, a \$25.00 processing fee will be assessed per request.** This includes day-of requests made on-sight at the Career Development Conference.

## **\*NEW in 2023\* Grievance Policy – Decisions of the Grievance Committee are Final**

1. Each DECA District will establish a Grievance Committee that will address issues arising in district level competitions. Grievances involving errors in placement at the awards ceremony should be submitted in writing to the District Event Coordinator by 5:00 PM Friday of the week following the competition. The District Event Coordinator will notify the State Advisor.
2. The Career Development Conference Grievance Committee officially recognizes only those grievances filed because of the following:
  1. Error in transposition of numbers in tabulating scores.
  2. Error in transposition of contestant names.
  3. Error in tabulating scores.
  4. Error in announcing of winners.
  5. Violation of competitive event rules
3. These decisions are final. Ohio DECA reserves the right to make placement changes regardless of whether a grievance has been filed up to the date of departure for the national conference.

## Results

1. All results are distributed via the DLG Conference Registration System.
2. Written judge comments will be distributed, via school, on-site and at the conclusion of the grand awards ceremony.
3. All results are considered unofficial for a period of seven (7) days following the posting. The results shall be declared official, and no changes will be made after seven (7) days from initial posting.

## Policy and Procedure for Requesting Accommodations

The programs and activities implemented by Ohio DECA should be inclusive for all students. Ohio DECA will ensure the appropriate modifications are made for students with disabilities who are participating in any Ohio DECA event per **Section 504 of the Rehabilitation Act**, a federal civil rights law that prohibits discrimination against individuals with disabilities. Local advisors should follow the instructions provided in the registration materials for making the Ohio DECA State Advisor aware of what specific modifications will be needed.

### **Inclement Weather Policy**

If inclement weather, emergency or other unforeseen situations are affecting the area or region of any Ohio DECA State Event, a decision may be made to delay or cancel. These decisions are made after consulting the national weather service, local weather forecasters, and area law enforcement. The safety of the students, advisors and partners is the first and foremost priority.

If a level 2 or level 3 snow emergency exists on the event date at the event site, the event will be cancelled. During inclement weather not resulting in a level 2 or 3 snow emergency at the event site, the State Advisor will consult with the appropriate experts and Board of Directors to assess potential hazards and consider options for amended start times, postponement, and/or cancellation.

Schools will be notified by email and social media of any cancellations or delays as soon as possible after the decision has been made. If such conditions develop during the night and warrant a delay or cancellation after early morning travel has begun, every attempt will be made to notify advisors through personal cell phones, local media outlets, and alerting state law enforcement.

## FALL LEADERSHIP PROGRAMMING

Fall leadership programming focuses on developing business skills, strengthening local chapters, and exploring competitive events. In lieu of a state-level fall leadership conference, district leaders voted to plan and host fall leadership activities at the district-level. Additional fall leadership activities may be produced and hosted by the state and current State Officer Team.

## STATE OFFICERS

Seven student members of Ohio DECA are representatives to the Ohio DECA Executive Council. These student officers play an active role in guiding Ohio DECA's future direction and participate in the organization's various statewide activities.

Each chapter may submit **one** representative as a candidate to screen for election to the one of five positions on the elected officer leadership team. After the first training session of the elected officers, a President and Secretary will be appointed while the remaining elected officers will form the Executive Leadership Team.

Procedures for election of these five officers are stated in the By-Laws for Ohio DECA and the "Selected and Elected State Officer Application Packet".



The participants for the remaining two offices compete at the local level, with the top winners advancing to the state competition in: Policy Advocate and Public Relations Representative.

Ohio DECA holds State Officer Elections during the Ohio Career Development Conference (CDC). These officers will serve at year-long term until the close of the following CDC.

