



Handbook

2025-2026 School Year

#NJDECADiscover



Revised:
August 2025

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New Jersey DECA

2025-2026 Organizational Contact Information

NEW JERSEY DECA
High School Division State Officer Action Team
2025-2026

<u>Name</u>	<u>Region / School</u>	<u>Advisor</u>
<p style="text-align: center;">Jonah Kutikov President</p> <p style="text-align: center;">E-Mail: decapres@njdeca.org</p>	<p style="text-align: center;">North</p> <p style="text-align: center;">Eastern Camden County Regional HS</p>	<p style="text-align: center;">Alec Sherman</p> <p style="text-align: center;">Email: asherman@eccrsd.us</p>
<p style="text-align: center;">Jonah Wagner Northern Region Vice President</p> <p style="text-align: center;">Email: decanvp@njdeca.org</p>	<p style="text-align: center;">North</p> <p style="text-align: center;">Northern Valley High School at Demarest</p>	<p style="text-align: center;">Melissa Petrella</p> <p style="text-align: center;">Email: petrellam@nvnet.org</p>
<p style="text-align: center;">Anne Ferrans Central Region Vice President</p> <p style="text-align: center;">E-Mail: decacvp@njdeca.org</p>	<p style="text-align: center;">Central</p> <p style="text-align: center;">Livingston High School</p>	<p style="text-align: center;">Daniel Quackenbush</p> <p style="text-align: center;">Email: dquackenbush@livingston.org</p>
<p style="text-align: center;">Jude Palazzo Southern Region Vice President</p> <p style="text-align: center;">Email: decasvp@njdeca.org</p>	<p style="text-align: center;">South</p> <p style="text-align: center;">Kingsway High School</p>	<p style="text-align: center;">Michael DiFrancesco</p> <p style="text-align: center;">Email: difrancescom@krsd.us</p>
<p style="text-align: center;">Alexa Kasaros Vice President of Media</p> <p style="text-align: center;">Email: decavpmedia@njdeca.org</p>	<p style="text-align: center;">North</p> <p style="text-align: center;">Ridgewood High School</p>	<p style="text-align: center;">Karen Mendez</p> <p style="text-align: center;">Email: kmendez@rpsnj.us</p>
<p style="text-align: center;">Charles Pepe Vice President of Public Relations</p> <p style="text-align: center;">Email: decavppr@njdeca.org</p>	<p style="text-align: center;">Central</p> <p style="text-align: center;">Verona High School</p>	<p style="text-align: center;">Robert Orr</p> <p style="text-align: center;">Email: rorr@veronaschools.org</p>
<p style="text-align: center;">Noah Pitzer Recording Secretary</p> <p style="text-align: center;">Email: decasec@njdeca.org</p>	<p style="text-align: center;">South</p> <p style="text-align: center;">Cherry Hill East HS</p>	<p style="text-align: center;">Leanne Shine</p> <p style="text-align: center;">Email : Ishine@chclc.org</p>

NEW JERSEY DECA ORGANIZATION

Managed by
Kean University
1000 Morris Avenue, PO Box 411
Union, NJ 07083-0411

Mr. Steven Fastook, Chair of the Board of Trustees

Dr. Lamont O. Repollet, Ed.D., President

Dr. David Birdsell, Ph.D., Provost and Senior Vice President for Academic Affairs

Dr. Jin Wang, Ph.D., Dean of the College of Business and Public Management

Dr. Tobin Porterfield, Ph.D., Associate Dean of the College of Business and Public Management

Mr. David Farrokh, M.S., Assistant Dean of the College of Business and Public Management

Dr. Jeffrey R. Victor, D.M., Project Director, New Jersey DECA

New Jersey DECA administration is funded through a grant from the New Jersey Department of Education. Student Activities are funded through student participation fees and local, chapter and state membership dues.

NJ Department of Education:

Kevin Dehmer, Commissioner of Education

Dr. Jordan Schiff, Ed.D., Assistant Commissioner, Division of Teaching and Learning Services

Mrs. Kathleen Paquette, Director, Office of Career Readiness

New Jersey DECA State Office

Kean University
Townsend Hall, Office T209
1000 Morris Avenue
Union, NJ 07083-0411
Main Number: (908) 737-0230
Fax Number: (908) 737-0235

NJ DECA State Advisor & Executive Director:

Dr. Jeffrey R. Victor, D.M., CAE, CHA, CHE, CHS, CMP

Direct Telephone: (908) 737-0232 (Direct)

E-Mail: jvictor@njdeca.org

NJ DECA Project Assistant

Donna Smith, M.S.

Direct Telephone (908) 737-0231 (Direct)

E-Mail: dsmith@njdeca.org

**New Jersey DECA, as part of DECA Inc.
is an equal opportunity career and technical student organization that welcomes
all races, creeds and cultural backgrounds into its membership.**

2025-2026
New Jersey DECA
Advisory Committee

The New Jersey DECA Advisory Committee will consist of the New Jersey DECA State Advisor, the High School President (or their designee), DECA Advisors and members from Business and Industry. There will be two subcommittees, one consisting of advisors and one of business and industry professionals. Each region will have representatives, with one slot reserved for each regional president. The chairperson will be selected at large from the chapter advisors, and the Vice Chairperson shall be selected from the Business and Industry Subcommittee.

Chairperson:
Marjorie FitzGibbon

<u>Advisor's Subcommittee</u>	<u>Business and Industry</u>
Karen Mendez Ridgewood High School kmendez@ridgewood.k12.nj.us	Angelo Romano Consultant
Gale Fanale Ramapo-Indian Hills High School gfanale@rih.org	Tom Chmiel Consultant
Lisa Chestnut Butler High School lchestnutt@butlerboe.org	Joel Throne Coldwell Banker
Laura Fecak Jackson Memorial High School lfecak@jacksonsd.org	Nicole Halpin Edison Public Schools
Krista Chirco Highland Park High School kchirco@hpschools.net	Dan Jackson First Commerce Bank
Alexis Eggert Lawrence High School aesposito@lpts.info	Leslie Malec Consultant
Grace McCloskey Seneca High School gmccloskey@lrhsd.org	Nicole Halpin Administrator Representative & Vice Chair
Alexandria Ackley Washington Township High School AAckley@wtps.org	
Eileen Fischer Delsea High School efischer@delsearegional.us	
Ex Officio:	
Dr. Jeffrey Victor State Advisor & Executive Director New Jersey DECA	
Donna Smith Program Assistant New Jersey DECA	

DECA Inc. INFORMATION

DECA Inc. Staff:

For the most up to date national staff listing, please visit deca.org

Address and Phone Numbers:

**DECA Inc. Headquarters
1908 Association Drive
Reston, VA, 20191-1594**

**Phone: 703-860-5000
Main Fax: 703-860-4013
Membership Fax: 703-860-5401**

DECA Related Supplies and Materials

Shop DECA carries a wide range of information pertaining to instructions for manuals, series events and other written materials regarding chapter management and leadership information. It also carries membership pins, DECA folios, DECA blazers, and other supplies and logo items related to DECA. The catalog for these supplies is located in the DECA guide. These items can also be found on the DECA Inc. website, www.deca.org.

For additional information, contact:

**Shop DECA
1908 Association Drive
Reston, VA, 20191-1594**

**Phone: 703-860-5006
Fax: 703-860-4013
shop_deca@deca.org**

New Jersey DECA

2025-2026

CALENDAR

NEW JERSEY DECA CALENDAR 2025-2026

DATES ARE SUBJECT TO CHANGE

AUGUST 2025

AUGUST

	11	Piper Sandler Taking Stock with Teens Fall Survey Begins
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SEPTEMBER 2025

SEPTEMBER

	8	Stock Market Game Begins
	15	District Level Instructional Areas Announced
	15	Advisory Committee Meeting - 3pm - Virtual
	16	Central Region Meeting - Virtual
	17	North Region Meeting - In Person at Anthony Franco's
	18	Southern Regional Meeting - Virtual
	18	State Officer Meeting - 4pm - Virtual
	22	Piper Sandler Taking Stock with Teens Fall Survey Ends
	30	Virtual Business Challenge Round 1 Begins
	30	Deadline COLT Conference Registration
	30	Deadline Activate Your Chapter Incentive
	29-Oct 3	School-Based Enterprise Week

OCTOBER 2025

OCTOBER

	1	Student Social Media Simternship Challenge Begins
	3	New Advisor Training - Kean University - 9am-3pm
	7	NJ DECA State Officer Meeting - 3pm - Virtual
	14	Education Advisory Sub-Committee Meeting
	14	Virtual Business Challenge Round 1 Begins
	15	Deadline Competition University Chapter Climb Challenge Submissions Due
	15	Deadline Ultimate DECA Power Trip - Austin, TX - Registration Due
	16	South Region Meeting - Virtual
	24	Virtual Business Challenge Round 1 Ends
	27	Chapter Officer Leadership Training Conference (COLT) - Kean University
	27	Central Region Meeting - During Colt lunch break
	27	North Region Meeting - During Colt lunch break
	31	Deadline Business U DECA at the Bell Challenge Submissions Due

NOVEMBER 2025

NOVEMBER		
	<u>1-30</u>	<i>November is DECA Month!</i>
	12	Northern Region Meeting - Virtual - 3pm
	15	Deadline for Honorary Life and Outstanding Service Awards to DECA, Inc.
	15	Deadline Registration materials are due to NJ DECA Office at Kean University. Checks or Purchase Orders for all District Conferences are due to DECA office at Kean University.
	15	Deadline for National and State DECA Dues and Membership Roster to DECA Inc. (Registration online at www.deca.org) Send purchase order/check to DECA, Inc. Reston, VA.
	15	Deadline On-line membership rosters are due
	15	Deadline IE University NextGen Innovators Challenge Submissions Due
	17-23	Global Entrepreneurship Week
	18	Central Region Meeting
	20	Southern Region Meeting - Virtual
	21-23	Ultimate DECA Power Trip - Arlington, VA State Officer Meeting at Power Trip
	25	NJ DECA Advisory meeting
	30	Deadline Pin Designs due to NJ DECA State Office

DECEMBER 2025

DECEMBER		
	1	Student Social Media Simternship Challenge Ends
	1	School Based Enterprise Certification Opens
	1	Deadline All DECA Month Campaigns (Community Service, Promotional, Ethical Leadership & Membership) due to DECA, Inc.
	1	Deadline New Jersey Association Award Recommendation Forms due to New Jersey DECA Office
	2	Deadline DECA Sports and Entertainment Marketing Conference Registration Due
	2	School-based Entrepreneurship Certification Opens
	3	Business and Marketing Day at the NJ Devils - Prudential Center, Newark
	5	Stock Market Game ends
	8-10	District Conference Online Testing Window
	10	North Region Meeting - Virtual - 3pm

DECEMBER 2025 (continued)

	13	Deadline 2025-2026 State Officer Candidate applications due to the State Advisor at the NJ DECA State Office. These must be RECEIVED and NOT postmarked by this date.
	15	Deadline NAA Auction Marketing Campaign Challenge Submissions Due
	15	NJ DECA State Officer Meeting at Kean University
	16	Central Region Meeting - Kean University - <u>In Person</u> 1pm
	18	Deadline Adobe Personal Branding Challenge Submissions Due
	17	South Region Meeting - Virtual
	19	Deadline MDA Disability is Diversity Challenge Submissions Due
	19	Deadline Nestle Professional Solutions Beverage Marketing Challenge Submissions Due
	19	Deadline State Officer Applications Due at Kean University

JANUARY 2026

JANUARY		
	5	South West District Conference (Doubletree Cherry Hill)
	6	South East District Conference (Doubletree Cherry Hill)
	8	Central West District Conference (Kean University)
	9	Central East District Conference (Kean University)
	9	Deadline NASPO Strategic School Procurement Challenge Submissions Due
	9	Deadline NPCF Social Impact Leader of Tomorrow Submissions Due
	9	Deadline DECA, Inc. Student Scholarship Applications Due
	12	Deadline IIA Community Impact Challenge Submissions Due
	12	Deadline Lead4 Change Community Service Challenge Submissions Due
	12	North West District Conference (Ramapo College)
	13	North East District Conference (Ramapo College)
	13	Deadline DECA SBE Chapter Certification due to DECA, Inc.
	13	Virtual Business Challenge Round 2 Begins
	15	Deadline Adobe Food Truck Challenge Submissions Due
	16	Deadline CEWD Power Perks Challenge Submissions Due
	16	Southern Region Meeting - Virtual
	16	NJ DECA State officer Candidate Meeting and Screening 9am

JANUARY 2026 (Continued)

	20	Deadline NJ DECA State Scholarship Applications must be RECEIVED and NOT postmarked at the NJ DECA State Office
	20	Deadline for all 20-page manuals to be registered and submitted, and NJ State Community Service Project to be registered and submitted. Details will follow. Manuals will not be accepted after this date and time at the New Jersey DECA office or at the State Conference. This is also the deadline for copies of the files to be uploaded to TurnItIn. THIS DEADLINE WILL NOT BE MOVED DUE TO WEATHER.
	20	Central Region Meeting -Kean University
	20	Deadline DECA, Inc. Advisor Scholarship Applications Due
	21	Northern Region Meeting – 12:30pm at Anthony Franco’s
	21	Last date for move-ups from Districts to SCDC.
	23	Virtual Business Challenge Round 2 ends
	26	20-Page Paper JudgePro Submissions Open
	27	Last date for additions and changes to Chapter Membership Roster to be eligible to attend the State Career Development Conference.
	28	20-Page Paper JudgePro Submissions Close
	30	Deadline State Conference Registration at 3pm - THIS DEADLINE WILL NOT BE MOVED DUE TO WEATHER OR OTHER CIRCUMSTANCES!
	30	Deadline Knowledge Matters Digital Skills Challenge Entries Due

FEBRUARY 2026

FEBRUARY		<u>FEBRUARY IS CTE MONTH!</u>
	2	DECA Emerging Leader Honor Awards Applications Open
	2-4	State Conference Online Testing Window
	3	Advisory Committee Meeting
	6	Invest Real World Ready Challenge Submissions Due
	11	North Region Meeting
	12	Piper Sandler Taking Stock With Teens Spring Survey Begins
	15	Last date for additions and changes to Chapter Membership Roster to be eligible to attend the International Conference (ICDC)
	15	All participants must be active members of DECA with the current year’s dues on file with DECA, Inc.
	TBD	NJ DECA State Officer Meeting - Virtual
	18	Central Region Meeting

	18	South Region Meeting
	27	Deadline for all Pitch Decks to be uploaded to TurnItIn
MARCH 2026		
MARCH		
	2	Deadline DECA Advocacy Campaign Due
	3-5	High School State Career Development Conference - Harrah's Atlantic City - Tuesday to Thursday
	9	Deadline All ICDC drops must be reported via email to the State Office
	13	Deadline International Career Development Conference Registration Packet Deadline (must be in the New Jersey State Office at Kean University- NOT postmarked)
	17	Central Region Meeting - Virtual
	TBD	North Region Meeting
	19	South Region Meeting
	25	ICDC-Qualifying Written Events Submission to DECA, Inc. Opens
	26	Piper Sandler Taking Stock with Teens Spring Survey Ends
	30	Deadline ICDC Blazer Order Deadline
	31	Deadline Emerging Leader Honor Awards Nominations Due
APRIL 2026		
APRIL		
	7	State Officer Transition Meeting - 3pm - Kean University
	8	Deadline ICDC-Qualifying Written Events Submission due to DECA, Inc.
	9	Advisory Committee Meeting
	17-21	Collegiate International Career Development Conference, Louisville, KY
	25-28	High School Division International Career Development Conference, Atlanta, GA
MAY 2026		
MAY		
	21	North Advisor's Meeting
	TBD	South Advisor's Meeting - Luncheon
	20	Central Advisor's Meeting - Virtual
	TBD	2025-2026 State Officer Meeting - Virtual
	TBD	Hospitality Careers Day at Showboat Hotel and Waterpark, Atlantic City, NJ

JULY 2026

JULY		
	8-13	NJ DECA State Officer Training & DECA Emerging Leader Summit - Tysons Corner, VA

New Jersey DECA

Updates

New Jersey DECA - High School Program

Important Updates for 2025-2026

PLEASE NOTE THIS IS NOT A COMPLETE LIST OF UPDATES, AND ADVISORS SHOULD REVIEW THIS HANDBOOK IN ITS ENTIRETY FOR COMPLETE INFORMATION.

- Preliminary rounds of Pitch Deck Events (IMCE, IMCP, IMCS, ESB, EIP) will be held on the first day of the State Career Development Conference.
- The State Community Service Project will offer only 1 ICDC Leadership slot for chapters raising the \$900 goal. Slots for the \$600 goal have been eliminated due to leadership academy allocation limits.
- ICDC Registration will increase due to a fee increase from DECA, Inc.
- NJ DECA SCDC rates have increased slightly due to contractual increases.
- The DECA Night at the Devils will have more information out in September, and our new event at Showboat will have more information available in late fall.
- Chapters have been redistricted – please check to see your district in the handbook below.
- State Officer Training will be held in conjunction with the DECA Emerging Leader Summit in July.
- COLT will be limited to 8 chapter members this year to accommodate growth. Registration will be moved to the

New Jersey DECA

Advisor and School Administration Responsibilities

Local Chapter Advisor Duties:

The overall leader of the chapter is the Chapter Advisor, and they have a profound influence on chapter development, as well as gaining the support of school administration and the community for the CTSO and its activities. The advisor should meet periodically with other teachers in the CTE program area to share information and resources and gain their support for the DECA chapter.

Advisors should share state and national materials with student members, stimulate student participation in the planning process for the chapter, and involve as many student members as possible. While we do want students involved in the leadership of the organization, student-run chapters are not possible. An advisor should be the overall person in charge of your organization.

The local advisor's responsibilities include, but are not limited to the following:

1. Directing, chaperoning, and coordinating the supervision of student members at DECA activities conducted during, before or after the regular school day.
2. Serving as a liaison to the state office.
3. Knowing the history, principles, bylaws, ceremonies, typical activities, procedures and other essentials for the active operation of a local chapter.
4. Organizing the selection process for chapter officers and providing their training so that they can fulfill the responsibilities of their offices.
5. Establishing rules that are consistent with school policies and the state and national organization's bylaws.
6. Conducting regular chapter meetings in a businesslike manner using parliamentary procedure.
7. Assisting the student members in developing an annual program of work/program of leadership, which includes a budget, calendar and committee assignments.
8. Encouraging civic responsibility through professional conferences, chapter activities, school improvement projects, and support of community activities.
9. Assisting in the maintenance of necessary chapter records: financial, membership, state and national dues reporting, annual reports of activities, financial development, etc.
10. Planning, collecting, and arranging materials to promote the chapter and its events.
11. Ensuring that the school, administration, faculty, students and the public are informed of chapter activities and outstanding student achievements.
12. Recruiting and coordinating the preparation of student members for participation in local, state and national activities and competitive events.
13. Knowing the guidelines for regional, state and national competitive events and coordinating participation at all levels.
14. Overseeing financial development projects - collecting, counting, depositing, monitoring and distributing ordered or produced merchandise.
15. Supervising the receipt, recording, depositing and expenditure of chapter funds.
16. Serving as the lead adult responsible for the chapter and supervising all student-led efforts.
17. Facilitating the competitive event program in the chapter, including registering members for competition, assisting in preparation, and serving as an event facilitator during the event.
 - a. Each participating chapter is REQUIRED to provide at least one advisor or responsible adult to complete advisor work shifts at the District, State and International Conferences.
18. Securing the proper number of chaperones for the chapter for all trips, and ensuring administration is aware of attendance at all conferences, events, etc., even if it is held outside of the normal school year.
19. Ensuring that chaperones are prepared to be posted at designated areas, as necessary.
20. Serving as a liaison to the state and national chapter, and the sole communications conduit to and from the students.
21. Ensuring all students are enrolled in a corresponding CTE course to the areas served.
22. Ensuring all payments are made by their respective due dates and if any issues arise, notify the personnel of said payment immediately.

Advisors may delegate tasks to students, but may not delegate the following:

1. Finalizing chapter registrations for ANY/ALL conference(s) including hotel (room) arrangements.
2. Payment and deposit of dues and fees to the State Office and/or National Office.
3. Proctoring duties and event assignments during conferences and or other DECA activities.
4. Chaperoning or supervision of students.
5. Communication with the State Office.

Administration Responsibilities:

As the school administration is responsible for the DECA local chapter there are requirements that must be met in order to have a successful chapter. Advisors, students, and DECA State and National offices need an understanding of the duties and responsibilities in which the administration is to be clear in order to provide an equitable experience for all students.

The administration's responsibilities include, but are not limited to the following:

1. Providing unwavering support to the local chapter advisor(s) and student members in preparation for conferences, fundraising activities, chapter activities, community activities, and payment processing.
2. Providing the required number of adult chaperones for all New Jersey DECA and National DECA events (one board-approved, insured adult per ten students for in-state travel and one board-approved, insured adult per eight students out of state);
3. Ensuring that all chaperones are acting on behalf of the school, sanctioned by the school to act on their behalf, authorized to act in loco parentis for the students in their charge, authorized to treat students in cases of a medical or other emergency, aware of and agree to follow school and NJ DECA and National DECA policies, have the authority to discipline students and send students home if needed, have the proper contacts for the school administration, and proper process to follow in case of any issues, and understand the legal authority that they have given the chaperone to act.
4. Ensure completion of all necessary paperwork for any conference the advisor and student members attend, prior to the date of the conference.
5. Acknowledge, understand, and reiterate to the advisors the duties in which they assigned and agreed to as a result of submitting membership.
6. Continuously check in with the advisor(s) throughout the year to ensure that they have your support, as well as noting if the advisor needs help in any way.

Lack of adherence to the advisor or administration guidelines may result in the termination of a chapter as a part of New Jersey DECA.

Parent-Chaperone Policy

Our policy in accordance with the NJ DOE is that one parent MAY NOT chaperone another child that is not their own, unless they meet the following requirements, and we receive notification from the district in writing that:

- That the chaperone is acting under the supervision and direction of an onsite, licensed educator who is an insured district employee that is physically present during the entire conference; or:
- That the Chaperone is officially approved by the school district.
- That administration empowers & sanctions the parent chaperone to act on behalf of the school.
- That the parent chaperone is authorized to act in loco parentis for the students in their charge.
- That the parent chaperone is authorized to treat students in cases of a medical or other emergency.
- That the parent chaperone is aware of, and agrees to follow the school's policies in regards to the administration of medications.
- That the parent chaperone agrees to follow school and NJ DECA and National DECA policies.
- That the parent chaperone has the authority to discipline students & send students home, if needed.
- That the parent chaperone has the proper contacts for the school administration, and proper process to follow in case of any issues (injury, alcohol, drugs, etc.).
- That school administration understands the legal authority that they have given the chaperone to act.
- That the school administration takes legal responsibility for the actions of the chaperones in the performance of their duties.
- That the parent chaperones are covered under the school's insurance policies in case of any action, incident, accident, or other element that results in legal action, injury, or death.
- That the district has performed a background check of the chaperone and the chaperone has passed said background check.

New Jersey DECA

2025-2026

***Membership Dues and
Information***

2025-2026 DECA INC. REGISTRATION PROCEDURES

1. In your membership packet that you will receive from DECA, Inc., you will find instructions for accessing DECA Inc.'s Online Membership System.
2. You must have access to an active internet connection and log into the following site <http://www.decaregistration.com/hs/> to register your chapter for the 2025-2026 school year. **Do NOT send membership money to the NJ State DECA office.** All registration fees are to be sent to DECA, Inc. New Jersey DECA will be able to review your membership data that is sent to DECA Inc. There is no need to submit rosters directly to New Jersey DECA.
3. **Deadlines** - Your online membership roster is due by November 15. Additions to membership will be due as listed in the State Calendar. The final deadline date for high school division additions is February 15.
4. **Membership** - All paid members of NJ DECA must also be paid members of DECA, Inc.
5. **Minimum Chapter Size** - All chapters must pay minimum dues to DECA, Inc equivalent to at least ten (10) members to receive DECA, Inc. services.
6. **New chapters** - *may* be exempt from the minimum chapter size policy for the initial year.
7. **Purchase Orders** - DECA, Inc. will accept purchase orders for payment of membership fees. However, the chapter's membership will not be processed until the actual check arrives. If you need an invoice to present to your Board of Education to request a check, please print it from the deca.org online membership website.
8. **Member Materials** -You will receive membership materials via return mail from DECA, Inc. These materials will include membership premiums for every member registered with your chapter and other items from DECA, Inc. Please allow 6 to 8 weeks for processing and mailing.
9. **Payment** - For competition purposes, the roster must be processed with an actual check by the stated deadlines to be eligible to compete.
10. **Dues** - Dues to both NJ DECA and DECA, Inc. are non-transferable and non-refundable. Dues will cover the cost of practice online testing and DECA+ for all members.

New Jersey DECA

District Breakdowns

NEW JERSEY DECA ADMINISTRATION AND ORGANIZATION

As of September 1, 2014, New Jersey DECA has been administered and managed by Kean University, Union, NJ, for New Jersey's students and advisors. The state high school division officers provide input and feedback to the NJ DECA State Advisor for implementation of their activities and events for the year based on advice from chapter advisors and the student membership. The State Advisor makes the final decision on all State Officers' activities. The State Advisor serves as New Jersey DECA's principal executive and Executive Director/CEO, responsible for organizing and administering the organization.

New Jersey DECA became a state association in 1961. Since that time, New Jersey DECA has grown to include four operating divisions: High School, Collegiate, Alumni and Professional.

The vast majority of the New Jersey membership is comprised of students within the High School division. In the state of New Jersey, the high school division is divided into six districts. These divisions allow New Jersey DECA to offer opportunities for more students to become involved in the various activities planned throughout the year. These divisions are combined into three regions: North, Central and South.

New Jersey DECA has three levels of competition: district, state, and international. New Jersey DECA competition begins with a series of District Conferences. The winners from the District Conferences are then eligible for the State Career Development Conference. The winners from the State Career Development Conference are then eligible for the International Career Development Conference. The State Advisor must approve and sanction all competitors at the state and international levels.

ORGANIZATION FOR NEW JERSEY DECA

Changes are Denoted in Red

<i>NORTHERN REGION</i>			
<i>North East District</i>		<i>North West District</i>	
<u>School Name</u>	<u>School Code</u>	<u>School Name</u>	<u>School Code</u>
Academies @ Englewood	132H-22244	Belleville High School	
Academy Of Holy Angels	132H-22815	Butler High School	132H-2117
Becton Regional High School	132H-25612	Don Bosco Prep High School	132H-2107
Bergen Academies High School	132H-2004	Eastside High School	132H-2020
Bergen Catholic High School	132H-24721	High Point Regional High School	132H-2027
Bergenfield High School	132H-2005	Jefferson Township High School	132H-2031
Bogota High School	132H-22152	John F. Kennedy High School	132H-2032
Cliffside Park High School	132H-2111	Kinnelon High School	132H-2120
Clifton High School	132H-23105	Lakeland Regional High School	132H-2035
Cresskill High School	132H-24560	Lenape Valley Regional High School	132H-2038
Dwight-Englewood School	132H-22125	Madison High School	132H-23092
Emerson High School	132H-21932	Mahwah High School	132H-22270
Glen Rock High School	132H-2023	Montville Township High School	132H-2051
Immaculate Heart Academy	132H-25800	Morris County School of Technology	132H-2052
Leonia High School	132H-2039	Morris Hills High School	132H-2053
Midland Park High School	132H-23619	Morris Knolls High School	132H-2054
Northern Highlands Regional High School	132H-2058	Mount Olive High School	132H-2055
Paramus Catholic High School	132H-26077	Mountain Lakes High School	132H-23383
Paramus High School	132H-2062	Mountain Lakes High School	132H-23385
Park Ridge High School	132H-2121	Newton High School	132H-25033
Pascack Hills High School	132H-2115	Northern Valley Regional at Demarest	132H-2092
Pascack Valley High School	132H-2097	Northern Valley Regional High School at Old Tappan	132H-2091
Primoris Academy	132H-23060	Parsippany High School	132H-2063
Ridgefield Memorial High School	132H-22919	Parsippany Hills High School	132H-2064
Ridgefield Park High School	132H-2122	Passaic High School	132H-2065
Ridgewood High School	132H-2069	Ramapo Indian Hills High School	132H-2067
River Dell High School	132H-23956	Ramsey High School	132H-2068
Saddle Brook High School	132H-26385	Rosa Parks School Of Fine And Performing Arts	132H-25828
Saddle River Day School	132H-26375	Roxbury High School	132H-2070
Teaneck High School	132H-25302	Sparta High School	132H-2076
Tenafly High School	132H-2098	Vernon Township High School	132H-2081
Waldwick High School	132H-21982	Wayne Hills High School	132H-22966
		Wayne Valley High School	132H-24277
		West Milford Township High School	132H-23109
		West Morris Mendham	132H-25869

CENTRAL REGION

<i>Central East District</i>		<i>Central West District</i>	
<u>School Name</u>	<u>School Code</u>	<u>School Name</u>	<u>School Code</u>
A.L. Johnson High School	132H-2001	Bayonne High School	132H-2003
Abraham Clark High School	132H-2109	Biotechnology High School	132H-22419
Bloomfield Tech High School	132H-2006	Brick Memorial High School	132H-25227
Bound Brook High School	132H-23768	Cedar Grove High School	132H-25071
Bridgewater-Raritan High School	132H-2104	Edison High School	132H-2106
Carteret High School	132H-23744	Essex County VTS - West Caldwell	132H-22229
Central Jersey College Prep	132H-24104	Gill Saint Bernard's School	132H-25164
Colonia High School	132H-26520	Hamilton High School West	132H-2026
Colts Neck High School	132H-2016	Harrison High School	132H-25171
Cranford High School	132H-2017	Hightstown High School	132H-2089
Donald M Payne Sr. Tech	132H-25727	Hopewell Valley Central High School	132H-2029
Eagle Academy For Young Men	132H-26147	Hudson County Schools of Technology- County Prep	132H-2088
East Brunswick Magnet School	132H-2044	Hudson County Schools Of Technology-- Secaucus	132H-25660
East Orange Campus High School	132H-2095	Jackson Liberty High School	132H-2094
Franklin High School	132H-2021	Jackson Memorial High School	132H-2113
Freehold High School	132H-2119	John P. Stevens High School	132H-25000
Freehold Township High School	132H-2022	Lakewood High School	132H-22507
Highland Park High School	132H-2028	Lawrence High School	132H-2036
Hillside High School	132H-22637	Livingston High School	132H-24862
Howell High School	132H-21919	Manchester Township High School	132H-22518
Ilan High School	132H-24506	Memorial High School	132H-24909
James J. Ferris High School	132H-2030	Mercer County Technical Schools	132H-2043
John F. Kennedy Memorial High School	132H-22032	Monmouth County Career Center	132H-2047
Kearny High School	132H-2033	Monroe Township High School	132H-2049
Linden High School Academy	132H-2040	Montclair High School	132H-2050
Marlboro High School	132H-2042	New Providence High School	132H-25364
Marion P. Thomas Charter	132H-2103	North Bergen High School	132H-24771
Matawan Regional High School	132H-23787	North Brunswick Township High School	132H-2056
Metuchen High School	132H-21981	North Star Academy - Newark, Nj	132H-22929
Middlesex County Academy	132H-22314	Nottingham High School	132H-2059
Middletown High School North	132H-2045	Peddie School	132H-22597
Monmouth Regional High School	132H-2048	Plainfield High School	132H-2118
Mount St Dominic Academy	132H-24108	Point Pleasant Beach High School	132H-24529
New Jersey DECA	132H-2116	Princeton High School	132H-24047
Newark Vocational High School	132H-24581	Rutgers Preparatory School	132H-2110
Nutley High School	132H-22110	Secaucus High School	132H-24568
Ocean Township High School	132H-2061	Somerset County Education Services Commission	132H-22235
Orange High School	132H-22325	South Brunswick High School	132H-24512
Piscataway High School	132H-21997	Southern Regional High School	132H-2075

CENTRAL REGION (continued)

<i>Central East District</i>		<i>Central West District</i>	
Piscataway Magnet School	132H-2123	Steinert High School	132H-2078
Rahway High School	132H-2066	The Lawrenceville School	132H-24377
Roselle Catholic High School	132H-26548	Toms River High School East	132H-22269
Sayreville War Memorial High School	132H-2071	Toms River High School South	132H-22534
Scotch Plains Fanwood High School	132H-2072	Union City High School	132H-2080
South Plainfield High School	132H-2093	Wall Township High School	132H-2082
Spotswood High School	132H-2077	West Essex Regional High School	132H-2086
Summit High School	132H-26436		
Verona High School	132H-22431		
Warren Hills High School	132H-2083		
Washington Park High School	132H-24175		
Watchung Hill Regional School	132H-21881		
West Side High School	132H-24193		
Westfield High School	132H-26325		
Woodbridge High School	132H-26521		

SOUTH REGION

<u>Southeast Region</u>		<u>Southwest Region</u>	
<u>School Name</u>	<u>School Code</u>	<u>School Name</u>	<u>School Code</u>
Bridgeton High School	132H-2007	Atlantic City High School	132H-2002
Buena Regional High School	132H-2008	Burlington City High School	132H-22769
Cherokee High School	132H-2010	Burlington County Institute of Technology	132H-2009
Delsea Regional High School	132H-2018	Cherry Hill High School East	132H-2011
Kingsway Regional High School	132H-2096	Cherry Hill High School West	132H-2012
Lenape High School	132H-2037	Cinnaminson High School	132H-2013
Maple Shade High School	132H-2041	Clearview Regional High School	132H-2014
Pitman High School	132H-2102	Eastern High School	132H-2019
Seneca High School	132H-2073	Gloucester City High School	132H-26176
Shawnee High School	132H-2074	Gloucester County Institute of Technology	132H-2024
St. Augustine Preparatory School	132H-24625	Haddonfield High School	132H-26699
Washington Township High School	132H-2084	Highland High School	132H-23064
West Deptford High School	132H-2085	Lacey Township High School	132H-2034
Williamstown High School	132H-2087	Moorestown High School	132H-22762
		Northern Burlington Regional High School	132H-2057
		Ocean City High School	132H-2060
		Office Of Education Department Of Children And Families State Of NJ	132H-22428
		Our Lady Of Mercy Academy	132H-22806
		Pleasantville High School	132H-26122
		Timber Creek Regional High School	132H-22779
		Trenton Central High School	132H-2079
		Triton Regional High School	132H-22684
		Winslow Township High School	132H-24346

New Jersey DECA

2025-2026

Membership Incentives

MEMBERSHIP INCENTIVE

Membership Equalization:

Maintain or exceed last year's membership, and receive a Chapter Advisor Imprinted Item.

Membership Increase of 10 or More:

Increase membership by 10 or more members than last year, receive the aforementioned Chapter Advisor Name Badge, as well as a DECA Thermal Tumbler.

Membership Increase of 20 or more:

Increase membership by 20 or more members than last year, receive the Chapter Advisor Name Badge, the Chapter Advisor Zip, and a FREE DECA Blazer!

New Jersey DECA

2025-2026

Theme

THEME BRIEFING

This year, New Jersey DECA sets sail on a bold journey to DISCOVER. Just as explorers navigate through uncharted waters, our members will travel to unknown lands and unlock new skills. New Jersey DECA is on a journey to discover the untapped potential within each of our members as we set our sights on bolder goals and greater achievements.

Throughout New Jersey DECA, we venture beyond the surface to uncover the true value of skills like business knowledge, strategic thinking, communication, and innovation. Every challenge we face becomes a milestone, shaping who we are and who we aim to become.

As we explore these new depths, we grow not only as individuals but also as a community of emerging leaders, entrepreneurs, and professionals ready to shape what comes next.

This year, we're challenging every NJ DECA member to go beyond what's familiar and expected, and to step confidently into new possibilities. Growth begins when you leave your comfort zone, so embrace the challenges ahead, aim higher than before, and move forward with clear purpose and determination.

Join us as we #NJDECADiscover.

It's time to voyage into the unknown, steer with purpose, and uncover the power that lies within.

New Jersey DECA

2025-2026

Conference Payment Policy

New Jersey DECA Delinquent Payment Policy:

- Payments or Purchase Orders guaranteeing payment are due by the registration deadline.
- If payment, purchase orders, or payment arrangements are not received in advance, students will be allowed to compete, but scores will be disqualified, and the school will be placed on a credit hold and be unable to register for future conferences until the balance is satisfied.
- Payments on purchase orders are due 30 days after the close of each conference.
- Chapters will be charged a \$50.00 fee for all late payments.
- If payment is not received as outlined above, NJ DECA will inform school administration that payments have not been received.

New Jersey DECA

2025-2026

**Competitive Event
Specifications**

DECA'S COMPETITIVE EVENTS PROGRAM

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 those 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 enhanced educational purposes. Therefore, DECA competitive events are learning activities designed to evaluate students' development of essential skills necessary for entry or advancement in the fields of marketing, management, hospitality, business finance and entrepreneurship. The DECA Competitive Events Program facilitates effective integration of DECA as an integral component of the total 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 corresponding class education curriculum by demonstrating occupational proficiency in specific areas of marketing, management, business finance, hospitality, and entrepreneurship.

New Jersey DECA's addition to the DECA Inc. General Rules

The rules stated on the previous page by DECA, Inc. also apply to all New Jersey DECA competitions as indicated. However, New Jersey has the following additional rules which must be followed or cause participants to risk disqualification.

1. All students attending a District or state conference must be registered in a competitive event. Students must attend district conferences to attend state conferences and must attend state conference to attend ICDC.
2. All participants must be active DECA members by **November 15, 2024** to be eligible to compete in the District conference. Participants for the State Conference ***must be active*** DECA members by **January 21, 2025 and paid by March 1, 2025**.
3. Chapters must comply with the New Jersey DECA payment terms to be eligible to register for future conferences. Payment terms are Net 30 as of the concluding date of a conference if a school is utilizing a purchase order. If payment is not received within 30 days, schools will be placed on credit hold and all balances must be paid in advance in order to attend future activities. PO's will also not be accepted for payment if a school is placed on credit hold.
4. **Payments or Purchase Orders guaranteeing payment are due by the registration deadlines. If payment or purchase orders are not received in advance, students will be allowed to compete, but scores will be disqualified, and the school will be placed on a credit hold and be unable to register for future conferences until the balance is satisfied. Purchase orders will NOT be accepted after registration deadlines.**
5. ***No refunds will be issued for registration fees*** after the deadline date for conference registration. This includes students who are disqualified from competition or attendance. Chapters must pay for all students registered to attend a conference, no matter how many students drop during the time between the deadline date and the conference.
6. The written entry "**Statement of Assurances**" form, New Jersey DECA Penalty Point Sheet and TurnItIn Receipt is required in all written manuals for the State Career Development Conference at the time of registration. Students must use the Written Statement of Assurances Form provided in the DECA guide (**see page 55 in the 2025-2026 DECA Guide**) and the NJ DECA Penalty Point sheet in this handbook. The Statement of Assurances must be signed and submitted with the entry, or the manual will be assessed 15 penalty points. The TurnItIn Receipt must be submitted with the entry, or the manual will also be assessed 15 penalty points.
7. All chapter advisors are expected to assist at the District and State conferences. New Jersey DECA cannot function without this assistance. ***All chapters must provide the required assistance.*** If the advisor assigned cannot assist, it is the advisor's responsibility to designate a trained replacement; otherwise, students from that chapter will not be eligible to receive awards or compete at the next level of competition.
8. There is a requirement of one chaperone per every ten students for the state conference. Chapters registering without the proper number of chaperones will not be permitted to remain at the hotel overnight. The chapter will be notified within two weeks after the registration deadline date if there are not sufficient chaperones, and the hotel will be instructed not to accept the chapter's reservations.
9. Chaperones are to be always on hand to supervise the DECA members assigned to them. Chaperones must know where their students are during the entire conference. Chaperones may not leave the property during the conference. Advisors and chaperones may not share rooms with students, unless the student is a member of the chaperone's immediate family. ***Chaperones are to follow the same code of conduct, code of ethics and dress code as the students and advisors.***
10. A participant must have completed their written test during the testing window to be eligible for the role-play segment of the competition. This applies to District and state levels of testing.
11. Athletics and other school extra-curricular activities are not considered extenuating circumstances for DECA competition and students will not be offered special dispensation due to conflict with either athletics or other activities. The State Advisor is the final arbiter of extenuating circumstances.
12. Students must attend district conferences to attend the State Career Development Conference, and must attend the State Career Development Conference to attend the International Career Development Conference.

COMPETITIVE EVENT ABBREVIATIONS

PRINCIPLES OF BUSINESS

ADMINISTRATION EVENTS:

1. Principles of Business Management and Administration—PBM
2. Principles of Entrepreneurship- PEN
3. Principles of Finance—PFN
4. Principles of Hospitality and Tourism—PHT
5. Principles of Marketing—PMK

PERSONAL FINANCIAL LITERACY:

1. Personal Financial Literacy - PFL

TEAM DECISION MAKING EVENTS:

1. Business Law and Ethics Team Decision Making—BLTDM
2. Buying and Merchandising Team Decision Making—BTDM
3. Entrepreneurship Team Decision Making - ETDM
4. Financial Services Team Decision Making—FTDM
5. Hospitality Services Team Decision Making—HTDM
6. Marketing Management Team Decision Making—MTDM
7. Sports and Entertainment Marketing Team Decision Making—STDM
8. Travel and Tourism Team Decision Making—TTDM

INDIVIDUAL SERIES EVENTS:

1. Accounting Applications Series—ACT
2. Apparel and Accessories Marketing Series—AAM
3. Automotive Services Marketing Series—ASM
4. Business Finance Series—BFS
5. Business Services Marketing Series—BSM
6. Entrepreneurship Series - ENT
7. Food Marketing Series—FMS
8. Hotel and Lodging Management Series—HLM
9. Human Resources Management Series—HRM
10. Marketing Communications Series—MCS
11. Personal Financial Literacy - PFL
12. Quick Serve Restaurant Management Series—QSRM
13. Restaurant and Food Service Management Series—RFSM
14. Retail Merchandising Series—RMS
15. Sports and Entertainment Marketing Series—SEM

PROFESSIONAL SELLING AND CONSULTING EVENTS:

1. Hospitality and Tourism Professional Selling—HTPS
2. Professional Selling—PSE
3. Financial Consulting - FCE

BUSINESS OPERATIONS RESEARCH EVENTS:

1. Business Services Operations Research—BOR
2. Buying and Merchandising Operations Research—BMOR
3. Finance Operations Research—FOR
4. Hospitality and Tourism Operations Research—HTOR
5. Sports and Entertainment Marketing Operations Research—SEOR

CHAPTER TEAM EVENTS:

1. Business Solutions Project—PMBS
2. Career Development Project—PMCD
3. Community Awareness Project—PMCA
4. Community Giving Project—PMCG
5. Financial Literacy Project—PMFL
6. Sales Project—PMSP

ENTREPRENEURSHIP EVENTS:

1. Innovation Plan—EIP
2. Start-Up Business Plan—ESB
3. Independent Business Plan—EIB
4. International Business Plan—IBP
5. Business Growth Plan—EBG
6. Franchise Business Plan—EFB

INTEGRATED MARKETING CAMPAIGN EVENTS:

1. Integrated Marketing Campaign - Product - IMCP
2. Integrated Marketing Campaign - Service - IMCS
3. Integrated Marketing Campaign - Event - IMCE

ONLINE EVENTS:

1. Stock Market Game—SMG
2. Virtual Business Challenge Accounting —VBCAC
3. Virtual Business Challenge - Fashion - VBCFA
4. Virtual Business Challenge Hotel Management—VBCHM
5. Virtual Business Challenge Personal Finance—VBCPF
6. Virtual Business Challenge Restaurant—VBCRS
7. Virtual Business Challenge Retail—VBCRT
8. Virtual Business Challenge Sports—VBCSP
9. Virtual Business Challenge Entrepreneurship - VBCEN

NOTE: Competitive event guidelines and specifications appear in the DECA Guide that is mailed to each Chapter by DECA Inc. at the beginning of the school year. If you do not have a copy, please contact DECA Inc. at (703) 860-5000.

New Jersey DECA

Conferences and Competitions

NEW JERSEY DECA - HIGH SCHOOL DIVISION

DISTRICT LEVEL COMPETITIONS

ONLY STUDENTS WHO ARE REGISTERED MEMBERS AND COMPETE IN A COMPETITIVE EVENT MAY ATTEND DISTRICT AND STATE CONFERENCES.

District-Level Qualifying Events (Area A Events)- These are the only events offered at district competitions

Students must participate at the District Conference IN THE EVENTS LISTED BELOW and qualify to COMPETE AT the State Conference IN THE SAME EVENT.

PRINCIPLES OF BUSINESS ADMINISTRATION EVENTS: (INDIVIDUAL)

Principles of Business Management and Administration
Principles of Finance
Principles of Hospitality and Tourism
Principles of Marketing
Principles of Entrepreneurship

PERSONAL FINANCIAL LITERACY

Personal Financial Literacy

INDIVIDUAL SERIES EVENTS: (INDIVIDUAL)

Accounting Applications
Apparel and Accessories Marketing
Automotive Services Marketing
Business Finance
Business Services Marketing
Entrepreneurship Series Event
Food Marketing
Hotel and Lodging Management
Human Resources Management
Marketing Communications
Personal Financial Literacy
Quick Serve Restaurant Management
Restaurant and Food Service Management
Retail Merchandising
Sports and Entertainment Marketing

TEAM DECISION MAKING EVENTS: (COMPOSED OF TWO MEMBERS)

Business Law and Ethics
Buying and Merchandising
Entrepreneurship
Financial Services
Hospitality Services
Marketing Management
Sports and Entertainment Marketing
Travel and Tourism

MARKETING REPRESENTATIVE EVENT: (INDIVIDUAL)

Hospitality and Tourism Selling Event
Professional Selling Event
Financial Consulting Event

NEW JERSEY EVENTS: (INDIVIDUAL)

Retail Sales Event
Supermarket Careers

Principles of Business Administration Events are designed for first-year DECA members who are enrolled in introductory-level principles of marketing/business courses. Advanced students with multiple course credits in this area are better served in more advanced competitive events. Students who were previously members of DECA, EVEN IF THEY DID NOT COMPETE, are ineligible for these events.

Teams MUST consist of two (2) students. Students are not allowed to compete alone in these events. Registrations will not be accepted if the team does not consist of two (2) students. If only one student from a registered team attends a district conference, they will not be allowed to compete in the Management Team Decision Making Event for which they are registered and will be assigned to the corresponding individual event to compete.