## SELECTION PROCEDURE FOR POLICY ADVOCATE

The purpose of selecting a Policy Advocate is to encourage Ohio DECA members to develop the skills and learn the procedures necessary to advocate for and represent Ohio DECA and Career Technical Education. The Policy Advocate would be the expert in Career Tech Education policy, would reach out to business and State representatives, and connect with the officers of other Career Tech organizations in Ohio. The Policy Advocate competitive activity consists of a written examination and an interview with the selected member becoming one of the seven state officers. Three contestants may compete at the state level from each Ohio DECA district. Those competing at the state level must mail the Participant Media Release and the Application for Ohio DECA Office by the scheduled deadline. This information is in the **State Officer Application for Selected and Elected Officers**. (*The State Officer Application and Media Release apply to both elected and selected {policy advocate and public relations representative} officer candidates.*) The State Officer Application and Media Release forms are to be submitted to the state office by the date listed on the *Ohio DECA Calendar of Activities* to be eligible to test at the Fall Leadership Conference.

**Written Test:** An examination of no more than 50 questions will be given to all competing students. This written portion tests the student's knowledge of Ohio and National DECA from the *Ohio DECA Fact Sheet*, *Ohio and National DECA Guides*, *National DECA Chapter Management System* and the *Handbook for Ohio DECA Chapters* as well as Ohio Department of Education policies related to Career Technical Education and Career-Technical Student Organizations. Up to one hour will be allowed for the students to take the test.

**Self-Introduction:** Each of the top 10 participants will have 60 seconds to introduce themselves at the beginning of the interview time. Areas to be rated are listed on the rating form.

**Interview:** The top 10 on the testing portion will be interviewed by a set of judges about their knowledge of the application of Ohio Department of Education policies; benefits of Career-Technical Education and Career Technical Student Organizations; DECA; Business, Marketing or Finance Education; career goals; and professionalism. These interviews will be a maximum of 10 minutes in length.

**Rating Sheets:** Sample rating sheets for use with the Parliamentarian contest follows this page.

# OHIO DECA

Participant \_\_\_\_\_ School \_\_\_\_\_

## POLICY ADVOCATE - SELF INTRODUCTION

Area	Poor	Fair	Good	Excellent	Points Awarded
<b>Platform Department (10 Points)</b> General Appearance, Poise, Manner, Eye Contact, Self-Confidence, and Gestures	0 - 2	3 - 5	6 - 8	9 - 10	
<b>Oral Presentation (10 Points)</b> Content, Organization of Thought, Voice, Diction, and Grammar	0 - 2	3 - 5	6 - 8	9 - 10	

Self-Introduction (20 Points) \_\_\_\_\_

**\*\*Note:** Numbers in parentheses indicate the maximum number of points that can be awarded in each category. Judges may grant any point value on the continuum.

# OHIO DECA

Participant \_\_\_\_\_

School \_\_\_\_\_

## POLICY ADVOCATE INTERVIEW RATING SHEET

Area	Poor	Fair	Good	Excellent	Points Awarded
<b>Value of Career Technology Program (20 Points)</b> Which emphasizes business, finance, hospitality, marketing, and management career fields for students?	0 - 5	6-10	11 - 15	16-20	
<b>How would you advocate on behalf of Ohio DECA to a business professional, elected official, or educational leader? (20 Points)</b> Presenting a pitch on DECA and the importance of a CTSO that focuses on professional business careers.	0 - 5	6 - 10	11 - 15	16 - 20	
<b>Plan for Ohio DECA to advocate to administrators, politicians and professional business stakeholders (20 Points)</b>	0 - 5	6 - 10	11 - 15	16 - 20	
<b>Career Goal (10 Points)</b> Career Goal and Plans for Achieving Goal	0 - 1	2 - 4	5 - 7	8 - 10	
<b>Professionalism (10 Points)</b> Appropriate Business Appearance, Enthusiasm and Self-Confidence	0 - 1	2 - 4	5 - 7	8 - 10	