MINIMUM LEVEL OF ACHIEVEMENT TO QUALIFY FOR ADVANCEMENT TO STATE CONFERENCE:

To be eligible to receive an award, and to qualify for the next level of competition, students must achieve the minimum combined score of 150. Events with one roleplay/presentation will have the presentation score doubled to determine minimum level of achievement.

DISTRICT COMPETITIVE EVENT MOVE-UPS

Students who advance from Districts who are then unable to attend the State Conference will be replaced by the next qualifying student based upon the order of finish at the District competition, provided they meet the minimum qualifying score.

DISTRICT CONFERENCE DATES AND COORDINATORS:

Online Testing Dates: December 8-10, 2025

Northeast & Northwest District

January 13, 2025 (East) & January 14, 2025 (West)

Ramapo College, Mahwah, NJ

Tabulation & Registration Coordinator - East: Gale Fanale, gfanale@rih.org

Tabulation & Registration Coordinator - West: Karen Mendez, kmendez@ridgewood.k12.nj.us

Central East & Central West

January 10, 2025 (East) and January 9, 2025 (West)

Kean University, Union, NJ

Tabulation & Registration Coordinator - East & West: Leslie Malec, lmalec26@yahoo.com

Southeast & Southwest

January 6, 2025 (East) and January 7, 2025 (West)

Doubletree Hotel, Cherry Hill, NJ

Tabulation & Registration Coordinator - East & West: Grace McCloskey, gmccloskey@lrhsd.org

NJ DECA INCLEMENT WEATHER POLICY FOR DISTRICT CONFERENCE:

In the case of inclement weather, the NJ DECA State Advisor will decide the cancelling of a conference. If the conference venue is closed, the conference will be cancelled. If the venue is open, but schools are only delayed, the conference will move forward on a delayed schedule. If schools are cancelled, the NJ DECA State Advisor will decide in conjunction with the district conference coordinator, the NJ Office of Emergency Management, the NJ State Police, and local officials. This will be based upon serving the greatest student need.

In the case of a conference cancellation, student rankings for finalists will be decided by the test score alone. In this case, NJ DECA will waive the requirements of participating at the district conference to compete at the state level, and the NJ DECA Advisory Committee will review quotas for all events to serve the maximum number of students.

New Jersey DECA – High School Division STATE CAREER DEVELOPMENT CONFERENCE

QUALIFICATION QUOTAS:

Quotas are based on the number of district conference registrants per region and will be determined by the State Advisor. The maximum for the state conference is 72 students in individual events and 42 teams in team events. (Quotas are reviewed and revised annually). District quotas will be determined after the district registration packets have been received. All chapters will be notified of the quotas no later than December 23, 2024.

QUALIFYING (AREA A) EVENTS AND LIMITATIONS:

The following events are qualifying events, since participation in these events at the State Career Development Conference is limited to those students who qualify at their District conference by:

1. Finishing within the quota set for each region and each division.
2. Achieving the minimum qualifying scores.

The following events are to be considered qualifying events:

PRINCIPLES OF BUSINESS ADMINISTRATION EVENTS: (INDIVIDUAL)

- Principles of Business Management and Administration
- Principles of Finance
- Principles of Hospitality and Tourism
- Principles of Marketing
- Principles of Entrepreneurship

PERSONAL FINANCIAL LITERACY: (INDIVIDUAL)

- Personal Financial Literacy

INDIVIDUAL SERIES EVENTS: (INDIVIDUAL)

- Accounting Applications
- Apparel and Accessories Marketing
- Automotive Services Marketing
- Business Finance
- Business Services Marketing
- Entrepreneurship Series
- Food Marketing
- Hotel and Lodging Management
- Human Resources Management
- Marketing Communications
- Personal Financial Literacy
- Quick Serve Restaurant Management
- Restaurant and Food Service Management
- Retail Merchandising
- Sports and Entertainment Marketing

TEAM DECISION MAKING EVENTS: (COMPOSED OF TWO MEMBERS)

- Business Law and Ethics
- Buying and Merchandising
- Entrepreneurship
- Financial Services
- Hospitality Services
- Marketing Management
- Sports and Entertainment Marketing
- Travel and Tourism

MARKETING REPRESENTATIVE EVENT: (INDIVIDUAL)

- Hospitality and Tourism Selling Event
- Professional Selling Event
- Financial Consulting Event

NEW JERSEY EVENTS: (INDIVIDUAL)

- Retail Sales Event
- Supermarket Careers

NJ DECA STATE CONFERENCE INCLEMENT WEATHER POLICY

In the case of inclement weather, the conference still moves forward. Accommodations may be made to events to serve the maximum number of students, but the conference will move forward regardless of weather conditions. This may include eliminating final rounds, adjusting presentation times, or collapsing sections.

Non-Qualifying 20-Page Written Events for the State Conference (Area B Events)

Students may participate in the event for which they qualified at the DISTRICT LEVEL COMPETITION and/or they may choose to compete in an Area B event that is considered “non-qualifying”. Students may participate in any Area A event at the State Conference, in addition to competing in an Area B Event.

Students will be allowed to participate in only one Area B event.

***BUSINESS OPERATIONS RESEARCH EVENTS:**

- Business Services Operations
- Finance Operations
- Sports and Entertainment Marketing Operations
- Buying and Merchandising Operations
- Hospitality and Tourism Operation

***BUSINESS MANAGEMENT AND ENTREPRENEURSHIP EVENTS:**

- Independent Business Plan
- International Business Plan
- Business Growth Plan
- Franchise Business Plan

***PROJECT MANAGEMENT EVENTS:**

- Business Solutions Project
- Community Awareness Project
- Financial Literacy Project
- Career Development Project
- Community Giving Project
- Sales Project

ALL 20 PAGE PROJECTS:

Must be submitted both Online and a Printed Copy to the State Office at Kean University by January 22, 2026. These manuals will not be accepted in any form after this date.

ALL PITCH DECKS:

Must be submitted to Turnitin by February 27, 2026 and turned in on site.

Non-Qualifying 10-Page Written Events for the State Conference (Area C Events)

Students may participate in only an Area C event that is considered “non-qualifying”. Students will not be allowed to participate in an Area A or B event if competing in an Area C event.

ALL CHAPTER ADVISORS WHO WILL BE SUBMITTING 10-PAGE PAPERS WILL BE REQUIRED TO ATTEND A MANDATORY VIRTUAL TRAINING SESSION ON PITCH DECK REQUIREMENTS IN ORDER FOR THEIR STUDENTS TO COMPETE.

***INTEGRATED MARKETING CAMPAIGN PITCH DECK EVENTS:**

- Integrated Marketing Plan – Service
- Integrated Marketing Plan – Event
- Integrated Marketing Plan – Product

***BUSINESS MANAGEMENT & ENTREPRENEURSHIP PITCH DECK EVENTS:**

- Innovation Plan
- Start Up Business Plan

Quotas

All written events will continue to have a quota for entries based on chapter membership.

- Chapters with 50 or fewer members will be able to submit one (1) paper per event category.
- Chapters with 51-124 or more registered members will be able to submit two (2) entries per category,
- Chapters with 125 or more will be able to submit three (3) entries per category.
- Up to three (3) students may work on a paper and will be allowed to present at the NJ DECA State Conference and at ICDC.

ALL STUDENTS MUST PARTICIPATE AT DISTRICT CONFERENCES TO COMPETE AT STATE CONFERENCE AND PARTICIPATE IN STATE CONFERENCE TO PARTICIPATE AT ICDC.

Written Event Policies:

- If one or more members of a team is absent, the remaining members must compete alone.
- A substitute member may not be added after the final registration date.
- All projects must meet the requirements outlined on the NJ DECA State Penalty Point Sheet.
- **In the case a paper is disqualified, the students will forfeit their registration fee and will not be allowed to attend SCDC.** It is important that each chapter advisor do their “due diligence” to read their students’ papers, ensure papers are entered into the correct category and that they set realistic timelines to assure all requirements are met prior to submitting papers to both Turnitin and the State Office at the deadline date.
- The event should be chosen based upon the main product or focus of the business, not based upon departments or functions within the business that are not the main focus of the business.
- Papers must also be entered into the correct category, as defined by the National DECA Guide and the guidance offered in this handbook. The State Advisor shall be the final arbiter of the correct category.
- Papers entered into incorrect categories will be moved to the correct category if there is an available allocation. If there is a not an available allocation, the chapter advisor will be contacted to decide which paper to drop.
- All papers must be submitted to TurnItIn.com by the assigned deadline for a plagiarism check to be eligible to compete at the State Conference. The receipt for Turnitin submission must be included with the Statement of Assurances. Failure to submit to Turnitin by the deadline will render the paper disqualified.

Team Decision Making Event Policies:

- Teams **MUST** consist of two (2) students. Students are not allowed to compete alone in these events.
- If only one student from a registered team attends a conference, they will not be allowed to compete in these events.
- In the event that a team qualifies at the District Conference for the State Conference and a member of the team is unable to attend the State Conference, the Chapter Advisor may substitute one (1) member of the team before the competition begins.
- If this substitution is made after the registration deadline, the new member must be a student who is already registered for the conference and has taken the same cluster exam.
- No changes to the Team Decision Making Event teams should be made on site.
- In an emergency situation, the problem will be directed to the State Advisor for a final decision.

Open Events

New Jersey DECA will offer an open event at SCDC for students who did not make finals. This affords these students an opportunity to compete for ICDC Leadership Slots to Academies.

- Only one entry allowed per chapter for a team of two students in this event.
- Other chapter members may work on the event with the competitors, but the only students eligible to attend ICDC are those registered in the open event.
- Students will be registered on-site, and the event topic will be released at the designated time.
- Chapter Advisors or an adult designee are the only individuals eligible to register students for the open event.

Conference Student Internship Program

New Jersey DECA will also offer a conference student internship program. This program is a non-competitive track that allows students to attend and experience the State Career Development Conference and learn some of what it takes to work behind the scenes to make SCDC work! Interns will be asked to assist judges, run errands, work at the information desk, assist with Downtown DECA at the Hub, help at sessions, and in other ways. Chapters may submit ONE student to serve as an intern. The student MAY NOT compete in a competitive event or serve as a state officer or candidate - they must be solely participating in this program. We anticipate they will work 8-12 hours over the conference and can provide internship verifications as needed.

WRITTEN EVENT ENTRY “STATEMENT OF ASSURANCE” CLARIFICATION

This is to clarify DECA Inc.’s Statement of Assurance form, specifically concerning using the same activity, project, or event if it has been previously used in a DECA competition.

It is the intent of this rule to preclude local Chapters from rewriting the same event, but it is recognized that Chapters may utilize the same or similar activities on an annual basis in some events. In this case, Chapters may use these activities in future competitive events. However, each Advisor must ensure that the project or portions of projects are not rewritten and therefore plagiarized. Advisors must display professionalism in this regard by requiring students to do their own work. For this reason, Advisors should not allow students to rely on a previously completed project to complete their own.

Students may not re-write and submit the same event from year to year.

Furthermore, when a Chapter performs specific activities during the school year, the Chapter may not use the same activity for more than one competitive event during the same school year. For NJ DECA competitions, this rule will be strictly enforced. If a Chapter does use the same activities for more than one competitive event in the same year, each of these entries will be disqualified.

The following written event entries must include a copy of DECA’s Written Event Entry “**Statement of Assurance**”, the **New Jersey Penalty Point Sheet** and the **Turnitin Receipt**. The Statement of Assurance must be physically signed and submitted with the entry or the entry will be penalized 15 points. (Page 55 of the 2025-2026 DECA Guide)

Business Operations Research Events:

Business Services Operations Research
Buying and Merchandising Operations Research
Finance Operations Research
Hospitality and Tourism Operations Research
Sports and Entertainment Marketing Operations Research

Project Management Events:

Business Solutions Project
Career Development Project
Community Awareness Project
Community Giving Project
Financial Literacy Project
Sales Project

Business Management and Entrepreneurship Events:

Independent Business Plan	Innovation Plan
International Business Plan	Business Growth Plan
Start-Up Business Plan	Franchise Business Plan

Integrated Marketing Campaign Events:

Integrated Marketing Campaign – Product
Integrated Marketing Campaign – Service
Integrated Marketing Campaign – Event

NJ DECA WRITTEN ENTRY PENALTY POINT CHECKLIST

Top portion is to be completed by the DECA advisor (signatures at the bottom are required)

Event Name _____ Chapter _____

Participant Names _____

Penalty Point Process:

For preliminary rounds, written entries will be penalty pointed only using the disqualifying criteria outlined below. For final rounds, written manuals WILL BE penalty pointed using all of the following guidelines. This checklist is in addition to the National DECA's penalty point guidelines. Written entries which receive 20 or more penalty points WILL BE DISQUALIFIED and NOT be allowed to proceed to the judging phase.

Written entries NO LONGER must be submitted in a DECA Folio or binder. Entries should be stapled together and submitted.

		✓	Penalty Points Assessed	Pg. no.
1.	The Written Event Statement of Assurances and Academic Integrity must be signed and submitted by all participants and the advisor and placed in the front of the written entry along with the penalty point checklist		15	
2.	Limited to number of pages or slides specified in the guidelines (plus the title page and table of contents).		5 per page	
3.	All pages or slides are numbered in sequence starting with the executive summary and ending with the final page of the appendix. (Do not use separate sheets between sections or as title pages for sections)		5	
4.	The body of the written manual should be typed in no larger than a 14-point font.		Disqualified	
5.	For written events, entry must be typed. For pitch decks, they must be typed, use a 16:9 aspect ratio at 1920 pixels wide by 1080 pixels tall. Handwritten corrections will be penalized including handwritten notes or charts and graphs for either type of entry.		2 per correction	
6.	No foldouts, attachments, or tabs used. Paper is 8½ inches x 11 inches		5	
7.	Written events must be printed single-sided.		5	
8.	Entry must follow the sequence outlined in the written entry or pitch deck guidelines, including the roman numerals. Additional subsections are permitted in the body of the entry.		5 per infraction	
9.	All written projects must be submitted with the "Turn It In" proof sheet		15	
10.	Manuals not received by the due date (not a postmark date) will be disqualified.		Disqualified	
11.	Manuals must be an original project and the same project MAY NOT be submitted in more than one competitive event. (For example., you cannot submit a MDA Dance-A-thon project as both Community Service and Chapter Public Relations or any other written event)		Disqualified	
12.	Entry must be based on the current year's topic and guidelines		Disqualified	
13.	Manuals must contain a minimum number of content pages (does not include appendix): 15 pages for a 20-page manual and at least 7 pages for a 10-page paper. No more than 60% of content may be graphics or photos (at least 4 pages of content on a 10-page paper, and 9 pages of content on a 20-page paper). This does not mean graphical layouts are disqualified, just that 60% of the paper must be actual content. Canva use is acceptable, as long as the content meets these standards.		Disqualified	
14.	All written projects must reflect the business in the correct event category.		Disqualified	

Total Penalty Points Assessed _____

A check indicates the item has been examined. A circled number indicates an infraction has been noted. A page number indicated the location of the infraction.

We understand the guidelines for the event we are entering, and we understand that a manual may be disqualified if proper guidelines are not followed.

DECA Member(s) Submitting Signature

DECA Advisor Signature

WRITTEN EVENT ENTRY

PENALTY POINT CLARIFICATION

All penalty pointing will be conducted using the following checklist. If an item does not appear on this checklist, it will not be penalty pointed. This brings NJ DECA into alignment with National DECA procedure for penalty pointing papers.

1. The Written Event Statement of Assurances and Academic Integrity must be signed and submitted with the entry along with the penalty point checklist.
 - a. If only the chapter advisor signature is missing, is it penalty pointed? **YES**
 - b. If one or more team member signatures are missing, is it penalty pointed? **YES**
 - c. Does a typed signature suffice for a signature? **NO**
2. Limited to number of pages specified in the guidelines (plus the title page and table of contents).
 - a. Is it penalty pointed 5 points for each page over limit? **YES**
 - b. Does the appendix count in the total number of pages? **YES**
 - c. If the executive summary exceeds the page limit specified, is it penalty pointed 5 points per page? **YES**
 - d. Does the title page and table of contents count towards the page limit? **NO**
3. All pages are numbered in sequence starting with the executive summary and ending with the final page of the appendix. (Do not use separate sheets between sections or as title pages for sections).
 - a. If the title page and table of contents are numbered as pages, are penalty points assessed? **YES**
 - b. If a graphic is covering a page number, is it penalty pointed? **YES**
 - c. If a page is only used as a title page for a section, is it penalty pointed? **YES**
4. The body of the written manual should be typed in a size 10, 11, or 12-point font. Headings should be no larger than 16-point font.
 - a. If headings are in smaller than 16-point font, will they be penalty pointed? **NO**
 - b. If headings are in larger than 16-point font, will they be penalty pointed? **YES**
 - c. If the paper uses special or artistic fonts, will they be penalty pointed? **NO**
5. Entry must be typed/word processed. Handwritten corrections will be penalized including handwritten notes or charts and graphs.
 - a. Are handwritten page numbers penalty pointed? **YES**
 - b. Are any marks on the pages penalty pointed? **YES**
 - c. Are handwritten charts and graphs penalized? **YES**
6. No fold-outs, attachments, or tabs used. Paper is 8½ inches x 11 inches.
 - a. If page numbers are taped on, are they penalty pointed? **YES**
 - b. If something extends past the page either vertically, horizontally or depth-wise, is it penalty pointed? **YES**
 - c. Is the use of card stock, color paper, graphics or watermarks ok for all pages? **YES**
7. Written Events must be printed single-sided.
 - a. If a project is printed double sided, will it be penalty pointed? **YES**
8. Entry must follow the sequence outlined in the guidelines.
 - a. Must the entry include the title page and table of contents? **YES**
 - b. Does each main section need to be addressed and include roman numerals? **YES**, and it must include a title as well for the section.
 - c. Can additional subsections be added to content? **YES**
 - d. Are sections penalty pointed if this year's guidelines are updated and not followed? **YES**
 - e. Are main sections penalty pointed if not sequenced per the guidelines? **YES**
 - f. Must a bibliography be included? **YES**
 - g. Is the title page and table of contents penalty pointed for formatting? **NO**
 - h. Is an appendix required? **NO**
9. All written projects must be submitted with the "Turn It In" proof sheet.
 - a. If the turn it in proof sheet is not included, is it penalty pointed? **YES**

10. Manuals not received in the DECA office by the due date (not a postmark date) will be disqualified.
11. Manuals must be an original project and the same project MAY NOT be submitted in more than one competitive event. (For example, you cannot submit a Junior Achievement event project as both Community Service and Financial Literacy project or any other written event).
12. Entry must be based on the current year's topic and guidelines.
 - a. If the entry used last year's guidelines, will it be disqualified ? **YES.**
13. Manuals must contain a minimum number of content pages (does not include appendix): 15 pages for a 20-page manual and at least 7 pages for a 10-page paper. No more than 60% of content may be graphics or photos (at least 4 pages of content on a 10-page paper, and 9 pages of content on a 20-page paper). .
 - a. If a paper does not meet the minimum page count, will it be disqualified? **YES**
 - b. If the paper uses a non-traditional layout (like a magazine), will it be penalty pointed or disqualified? **NO**, but if the content does not meet other requirements, it will be.
14. All written projects must reflect the business in the correct event category.
 - a. For clarification on where a business falls, please contact the state office.
 - b. If a business is not in the correct category, will it be disqualified? - **YES**

2025-2026 NJ DECA PIN DESIGN EVENT GUIDELINES

Objective

The objectives of the NJ DECA Pin Design Event are:

1. To encourage chapter involvement in NJ DECA
2. To promote creativity.

Description

The state pin design event will determine the design for the pin to be distributed to all NJ participants at the International Career Development Conference. The design may or may not be incorporated into the ICDC T-Shirt as well.

Procedure

Each chapter may submit two (2) entries. If more than two entries are submitted from a chapter, the state advisor will select the two that will be judged. All decisions are final.

Entry Specifications:

1. Each entry must be submitted to the NJ DECA State Office in hardcopy and/or electronic form.
2. The hardcopy entry must be submitted on 8 1/2" x 11" white paper.
3. **Artwork and copy must be computer generated & camera ready.** (Appropriateness is an important consideration in the selection process.) **Email this electronic copy to pindesign@njdeca.org with subject line of NJ DECA Pin Design Entry**
4. Design may consist of no more than four (4) colors plus black and white.
5. Entry must be related to New Jersey and have the name NJ DECA incorporated within the design. It can relate to something positive about New Jersey in general as a state and it should specifically identify New Jersey DECA.
6. Student's name and chapter must appear in the lower right corner on the back of the design.
7. These pins are distributed to NJ participants at the DECA International Career Development Conference (ICDC), and are generally used to promote New Jersey DECA to the general membership. Blinking lights incorporated into the pin designs are acceptable, but not required.

NOTE: Please take into consideration that the design will **reduce to a 1 ¼" to 2" pin**. This is an important consideration during the selection process because judges want to make sure that all copy is going to reproduce largely and clearly enough to be read on each pin. If written copy is too small, the pin is overlooked, no matter how terrific the design. Also, be advised that all designs are subject to refinement from our pin vendor. The final design may be changed at the discretion of the State Advisor to ensure the overall design's maximum impact.

Judging

Entries will be judged prior to the State Career Development Conference and selected by the NJ DECA State Action Team. The FIRST PLACE entry for the state will be announced at the state conference and the student designing the winning entry will be recognized with a certificate. Only one winner from the state attends ICDC in a leadership academy. This is considered an individual event and only the student submitting the winning design will be offered a spot in the leadership academy at ICDC. If a student wins in their competitive event, the student will compete in that event and not the academy. It is not transferrable.

Deadline

Entries must be **RECEIVED** by **November 30, 2025**. Entries received late will not be included for consideration. If you are mailing an entry, please be sure that you mail it early enough for it to be received on time.

Emailed entries should be sent to: pindesign@njdeca.org

Entries mailed via USPS should be sent to:

New Jersey DECA State Advisor
Kean University-Townsend Hall, Office T209
1000 Morris Avenue, PO Box 411
Union, New Jersey 07083-0411

**65TH ANNUAL
NEW JERSEY HIGH SCHOOL DIVISION OF DECA
STATE CAREER DEVELOPMENT CONFERENCE**

INFORMATION PACKET

Conference Dates:

March 3 - 5 (Tuesday, Wednesday, & Thursday)

Registration Fee: \$140.00 Per Student

Harrah's Waterfront Conference Center

**777 Harrah's Blvd
Atlantic City, NJ 08401
(609) 441-5000**

CHECK-IN - (Refer to the Bus Check-In Schedule)

Tuesday, March 4 - 4:00pm

The hotel will not guarantee rooms before 4:00pm.

Room Rates are as follows:

1 Bed Single/Double - \$120.00 per night, including resort fees and luxury taxes.**

2 Bed Triple/Quad - \$120.00 per night, including resort fees and luxury taxes.**

2 Bedroom Suite - \$279.00 per night, including resort fees and luxury taxes.**

All rooms now include 4 internet connections per room, per night and parking fees.

*****CHECKS WILL BE MADE PAYABLE FOR HOTEL AND REGISTRATION TO NJ DECA.**

Schools will also have the option of staying on Monday night, March 3, 2025. You will be able to indicate this in the online hotel registration system.

****Schools are not exempt from Resort Fees or Atlantic City Luxury Taxes****

DEADLINE FOR PACKET IS JANUARY 30th at 3PM!

2025 NEW JERSEY DECA STATE CAREER DEVELOPMENT CONFERENCE INFORMATION

1. Only those students who are registered for a competition will attend the state conference. This includes state officers and state officer candidates, who must compete at the state conference. Failure to comply will result in the removal of the student(s).
2. **Registration Fee** - All delegates, except officially registered advisors, judges and chaperones, must pay the \$140.00 per student registration fee. This fee covers all expenses for materials, awards, entertainment, etc. Conference and hotel payments should be made payable to: "Kean University/NJ DECA" - and sent to:

NJ DECA
Kean University
Townsend Hall, Office T209
1000 Morris Avenue
PO Box 411
Union, New Jersey 07083-0411

All conference fees must be paid in full Net 30 after the beginning date of the conference, per the NJ DECA payment policy. If payment is not received within 30 days, chapters may not register for future conferences until payment is made and will be charged a \$50.00 late fee. If a district is paying via purchase order, the purchase order must be received prior to the start of the conference, or the late fee will apply.

No refunds will be issued for registration fees after the deadline date set for conference registration. Chapters must pay for all students registered to attend a conference, even if they don't attend. Students not competing must not attend the conference.

3. **Registration Procedure** - please submit all the following materials at the NJ DECA registration desk upon check in:
 - i. Voting Delegates Form
 - ii. Impaired Mobility Form
 - iii. Adult Code of Ethics
 - iv. Purchase order or check to pay hotel and conference invoice
 - v. Advisor Statement of Assurances (will be completed upon check in at the Conference)

All of the above listed forms must be submitted to the NJ DECA registration desk upon check in at the State Conference, and a copy must be retained by the individual Chapter Advisors while at the State Conference. The Advisor Statement of Assurance will be completed during in-person registration at the State Career Development Conference.

Please Note: If you are aware of a special service/assistance need for a disabled member or advisor that is to participate in an activity or event, please notify the NJ DECA office IN WRITING through the registration system by January 30, 2025.

4. **Judges**- The requirement for recruitment of judges will be a minimum of three business professionals per chapter attending the conference. We need more than three per chapter to cover all the events, and hope that you will make every effort to provide as many judges as possible. Professional judges are individuals in the industries related to the competitive events. However, since many school officials are interested in assisting at the conference, we will ask if they will serve in roles as needed by the conference. College students that wish to be judges **MUST** be in their senior year. Underclassmen are encouraged to assist at the conference in other capacities. Don't turn away any help, we can always use more hands! Enclosed in this packet is a sample recruiting letter, directions to the hotel, an event preference form for the judges, and a housing form. Please duplicate these forms as needed. Judge forms are to be sent directly to the Judge Coordinator facilitating your chapter's conference by January 30, 2025.

5. **Chaperones** - there is a requirement of one *school-approved* chaperone per every ten students, per the New Jersey Department of Education's CTSO Guidelines. Chaperones do not pay a conference registration fee.

1-10 Members = 1 Chaperone
11-20 Members = 2 Chaperones
21-30 Members = 3 Chaperones

31-40 Members = 4 Chaperones
41-50 Members = 5 Chaperones
51-60 Members = 6 Chaperones

If you have more than 60 students attending, please apply the quota for chaperones as it is explained above.

- Chaperones must know the whereabouts of their students during the entire conference.
 - Schools without the proper number of chaperones will be permitted to have their students compete but will not be permitted to remain overnight in the hotel.
 - Chaperones are to be on property at all times to supervise the DECA members assigned to them.
 - Chaperones are to check each room occupied by the members under their supervision prior to check-out and report any damage to the hotel staff.
 - Chaperones are to follow the same code of conduct, code of ethics, and dress code as the students and advisors.
6. **State Conference Forms** - Included in this handbook is a copy of the Attendance Permission Form, Responsibility Form, Practices and Procedures Form, Conduct and Dress Code Form. Advisors must have required signatures from each delegate attending the conference. **These forms must remain with the advisor during the entirety of the conference. Advisors will provide the Conference Checklist, Advisor Statement of Assurance, Voting Delegates, Adult Code of Ethics and Impaired Mobility form upon registration at the Conference, which certifies the advisor has collected the required forms.**
7. **Written Projects** - **All 20-page papers will be submitted electronically to the State DECA Office at Kean University by January 21, 2025.** This date is a hard deadline, regardless of winter weather, so please plan accordingly. Late projects will not be accepted.
8. **Pitch Decks** - Pitch Decks will ONLY be submitted to Turn It In, and presented to the judges. They will not be pre-registered at the conference.
9. **Smoking Policy** - This is a non-smoking, school activity. Smoking, vaping, e-cigarette usage, etc. is not permitted anywhere in the hotels.
10. **Rooming Policy** - Private, one-on-one counseling between teachers/advisors/chaperones and student members is prohibited. Teachers/chaperones/advisors/adults are also prohibited from being alone in sleeping quarters with students/members during any trips.
11. **Students must remain on property** - Students are not allowed to leave the hotel/conference center property without written permission from their advisor or chaperone.
12. **Outside activities** - Schools are not permitted to leave for outside activities during the conference.

12. Voting Delegates :

- Your school is entitled to 10% of your Chapter Membership, plus one vote per chapter as voting delegates. Students serving as voting delegates must be registered for the conference and must also be registered for a competitive event.
- In order for your chapter to be considered eligible to vote, you must submit the Voting Delegate Registration Form with the conference registration packet.
- THE FOLLOWING REPRESENTS THE NUMBER OF VOTING DELEGATES ALLOWED BY MEMBERSHIP.
- Delegates will not be permitted to vote unless they sign the voting delegate form and show photo id at the state conference.

1-10	MEMBERS	= 2	VOTES	101-110	MEMBERS	= 12	VOTES
11-20	MEMBERS	= 3	VOTES	111-120	MEMBERS	= 13	VOTES
21-30	MEMBERS	= 4	VOTES	121-130	MEMBERS	= 14	VOTES
31-40	MEMBERS	= 5	VOTES	131-140	MEMBERS	= 15	VOTES
41-50	MEMBERS	= 6	VOTES	141-150	MEMBERS	= 16	VOTES
51-60	MEMBERS	= 7	VOTES	151-160	MEMBERS	= 17	VOTES
61-70	MEMBERS	= 8	VOTES	161-170	MEMBERS	= 18	VOTES
71-80	MEMBERS	= 9	VOTES	171-180	MEMBERS	= 19	VOTES
81-90	MEMBERS	= 10	VOTES	181-190	MEMBERS	= 20	VOTES
91-100	MEMBERS	= 11	VOTES	191-200	MEMBERS	= 21	VOTES

201-210	MEMBERS	= 22	VOTES
211-220	MEMBERS	= 23	VOTES
221-230	MEMBERS	= 24	VOTES
231-240	MEMBERS	= 25	VOTES
241-250	MEMBERS	= 26	VOTES
251-260	MEMBERS	= 27	VOTES
261-270	MEMBERS	= 28	VOTES
271-280	MEMBERS	= 29	VOTES
281-290	MEMBERS	= 30	VOTES
291-300	MEMBERS	= 31	VOTES
301-310	MEMBERS	= 32	VOTES
311-320	MEMBERS	= 33	VOTES
321-330	MEMBERS	= 34	VOTES
331-340	MEMBERS	= 35	VOTES

- Voting Delegates are required to attend the Meet the Candidates Session at the State Career Development Conference.
- Per the NJ DECA Bylaws, chapters who do not submit and vote at least 50% of their voting delegates forfeit all ICDC eligibility.

2025 NJ DECA STATE CAREER DEVELOPMENT CONFERENCE HOUSING & HOTEL POLICIES

Hotel Registration Deadline: January 30, 2025

IMPORTANT NOTICE (PLEASE READ CAREFULLY)

Please read and follow instructions before submitting housing information. The NJ DECA Office, in cooperation with the staff at Harrah's, will assign housing. Do not assume that by checking a preference you will be guaranteed a particular type of room. **Checks and PO's for housing must be made out and sent to Kean University / NJ DECA.** Not following this procedure will put your chapter at risk in completing the registration and your materials will be returned.

Late registrations will be assessed on a case-by-case basis. Late registrations cause a major problem in scheduling. If you know you are going to have a problem, you should immediately contact the NJ DECA office before the deadline date occurs. If your registration is accepted, it may result in your chapter being assigned across different hotel towers and at market rates. If this leads to additional rooming charges, your chapter will have 30 days from the conference to pay these added charges.

Registration

Because of the large number of students attending this conference, students should be placed in Quad or Triple rooms. The hotel will not assist in the filling rooms. Everyone will be housed exactly as the housing information is submitted to the hotel, as long as it satisfies the guidelines.

In order to accommodate as many people as possible, double rooms **may** have one king size bed and triple rooms may in some cases have a king size bed and/or cot/pull out couch. **Anyone requesting an additional cot will pay \$25.00 per cot if one is available.** You may not put 5 students in one room.

Commuting Schools

Commuting schools are not allowed, unless within a 20-mile radius of the conference site.

Arrival

All advisors will first sign-in and pick up all registration materials at the Waterfront Conference Center at Harrah's. Buses should pull into the bus parking lot at the side entrance of the conference center and students should remain on the bus until directed by the DECA representative in charge of bussing and/or security. Upon arrival the DECA representative will greet you at the entrance and direct you to the hotel registration desk to check-in. The DECA representatives will also direct you to where you will bring your students for holding prior to check-in.

Under no circumstances should you use the front entrance, enter the hotel with your students, or enter at the side entrance unless directed to do so by NJ DECA staff.

Maid Service

Maid gratuities are optional.

Gratuities

Standard gratuities are not included in restaurant checks. Please advise students to add gratuities for all service staff. A 20% gratuity is recommended on all food checks.

Bell Staff

BELL SERVICES MUST BE BOOKED IN ADVANCE WITH THE HOTEL. BELL STAFF WILL NOT PORTER CASES OF WATER, FOOD, LUGGAGE, OR ANY OTHER ITEMS UNLESS PRE-ARRANGED WITH THE BELL STAFF. NEW JERSEY DECA RECOMMENDS USING YOUR OWN EQUIPMENT AND LABOR TO PORTER ITEMS TO AVOID FEES. Limited bell persons will be available. Porterage will be charged on a per person rate. NO BELL CARTS FOR USE OF THE SCHOOLS WILL BE AVAILABLE. Charges for bell staff services are not included in the room rate. You should also be prepared to give the bell staff a deserved gratuity. If you require bell staff for a large group, this would have to be pre-arranged prior to the conference and you will be charged a fee.

Room Charges

All guest room phones will be restricted from making outside calls unless otherwise noted by the Front Desk. All messages will be given to the individual guest rooms. Urgent calls will be directed to the NJ DECA State Advisor who will locate the chapter advisor.

All chapter advisors are responsible for all rooms and incidental charges or damages caused by their students and/or adult delegates. The hotel requires that each advisor supply a major credit card to be applied to their room. Advisors/chaperones will be required to inspect all rooms prior to departure for damage. The hotel will provide trash liners for debris. These trash bags can be picked up at the front desk or by calling housekeeping. A \$100 housekeeping labor fee will be imposed on each chapter not upholding this policy.

Parking

There will be no charge for self-parking in the hotel parking lot, as it is included in the resort fee. Vouchers may be obtained from the NJ DECA Information Desk.

Departures:

NJ DECA will facilitate departures. A departure procedure will be shared with all schools prior to the conference to expedite the process.

Security

Make sure that all rooms are kept locked at all times. The hotel staff has been instructed not to admit any students without keys to the hotel rooms. If a student does lose a key, replacement room keys may be obtained by the advisor/chaperone at the front desk.

Students and advisors must have name badges on at all times. Additional security has been hired for this conference. If a student is not wearing a name badge, security will not allow him/her to have access to the conference facility, and hotel security has been asked to detain anyone not wearing a name badge who may be a DECA student.

Please advise students that tampering with elevators or fire alarms and extinguishers, throwing items from the windows, etc. will not be tolerated. The hotel has strategically placed security cameras inside the hotel and outside in the hotel entrance and parking lot. The hotel will prosecute to the fullest extent of the law. The hotel security staff has the right to ask people to leave the property if they encounter problems.

Cancellations

All room reservations must be cancelled 72 hours prior to arrival, or one (1) night's room rate will be charged. All cancellations must be sent to the state office and to Harrah's.

Suite Requests

The hotel and the NJ DECA State Office will assign suites. If you request a suite, please note that suites will be assigned first to larger chapters, at the hotel's discretion. There is a MAXIMUM of ONE suite per chapter.

Keeping Chapter Rooms in the Same Area

We will make all efforts to keep your chapter in the same area, but this may not always be possible. However, the following possibilities may occur: (1) There is a possibility that a quad may be a king bed with 2 cots, and (2) there is a possibility that a triple may ultimately be a two bedded room. It is also possible that your chapter is split up, but a chaperone will be close to students in such an instance.

These possibilities occur because of the layout of the rooms within the hotel itself. There are different configurations of rooms on each floor. For your information and guidance, the following is the way in which the hotel will assign the rooms:

- Single Occupancy- (1) person – Queen or King Bed
- Double Occupancy- (2) people – Queen Bed or King Bed (NO COT PROVIDED)
- Triple Occupancy- (3) people – King Bed plus cot (no extra charge for this cot)
- Quad Occupancy- (4) people – Two (2) Double Beds or King with a Pullout Double/Queen

Rental fee for additional cots requested in a room - \$25.00 per cot per night, if available.

Number of people per room

In the past, the NJ DECA practice has been that each advisor reserves a single room for himself/herself or shares a double room with another adult. (Remember, any room with two occupants will be provided with only one bed, unless a cot has been previously arranged through the hotel at a rate of \$25.00 per cot per night, if available.) It has also been a practice to place two students per bed in either triple or quad housing. Schools are not permitted to place less than 3 students in a room without permission from New Jersey DECA in advance. This would allow for inexpensive housing for students as they would share the cost of the room. (No more than four people are allowed in a hotel room, per the local fire code.) Only adults can reserve single rooms. Of course, special needs requests will always be honored. Under no circumstances will students be roomed alone.

Non-Smoking Rooms

New Jersey DECA and Harrah's does not guarantee non-smoking rooms or suites. Assignments will be made on a space-available basis.

STATE CAREER DEVELOPMENT CONFERENCE CONFERENCE CHECKLIST

Please complete and return these forms to conference registration desk onsite at the Conference.

Advisor Statement of Assurance _____

Voting Delegates Form _____

Impaired Mobility Form _____

Adult Code of Ethics Form _____

Payment Submitted _____

School Name: _____

Advisor Name: _____ Cell Phone Number _____

RESPONSIBILITY STATEMENT

Any damages to any property or furnishing in hotel rooms or building must be paid for by the individual and/or chapter responsible. Damages are the ultimate responsibility of the advisor and the local school district.

Each advisor must decide who will be responsible for the rooms that will be occupied by the students and chaperones representing their school. One school official may sign for all students, or each parent may sign individually - that is up to the chapter advisor and/or the school administration.

Name of School: _____

_____ will be responsible for any damage or any incidental
(Parent, Advisor, School Official)

charges incurred by students or _____ of _____.
(Individual Student's Name) (School)

If the school is responsible, one form may be used for the entire delegation.

(School Official Signature)

(Date)

If a parent is responsible, one form is required for each student delegate attending. Attach each form to the corresponding Student Code of Conduct/Dress Code form(s) and give to the State Advisor at the conference registration desk at the beginning of your State Conference.

(Parent/Guardian Signature)

(Date)

Please retain a copy of this form with your conference permission slips.

NJ DECA ACTIVITY AND CONFERENCE CODE OF ETHICS – ADULT ADVISORS & CHAPERONES

DECA programs offer training to those students who have a career objective in the field of marketing, management, hospitality, business finance, hospitality and entrepreneurship. Individual conduct and appearance is a phase of this training. Since a good example is one method of teaching and students participating in the conference are impressionable, a code of ethics (or guidelines) is set for adult advisors. Remember that the Delegate Conduct Practices and Procedures and Dress Codes set guidelines for behavior of advisors as well as students attending the DECA Conferences.

It becomes the responsibility of each participant to see that proper conduct is adhered to at all times. Violations of these practices and procedures, as established, will be referred to the State Advisor.

- I will conduct daily meetings with delegates for progress reports, schedules & other activities.
- I will keep an agenda for each student in order that they may be reached at any time during the conference.
- I am responsible for always knowing the whereabouts of all my students. Each local advisor should establish a policy with his/her students prior to the conference in order to meet this regulation.
- **In the case of a code of conduct violation, discipline situation or other security related situation, I will immediately inform the State Advisor and Conference Security Director of such incidents as soon as I become aware of them.**
- **I will defer to the State Advisor's decision regarding discipline issues for students, even if it goes over and above our school's policies.**
- I agree to follow my district's policies regarding suspected use of drugs and alcohol, and if an incident occurs, provide the State Advisor with a copy of the policy and a certification statement that I have followed the rules surrounding such incidents.
- I will keep with me at the conference a list of attending students, as well as home telephone numbers and parents' or guardians' names.
- I am responsible for seeing that participants adhere to all conduct practices and procedures. Advisors are responsible for having each student attending the CTSO event to read, discuss, sign, and return the Student Code of Conduct Form.
- I will enforce the curfew. Local advisors are responsible for room checks to ensure that their students are in the assigned rooms at curfew.
- The rules listed as stated in the Delegate Conduct Practices and Procedures and the Dress Code are called to your attention for review and should govern the behavior of advisors as well as students.
- **I will not consume alcoholic beverages or narcotics at any time during the conference.**
- **I will not participate in any gambling or games of chance during the conference.**
- I will ensure that identification badges or official conference buttons will be always worn by our delegation.
- I am responsible for their delegates' conduct and shall be always available to my students or shall have another advisor/chaperone available to their students.
- I agree that the local principal and/or designated administrator will be contacted in emergency situations if the local advisor cannot be located within a reasonable amount of time or is unable to give proper amount of supervision. Student emergencies include accidents, possession of drugs or alcohol, breaking conference rules, family emergencies, and any other situation designated as an emergency.
- I agree that I must contact the event supervisor for his/her assignment and are required to work their assigned times at the Conference.
- I have read the ADVISOR CODE OF ETHICS and agree to comply with these guidelines. Violation of the above guidelines will subject my entire chapter to removal from the conference, subject to the State DECA Advisor's decision.

Type or Print Advisor's or Chaperone's Name
Date

Advisor's Signature

Type or Print Administrator's Name
Date

Administrator's Signature

In case of an emergency, the following local administrator(s) should be contacted (please provide 2 names):

Name _____
Title _____
School Phone _____
Emergency Phone _____

Name _____
Title _____
School Phone _____
Emergency Phone _____

Please complete and return these forms with Administrator Contact Info to the registration booth at the beginning of your State Conference.

**NJ DECA ACTIVITY AND CONFERENCE
CODE OF ETHICS - ADULT ADVISORS & CHAPERONES
CONTINUED**

Advisor/Chaperone 2 Name

Advisor/ Chaperone Signature & Date

Advisor/Chaperone 3 Name

Advisor/ Chaperone Signature & Date

Advisor/Chaperone 4 Name

Advisor/ Chaperone Signature & Date

Advisor/Chaperone 5 Name

Advisor/ Chaperone Signature & Date

Advisor/Chaperone 6 Name

Advisor/ Chaperone Signature & Date

Advisor/Chaperone 7 Name

Advisor/ Chaperone Signature & Date

Advisor/Chaperone 8 Name

Advisor/ Chaperone Signature & Date

Advisor/Chaperone 9 Name

Advisor/ Chaperone Signature & Date

Advisor/Chaperone 10 Name

Advisor/ Chaperone Signature & Date

Advisor/Chaperone 11 Name

Advisor/ Chaperone Signature & Date

Advisor/Chaperone 12 Name

Advisor/ Chaperone Signature & Date

Advisor/Chaperone 13 Name

Advisor/ Chaperone Signature & Date

Please ensure that all chaperones read and agree to adhere to the Adult Code of Ethics and the Delegate Code of Conduct. All chaperones must sign the above form. If your chapter is bringing more than 13 chaperones, please print and complete this form until all adult chaperones are represented.

2025 Advisor Statement of Assurance

I certify that I will present the following completed and signed forms, along with this form to the registration desk at the 2025 State Leadership Conference upon my chapter's arrival.

_____ Responsibility Statement, if the chapter is taking responsibility for rooms.

_____ Adult Codes of Ethics(s)

_____ Impaired Mobility Forms(s)

_____ Voting Delegates Forms

I also certify that each member of my chapter in attendance at the 2024 State Leadership Conference and their parent(s), guardian(s) have completed and signed the following forms that I will retain on site for the duration of the conference.

_____ Attendance Permission Form

_____ Delegate Conduct Practices and Procedures Form

_____ Dress Code Form

_____ Responsibility Statements for each chapter member attending the State Career Development Conference.

School Name

Chapter Advisor's Signature

Advisor's cell phone

These forms must be maintained at the State Conference by the Chapter Advisor. Each Chapter Advisor must be able to provide/present all of the above documents at all times during the conference.

ATTENDANCE PERMISSION FORM

STATE CAREER DEVELOPMENT CONFERENCE

This is to certify that _____ has my permission to attend the _____.
(Student Name) (DECA Activity)

I also do hereby, on behalf of _____ absolve and release school officials,
(Student Name)

the DECA chapter advisors and the assigned DECA staff & volunteers from any claims for personal injuries or illness, which might be sustained while he/she is in route to and from or during the DECA sponsored activity.

Emergency Information

On Medication _____ Yes _____ No

Allergies _____ Yes _____ No

Medical Restrictions _____ Yes _____ No

If you answered yes to any of the above, please explain: _____

Emergency Contacts:

1. _____
Name Relationship to Student Phone

2. _____
Name Relationship to Student Phone

3. _____
Family Physician Phone

I authorize the advisor to secure the services of a physician and/or hospital, and to incur the expenses for the necessary services in the event of accident or illness, and I will provide for the payment of these costs.

We have read and agreed to abide by the DECA Code of Conduct. We also agree that the school officials, the DECA chapter advisors, the state DECA staff, or the Conference Conduct Committee, **have the right to send (student name) _____ home from the activity at our expense, provided that he/she has violated the Code of Conduct and/or his/her conduct has become a detriment.**

Student Signature

Parent/Guardian Signature

Chapter Advisor Signature

Insurance Company

Phone

School Official Signature

Policy Number

Each Chapter Advisor is to bring a signed copy of this form for each and every student attending the conference and must retain them on site for the duration of the conference.