Self-Introduction (20 Points) \_\_\_\_\_

Interview (100 Points) \_\_\_\_\_

Written Examination (50 Points) \_\_\_\_\_

**TOTAL (170 Points)** \_\_\_\_\_

## SELECTION PROCEDURE FOR PUBLIC RELATIONS REPRESENTATIVE

The Public Relations Representative competitive activity is designed to select one (1) member to represent Ohio DECA in planning and promoting Ohio DECA activities. The selected winner will become a member of the state officer team. Up to three (3) contestants from each Ohio DECA district may compete for this office. The Public Relations Representative competitive activity consists of four parts: test, self-introduction, public relations plan and interview. Those competing at the state level must email a completed Media Release form and Application and Consent Signature form which is in the **Selected and Elected State Officer Application**. (*The State Officer Application applies to both elected and selected {policy advocate and public relation representative} officer candidates.*) The State Officer Application and Media Release form are to be submitted to the state office by the date listed on the *Ohio DECA Calendar of Activities* to be eligible to take the test at the Fall Leadership Conference.

**Test:** A 50-question test over Ohio and DECA, Inc. facts and policy is given to all participants. Material for the questions comes from the *Ohio DECA Fact Sheet*, *deca.org website*, *DECA Inc. Student Leader Resource Guide*, and *pages 3-9 of the book The 7 Habits of Highly Effective Teens by Sean Covey*.

**Self-introduction:** Each contestant can demonstrate poise and professionalism through a one (1)-minute self-introduction given to a panel of judges.

**Interview:** After the previous two (2) activities, the top ten participants will complete a short personal interview with a panel of judges. The interview will center on their knowledge of the application of public relations procedures, DECA, Business Education, career goals, and professionalism. These interviews will be a maximum of 10 minutes in length. The candidates will also be expected to present two (2) prepared answers to the following questions:

1. What is your public relations plan for Ohio DECA to obtain support and involvement from student members, advisors, and professional members?
2. What channels of communication would you recommend for engaging potential student members, advisors, and professional members?

**Rating Sheets:** Sample rating sheets for use with the Public Relations Representative contest follows this page.

# OHIO DECA

Participant \_\_\_\_\_

School \_\_\_\_\_

## PUBLIC RELATIONS REPRESENTATIVE - INTERVIEW RATING SHEET

Area	Poor	Fair	Good	Excellent	Points Awarded
<b>Public Relations plan for Ohio DECA members to include student, advisor, and professional members. (30 Points)</b>	0 - 5	6 - 15	16 - 25	26 - 30	
<b>What channels of communication would you recommend for engaging potential student, advisor and professional members? (30 Points)</b>	0 - 5	6 - 15	16 - 25	26 - 30	
<b>What is the value of a Career Technology Program, which emphasizes business, finance, hospitality, marketing and management career fields for students? (10 Points)</b>	0 - 3	4 - 5	6 - 7	8 - 10	
<b>Career Goal (10 Points)</b> Career Goal and plans for achieving goal.	0 - 3	4 - 5	6 - 7	8 - 10	
<b>Professionalism (20 Points)</b> Appropriate Business Appearance, Enthusiasm, and Self-Confidence	0 - 6	7 - 10	11 - 13	14 - 20	

Interview (100 Points) \_\_\_\_\_

Written Examination (50 Points) \_\_\_\_\_

Self-Introduction (20 Points) \_\_\_\_\_

**TOTAL (170 Points)** \_\_\_\_\_

\*\*Note: Numbers in parentheses indicate the maximum number of points that can be awarded in each category. Judges may grant any point value on the continuum.

# OHIO DECA

Participant \_\_\_\_\_

School \_\_\_\_\_

## PUBLIC RELATIONS REPRESENTATIVE - SELF INTRODUCTION

Area	Poor	Fair	Good	Excellent	Points Awarded
<b>Platform Deportment</b> (10 Points) General Appearance, Poise, Manner, Eye Contact, Self-Confidence, and Gestures	0 - 2	3 - 5	6 - 8	9 - 10	
<b>Oral Presentation</b> (10 Points) Content, Organization of Thought, Voice, Diction, and Grammar	0 - 2	3 - 5	6 - 8	9 - 10	

Self-Introduction (20 Points) \_\_\_\_\_

\*\*Note: Numbers in parentheses indicate the maximum number of points that can be awarded in each category. Judges may grant any point value on the continuum.