NEW JERSEY DECA

CONFERENCE DELEGATE CONDUCT PRACTICES AND PROCEDURES

- 1) The term delegate shall mean any student participant attending any New Jersey DECA Conference.
- 2) **Delegates shall not enter the casino floor or other restricted areas. Delegates violating this rule will cause the entire chapter to be unseated, the entire forfeit all awards, become subject to arrest by the police, be subject to a \$500 fine and an AUTOMATIC LOSS OF DRIVER'S LICENSE until their 21st birthday.**
- 3) There will be no defacing of public property. Any damage to any property or furnishing in hotel rooms or building must be paid by the individual & chapter responsible. Damages are the ultimate responsibility of the advisor & district.
- 4) Delegates shall keep their adult advisors always informed of their activities and whereabouts. Each delegate should have a written schedule of his/her activities and the adult advisor should have a copy of this schedule.
- 5) Delegates will spend evenings at their assigned hotel, in their assigned rooms. They will be quiet at curfew and respectful of the hotel guests. All advisors will enforce curfew between the hours of 11:30 p.m. and 6:00 a.m.
- 6) Conference delegates not staying overnight shall be off the grounds of the hotel immediately following the last scheduled event, no later than curfew.
- 7) No alcoholic beverages and/or controlled dangerous substances, in any form, shall be possessed by the delegates (students, advisors or chaperones) at any time, under any circumstances. Any delegate found to be under the influence of alcohol, or a controlled dangerous substance will be immediately reported to his/her school district at which time the school district will follow the state approved policy for controlled dangerous substances (ch. 390).
- 8) Delegates must be prompt and prepared for all responsibilities.
- 9) Dating shall be permitted to authorized activities only, and between delegates only.
- 10) This is a non-smoking conference. **Smoking will not be permitted anywhere in the hotel or conference facility.**
- 11) **No delegate shall leave the hotel or conference site, except for authorized events, unless accompanied by an advisor or chaperone.**
- 12) **Delegates may not use any non-DECA authorized transportation, including Uber/Lyft type services, buses, taxis, jitneys, etc. during the entire length of the conference.**
- 13) Delegates are required to be assigned and attend all general sessions and all appropriate conference activities including workshops, competitive events, business meetings, etc. for which they are registered unless engaged in a specific approved assignment taking place at the time.
- 14) Identification badges will be worn at all times, when provided.
- 15) All student delegates shall avoid places and actions which in any way could raise questions as to their moral character or conduct. Student delegates shall treat all NJ DECA members, judges, hotel staff and guests with respect. Student delegates shall not violate any state or federal laws.
- 16) Delegates violating or ignoring any of the conduct rules as determined by the NJ DECA State Advisor will subject their entire chapter delegation to be unseated and their candidates or competitive event participants being disqualified. Individual delegates or entire chapters may be sent home immediately at their own expense. Curfew will be enforced! Disqualification means the student will be ineligible to participate in any future DECA activity.
- 17) In the case of a code of conduct violation is discovered in a guest room that I am in or registered to, that I will accept any punishment on that room, regardless of my participation in the sanctioned conduct.
- 18) Delegates will follow the dress code as stated. By state officer mandate, failure to adhere to the dress code at the awards sessions will result in forfeiting the privilege of being recognized on stage.
- 19) Delegates will be financially prepared for all responsibilities.
- 20) A student delegate shall behave in a courteous and respectful manner, adhering to the NJ DECA Anti-Bullying Policy and refraining from language and actions that might bring discredit upon NJ DECA. Chapter advisors are responsible for delegates' conduct.
- 21) Photographs of students may be used (on njdeca.org/deca.org or on the statewide newsletter or presentations at DECA meetings) to demonstrate the outstanding programs and students in our organization.

A student member who violates or ignores any of the Delegate Conduct and Practices as stated in this NJ DECA handbook subjects himself/herself to:

- **Being removed from the NJ DECA activity and sent home at their own expense after consultation with his/her chapter advisor(s).**
- **Having any honors and/or office withdrawn.**
- **Having their entire chapter removed from the conference.**

As a member of NJ DECA, I agree that I must abide by the above Conduct & Practices Procedures.

Delegate Signature _____ Date _____

I/we have read the Delegate Conduct and Practices Procedures and understand that
(Student name) _____ must abide by the rules and understand the consequences of violations to this code of conduct.

Advisor Signature: _____ Date _____

Parent or Guardian Signature: _____ Date _____

School Administrator Signature: _____ Date _____

Each chapter advisor is to bring these signed forms from every student attending the conference to be kept on file for your chapter and provided to New Jersey DECA upon request of the State Advisor.

NEW JERSEY DECA - DISTRICT AND STATE CONFERENCE DRESS CODE

All members must adhere to the following dress code at official DECA functions such as District and state conferences, competitions and meetings. Members must dress in appropriate business attire as would be worn while working in a professional situation. DECA Blazers are **NOT** a requirement for state competition.

Acceptable attire is:

1. Business suit, Sport Coat, or DECA Blazer with:
 - a. Blouse or
 - b. Collared Dress Shirt and appropriate neckwear (necktie or scarf)
2. Dress Pants or Skirt (at the knee or below the knee) with:
 - a. Blouse
 - b. Collared Dress Shirt with appropriate neckwear (necktie or scarf)
 - c. Optional matching dress jacket, blazer, DECA blazer, or sweater.
3. Dress Shoes

Unacceptable attire is:

1. Skirts with a length shorter than at or below the knee.
2. Tops with low cut fronts, open sides, open backs, see through, tube, halter, strapless, sleeveless, off-the-shoulder or midriff tops.
3. Denim of any color; jeans.
4. Leggings or graphic designed hosiery/tights
5. Cocktail, formal or transparent dresses.
6. String or bolo ties.
7. Collarless, sleeveless, cut off, golf shirts, polo-style shirts or bare midriff shirts.
8. Shorts of any kind.
9. Clothing with printing that is suggestive, obscene or promotes illegal substances or other items which would be considered inappropriate in the home school.
10. Skin-tight or revealing clothing.
11. Sneakers, Sperry/Topsider/Boat Shoes, canvas shoes, moccasins, or sandals.
12. Hiking, work, army, thigh high, over the knee, riding, Ugg-Style, biker, Wellington, mukluk, gladiator, or cowboy boots
13. Athletic clothing
14. Sunglasses
15. Swimwear
16. Winter/outdoor wear (i.e. Outdoor leather, denim, jean jackets or coats)

Twenty points will be subtracted for dress code violations in each section of a competitive event (written test, role-plays, or manual interview).

Delegate Signature: _____

Advisor Signature: _____

Parent Signature: _____

Date: _____

If accommodations are needed or necessary, please contact the state office for guidance.

NO ONE will be admitted to the general sessions unless they are properly dressed!

VOTING DELEGATES FORM

SCHOOL NAME: _____

ADVISOR'S SIGNATURE: _____

I certify that the information given below is correct and that each student listed is a member in good standing in DECA.

CIRCLE:

NORTH

CENTRAL

SOUTH

Each school is entitled to one vote per chapter and one vote for every ten members - only the delegates listed below will be permitted to vote. Substitutions are permitted only if the alternate voting delegates form has been submitted.

Directions: Print each delegate's name (last name first).

STUDENTS WILL NOT SIGN THIS FORM IN ADVANCE OF THE CONFERENCE. IN ORDER TO VOTE, STUDENTS WILL PRESENT THEIR NAME BADGE AND VOTING DELEGATE RIBBON TO THE ELECTION COORDINATOR TO VOTE.

Delegates will not be permitted to vote unless meet the above requirements, at the discretion of the State Advisor.

NAME OF VOTING DELEGATE
(Last Name, First Name)

VOTING DELEGATE
SIGNATURE AT CONFERENCE

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____
13. _____
14. _____
15. _____
16. _____
17. _____

Please complete and return this form to the State Conference Registration Desk.

Per the NJ DECA Bylaws, chapters who do not submit and vote at least 50% of their voting delegates will forfeit all ICDC eligibility.

IMPAIRED MOBILITY

SCHOOL NAME: _____

ADVISOR'S NAME: _____

In the event of an emergency which requires evacuation of the facility, it is imperative that NJ DECA Staff, Hotel Security and Local Authorities are aware of students and advisors who have impaired mobility that may not be able to evacuate on their own.

Directions: Print each delegate's name (last name first) who may have mobility issues. If you do not have attendees who require special accommodations in case of an emergency, please initial here: _____

This list will only be shared in the case of an emergency.

NAME OF DELEGATE
(Last Name, First)

Student/Advisor/Other

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____
13. _____
14. _____
15. _____
16. _____
17. _____

Please complete and return this form to the State Conference Registration Desk.

Sample Judge Letter:

Dear Judge,

Each year 10,000 members of the various Business and Marketing Education Programs across the State of New Jersey participate in a statewide DECA competition. DECA's mission is to prepare emerging leaders and entrepreneurs in the fields of marketing, management, finance and hospitality. This is an opportunity for students to compete in many related fields that include: Retail Management, Sports and Entertainment, Business and Financial Services, Travel and Tourism, Automotive Services, Fashion Merchandising, and 45 other career competitions.

90% of students who participate in DECA plan to further their careers in marketing, management, finance, hospitality and entrepreneurship. DECA students are 3 times more likely to start a business, twice as likely to enter finance and accounting fields and 86% report an A or B grade average in school. These students compete for the opportunity to win scholarships, awards and travel to international competitions.

In order to offer this unique opportunity for our students, we are in need of businesspeople who would be willing to share their expertise in this setting. This year our conferences will be held at Harrah's Resort in Atlantic City, from March 4-6, 2025. Judges are asked to commit at least 5 hours to judging, and those who can donate more time can be provided accommodations, as needed.

If you have never had the experience of serving as a judge for one of our conferences, I hope you will be able to fit one of these days into your busy schedule. You will have the opportunity to see very talented future executives in action. Please e-mail me to confirm your participation or that of a representative from your organization. Please feel free to contact the NJ DECA State Advisor at jvictor@njdeca.org.

Participation from individuals like you will provide an atmosphere of professionalism that will promote top notch competition among the students. Thank you in advance for your help.

Sincerely,

DECA Advisor

JUDGE'S EVENT PREFERENCE FORM

NJ DECA STATE CAREER DEVELOPMENT CONFERENCE

Please return this form by January 31

NEW JERSEY DECA

C/O Kean University
1000 Morris Avenue
Townsend Hall Office T209
Union, NJ 07083
Phone: 908-737-0232
Fax 908-737-0235
e-mail judges@njdeca.org

Please Type or Print Clearly:

Name: _____ Title: _____

Name of School who contacted you: _____

Company you represent: _____ Phone: () _____

E-Mail Address (*Required*): _____

Business Address:

(Street) (City) (Zip)

Home Address:

(Street) (City) (Zip)

Home Phone () _____ Cell Phone() _____

Served as a Judge in the past? Yes _____ No _____

Which competitive areas? _____

Your Area of Expertise: _____

Would you be interested in judging a written event? _____ Yes _____ No

JUDGE'S EVENT PREFERENCE FORM

2025 NJ DECA STATE CAREER DEVELOPMENT CONFERENCE

Judge name: _____

Please number three areas (in order of preference) from the list below to indicate which event you might want to judge: 1, 2, and 3.

- | | |
|------------------------------------|--|
| _____ Accounting Applications | _____ Hospitality & Tourism |
| _____ Advertising | _____ International Marketing |
| _____ Apparel and Accessories | _____ Marketing Campaign |
| _____ Automotive Services | _____ Marketing Communications |
| _____ Business Law and Ethics | _____ Marketing Management |
| _____ Business Services | _____ Professional Selling |
| _____ Buying and Merchandising | _____ Public Relations |
| _____ Retail Sales (special needs) | _____ Quick Serve Restaurant Mgt. |
| _____ Entrepreneurship | _____ Restaurant & Food Service Mgt. |
| _____ Finance | _____ Retail Merchandising/Marketing |
| _____ Food Marketing | _____ Sports & Entertainment Marketing |
| | _____ Supermarket Careers(special needs) |

Would you be interested in judging a written event? It would require you to read and evaluate our written manuals (20-page research papers).

NO _____ YES _____

Representing: _____
(School Name)

(DECA Advisor)

Thank you for volunteering to be a judge at the NJ DECA State Conference.

Please return this form to your judge coordinator as soon as possible.

INTERNATIONAL CAREER DEVELOPMENT CONFERENCE ATTENDANCE CRITERIA AND ELIGIBILITY HIGH SCHOOL DIVISION

The board of directors of DECA, Inc., has specified that there must be a minimum of one adult advisor or chaperone for every **eight** high school division student delegates. Schools/districts may share chaperones with prior permission, but only in the event the chaperones ALL have the same arrival and departure dates as the students. For example, if one school is staying 4 nights and one school is staying 5 nights, they may not share. In order for National DECA to consider an adult as a chaperone, that adult must register for ICDC. Adult advisors may be any adult named by the DECA State Advisor to serve the state association in this capacity. Each individual chapter must have an adult designated as the chapter's advisor, and it will be the responsibility of the advisor to be the lead contact for that chapter, as well as the chapter representative to work as an event facilitator for New Jersey. He/she must register for the conference, pay the registration fee, and be in attendance for the entire period for the conference. There are no restrictions on the maximum number of adult advisors who may attend. In reference to the required minimum, all advisors, parents, supervisors and teacher educators are eligible as long as they are registered for the entire conference.

STUDENT DELEGATES:

- To be eligible to attend the International Career Development Conference, each member must meet these basic criteria:**
 - Be an active member of a division of DECA. Membership must be recorded on an official DECA Membership Roster and be on file at DECA, Inc. headquarters.
 - Have the approval of the NJ DECA State Advisor.
 - Have the approval of the DECA Chapter Advisor.
 - Have the approval of the school administration.
 - Have the approval of a parent or guardian unless 21 years or older.
 - **Have competed at the State Career Development Conference.**
- In addition to the above criteria, High School Division members must meet one (1) of the following criteria:**
 - Be a state participant in one of the international competitive activities. **Dues must be paid by the specified deadline.**
 - Be a state officer.
 - Be a voting delegate representing his/her state association for his/her division.
 - Be appointed by the NJ DECA State Advisor as a delegate to a Leadership Academy.
- Allocation for competitors are based on each state/provincial association's membership in the High School Division on July 1st of the previous calendar year. Allocations numbers are published by national DECA well before the ICDC registrations are due.**

Note: NJ DECA will be responsible for facilitating two major events and providing a specific number of adults to supervise those events. Every NJ DECA professional member (advisors, co-advisors, substitute advisors) and chaperones (including parent chaperones) attending ICDC *MUST* serve as a competitive event facilitator for a minimum of 5 hours during ICDC. A schedule of times will be provided by the State Advisor and/or their designee. Advisors who do not show up for their assigned shifts will have their building principal or central administration informed & possibly face other sanctions. Tour tickets are not a valid excuse for missing your assigned event, so please do not book tickets until the advisor work schedule is released.

INTERNATIONAL CAREER DEVELOPMENT CONFERENCE QUALIFICATIONS FOR ENTERING INTERNATIONAL COMPETITIVE EVENTS

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 **the specified deadlines**.
2. All participants and written entries must be approved and authorized for entering competition by their association through official competitive events registration form.
3. All participants and written entries must meet specifications set forth for each activity.
4. All participants must have participated in state and District competitions.
5. All entry forms and written entries must be submitted by the State Advisor or designee according to announced deadlines.
6. A participant may enter only one of the competitive events with a participatory component during the DECA International Career Development Conference (ICDC).
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 competitive event during a given year.
9. Once a written entry is entered in international competition, the identical content material may not be entered in international competition again.
10. All participants must attend the briefing sessions scheduled for their competitive event during the international conference.
11. Participants are required to wear an official DECA blazer during all phases of competition, at ICDC, during which they come in contact with a judge or judges. (Example: a DECA blazer is not required for testing, but is required for all role-play and interview situations. Professional dress is required during briefing and testing.)
12. All written entries must include a signed copy of DECA's Written Entry Statement of Assurances.
13. ALL students attending the event must complete a swimming waiver, indicating their ability to use the pools, if available.
14. ALL Non-School Personnel Chaperones (even parent chaperones of their own child), must be school approved and NJ DECA must be provided the letter on the following page for each chaperone.

SAMPLE CHAPERONE LETTER FOR NON-SCHOOL PERSONNEL:

School Letterhead
New Jersey DECA
1000 Morris Avenue
Union, NJ 07083

Ladies and Gentlemen:

I write to you as __ (role) _____ of _____ (school district) _____. Regarding the DECA International Career Development Conference, I am authorized on behalf of the school district to inform New Jersey DECA, that _____ (parent chaperone(s)) _____, are acting as chaperones on behalf of our school district. These above name chaperones meet the following criteria:

- They are officially approved by the district.
- They are sanctioned by the school to act on our behalf.
- They are authorized to act in loco parentis for the students in their charge and have the corresponding permission slips and insurance paperwork in their possession at all times.
- They are authorized to treat students in case of a medical or other emergency.
- They are aware of and agree to follow the school's policies in regard to the administration of medications.
- They are aware of and agree to follow school, NJ DECA and National DECA policies regarding conduct, honor code, substance use, etc.
- They have authority to discipline students and send students home if needed.
- They have the proper contacts for the school administration and parents, and will follow the school's policies and process in case of any issue (injury, alcohol, drugs, etc).

Furthermore, the district agrees that we:

- Understand the legal authority that they have given the chaperone to act.
- Take legal responsibility for the actions of the chaperones in the performance of their duties.
- Chaperones are covered under the school's insurance policies in case of any action, incident, accident, or other element that results in legal actions, injury, or death.

If you have any questions or issues, I may be contacted during business hours at: _____ or in case of an emergency, after hours at: _____.

Sincerely,

Administrator Name, Title and Signature.

INTERNATIONAL CAREER DEVELOPMENT CONFERENCE

Leadership Academies

Workshops/Seminars

Workshops, seminars and special interest sessions will be scheduled throughout the conference. They are important opportunities for delegates and advisors to grow professionally from attending the International Career Development Conference. The following Leadership Training Academies will be conducted during ICDC.

IGNITE (formerly known as the Leadership Development Academy (LDA))

These seminars will focus on leadership development and improvement. DECA student members will have the opportunity to sharpen their skills, develop new ones and learn from internationally known leadership specialists. Each school may submit one High School DECA member. This student must be an underclassman, NOT a senior.

ELEVATE (formerly known as the Chapter Management Academy (CMA))

This academy has been planned to present the most useful, successful practices of existing chapters across the country. It has been designed for local student leaders who wish to learn basic chapter management skills.

EMPOWER (formerly known as DECA LEADS)

Empower provides dynamic association (state) officer training that produces a unified, accountable and results-driven partnership between the national association and the local levels. This powerful two-day training emphasizes the essential plans, goals, action items, and skills needed to achieve success within their association. The training is open to State Officers only.

To attend any Leadership Academy, the student must:

- 1) be a member in good standing in their local and state DECA chapter, and
- 2) have competed at the District and state conferences, and
- 3) **not be a graduating senior**, and
- 4) submit two letters of recommendation, one of which will be from their chapter advisor, and
- 5) submit a letter of application stating why they are interested in attending and what they hope to gain from the academy. (A request **solely** from the chapter advisor will not be accepted.)

A school may submit one student for an application slot to leadership academies. These slots will only be available if there are hotel rooms and extra allocations. They are not guaranteed. Students must be outstanding DECA members who participate on a high level at both the chapter and state level to attend in one of these slots. Send all letters of applications to any of the academies described above to:

**NJ DECA State Advisor
Kean University
Townsend Hall, Office T209
1000 Morris Avenue
PO Box 411
Union, New Jersey 07083-0411**

The NJ State Advisor will make the decision as to who will attend the conference in these categories.

Deadline Date: March 9, 2025

New Jersey DECA Swimming Waiver & Indemnification

Student Name

School

- Acknowledgment of Risk:** I understand that participation in conferences may involve access to swimming pools, beaches, water parks, or water areas. These locales are public settings, in which New Jersey DECA, Kean University, the State of New Jersey and their employees, affiliates, volunteers, or consultants will, in many cases, not have control over the environment or surroundings. The risk of injury from the activities involved in the a pool setting is significant, including the potential for permanent paralysis and death, drowning, head and neck injury, concussion and possible reactions to chemicals, along with minor cuts and scrapes and while particular rules, equipment, and personal discipline may reduce this risk, the risk of serious injury does exist; and I knowingly and freely assume all such risks, both known and unknown, and assume full responsibility for my participation; and I willingly agree to comply with the stated instructions and policies and customary terms and conditions for participation. If, however, I observe any unusual significant hazard during my presence or participation, I will remove myself from participation and bring such to the attention of the nearest official/coach/instructor /Lifeguard/manager immediately; and I understand, agree, and acknowledge that some activities may be of a hazardous nature and/or include physical and/or strenuous activity. Understanding this, I state that I have no medical condition or impairment that might inhibit my safe and active participation in the above listed activity. It is my understanding that the risks associated with the activity include all of the risks associated with the activities described above as well as other risks that may arise during my participation in the activity. Accordingly, if I believe I need more information regarding the participation in said activity before I waive my rights and agree to indemnify others as described below, I acknowledge that I may seek additional information, or I may refuse to participate in the activity. I further acknowledge that the risks listed above, along with other risks inherent to participation in the activity listed above, may result in severe bodily and/or emotional injury, including permanent disability or death. I recognize that participation in the above listed activity involves other inherent risks, and that all such risks cannot be described as a part of this document.
- Waiver of Rights and Release of Liability:** Participant, and, if Participant is a minor, each Parent and/or Legal Guardian, hereby releases, waives and discharges New Jersey DECA, Kean University, the State of New Jersey and their employees, affiliates, volunteers, or consultants, board members, and agents from all liability, claims, and causes of action based upon the actions or omissions of the aforementioned organizations and their board members, employees and agents (“Releases”) arising in connection with participant’s participation in the activity(ies) described above; provided, however, that this waiver and release does not address injury, damage, or loss resulting from the intentional or reckless acts of any Release.
- Indemnification and Hold Harmless:** The undersigned, and each of them jointly and severally, further agree to indemnify and hold harmless the Releasees from and against all losses, damages, monetary awards and expenses, including all costs and reasonable attorney fees, incurred in connection with any claims of negligence, wrongdoing or error on the part of a Releasee brought by the participant, participant’s Parent(s) and/or Legal Guardian(s), participant’s other family members, or Participant’s heirs, successors, assigns, and legal representatives, for any injury, illness, disease, death or damage to property, arising from or in connection with Participant’s participation in the activity(ies) described above. Notwithstanding the foregoing, this hold harmless and indemnification agreement does not address losses, damages, monetary awards and expenses arising from the intentional or reckless acts of any Releasee.
- Miscellaneous:** The parties agree that the provisions of this Waiver and Indemnification Agreement are severable, and that the invalidity or unenforceability of any one or more of the provisions or clauses hereof shall not affect the validity or enforceability of the other provisions or clauses of this Agreement. The terms of this Agreement constitute the entire agreement and understanding between the parties concerning these subject matters. This Agreement is made pursuant to and shall be construed according to the laws of the State of New Jersey.

I CERTIFY THAT I HAVE READ THIS WAIVER AND INDEMNIFICATION AGREEMENT, MAY TAKE THE OPPORTUNITY TO CONSULT WITH AN ATTORNEY, UNDERSTAND THAT I AM GIVING UP SUBSTANTIAL RIGHTS AND ASSUMING SUBSTANTIAL RESPONSIBILITIES BY SIGNING BELOW, AND SIGN BELOW VOLUNTARILY

Student Signature

Date

Parent / Guardian Signature

Date

NEW JERSEY DECA - HIGH SCHOOL DIVISION INTERNATIONAL CAREER DEVELOPMENT CONFERENCE

QUALIFICATIONS FOR ATTENDING ICDC:

1. All participants **must** be active members of DECA with the current year's dues on file with New Jersey DECA by **February, 15, 2025**. Deadline dates can be found in the calendar section of the handbook. For further explanation of membership, refer to New Jersey DECA's addition to the general rules section of the handbook or call the state DECA office.
2. All participants and written entries must be approved and authorized for entering competition by their state association through official competitive events registration forms.
3. All participants and written entries must meet specifications set forth for each activity.
4. All participants attending ICDC must have participated in District and State conferences.
5. All entry forms and creative entries must be submitted by the NJ DECA State Advisor or their designates according to published deadlines for the International Career Development Conference.
6. A participant may enter only one of the competitive events with a participatory component during the International DECA Conference.
7. All competitive events are open to both full-day and Career and Technical students who are active members of DECA.
8. No additions or substitutions may be registered for competition after the deadline set forth by DECA Inc., or New Jersey DECA.
9. A written entry may not be entered in more than one international (or state) competitive event during a year. Please refer to the DECA Written Statement of Assurances form for additional information.
10. Once a written entry is entered in an international (or state) competition the identical content material may not be entered in international (or state) competition again. Please refer to the DECA Written Statement of Assurances form for additional information.
11. All participants must attend the briefing sessions scheduled for their competitive event during all conferences. Failure to attend the scheduled briefing session will result in disqualification of the participant.
12. Participants are responsible for providing all visual aids needed for any event in which such equipment is allowed. Consult the **2025-2026 DECA Guide** for specifics.
13. Participants are required to wear an official DECA blazer for appearances before judges require an official DECA blazer at the International Career Development Conference. However, other elements of ICDC do not require a blazer. Consult the **2025-2026 DECA Guide** for specifics.
14. In the event that a member of a team in a written event is unable to compete, substitutions are not allowed. The remaining team members may present at ICDC in a team of two or one. If no member of the original team is available, the next highest scoring team will be offered the allocation at ICDC.

Online Events

These events are only offered through DECA, Inc. for participation at ICDC:

Stock Market Game

Virtual Business Challenge - Retail

Virtual Business Challenge - Sports

Virtual Business Challenge - Fashion

Virtual Business Challenge - Entrepreneurship

Virtual Business Challenge - Accounting

Virtual Business Challenge - Restaurant

Virtual Business Challenge - Hotel

Virtual Business Challenge - Personal Finance

NEW JERSEY DECA INTERNATIONAL CAREER DEVELOPMENT CONFERENCE

QUOTAS FOR STATE CAREER DEVELOPMENT CONFERENCE

Principles of Business Management and Administration	Top 8 Students
Principles of Entrepreneurship	Top 8 Students
Principles of Finance	Top 8 Students
Principles of Hospitality and Tourism	Top 8 Students
Principles of Marketing	Top 8 Students
Accounting Applications	Top 8 Students
Apparel and Accessories Marketing	Top 8 Students
Automotive Services Marketing	Top 8 Students
Business Finance	Top 8 Students
Business Services Marketing	Top 8 Students
Entrepreneurship Series	Top 8 Students
Food Marketing	Top 8 Students
Hotel and Lodging Management	Top 8 Students
Human Resource Management	Top 8 Students
Marketing Communications	Top 8 Students
Personal Financial Literacy	Top 8 Students
Quick Serve Restaurant Management	Top 8 Students
Restaurant and Food Service Management	Top 8 Students
Retail Merchandising	Top 8 Students
Sports and Entertainment Marketing	Top 8 Students
Business Law and Ethics Team	Top 8 Teams
Buying and Merchandising Team	Top 8 Teams
Entrepreneurship Team	Top 8 Teams
Financial Services Team	Top 8 Teams
Hospitality Services Team	Top 8 Teams
Marketing Management Team	Top 8 Teams
Sports and Entertainment Marketing Team	Top 8 Teams
Travel and Tourism Marketing Team	Top 8 Teams
Supermarket Careers	Top 7 Students
Retail Sales	Top 7 Students
Start-Up Business Plan	Top 7 Students
Independent Business Plan	Top 7 Projects
Innovation Plan	Top 7 Projects
Business Growth Plan	Top 7 Projects
Franchise Business Plan	Top 7 Projects
Professional Selling Event	Top 7 Students
Hospitality and Tourism Selling Event	Top 7 Students
Financial Consulting Event	Top 7 Students
Business Services Operations Research	Top 7 Projects
Buying and Merchandising Operations Research	Top 7 Projects
Finance Operations Research	Top 7 Projects
Hospitality and Tourism Operations Research	Top 7 Projects
Sports and Entertainment Marketing Operations Research	Top 7 Projects
Advertising Campaign	Top 7 Projects
Fashion Merchandising Promotion	Top 7 Projects
Sports and Entertainment Promotion Plan	Top 7 Projects
Business Solutions Project	Top 7 Projects
Career Development Project	Top 7 Projects
Community Awareness Project	Top 7 Projects
International Business Plan Event	Top 7 Projects
Community Giving Project	Top 7 Projects
Sales Project	Top 7 Projects
Financial Literacy Project	Top 7 Projects
NJ DECA Pin Design	1 st Place (from the state)
Chapter of the Year (Leadership Academy ONLY)	Top 7 Diamond Level Chapters

NOTE: If you have a student who qualifies to compete at the International Career Development Conference (ICDC), but he/she is unable to attend, or if you have a student who qualifies in two events, please notify the State Office. Delay results in students being deprived of the opportunity to attend and compete. **The deadline for contacting the State Office with all drops or changes is in the calendar.** Remember students may compete in only one (1) competitive event at ICDC.

****IMPORTANT-These numbers are subject to change if DECA, Inc. changes our quotas****

NJ DECA SCORE RELEASE GUIDELINES

As approved by the NJ DECA Advisory Committee, May 2017

The following is the NJ DECA Policy regarding the release of scores:

Scores that advisors will receive after District Level CDC:

- Exam scores for your entire chapter including the time they spent on the exam
- Standardized Total Event Scores via Competitive Event Transcripts

Scores that advisors will receive after State Level CDC:

- Exam scores for your entire chapter including the time they spent on the exam
- Written evaluation forms for all 20-page written projects, if they were scored through the online system. This includes Operations Research Events, Chapter Team Events, Entrepreneurship Events
- Standardized Total Event Scores via Competitive Event Transcripts

Scores that advisors will not receive after District or State Level CDC:

- Raw Role Play/Case Study evaluation forms or scores
- Raw Oral Evaluation forms or scores for Written Projects
- 10-page evaluation forms or scores for Written Projects

Rationale:

The exam scores allow teachers and students to assess progress and success based on a standardized test with an automated scoring system. Additionally, exam scores are used as minimum qualifying components of DECA's competitive events within New Jersey DECA. Due to the universal application of the exam, and the nature in which the exam score is calculated, New Jersey DECA has elected to share these quantitative scores.

Written evaluation scores and comments allow a student to improve upon a project that stays with the individual/team from conference to conference. The notes and scoring decisions allow a student to see the areas in which they need to improve that particular project from State to ICDC. The evaluation forms for written and prepared events are identical at all competitive event levels. Written evaluation scores are used as a minimum qualifying component for DECA's competitive events within DECA. These scores are viewed as immediate enhancements to a student's project and will be shared when possible.

Roleplay and case study evaluation forms and scores are in reference to a particular scenario and instructional area. None of the performance indicators, business situations, instructional areas nor the evaluation form carry over from conference to conference. Oral evaluation scores for written projects are also primarily based upon the oral presentation of the project, which can vary from judge to judge or presentation to presentation. The subjective nature of the evaluation of a particular roleplay or oral element of the score is not an accurate indication of a student or team's ability to succeed on the next role play or the next competitive event level.

New Jersey DECA Ambassador Award

The New Jersey DECA Ambassador Award is a non-competitive event that members can enter to be recognized for their work as a DECA member and Career and Technical Education student. It provides them a guide for year-round engagement in their chapter, school, and community. Students must show activity in all 4 areas of DECA's guiding principles (Academically Prepared, Community Oriented, Professionally Responsible, Experience Leaders) to be awarded this honor. Members who are awarded through this program will receive a recognition pin, a certificate, and a letter to their principal recognizing their achievement.

Guidelines:

- Students must complete 10 activities from the attached list.
- Students must complete the 25 question DECA General Knowledge exam (released in December each year) with a passing score of 22 of 25 correct (88%)
- Students must be a paid DECA member by February 1.
- Students must compete in the DECA Competitive Events Program. They do not need to qualify, just have entered and competed at the district and/or state level.
- Students may select 8 additional activities from the community oriented, professionally responsible or experienced leader areas, but must select one from each area.
- Advisors will nominate and submit students and certify the student's activities through an online submission process.
- There is no limit to the amount of students that can achieve this award, so chapters may submit as many students as wish to participate.
- Students may participate more than one year. Each year, the student will be recognized with a higher level of award. For earning the award once, they will be recognized with the Diplomat Level, two years earns Executive Level, three years earns presidential Level and if a student achieves this award all 4 years, they will achieve emeritus level. Students will earn the pin, certificate, and letter each year they achieve the award.
- Advisors may complete the form located at <http://bit.ly/njdecaambawards> to submit students.

Ambassador Award - Activities

Must complete 10 total, but at least one from each area:

Academically Prepared

- 25 Question Test with an 88% or higher. (Required)
- Participate in the DECA Competitive Events Program (Required)

Community Oriented

- Participate in 5 Hours of Community Service (exclusive of the items below).
- Participate in your chapter's State Community Service Project.
- Write a one-page report on the charity involved in the State Community Service Project.
- Research a local nonprofit, and make a presentation on their mission, needs, community served, and how to volunteer at a chapter meeting.
- Participate in a school sponsored community service event.

Professionally Responsible

- Prepare and post a social media graphic, poster, flyer, bulletin board or display promoting DECA.
- Prepare and post a social media graphic, poster, flyer, bulletin board or display promoting the business courses at your school.

- Create an informational video about a specific DECA program, conference, or competitive event for use with new members.
- Participate in your chapter's social media efforts and create a social media campaign about your chapter's events.
- Write a letter to a member of your school board discussing DECA and the benefits you've received from participation.

Experienced Leader

- Write a one-page paper on a post-college, entry-level career in management, marketing, hospitality, or finance, including what the job entails, a salary range, and why you would or would not be interested in this role.
- Bring an underclassman non-member to a DECA meeting to promote DECA to them.
- Interview a DECA Alumni about their college/career path and make a presentation at a chapter meeting as to how DECA helped them.
- Prepare a resume and cover letter to apply for an entry-level position.
- Participate in a leadership training event (in-person or virtual).
- Attend a meeting or event of another CTSO in your school.
- Serve in a leadership role on the local, state, or international level.

Study Guide:

The Ambassador Award Exam will be comprised of 25 questions. Students must score 84% or higher to be eligible for the Ambassador award. The exam will be administered online and will contain multiple choice questions. The following information will be asked on the Exam:

- a. Birthplace of DECA (place and date)
- b. Color of organization
- c. Levels of DECA
- d. DECA, Inc. Headquarters
- e. Divisions of DECA
- f. DECA's Mission
- g. DECA's International Regions
- h. New Jersey DECA's Regions and Districts
- i. National Officers (High School Division)
- j. DECA Inc's Executive Director
- k. New Jersey DECA'S Executive Director
- l. National Publications
- m. Dates of Organization (State and National)
- n. National & State Conferences and Events
- o. Southern Region Conference
- p. State Community Service Project
- q. National DECA Theme 2025-2026 & New Jersey DECA Theme
- r. Current Executive Officer Team
- s. State Website
- t. National DECA Guide
- u. States in the North Atlantic Region
- v. Competitive Events
- w. DECA Challenges & Campaigns
- x. School Based Enterprises
- y. DECA International Conference Cities
- z. CTSOs
- aa. NJ DECA State Office

New Jersey DECA Chapter of the Year Program

This program is meant to recognize chapters for the highest standards of excellence in chapter operations. All chapters who achieve any level will be recognized at the State Career Development Conference. The highest scoring chapter will receive two leadership academy slots to the International Career Development Conference.

Criteria:

**New Jersey Chapter of the Year
Due: January 22, 2026**

SCHOOL NAME	CHAPTER PRESIDENT
ADVISOR'S NAME	ADVISOR'S EMAIL

Bronze Chapter 1000 pts	Silver Chapter 1500 pts	Gold Chapter 2000 pts
Diamond Chapter 2500 pts.		

Activities may take place between the conclusion of the prior year's State Career Development Conference and the deadline of this project.

No.	Activity	Avail points	Max	Earned
DISTRICT, STATE OR NATIONAL OFFICER LEADERSHIP				
1	Student Leadership	Current State Officer	50	50
		State Officer Candidate	50	50
2	Advisor Leadership	Current NJ DECA Advisory Committee Member	25	25
CHAPTER MEMBERSHIP & RECRUITMENT				
1	Membership	Each paid student member	1	400
2	Membership increase	Each additional PAID student member over last year's membership	2	200
3	New/Reactivated chapter	Each new or reactivated chapter	50	50
4	Membership Campaigns	Each chapter advisor who achieves 100% class participation	20	100
		Each Alumni member	1	20
		Each Professional member	1	20
5	Recruitment Activities	Chapter develops a membership recruitment committee	20	20
		Chapter develops a recruitment tool ex. Brochure, poster, video, or display	20	20
		Create a "membership package," ex. a t-shirt, pin, certificate, etc., for professional members as an incentive to join	20	20
		Start an alumni group on Facebook for your chapter.	20	20
			10	10

		Create a contest to see which class can recruit the most alumni, businesspeople and parents for your chapter			
		Create a digital marketing campaign to promote DECA membership	25	25	
		Chapter develops a one-minute elevator video about DECA	10	10	
		Chapter develops a one-minute elevator speech about DECA	10	10	
		Chapter creates a buddy activity pairing returning members and new members	20	20	
		Ask alumni members to speak to students either in person or virtually.	10	10	
CHAPTER MANAGEMENT AND ORGANIZATION					
1	Chapter Meetings	Each meeting that includes a guest speaker or leadership activity	25	100	
2	Planning Sessions	Develop a chapter Program of Work	30	30	
		Conduct a planning session for officers at beginning of year	30	30	
3	Ceremonies	Hold a member/officer installation ceremony	25	25	
4	Financial Planning	Develop a Chapter Budget	30	50	
		Develop a Fundraising Plan	10		
		Contact local businesses about potential sponsorships	10		
5	Recognition	Develop a point system for chapter member recognition	20	20	
		Develop a local chapter member of the month program	10	10	
6	Chapter Activities	Each social activity conducted by chapter for members	15	15	
		Each social activity conducted with another chapter	25	25	
Chapter Public Relations and Promotion					
1	Promotional Campaign	Develop a chapter public relations plan	20	60	
		Develop a chapter social media plan	20		
		Create a survey for past members to review prior year and preview current year	20		
2	Chapter Website	Develop a chapter website	50	60	
		Create an Alumni Area on chapter website	10		
3	Social Media	Each social media outlet created by chapter	20	20	
4	Publicity	Each article appearing in a school publication or website	10	100	
		Each article appearing in a local news publication or website	20		
		Develop a chapter t-shirt design	10		
5	State Website	Each news article submitted to NJ DECA	10	50	

6	Business Awareness	Each presentation to a local civic or business group	25	25	
		Presentation to a business advisory council or PTSO	20	20	
CONFERENCE PARTICIPATION, RECOGNITION, COMPETITIVE EVENTS					
1	COLT	Chapter representatives attending Colt	50		
2	District Conference	Each member registered	1	250	
3	State Leadership Conference	Each member registered	1		
4	NJ Ambassador Award	Each New Jersey Ambassador Award entry	5	200	
SERVICE PROJECTS					
1	State Community Service Project	Complete project manual to minimum standard and donate at least \$300	40	80	
		Complete project manual to minimum standard and donate at least \$600	60		
		Complete project manual to minimum standard and donate at least \$900	80		
2	Feed New Jersey	Each \$10 or 10 food items donated to a food bank/pantry	1	200	
3	Community Service Campaign	Each service project benefitting community (not fundraising)	20	120	
4	School Service Projects	Each service project benefitting school, faculty, or another school organization	20	100	
EDUCATION PROJECTS					
1	DECA Month Activities	Each activity planned in celebration of DECA Month	10	100	
		Organize a signed proclamation by a local elected official	10		
		Each DECA social Media Challenge Post	1	30	

Total Possible Points	2800
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Total Earned Points	
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Appendix A

New Jersey DECA Constitution

**CONSTITUTION
NEW JERSEY DECA
REVISED MARCH. 2021**

Article I – Name

The official name of this organization shall be “New Jersey DECA.”

Article II – Purpose

This Career and Technical Student Organization of students in Marketing and Business Education programs functions through local Chapters and the statewide organization. New Jersey DECA has as its purpose the furthering of the welfare of its members in the following ways:

- a. To enable the student to realize the importance of the duties in the fields of marketing, management, hospitality, business finance and entrepreneurship and to strive to maintain the standards of the field as a profession.
- b. To develop progressive leadership that is competent, assertive, self-reliant, and cooperative in Marketing and Business Education through the exploration of career and technical opportunities in this field.
- c. To create an appreciation of and an abiding interest in, chosen occupations as a vocation through an understanding of the opportunities offered.
- d. To promote understanding and appreciation of the responsibilities of citizenship in our free enterprise system.
- e. To encourage the use of high ethical standards in business and industry.
- f. To provide for mental and physical health through social and recreational activities.
- g. To foster a strong concern for the civic, social and moral responsibilities of business to society.
- h. To foster esteem for career and technical education and to further the desire to keep abreast of current developments in business and industry, through the use of the training facilities they offer, both in school and in adult life.

Article III Organization

Section 1 – New Jersey DECA is an association of local Marketing and Business Education Chapters in the State of New Jersey. It is affiliated with DECA Inc.

Section 2 – The overall administrative body shall be duly elected State Officers and the State DECA Advisor/Executive Director who shall be responsible for the general administration of New Jersey DECA. The State DECA Officer Team and the State Advisor/Executive Director will have the final decision for the administration of New Jersey DECA. The State Officers will provide the New Jersey State Advisor/Executive Director with an override of budgeted amounts for purchasing, as specified by the New Jersey Career and Technical Student Organizations Manual.

Section 3 – Said corporation/organization is organized exclusively for charitable, religious, educational and scientific purposes, including, for such purposes, the making of distributions to organizations under Section 501c (3) of the Internal Revenue Code (or corresponding section of any future federal tax code).

Section 4 - Upon dissolution of this corporation/organization, assets shall be distributed for one or more exempt purposes within the meaning of Section 501c (3) of the Internal Revenue Code (i.e., charitable, educational, religious or scientific, or corresponding section of any future federal tax code, or shall be distributed to the federal government, or to a state or local government for a public purpose.)

Article IV - Membership

Section 1 - Membership of New Jersey DECA shall be the individual members of local DECA Chapters.

Section 2 - The classes of membership that shall be recognized are:

- a. **Active Members:** Marketing and Business Education students who are enrolled in a class that meets the requirements set forth in the New Jersey State Career and Technical Education Student Organizations Manual shall be eligible for active membership. Members will pay dues as established by NJ DECA and DECA, Inc.
- b. **Professional Members:** Professional membership may be extended to persons associated with or participating in the professional development of NJ DECA as approved by the New Jersey State Advisor. Such members may include Teacher Coordinators, Alumni, employers and/or training station sponsors of DECA students, Career Council members and others willing to contribute to DECA's growth and development. Professional members will pay dues as established by NJ DECA but will not be eligible to serve as Voting Delegates, hold offices or otherwise represent NJ DECA.
- c. **Honorary Members:** Leaders in the fields of education, business and government may be rendered State Honorary Membership by the New Jersey State Officers.

Section 3 - Each school is entitled to one vote, plus one vote for every ten (10% of the local school membership, or major portion thereof). A school must have the number of delegates present in order to cast all its votes; otherwise, the number present is the number of votes allowed. Every chapter must vote at least 50% of their allowed voting delegates in the election, or they will forfeit their ability to attend the International Career Development Conference in ALL capacities.

Article V - Meetings

Section 1 - A State Leadership and Competitive Events Conference(s) shall be called each year. The State Conference(s) shall be an official meeting(s) of NJ DECA.

Section 2 - The State Officers, with the approval of the State DECA Advisor/Executive Director, shall be empowered to call special meeting(s).

Section 3 - The State Officers shall meet no fewer than six times during the calendar year.

Article VI - Officers

Section 1 - The Officers of NJ DECA shall be: President, Northern Region Vice President; Central Region Vice President; Southern Region Vice President; Recording Secretary; Vice President of Public Relations; Vice President of Media.

Section 2 - The Officers of this State Association shall be elected from and by a plurality vote of the authorized delegates present at the election at the State Conference(s). The number of candidates and officers for any state officer candidate position is 2 per local DECA chapter. Further, they must be active student members of DECA Inc. and NJ DECA and may not be seniors.

Section 3 - Officers shall be elected at the State Conference(s) and will officially take office at the Installation Ceremony; until then, they shall be designated as officers-elect.

Section 4 - Regional Vice Presidents will be elected only by the delegates from their respective regions.

Section 5 - All other Officers will be elected by all delegates present at the election session(s).

Section 6 - The State Advisor/Executive Director shall be empowered to appoint officers to vacant positions and also appoint Ex-Officio Officers, as needed.

Section 7 - Two or three past officers, as appointed by the State Advisor, may attend the NJ DECA State Officer Training Institute.

Article VII - Removal from Office

Based on the State Officer Candidate Agreement and the State Officer Code of Conduct, the State Advisor/Director may remove an officer from the State Office at any time if an officer is in violation of such agreements. In cases where an infraction committee is necessary due to items not enumerated in the State Officer Candidate Agreements and/or State Officer or Member Codes of Conduct as determined by the State Advisor, it will consist of two State Officers, the State Advisor/Executive Director and two DECA Advisors from the State Advisory Committee selected through a lottery process. That committee will also be empowered to remove a State Officer from their position, for any violation or behavior deemed inappropriate by the State Advisor/Director beyond the realm of the State Officer Candidate Agreements and Code of Conduct. The New Jersey DECA State Advisor/Executive Director will be empowered to appoint a new State Officer in the case of any vacancy for any reason.

Article VIII - Dues

Section 1 - State dues shall be determined each year by the DECA State Officers and State Advisor by the deadline set by NJ DECA. Dues shall be payable prior to the deadline established by NJ DECA.

Section 2 - Honorary Members shall be exempt from state dues.

Article IX - Emblem and Colors

The emblem and colors of NJ DECA shall be the same as those adopted by DECA, Inc.

Article X - Amendments

Section 1 - The Constitution may be amended by a two-thirds vote of the authorized voting delegates at the State Career Development Conference(s) of NJ DECA.

Section 2 - Only such amendments shall be made as are in keeping with the purposes stated in Article II of the Constitution.

Section 3 - The State Officers and Advisor shall establish a 'Committee of the Constitution' to study and submit recommendations for any necessary revisions, additions or deletions at the State Conference(s).

- a. Chapters wishing to propose an amendment to the Constitution must submit such proposals in writing to the Committee of the Constitution and the State Advisor and State President sixty days prior to the State Conference(s).

- b. The Committee of the Constitution must provide copies of proposed amendments to all chapters thirty (30) days prior to the State Conferences(s).

Article XI - Rules, Regulations and By-Laws

Section 1 - The rules contained in the current edition of the New Jersey Career and Technical Student Organization Manual, the New Jersey DECA State Handbook, the DECA, Inc. Guide and Robert's Rules of Order, Newly Revised, shall serve as standard procedure and govern NJ DECA in all cases to which they are applicable and where they are not inconsistent with this Constitution and Bylaws, and any special rules this organization may adopt.