# PIN CONTEST

## PURPOSE

To develop a design that will be produced into trading pins for Ohio DECA at the International Career Development Conference.

## ELIGIBILITY

Any student member or team of members may enter this event; however, each career-technical education program can only submit ONE design.

## SPECIFICATIONS

- Member or team must incorporate the annual DECA, Inc theme
  - Must include the words “Ohio” in the design.
  - The words of the national theme do **NOT** have to appear in the design.
  - Design in color and ANY SHAPE, no color limit.
- The member or team MAY enlist the help of others in producing a digitally created design.
- Dimensions of the contestant-generated design must not exceed 2" x 2". It is recommended that you use 300 dpi. The design MUST be saved in a .jpg format or PDF. All other formats will be DISQUALIFIED.
- Contestant’s name may *not* appear anywhere on design or output.
- *All images must be licensed for commercial use and be accompanied with a works cited page.*
- All written and design materials must follow the Ohio DECA Brand Guide in proper use of the DECA Logo, organization name, and follow all copyright and fair use guidelines.
- No registered trademarks or names may be used in accordance with DECA, Inc.’s policy to comply with all state and federal copyright laws. Although a work may be freely accessible on the Internet and contain no statement of copyright, copyright law provides that such works are protected. Contestants must assume that works are protected by copyright until they learn otherwise. **The contestant will be DISQUALIFIED for copyright violations.**
- Pin designs may be one-piece, multiple pieces and/or lighted.
- Pin entries become the property of Ohio DECA. (The winning pin may be modified or adapted when used by Ohio DECA.)

## ENTRIES

Each chapter is limited to one pin design entry. Entries must be received by the deadline listed on *the Ohio DECA Calendar of Activities*.

## SELECTION

Evaluation will be based on a Technical Scoring Rubric and a Membership Vote. The current state officer team will select the top trading pin from the recognized finalists to be used to represent Ohio DECA at the International Career Development Conference.

## WINNING DESIGNS

The winning design will be awarded \$75 to their school chapter.

## **Technical Scoring Rubric (PIN DESIGN)**

Contestant Violated the Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Yes (Disqualification)	<input type="checkbox"/> No
If yes, please stop scoring and provide a brief reason for the disqualification below:		
Contestant followed topic	<input type="checkbox"/> Yes	<input type="checkbox"/> No (Disqualification)

<b>Items to Evaluate</b>	<b>Below Average</b>	<b>Average</b>	<b>Good</b>	<b>Excellent</b>	<b>Points Awarded</b>
Contestant submitted the correct information and in the correct format. <ul style="list-style-type: none"> <li><input type="checkbox"/> Design (2x2 pin size) –jpg or pdf Format</li> <li><input type="checkbox"/> Works Cited page – .doc, .docx, or .pdf format</li> </ul> <p style="text-align: center;"><i>All points or none are awarded by the technical judge.</i></p>				10	
Design shows imagination, creativity, and originality	1-5	6-10	11-15	16-20	
Contestant-generated logo shows imagination, creativity and originality	1-5	6-10	11-15	16-20	
Design gains attention and has eye appeal	1-5	6-10	11-15	16-20	
Theme is incorporated in the design	1-5	6-10	11-15	16-20	
Effectiveness (easily understood, motivational, accurate)	1-5	6-10	11-15	16-20	
Works cited page meets the requirements as outlined in the <u>Style &amp; Reference Manual – 10 points (all or nothing)</u>				10	
<b>TOTAL TECHNICAL POINTS (120 points maximum)</b>					



## **T-SHIRT DESIGN CONTEST**

### **PURPOSE**

Create a statewide souvenir T-shirt to be pre-sold for the Ohio DECA Career Development Conference. All images used must be licensed for commercial use and be accompanied with a works cited page. Originality and effectiveness in the student designs will be given greater consideration.

### **ELIGIBILITY**

Any student member or team of members from a recognized Ohio DECA chapter may enter this event, however each career-technical education program can only submit ONE design.