Section 2 - No rules, regulations or By-Laws shall be adopted which are contrary to this Constitution.

Article XII - Audit

The accounts of NJ DECA shall be audited each year under guidelines set by the NJ Dept. of Education.

Article XIII - Delegates to the International Career Development Conference

Section 1 - The number of delegates shall be variable with the directives of DECA, Inc.

Section 2 - The State Officers and the State Officers-elect of New Jersey DECA will be delegates to the International Conference, either as a voting delegate, competitor, or leadership academy participant.

Appendix B

2025-2026

NJ DECA State Events

SUPERMARKET CAREERS & RETAIL SALES EVENTS

OVERALL INSTRUCTIONS

1. Student Eligibility:

- a. The only students who may participate in these events are those in which the IEP specifies that the nature or severity of the student's disability makes it impossible for NJ DECA to satisfactorily service the student in the regular learning environment, even with the use of supplementary aids and services.

2. The State Events Eligibility Form can be found in the **New Jersey DECA Handbook**. This form must accompany the District and State Conference registration forms.

3. Students who are entered in the Retail Sales Event will compete in the following instructional areas:

- a. Human Relations/Job Interview (District Level & State Level)
- b. Personal Selling/Sales Presentation (District Level & State Level)
- c. Selling/Sales Check (State Finals, if needed)
- d. Note: The product is lightweight, waterproof, earbuds - https://www.amazon.com/TOZO-A1-Light-Weight-Headphones-Microphone/dp/B09FT58QQP/ref=sr_1_9?crd=16MZ4IE7773LY&dib=eyJ2IjojMSJ9.I9ntbpb8zO4FZLEYQKkXltde-OptSYD_WnxRkLf1DnNa4sUixog3AXN086IL_lghjy5ZfpF-bt-sqfzyveMpgAopk7H79ZZd0wriBNTTz0FNpcbWXlwAcC3gwdEN0BweGDqVZif4gx2EoeW8hhNDQqEZh3X7GeV_GmHpietYKbscHO9Fhvl2ghQRE13Bmi6Tm6FZ0venBWbt1t5cPrhoqJr5TlqSqkvAx34gx1mSPe0.d_4ugL-cSfg-l8xd22jkAqdOy8lkjeg9ReCdnMCMZek&dib_tag=se&keywords=waterproof%2Bearbuds&qid=1724171391&sprefix=waterproof%2Bearbuds%2Caps%2C98&sr=8-9&th=1&qty=4

4. Students who are entered in the Supermarket Careers Event will compete in the following instructional areas:

- a. Human Relations/ Job Interview (District Level & State Level)
- b. Operations/ Virtual Bagging Event (District Level & State Level)
- c. State Final Round TBD (if needed)

5. A DECA word bank for students to use as a study guide of industry-related terminology will be used for these competitive events.

6. District qualifiers will be determined in the same manner as the other qualifying events.

7. At State competition, **the necessity of final rounds will be determined at a future date.**

State Events Eligibility Form Retail Sales and Supermarket Careers

The only students who may participate in these events are those in which the IEP specifies that the nature or severity of the student's disability makes it impossible for NJ DECA to satisfactorily service the student in the regular learning environment, even with the use of supplementary aids and services. These students therefore qualify to compete in the Retail Sales or Supermarket Careers special needs events at the District and/or State competitions.

I hereby certify that the following student(s) are presently involved with the Child Study Team and have an I.E.P. on file that meets the above requirements in the _____ school district.

Also, please indicate whether your student(s) require any assistance to compete in NJ DECA competitive events (i.e. - Enlarged font size, wheelchair/ brace accessibility, etc.)

Name of School _____

Name of Advisor _____

_____ Please check here if this form does not apply to your school. This form must be submitted with your registration packet for the State Conference

Student Name

Assistance Required

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Signature of DECA Advisor _____

Signature of Child Study Team Member/ Director of Guidance _____

Signature of Administrator _____

Date _____

This form replaces the prior Special Needs Request & Special Needs Statement of Assurance Forms

Retail Sales Word Bank

Meeting/greeting the customer

Body Language	Communication by the movement and position of a person's body
Brand	A name, design or symbol that identifies the products of a company or a group of companies
Buying Motives	Reasons a customer buys a product
Buying Signal	Things a customer may say or do to indicate a readiness to buy
Closing the sale	Obtaining a customer's positive agreement to buy.
Communication	The process of exchanging information, ideas, and feelings
Coupon	A piece of paper that gives a customer a discount
Customer Benefit	The advantage or personal satisfaction a customer will get from a good or service
Determining needs	Question, observe, and listen to help present correct product to the customer
Display	The visual and artistic aspects of presenting a product to a target group of customer
Employee	A paid worker
Employer	The person or company who pays people to work
Exchange	Merchandise brought back to be replaced by other merchandise
Invoice	The supplier's statement that the order has been filled and the merchandise is sent
Job Interview	A meeting which a person who wants a job talks to an employer about being hired
Laymen's terms	Words salesperson uses so that the average customer can understand
Marketing	Process of planning, pricing, promoting, selling, and distributing goods & services
Markup	The difference between the cost and the selling price of an item
Markdown	When the price of an item reduced to move inventory and make room for new
Objection	The concern, hesitation or doubt a customer has for not making a purchase
Physical Inventory	A method of counting merchandise by visually inspecting and counting it to determine the quantity on hand
Product feature	A basic or physical attribute of a product
Sales check	Form used to record a sales transaction
Sales tax	A percentage fee imposed by the government on retail price
Scanner	A device used to read the UPC on a product label
Selling	The process of helping customers make satisfying buying decisions by communicating how products and their feature match customers' needs
Subtotal	The total amount of the sale before a sales tax is applied
Suggested Selling	Selling additional goods to the customer
Till	The cash drawer of the cash register
Unit price	The price of one piece of merchandise

Supermarket Careers Word Bank

Aisles	The rows in a supermarket
Bagger	An employee who packs customers' orders after they have been checked out at the cash register
Blocking	Stocking a shelf so that the product is in even layers. Products can be blocked to the front or the back of the shelf
Bulk Merchandise	Products that are sold without wrapping. Usually sold in bulk
Case Lot	A complete, unopened case of a product
Checker	An employee in a food store who runs the cash register and collects
Code Dated	Product has date(s) in code showing when the product was made and how long it should be displayed before sale
Coupon	A piece of paper that gives customers a discount
End cap	Located at the end of aisles, usually displaying new or sales items
Facing	Stocking a shelf so that all products are pulled evenly to the front of the shelf
Gondola	Regular back-to-back grocery shelving unit
Health/ Beauty Aids (HABA/HBA)	Class of general merchandise including hair care items, medications, make-up, and first aid products
Job interview	Meeting in which a person who wants a job talks to an employer about being hired
Manager	Person in charge who determines how labor will be used
Markdown	When the price of merchandise is reduced to move inventory or make room for new
Markup	The difference between cost and selling price of an item
Open Date	A date on a label of a product that shows a pull date (a date by which an item must be sold), or pack date (the date the item was packaged).
Perishable	A product that will spoil easily
Produce	Department which contains fresh fruits, vegetables and other fresh products
Receipt	Piece of paper cashier gives to a customer that shows what they bought
Refrigerate	To make or keep cool or cold
Rotation	Using FIFO (first in, first out) method to stock and sell products. Moving older products in a display or on a shelf so that they will be sold before newer products
Sales tax	A percentage fee imposed by the government on retail prices
Scale	Mechanical or electronic device used to weigh items
Scanner	An electronic device that reads Universal Product Codes (UPC)
Stocking	Putting products on the shelf or display so they can be sold
Supermarket	A full-time, full-service food store which occupies 6,000 square feet or more and annually sells two million dollars or more of products
Temperature Gauge	An instrument that shows how cold the dairy case, refrigerators or freezers are
Till	The cash register draw
Trimming	Removing damaged or discolored leaves or spots from product to give it a fresh look
UPC	A computer code that identifies a product and its price at the checkout counter. Electronic scanner sends the information to the store's central computer.
Verification Form	The Form used to prove that the amount in the till is correct.

INDIVIDUAL STATE SERIES EVENT

Retail Sales

Roleplay Event

Instructional Area: Human Relations

Event Overview:

To acquaint students with the human relations skills they will need to work in business and industry. The human relations event will be a role-play activity. The problem will be a job interview situation.

Competencies Evaluated:

1. Address people properly.
2. Use proper grammar and vocabulary.
3. Maintain appropriate personal appearance.
4. Maintain a positive attitude.
5. Demonstrate enthusiasm, integrity, and assertiveness.
6. Set personal goals.

Student Instructions:

1. The event will consist of a Job Interview
2. The participant will approach the interviewer as though applying for a job as a salesperson in a department store.
3. Each student will be interviewed for a time limit of 10 minutes.
4. All students will be asked the same questions.
5. Clothing specifications: Businesslike attire as per DECA dress code.

RETAIL SALES

Job Interview

ID# _____

Judges Initials _____

JUDGE'S EVALUATION FORM

1.	Greeted interviewer	5	4	3	2	1	_____
2.	Thanked interviewer	5	4	3	2	1	_____
3.	Eye contact	5	4	3	2	1	_____
4.	Other Non-verbal communication/ Body Language	5	4	3	2	1	_____
5.	Desire to work	10	8	6	4	2	_____
6.	Asked questions about the job	10	8	6	4	2	_____
7.	Showed enthusiasm	10	8	6	4	2	_____
8.	Knowledge of position	10	8	6	4	2	_____
9.	Answered questions thoroughly	20	15	10	5	1	_____
10.	Overall impression	20	15	10	5	1	_____
Total Points (100)							_____

Tie Breakers: Questions #8 & #9

INDIVIDUAL STATE SERIES EVENT

Retail Sales

Written Test

Instructional Area: Basic and Social Skills

Event Overview

The students will complete a pre-employment test, including both vocabulary and mathematics.

Competencies Evaluated:

1. Solve addition, subtraction, multiplication and division problems.
2. Use proper techniques for giving change.
3. Solve mathematical problems involving fractions and percentages.
4. Calculate discounts.
5. Calculate sales tax.
6. Use proper grammar and vocabulary. Student Instructions:

Student Instructions:

1. This event consists of a mathematics and vocabulary examination to test your skill in accurately handling mathematical problems and vocabulary terms associated with employment in retailing.
2. You will be allowed 60 minutes to complete the test.
3. You will be furnished with extra paper for figuring out the math problems.
4. You will be furnished a 6.625% sales tax chart.
5. All money amounts must be rounded off to the nearest cent.
6. Vocabulary terms will be those listed in the word bank located in the DECA handbook.
7. The written test will be taken online.

*The tie breaker for this event is based on time.

INDIVIDUAL STATE SERIES

Retail Sales

Roleplay Event

Instructional Area: Personal Selling

Event Overview

The sales presentation event provides the participant the opportunity to demonstrate his/her ability to evaluate a product and deliver sales presentation for that product to a potential customer (judge). The major focus of this event is the ability of the participant to present to the customer and apply knowledge of salesmanship. Participants are to determine what the customer is looking for and present the product. Participants will be rated on their ability to use all steps in a sale.

Competencies Evaluated

- 1. Demonstrate opening a sale**
- 2. Determine customer needs**
- 3. Present merchandise**
- 4. Explain features and benefits**
- 5. Overcome objections**
- 6. Close a sale**
- 7. Demonstrate suggestion selling**

Student Instructions

The product for sale is a laptop backpack. The participant is to assume the role of a salesperson in their school store. The participant will sell their product to the customer. The participant has approached the customer (judge) in the school store who is starting to look at the product. You are to suggest your product to the customer. The presentation will be limited to 10 minutes.

Retail Sales

Participant Name _____

Sales Presentation

I.D. Number _____

JUDGE'S EVALUATION SHEET

	Excellent	Good	Fair	Poor	Score					
1. Opening - Effective greeting; opening statement.					10	9-8-7	6-5-4	3-2-1	_____	
2. Determined customer needs.					10	9-8-7	6-5-4	3-2-1	_____	
3. Clearly demonstrated product knowledge.					10	9-8-7	6-5-4	3-2-1	_____	
4. Effectively used feature and benefit selling.					15	12	9	6	_____	
5. Presented and overcame possible objections in a poised and confident manner.					10	9-8-7	6-5-4	3-2-1	_____	
6. Effectively closed the sale.					10	9-8-7	6-5-4	3-2-1	_____	
7. Effectively used suggestion selling.					10	9-8-7	6-5-4	3-2-1	_____	
8. Projection skills, proper use of grammar, enthusiasm, and volume.					10	9-8-7	6-5-4	3-2-1	_____	
9. Professional appearance, poise and confidence.					6-5	4-3	2	1	_____	
10. Overall impression.						9-8-7	6-5	4-3	2-1	_____

Total Judged Points (100 maximum) _____

Judge's Initials _____

Instructional Area: Retail Math

Event Overview

To continue the selling process, the student will complete a sales check to finalize the sale

Competencies Evaluated

1. Demonstrate the ability to record customer information
2. Demonstrate the ability to properly complete merchandise information
3. Calculate merchandise math
4. Calculate sales tax
5. Properly total a sales check

Student Instructions

1. The student will be asked to complete a sales check.
2. The student will be given no more than 10 minutes to complete the task.
3. The student will be evaluated on the accuracy of the sales check.

Event Information

You are a salesperson at Marshall's Department Store. On today's date, Janet Marks of 316 Lane Avenue, Morganville, New Jersey 07751, phone number 732-555-1234, makes the following purchase:

2 sweaters @ \$30.00 each

3 necklaces @ \$35.00 each

1 backpack @ \$25.00 each

The sales tax rate is 6.625%. The taxable items are the necklace and watch.

Complete the sales check provided

RETAIL SALES

Participant Name _____

SALES CHECK

I.D. # _____

JUDGE'S EVALUATION SHEET

	Excellent	Good	Fair	Poor	Score
1. Correctly complete customer information	10	9-8-7	6-5-4	3-2-1	_____
2. Complete merchandise information accurately.	10	9-8-7	6-5-4	3-2-1	_____
3. Compute unit price extension.	20-19	18-17-16-15	14-13-12-11	10-8-6-4-2	_____
4. Compute correct subtotal.	20-19	18-17-16-15	14-13-12-11	10-8-6-4-2	_____
5. Compute sales tax	20-19	18-17-16-15	14-13-12-11	10-8-6-4-2	_____
6. Grand total is accurate	20-19	18-17-16-15	14-13-12-11	10-8-6-4-2	_____
TOTAL SCORE					_____

Tie-breakers: time completed/ #5 & 6

**INDIVIDUAL STATE SERIES EVENT
SUPERMARKET CAREERS
Instructional Area: Basic and Social Skills**

Event Overview

The students will complete a pre-employment test, including both vocabulary and mathematics.

Competencies Evaluated:

1. Solve addition, subtraction, multiplication and division problems.
2. Use proper techniques for giving change.
3. Solve mathematical problems involving fractions and percentages.
4. Calculate discounts.
5. Calculate sales tax.
6. Use proper grammar and vocabulary. Student Instructions:

Student Instructions

1. This event consists of a mathematics and vocabulary examination to test your skill in accurately handling mathematical problems and vocabulary terms associated with employment in retailing.
2. You will be allowed 60 minutes to complete the test.
3. You will be furnished with extra paper for figuring the math problems.
4. You will be furnished a 6.625% sales tax chart.
5. All money amounts must be rounded off to the nearest cent.
6. Vocabulary terms will be those listed in the word bank located in the DECA handbook.
7. The written test will be taken online.

*The tie breaker for this event is based on time

INDIVIDUAL STATE SERIES

Supermarket Careers

Instructional Area: Human Relations

Event Overview

To acquaint students with the human relations skills they will need to work in business and industry. The human relations event will be a role-play activity. The problem will be a job interview situation.

Competencies Evaluated:

1. Address people properly.
2. Use proper grammar and vocabulary.
3. Maintain appropriate personal appearance.
4. Maintain a positive attitude.
5. Demonstrate honesty, enthusiasm, and assertiveness.
6. Set personal goals.

Student Instruction

1. The event will consist of a Job Interview
2. The participant will approach the interviewer as though applying for an entry level job as a bagger/stock person/cashier in
a supermarket.
3. Each student will be interviewed for a time limit of 10 minutes.
4. All students will be asked the same questions.
5. Clothing specifications: Businesslike attire as per DECA dress code.

SUPERMARKET CAREERS

Job Interview

ID# _____

Judges Initials _____

JUDGE'S EVALUATION FORM

1.	Greeted interviewer with a handshake	5	4	3	2	1	_____
2.	Thanked interviewer	5	4	3	2	1	_____
3.	Eye contact	5	4	3	2	1	_____
4.	Other Non-verbal communication/ Body Language	5	4	3	2	1	_____
5.	Desire to work	10	8	6	4	2	_____
6.	Asked questions about the job	10	8	6	4	2	_____
7.	Showed enthusiasm	10	8	6	4	2	_____
8.	Knowledge of position	10	8	6	4	2	_____
9.	Answered questions thoroughly	20	15	10	5	1	_____
10.	Overall impression	20	15	10	5	1	_____

Total Points (100)

Tie Breakers: Questions #1, 9 & 8

**INDIVIDUAL STATE SERIES EVENT
SUPERMARKET CAREERS
Instructional Area: Operations**

The operations area will consist of a bagging competition.

Competencies Evaluated:

1. Demonstrate packing techniques.
2. Evaluate the size of the grocery order.
3. Select the appropriate bag for the size of the order.
4. Pack a grocery order.
5. Demonstrate style, positive attitude, and appropriate appearance. Student Instructions

Student Instructions:

1. The student will be asked to pack an order of groceries.
2. The student will be given no more than 10 minutes to complete the tasks.
3. The student will be evaluated on the placement of items in the bag and the weight of the bag for the customer.
4. The student should present a neat appearance, be polite and convey a customer-oriented attitude.
5. Clothing Specifications: Businesslike attire as per DECA dress code. Please do not wear any clothing or identification that will
indicate place of employment.

This event will be similar to the National Grocers Association “bag-off” competition.

**SUPERMARKET CAREERS
BAGGING**

Participant ID _____ Judges _____
 Initials _____

JUDGE'S EVALUATION FORM

1. Speed of bagging

FAIR 2-4-6 Slow speed	GOOD 8-10-12 average speed	EXCELLENT 14-16-18-20 appropriate speed	SCORE _____
------------------------------------	---	--	-----------------------

2. Proper placement of items bags

FAIR 2-4-6 Placed few items properly	GOOD 8-10-12 Placed some properly	EXCELLENT 14-16-18-20 Placed all items properly	SCORE _____
--	---	---	-----------------------

3. Proper distribution of weight within bag

FAIR 2-4-6 All weight in one Bag	GOOD 8-10-12 Bags are unbalanced	EXCELLENT 14-16-18-20 Weight evenly distributed	SCORE _____
--	---	---	-----------------------

4. Customer contact

FAIR 2-4-6 Did not look at or thanked customer	GOOD 8-10-12 Either looked at or thanked customer	EXCELLENT 14-16-18 Thanked customer and properly handed customer the packed bag	SCORE _____
--	---	--	-----------------------

5. Overall Impression

FAIR 2-4-6 Slow speed, inaccurate, or lacking self- confidence	GOOD 8-10-12 Average speed, accuracy, or self-confidence	EXCELLENT 14-16-18-20 Accuracy, speed and self-confidence	SCORE _____
--	---	---	-----------------------

TOTAL SCORE _____

**INDIVIDUAL STATE SERIES
SUPERMARKET CAREERS
Instructional Area: Retail Math
STATE FINAL ONLY IF NEEDED**

Event Overview

The retail operations area will consist of correctly counting the till and completing a verification form

Competencies Evaluated:

1. Demonstrate the ability to correctly count money in the till
2. Determine the correct amount of coins and bills in the till
3. Correctly complete a till verification form
4. Determine the status of the balance

Student Instructions

1. The student will be asked to count the money in the till and complete the verification form
2. The student will be given no more than 10 minutes to complete the task
3. The student will be evaluated on the accuracy and completeness of the verification form
4. The student should present a neat appearance and convey a professional attitude
5. The event will consist of Till Verification-100 points

EVENT INFORMATION

You are to count the money from the till envelope at the beginning of the day. Your till should be in the amount of \$100.

Enter the information on the verification form provided. Total the amount and determine if the till is balanced, under,

or over. Your employee # 10, and the till envelope is from register #2. The date is today's date.

SUPERMARKET CAREERS

Participant Name _____

TILL VERIFICATION FORM

I.D. # _____

JUDGE'S EVALUATION SHEET

	Excellent	Good	Fair	Poor	Score
1. Correctly complete heading information	10	9-8-7	6-5-4	3-2-1	_____
2. Determine correct denominational amounts	10	9-8-7	6-5-4	3-2-1	_____
3. Correctly total amount in till extension	10	9-8-7	6-5-4	3-2-1	_____
4. Determine status of the balance	10	9-8-7	6-5-4	3-2-1	_____
5. Correctly determine difference in amount	10	9-8-7	6-5-4	3-2-1	_____
6. Overall completion	10	9-8-7	6-5-4	3-2-1	_____

SCORE TOTAL _____

Tie-breakers: time completed / #5 & #6

VERIFICATION FORM

VERIFICATION FORM		
Register # _____	Employee # _____	
Date _____	Amount _____	
DENOMINATION	AMOUNT	
Pennies		
Nickels		
Dimes		
Quarters		
\$1 Bills		
\$5 Bills		
\$10 Bills		
\$20 Bills		
TOTAL		
_____ Balance	_____ Over _____ Amount	_____ Under _____ Amount

Appendix C

New Jersey State Scholarship Application

NEW JERSEY DECA STATE SCHOLARSHIP

The State Association of New Jersey DECA has instituted educational to be awarded to any high school senior (graduating) member of New Jersey DECA. The amounts awarded are \$1,500 (the Loris Lorenzi Scholarship), \$1,000 (the New Jersey DECA State Scholarship), and \$500 (NJ DECA Foundation Scholarship). The purpose is to help further the education of worthy members of New Jersey DECA in any accredited two year or four-year institution (including students who enter the US Armed Forces) in marketing, management, hospitality, finance or entrepreneurship, or to prepare for careers in the teaching of marketing or business education. However, students need not apply to college as Marketing Education majors.

Applicants who are first year DECA students do not qualify to apply for these scholarships. DECA students will be considered if they have demonstrated a deep commitment to the organization during their time as a member.

State officers may not apply for any state or District scholarships.

The scholarship is awarded based on need, participation in DECA and other activities, and character. In addition, each applicant is required to submit an essay. Applications and supporting materials will be reviewed and rated by a committee established by the New Jersey DECA State Advisor. **If there is missing or incomplete information you will NOT be considered for the scholarship(s).**

There is a maximum limit of 2 eligible students that may apply for the scholarship from any local New Jersey DECA Chapter. Send all applications and required materials by the outlined deadline in the NJ DECA Calendar (received in NJ DECA State Office) to:

New Jersey DECA State Advisor
Kean University
Townsend Hall, Office T209
1000 Morris Avenue
PO Box 411
Union, New Jersey 07083-0411

Late entries will not be considered.

Note: It is the responsibility of the scholarship winner to notify, in writing to the New Jersey DECA State Advisor, the legal name and address where the scholarship is to be sent, provide a current W-9 form and the social security number of the winner. The scholarship check will be sent directly to the student at their home address. A letter will be given to each scholarship recipient at the state career development conference detailing the required information and deadline date. The scholarship will be awarded when the state DECA office receives the recipient's post-secondary first semester grades in the form of an official sealed transcript. Checks will not be released unless both a signed and complete W-9 form and an official sealed transcript have been submitted.