### **SPECIFICATIONS**

- This is a pre-submitted event that is completed through an online submission form.
- The design can be in any color and any shape and must include the words “Ohio DECA”
- The member or team MAY enlist the help of others in producing a digitally created design.
- Dimensions of the member-generated design must not exceed 8” x 10”. It is recommended that you use 300 dpi. The design MUST be saved in a .jpg or PDF format. All other formats will be DISQUALIFIED.
- Member names may not appear anywhere on the design or output.
- All written and design materials must follow the Ohio DECA Brand Guide in proper use of the DECA Logo, organization name, and follow all copyright and fair use guidelines.
- No registered trademarks or names may be used in accordance with DECA, Inc.’s policy to comply with all state and federal copyright laws. Although a work may be freely accessible on the Internet and contain no statement of copyright, copyright law provides that such works are protected. Contestants must assume that works are protected by copyright until they learn otherwise. The contestant will be DISQUALIFIED for copyright violations.

### **ENTRIES**

Each chapter is limited to one t-shirt design entry. Entries must be received by the deadline listed on *the Ohio DECA Calendar of Activities*.

### **SELECTION**

Evaluation will be based on a Technical Scoring Rubric and a Membership Vote. The current state officer team will select the top t-shirt design from the recognized finalists to be used to represent Ohio DECA at the International Career Development Conference.

### **WINNING DESIGNS**

The winning design will be awarded \$75 to their school chapter.

## **Technical Scoring Rubric (T-SHIRT DESIGN)**

Contestant Violated the Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Yes (Disqualification)	<input type="checkbox"/> No
If yes, please stop scoring and provide a brief reason for the disqualification below:		
Contestant followed topic	<input type="checkbox"/> Yes	<input type="checkbox"/> No

<b>Items to Evaluate</b>	<b>Below Average</b>	<b>Average</b>	<b>Good</b>	<b>Excellent</b>	<b>Points Awarded</b>
Contestant submitted the correct information and in the correct format. <ul style="list-style-type: none"> <li><input type="checkbox"/> Design (8x10 inch size) – .jpg or PDF Format</li> <li><input type="checkbox"/> Works Cited page – .doc, .docx, or .pdf format</li> </ul> <i>All points or none are awarded by the technical judge.</i>				10	
Design shows imagination, creativity, and originality	1-5	6-10	11-15	16-20	
Contestant-generated logo shows imagination, creativity and originality	1-5	6-10	11-15	16-20	
Design gains attention and has eye appeal	1-5	6-10	11-15	16-20	
Effectiveness (easily understood, motivational, accurate)	1-5	6-10	11-15	16-20	
Works cited page meets the requirements as outlined in the <a href="#"><i>Style &amp; Reference Manual</i></a> – 10 points (all or nothing)				10	
<b>TOTAL TECHNICAL POINTS (100 points maximum)</b>					

## OHIO DECA CAREER DEVELOPMENT CONFERENCE

Ohio DECA Career Development Conference is the culminating effort to the year of activities for Ohio DECA. The competency-based events effectively measure the members' proficiency in those skills identified by expert workers as essential to success in the given occupation. In effect, the competitive events are demonstrations of occupational proficiency in preparing emerging leaders and entrepreneurs in marketing, finance, hospitality and management.

Every DECA Advisor registered for the Career Development Conference will assist in an Event Area. Each DECA District is assigned an Event Area and responsible for supplying the number of advisors needed to assist the Event Director. Each District is assigned their Event Area by the State Office and will rotate Events every other year.

Student members competing at the Ohio DECA Career Development Conference and chapter advisors are encouraged to stay at the designated conference hotel unless they are staying at home (written permission must be requested before the conference).

Students are expected to present a professional image at all conferences by dressing according to business community standards. Business attire is required of students participating in competitive events or attending conference general sessions.

## COMPETITIVE EVENTS

***Principles of Business Administration Events:*** These events are designed for **first-year marketing, business and finance students only**. At the state level, each participant will be given a comprehensive exam and a content interview situation selected from a list of performance indicators identified in the National Curriculum Standards for Business Administration developed by MBA Research for the States' Career Cluster Project and validated by industry representatives.

***Team Decision Making Events:*** These events use teams of two students in a performance-based, role-play experience and a comprehensive testing phase. Team members will be asked to work together to complete work-based case studies and to work alone to complete the written examination.

***Individual Series Events:*** At the state level each participant will be given a comprehensive test relating to the identified occupation. Each participant will then have two performance-based, role-play activities.

***Personal Financial Literacy Event:*** This event measures the personal finance knowledge and skills that K–12 students should possess. The Personal Financial Literacy Event is designed to measure the student's ability to apply reliable information and systematic decision making to personal financial decisions.

***Business Operations Research Events:*** Student members prepare written materials in advance that are graded based on a predetermined rubric, then participate individually or in teams of up to

three members in on-site interviews with business leaders to determine their knowledge about specific topics.

***Entrepreneurship Events:*** In these events, one-to-three students work on researching a given topic within an identified skill or competency area. The students present written material to and are interviewed by business professionals at the conference.

***Integrated Marketing Campaign:*** Student members will create an integrated marketing campaign of no more than 45 days in length for a real event, product, or service. This event is done in a student group of one to three members, who will create a written entry of no more than ten pages, take an individual marketing exam, and present the campaign before a judge. NOTE: Written entries will be submitted electronically. Students/Teams are encouraged to bring a paper copy of the Entry to the Career Development Conference.

***Project Management Event:*** These are chapter activities where a team of one-to-three members of a chapter use project management skills to initiate, plan, execute, monitor and control, and close a project.

***Written Events Policy:*** Written Event Projects will be reviewed at the District Level. Each written project must have a completed Quality Review Check Sheet signed by two advisors at the District Level. Check Sheets will stay with the Written Project throughout judging at CDC. Projects submitted without the completed check sheet will not be scored.

***IMPORTANT:*** *Written Events (Business Operations Research, Entrepreneurship, Integrated Marketing Campaign, and Project Management) that are competing on the state-level will be electronically submitted to the state office by the scheduled deadline (as found in the DECA Calendar of Activities) to be graded on a rubric prior to the start of the Career Development Conference.*

**Ohio DECA Competitive Event Program  
District Event Assignment**

<u>Event Area</u>	<u>District(s) 2023</u>
Principles of Bus. Adm. Events	(11)
Team Decision Making Events	(1, 2, 3)
Individual Series Events (4)	(5, 6, 12)
Business Operations ResearchEvents/	(7, 8)
Project Management Events	(7,8)
Entrepreneurship Events	(9)
Integrated Marketing Campaign	(10)
Personal Financial Literacy/	(4)
Professional Selling and Consulting	(4)

## OHIO DECA PARTICIPATION LEVELS

Event	District	State	Nationals
<b>Competitive Events</b>			
<b>Principles of Business Administration Events</b>			
Principles of Business Management and Administration (PBM)	Yes	Yes	Yes
Principles of Finance (PFN)	Yes	Yes	Yes
Principles of Hospitality and Tourism (PHT)	Yes	Yes	Yes
Principles of Marketing (PMK)	Yes	Yes	Yes
<b>Team Decision Making Events</b>			
Business Law and Ethics (BLTDM)	Yes	Yes	Yes
Buying and Merchandising (BTDM)	Yes	Yes	Yes
Entrepreneurship (ETDM)	Yes	Yes	Yes
Financial Services (FTDM)	Yes	Yes	Yes
Hospitality Services (HTDM)	Yes	Yes	Yes
Marketing Management (MMDM)	Yes	Yes	Yes
Sports and Entertainment Marketing (STDM)	Yes	Yes	Yes
Travel and Tourism Marketing (TTDM)	Yes	Yes	Yes
<b>Individual Series Events</b>			
Accounting Applications (ACT)	Yes	Yes	Yes
Apparel and Accessories Marketing (AAM)	Yes	Yes	Yes
Automotive Services Marketing (ASM)	Yes	Yes	Yes
Business Finance (BFS)	Yes	Yes	Yes
Business Services Marketing (BSM)	Yes	Yes	Yes
Entrepreneurship (ENT)	Yes	Yes	Yes
Food Marketing (FMS)	Yes	Yes	Yes
Hotel and Lodging Management (HLM)	Yes	Yes	Yes
Human Resources Management (HCM)	Yes	Yes	Yes
Marketing Communications (MMS)	Yes	Yes	Yes
Quick Serve Restaurant Management (QSRM)	Yes	Yes	Yes
Restaurant and Food Service Management (RFSM)	Yes	Yes	Yes
Retail Merchandising (RMS)	Yes	Yes	Yes
Sports and Entertainment Marketing (SEM)	Yes	Yes	Yes
<b>Business Operations Research Events</b>			
Business Services Operations Research (BOR)		Yes	Yes
Buying and Merchandising Operations Research (BMOR)		Yes	Yes
Finance Operations Research (FOR)		Yes	Yes
Hospitality and Tourism Operations Research (HTOR)		Yes	Yes
Sports and Entertainment Marketing Operations Research (SEOR)		Yes	Yes

<b>Event</b>	<b>District</b>	<b>State</b>	<b>Nationals</b>
<b>Project Management Events</b>			
Business Solutions Project (PBMS)		Yes	Yes
Career Development Project (PMCD)		Yes	Yes
Community Awareness Project (PMCA)		Yes	Yes
Community Giving Project (PMCG)		Yes	Yes
Financial Literacy Project (PMFL)		Yes	Yes
Sales Project (PMSP)		Yes	Yes
<b>Entrepreneurship Events</b>			
Innovation Plan (EIP)	Yes	Yes	Yes
Start-Up Business Plan (ESB)	Yes	Yes	Yes
Independent Business Plan (EIB)		Yes	Yes
International Business Plan (IBP)		Yes	Yes
Franchise Business Plan (EFB)		Yes	Yes
Business Growth Plan (EBG)		Yes	Yes
<b>Integrated Marketing Campaign Events</b>			
Integrated Marketing Campaign - Event (IMCE)	Yes	Yes	Yes
Integrated Marketing Campaign - Product (IMCP)	Yes	Yes	Yes
Integrated Marketing Campaign - Service (IMCS)	Yes	Yes	Yes
<b>Professional Selling Events</b>			
Financial Consulting Event (FCE)	Yes	Yes	Yes
Hospitality and Tourism Professional Selling (HTPS)	Yes	Yes	Yes
Professional Selling Event (PSE)	Yes	Yes	Yes
<b>Online Events (Directly Submitted to Nationals)</b>			
			Yes
<b>Personal Financial Literacy Event</b>			
Personal Financial Literacy Event (PFL)	Yes	Yes	Yes
<b>Ohio Business and Marketing Educators Association (OBMEA) Scholarship</b>			
		Yes	

# Appendix A

## Ohio DECA Career Development Conference Grievance Form

The Grievance Committee will officially recognize only those grievances filed in accordance with the instructions outlined below. Please check one box below:

- Contest Grievance:** The contestant, local advisor or school administrator must file a written grievance, on this form, describing the situation in question and the violation being made. This form must be submitted to the contest office within 15 minutes of the completion of the contest.
  
- Scoring Grievance:** Protests of awards presented at the awards ceremony must be filed in writing with the Ohio Department of Education before 5:00 p.m. on the Sunday following the state competition. Changes in awards may be made only when it is determined that one of the following errors existed at the time the awards were presented:
  - 1. Error in transposition of numbers in tabulating scores.
  - 2. Error in transposition of contestant name.
  - 3. Error in score tabulation.
  - 4. Error in announcing winners.

This form should be completed with relevant accompanying documentation to the conference headquarters.

A. Person Filing Grievance \_\_\_\_\_

B. Person Filing the Grievance Phone Number \_\_\_\_\_

C. Person Filing the Grievance Email Address \_\_\_\_\_

D. Contest Being Grievied \_\_\_\_\_

E. Contestant Number (if applicable) \_\_\_\_\_

F. Grievance:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

G. Action by Grievance Committee:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

H. Signature of Grievance Committee Chair: \_\_\_\_\_