NEW JERSEY DECA SCHOLARSHIP APPLICATION

Date of Application: _____

Please read the application carefully. Answer all questions on the application. All of the information given in the application, including academic performance records, is strictly confidential.

Please Type:

Applicant's Name _____

Address _____

Phone: (____) _____

Date of Birth: _____

School: _____

Graduation Date: _____

Marketing & Business Education Information

What business and/or marketing courses are you enrolled in: _____

Employment or positions held while enrolled in the Marketing/Business Education program (include school store employment):

Name of Company	Supervisor	Job Title	Dates
_____	_____	_____	_____
_____	_____	_____	_____

College or Institutions where student has applied:

First Choice _____ Accepted ___ Rejected ___ No Reply Yet _____

Second Choice _____ Accepted ___ Rejected ___ No Reply Yet _____

Third Choice _____ Accepted ___ Rejected ___ No Reply Yet _____

Prospective Major _____ Expected Course Duration _____

SCHOLARSHIP AND FINANCIAL AID APPLIED FOR:

List all other scholarships applied for and indicate if received:

1. _____
2. _____
3. _____

DECA Information

Name of Chapter: _____

Number of years in DECA: _____ *Applicant must a Senior and been a member for at least 2 years

Offices held in DECA: _____

List the DECA activities in which you have been involved:

1. _____ 4. _____

2. _____ 5. _____

3. _____ 6. _____

(You may give more details on a separate sheet.)

DECA Competitions

List the areas in which you have entered in competition.

1. _____ 4. _____

2. _____ 5. _____

3. _____ 6. _____

(You may give more details on a separate sheet.)

DECA Awards and Honors

1. _____ 4. _____

2. _____ 5. _____

3. _____ 6. _____

(You may give more details on a separate sheet.)

Other activities (school, church or social)

1. _____ 3. _____

2. _____ 4. _____

(You may give more details on a separate sheet.)

Offices held in these organizations:

I attest that all the information in this application is true to the best of my knowledge.

Signature of Applicant _____ Date _____

Signature of Parent/Guardian _____ Date _____

Signature of School Administrator _____ Title _____

CHARACTER & BACKUP INFORMATION -

There are Two Parts to the Evaluation on Character:

1. An essay that covers the following points:
 - Explanation of college and career choice
 - Indication of your need for this scholarship.
 - Your interests, hobbies, abilities, etc.
 - How you feel DECA activities have helped you.
 - Anything else of interest about yourself that may support your application.

2. Letters of recommendation from your DECA Advisor and two of the following sources:
 - a) Guidance Counselor
 - b) Teacher, other than another DECA Advisor
 - c) High School Administrator

The Screening Committee relies completely on the application and the materials provided in the application packet. A parent or guardian as well as a school administrator must sign this application, after reading it, to verify that all information is true to the best of their knowledge.

Appendix D

New Jersey State Officer Candidate Information

INFORMATION FOR NEW JERSEY DECA OFFICER CANDIDATES

Are you ready to be a New Jersey DECA State Officer?

Before you answer this question there are several others you should answer first . . .

- Am I physically and mentally ready for the hard work and dedication that it takes to be a successful State Officer?
- Am I a self-starter, the kind of person others can depend upon to carry out the duties of an office without a great deal of supervision?
- Am I willing to spend the time required to complete the many tasks expected of a state officer?
- Am I willing to put the office I am charged with ahead of all other school activities and athletics?

Do I possess these personal qualities?

Social Maturity Leadership Excellent Communication Skills
Critical Thinking Skills Initiative Problem Solving Skills Integrity
Enthusiasm Self-Control

If you answered “yes” to all these questions **You may be state officer material!**

Are you eligible to run for office?

Yes, if you are currently all of the following:

1. Active dues paying student member of DECA (may not be a Senior)
2. Are participating in the co-curricular Program of DECA
3. Have a minimum 2.5 grade point average based on “A” letter grade equivalent to 4.0 for your high school career.

If you fit the above requirements, you may apply to become a candidate for a New Jersey DECA state office.

WHAT DO YOU NEED TO APPLY FOR OFFICE?

Provide the following candidate background materials as a complete packet in the order given below:

1. State officer candidate application with signatures as required.
2. A letter of intent to include your involvement with business, school and other groups as related to marketing education and DECA. Explain your goals and objectives and why you want to run for office. Letter should be single spaced, one page and typed.
3. Letter of approval from your Chapter Advisor.
4. Letter of approval from your School Principal.
5. Official transcript with school’s official seal. The transcript must have a written description of explanation of the grading procedure. The grading procedure should explain the grades in relation to A, B, C, D, and failing. If the school system’s grading procedure grants incomplete as a grade, the “I” must be verified as a NO Grade.
6. State Officer Candidate Agreement with all signatures.
7. Officer Code of Conduct form with all signatures.
8. Signed “Dear Parent” letter
9. Officer Candidate Social Media Disclosure Form
10. State Officer Travel Permission Form with all signatures.
11. State Officer Candidate Requirements Form with all signatures.
12. Resume (maximum of two pages) of activities completed in high school and Marketing Education courses taken.

Candidate applications will not be processed unless all of the above items are included.

Deadline Date: December 13, 2024

WHAT HAPPENS NEXT?

If all of the potential candidates materials have been received by the deadline and are complete and meet the GPA requirement of 2.5, the candidate and his/her Chapter Advisor will be asked to attend the State Officer Candidate Screening Session.

Chapter Advisors must attend the screening session with their student for the student to be eligible to run for office.

All materials to complete the application process must be mailed to:

**NJ DECA State Advisor
Kean University
Townsend Hall, Office T209
1000 Morris Avenue
PO Box 411
Union, New Jersey 07083-0411**

POSITIONS AVAILABLE FOR NJ DECA

Potential candidates will be asked to indicate which office they seek on the application. The present State Officers, serving as the Nominations Committee, will recommend a slate of candidates for State Office. The State Advisor will make the final decision regarding all eligible candidates for the slate.

State President

Northern Region Vice President

Central Region Vice President

Southern Region Vice President

State Recording Secretary

Vice President of Public Relations

Vice President of Media

*****IMPORTANT INFORMATION FOR ADVISORS OF POTENTIAL CANDIDATES*****

EACH CHAPTER IS ONLY ALLOWED TO RUN 1 CANDIDATE PER SCHOOL.

The State Advisor reserves the right to fill offices as needed

OFFICER POSITION DESCRIPTIONS

These responsibilities are in addition to planning and executing the state and personal programs of work, meeting mandatory attendance requirements and adhering to the State Officer Agreement.

A. President

- a. Presides at all Officer and Member Meetings
- b. Prepares agenda 7 days in advance of all meetings and sends to Officer Team and State Advisor. Agendas will include the following items:
 - i. Attendance
 - ii. Approval of Prior Meeting Minutes
 - iii. Review and Approval of Expenses
 - iv. Regional Reports
 - v. Advisory Committee Report
 - vi. Old Business
 - vii. New Business
 - viii. Items for the Good of the Order
- c. Sets Advisory Committee Schedule for Officers
- d. Ensures that all officers complete assigned tasks by deadlines.
- e. Writes one article per issue for newsletter
- f. Supports Social Media Efforts
- g. Completes all other tasks assigned by the State Advisor

B. Regional Vice Presidents

- a. Presides over the District Conferences in their District
- b. Serves as either Public Relations, Community Service, Competitive Events or Membership Liaison
- c. Supports Social Media Efforts
- d. Write newsletter articles as required.
- e. Completes all other tasks assigned by the State Advisor

C. Recording Secretary

- a. Takes minutes and attendance at all meetings.
- b. Provides minutes to State Advisor and all officers within 10 days of the end of each meeting
- c. Makes any meeting minutes corrections as needed.
- d. Supports Social Media Efforts
- e. Write newsletter articles as required.
- f. Completes all other tasks assigned by the State Advisor

D. Vice President of Public Relations

- a. Creates 4 Newsletters per year.
- b. Deadlines for submission to the State office for each issue are:
 - i. September 30
 - ii. November 30
 - iii. January 31
 - iv. March 31

E. Supports Social Media Efforts

F. Write newsletter articles as required.

G. Completes all other tasks assigned by the State Advisor

H. Vice President of Media

- a. Spearheads all Social Media efforts
- b. Develops Social Media Schedule
- c. Creates Social Media Content
- d. Write newsletter articles as required.
- e. Completes all other tasks assigned by the State Advisor

WHAT HAPPENS AT THE SCREENING SESSION?

There are Three Stages to the Screening Process:

1. **STATE OFFICER CANDIDATE EXAMINATION**, a 50 question, multiple-choice, written test. The exam will cover such areas as knowledge of DECA, competitive events, leadership and parliamentary procedure. All questions will be taken from the following sources:
 - The New Jersey DECA state handbook.
 - The **2025-2026** DECA Guide
 - Robert's Rules of Order, newly revisedA minimum test score of 80% correct will be required for a student to progress to the next stage of officer candidacy. These scores will also be announced to the Voting Delegates at the Meet the Candidates Session at the State Career Development Conference.
2. **STATE OFFICER CANDIDATE INTERVIEW**. The Nominations Committee will interview all potential candidates. The members of the Nominations Committee are the current State Officers (not running for DECA office) and the State Advisor. The evaluation sheet which follows will help candidates prepare for the interview.

If a candidate is not in attendance at the screening session, he/she will be disqualified unless the committee feels the individual has a reasonable cause.

UNACCEPTABLE REASONS ARE:

- (a) conflicts with sports events
- (b) could not find location
- (c) forgot to check schedule

Women may carry purses, if they wish, to the nominating interview. Otherwise, no materials are to be taken to the interview.

3. **EVALUATION/RANKING**. The Nominations Committee will rank the candidates based on the interviews, the examination, the application and the essay, providing that all other qualifications have been met. All applicants must understand that the office for which they applied to run may not be the office to which they are assigned by the Nominations Committee. **Only candidates interviewed by the Nominations Committee will be qualified for state office.**

Advisors of qualified candidates will be notified within 72 hours of the screening as to whether or not the applicant is a candidate and for which state office he/she will be running. Once a candidate has been declared for an office, he/she DOES NOT have the option of changing his/her decision and run for another office.

Those candidates who qualify to run for state office must attend **both** of the NJ DECA State Conference election sessions. Officer candidates must compete at their conference. The financial responsibility for attending and running their campaign is solely that of the candidate.

TIMETABLE FOR 2025-2026 POTENTIAL STATE OFFICER CANDIDATES

- 12/13/24** Last day for accepting completed application forms and required supporting data into the NJ DECA State Office.
- 1/17/25** State Officer Candidate Examination and Screening Interviews
- 3/3-3/6** NJ DECA State Career Development Conferences dates when State Officer candidates are expected to be present to participate in the State Officer Candidate activities:
-Conference Prep & Registration
-Opening Sessions and Introduction of Candidates
-Meet the Candidates Sessions and Campaign Booth and Elections
-Closing Session and Announcement of 2025-2026 State Officers.
-NJ DECA Officer-Elect Orientation Luncheon after Closing session at SCDC.
- 4/2/24** 2023 and 2024 State Officer Transition Meeting
- 4/26-4/29** International Career Development Conference. Includes required participation in the State Officer Leadership Academy as well as representing NJ DECA as a Voting Delegate.
- July 2025** State Officer Training & Emerging Leader Summit, Tysons Corner, VA

OFFICER CANDIDATE CHECKLIST

The Following items must be included in the state officer candidate packet for it to be considered complete:

- _____ State officer candidate application with signatures as required.
- _____ A letter of intent to include your involvement with business, school and other groups as related to marketing education and DECA. Explain your goals and objectives and why you want to run for office. Letter should be single spaced, one page and typed.
- _____ Letter of approval from your Chapter Advisor.
- _____ Letter of approval from your School Principal.
- _____ Official transcript with school's official seal. The transcript must have a written description of explanation of the grading procedure. The grading procedure should explain the grades in relation to A, B, C, D, and failing. If the school system's grading procedure grants incomplete as a grade, the "I" must be verified as a NO Grade.
- _____ State Officer Candidate Agreement with all signatures.
- _____ Officer Code of Conduct form with all signatures.
- _____ Signed "Dear Parent" letter
- _____ Officer Candidate Social Media Disclosure Form
- _____ State Officer Travel Permission Form with all signatures.
- _____ State Officer Candidate Requirements Form with all signatures.
- _____ Resume (maximum of two pages) of activities completed in high school and Business/Marketing Education courses taken.

OFFICER CANDIDATE REQUIREMENTS

The Chapter Advisor for each state officer candidate will be briefed on the extraordinary requirements and duties for which they are assuming responsibility when acting as Advisor to a state officer. These duties and responsibilities, not the least of which is a commitment to provide their officer with transportation combined with an unusual amount of additional time and effort, must be given priority. The rewards, training and growth experienced by state officers and their Advisors are valuable experiences.

It is an honor for the local chapter to provide a member to serve as a state officer.

Advisors are required to attend all functions and activities with their state officers. On occasion, in an extraordinary circumstance, an advisor who cannot attend a particular function or activity may delegate a parent or a chaperone approved by your principal or school administrator. A travel permission form has been developed to satisfy your requirement. This form must be filled out by the advisor and the school administrator and turned into the State Advisor. All State Officers and an Advisor or other Chaperone are required to attend the following events:

- ii) Officer Candidate Interview. **Advisor must also attend.**
- iii) State Officer Candidacy Sessions at the State Career Development Conference.
- iv) Officer Orientation Luncheon at the State Career Development Conference
- v) Officer Transition Meeting (both years, as they are incoming and outgoing)
- vi) Officer Installation Banquets (both years, as they are incoming and outgoing)
- vii) Officer Meetings (conducted a minimum of once a month)
- viii) Chapter Officer Leadership Training Workshop (COLT Conferences)
- ix) District, State, Power Trip and International Conferences
- x) State Career Development Conference Planning Sessions (held in December)
- xi) Special State/District Ceremonies (as required)
- xii) Department of Education sponsored Conference(s)
- xiii) Chapter Events
- xiv) DECA Emerging Leader Summit or Other Summer Officer Training. Training will comprise an overnight component that will require students to be chaperoned. (ELS may be held at an out of state location and may be substituted for State Officer Training in state at the discretion of the State Advisor. This decision will be made when the ELS locations are announced.) Students/Advisors/Chaperones should be prepared to keep the dates for training available. This is a required event to serve as an officer, and all officers must attend the event in its complete entirety to serve as an officer. We agree if a student is not available for the outlined training dates, they will be removed from their position, and we agree to reimburse New Jersey DECA for all incurred expenses on the officer's behalf, including travel and clothing.**
- xv) DECA Summer Camp (will not require a chaperone)

Parents, school administrators, or marketing teachers from the same school are acceptable chaperones. Advisors and/or chaperones are expected to provide their students with assistance when requested by the student(s) or state staff. District and advisor agreement and acceptance of this responsibility is indicated by completion of the application.

Student Signature: _____

Parent/Guardian Signature: _____

Advisor Signature: _____

School Administrator Signature: _____

Date: _____

**NEW JERSEY DECA
STATE OFFICER
CANDIDATE APPLICATION**
(Please Type All Information)

Name: _____

School: _____

Office Seeking: _____

Region (please circle): North. Central South

Home Address: _____

School Phone _____

City _____ State _____ Zip _____

Home Phone _____

Cell Phone (if any) _____

Grade Point Average (unweighted on 4.0 scale): _____

E-Mail Address: _____

DECA Offices Held: _____

DECA Honor or Awards: _____

Other Activities	Organizations	Office(s) Held
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Marketing/Business Classes Taken: _____

- Assurances: (Please complete this section with your Advisor and Parent/Guardian) WRITE OR TYPE YES OR NO
1. If the committee recommends you for an office other than the one which you have indicated, do you agree to abide by the committee's decision? _____
 2. Do you agree to attend all meetings and meet all officer obligations? _____
 3. Do you agree to abide by all campaign rules and regulations? _____
 4. Do you agree to exhibit a professional attitude and behavior as determined by the New Jersey DECA State Advisor, and further agree to accept removal from office if the State Advisor determines your behavior to be other than professional? _____
 5. Does your local chapter, local chapter advisor, school district administration, and local school board, and family agree to support you if elected to state office? _____
 6. Are you willing to only enter one competitive event at the state conference due to state officer commitments? _____
 7. I certify that I am an active member of NJ DECA and DECA, Inc. and that all information on this application and on my submitted candidate backup materials are factual as presented. _____

I have read and fully understand the statements I have completed above and agree to abide by the final decisions of the NJ DECA State Advisor.

Chapter Advisor

Student Candidate

Student's Parent(s) Guardian

School Administrator / Title

Date

STATE OFFICER CANDIDATE SOCIAL MEDIA DISCLOSURE

From the NJ DECA State Officer Candidate Agreement:

3. A State Officer is expected to dedicate their social media networking outlets (Facebook, Twitter, LinkedIn, Instagram, etc.) to communicating messages to their constituents during his/her term in office. Considering this, you must provide New Jersey DECA and the New Jersey DECA State Advisor visibility into your social media pages, even if they are marked private. This includes, but is not limited to, Twitter, Facebook, Instagram, LinkedIn, Google+, Pinterest, Flickr, Vine and Tumblr. You need to provide your usernames or links to your profiles to the State Advisor by the State Officer Candidate Interview Session. You also must accept the friend/follow request from the State Advisor or their designee to be declared an eligible candidate.

Candidate Name: _____

School Email: _____

Personal Email: _____

Cell Number (if any): _____

Please provide your usernames or links to your Social Media profiles below. If you have more than one account, please list all usernames:

Twitter: _____

Instagram: _____

Facebook: _____

Snapchat: _____

Pinterest: _____

Tumblr: _____

Flickr: _____

TikTok: _____

Linkedin: _____

Sarahah: _____

Other: _____

NEW JERSEY DECA STATE OFFICER Travel Permission Form

Considering insurance and liability issues, and in order to maintain a controlled and safe environment for all DECA members while traveling and participating in DECA activities, a signed copy of this form must be on file for each NJ DECA State Officer.

NJ DECA Officers often attend DECA meetings and events which are an extension of the school day. Thus, the NJ State DECA office and Kean University recognize that extenuating circumstances may sometimes occur when the chapter advisor is not able to chaperone their student officer.

In the event that the chapter advisor or parent cannot chaperone, the building principal or approved school administrator will allow the following adult individuals listed below to accompany that student to all NJ DECA sponsored events. One form of Identification MUST be presented to NJ DECA Staff by the approved adult BEFORE the officer can attend the meeting.

A sign-in sheet will be filled out by attendees at each meeting. Please sign below. The original is to be kept at the school and a copy at the NJ DECA state office.

Furthermore, in the event that a State Officer is permitted to drive a personal vehicle, the school, the district, the parent / guardian, and the student agree to release and hold harmless New Jersey DECA, Kean University, DECA, Inc. and their representatives and affiliates from any claim for injuries, damage, and any other incident resulting from travelling to this activity. However, if a student drives themselves to an event, a chaperone, parent, or guardian **STILL MUST BE PRESENT** to chaperone the student, as the NJ DECA Office may not do so in their stead.

SCHOOL _____

ADVISOR _____

STUDENT'S NAME _____

PARENT SIGNATURE _____ **DATE** _____

Approved Transportation List

<u>Name (Please print)</u>	<u>Relationship</u>	<u>Signature</u>
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____
4. _____	_____	_____

We approve this student to drive a personal vehicle to events: ___YES ___NO

School Administrator's Name (Print) _____

Title _____ **Signature** _____ **DATE** _____

Dear Parent:

Your child is considering undertaking an amazing journey. Being a State Officer is a highlight of any high school career and will open doors for your students that can only be imagined beforehand. Being one of only seven out of 8,000 students in New Jersey and one of 500 students out of the 220,000 DECA members each year to hold state office is a unique experience that will be rewarded by experience, monetary support, and in most cases, college admissions and scholarships.

As with all great experiences, holding state office comes with great responsibilities. New Jersey DECA Officers must put DECA commitments above all other non-academic commitments. This includes sports, part-time jobs and other extracurricular activities. Notwithstanding academic and family obligations, the expectation is that DECA will be first. This means that your student may need to make choices in regard to their participation in other areas.

However, this responsibility does not only reside with the student, it also rests with the Chapter Advisor and yourself as the parent. There are required events that officers must attend, and the State of New Jersey, Kean University and New Jersey DECA requires that all students be chaperoned, which is a capacity that I cannot serve in under Department of Education rules. In the instances where your student's advisor cannot attend, a parent/guardian or designated adult over 21 years of age must chaperone the student. **This may result in some financial expense that will not be covered by New Jersey DECA, so you should discuss with your student's advisor which events they can attend and which ones they cannot before allowing your child to run for office. This is especially relevant for the Summer Officer Training which will be held outside of the school year and will require overnight supervision and possible out-of-state travel.**

It is also important that you do not schedule any trips, vacations, camps, or other events that will make your student unavailable at any point during the month of July, as the officer training dates will not be set until April. A student must attend the officer training to serve as an officer. I understand that if the officer does not attend the training on the dates provided, they will be removed from their position and New Jersey DECA will bill the student for the expenses incurred on their behalf. I also understand that the training dates will not be moved for any reason.

This is a serious commitment that offers serious rewards. We spend on average about \$5,000 per officer for clothes, housing, meals and transportation. We train them so they can represent New Jersey DECA at various events. State Officers are offered scholarships, to help with college expenses. Out of the 4 million students who will graduate high school this year, 500 are DECA State Officers, and out of the over 100,000 high school seniors in NJ, 7 are DECA State Officers. This puts these students in a unique position when applying to college that will set them apart from the pack. As with other commitments, such as athletics, it involves some sacrifices and may involve some costs, but it is something that I can guarantee will be the best experience of their high school careers.

I want to make sure that you have a full understanding of the above items. If you would like to discuss this in detail, or have any questions, please feel free to contact me via phone at 908-737-3942 or at jvictor@njdeca.org.

So that we have an acknowledgement that you have read and understand this letter, please sign below and return it with your student's application packet.

Thank you,

Dr. Jeffrey R. Victor
State Advisor / Executive Director

I acknowledge that I have read, understand and agree to be bound by this letter, should my child win the election.

Parent/Guardian Signature: _____

Candidate Name: _____

Parent Telephone Number: _____

Parent E-Mail Address: _____

NEW JERSEY DECA STATE OFFICER CANDIDATE AGREEMENT

Name: _____ School: _____ Date: _____

Being a DECA State Officer is both an honor and a working commitment. Each year only seven people are elected by the student members to represent them on the state level. The primary role of a DECA State Officer is to be an ambassador for the organization.

1. State Officers must represent thousands of New Jersey DECA members, not solely the members of his/her chapter and/or region. They must serve in any capacity as directed by New Jersey DECA staff, serve to promote the growth and development of New Jersey DECA in accordance with the Program of Work during his/her term of office; and to make him/herself available, as necessary, in promoting the general welfare of DECA, Inc. and New Jersey DECA.
2. The entire organization will be judged by other people's impression of you. Consequently, you must always be mindful of the image you project in appearance, in speaking and in manners. State officers must conduct themselves in a mature, businesslike manner at all times.
3. A State Officer is expected to dedicate their social media networking outlets (Facebook, Twitter, LinkedIn, Instagram, etc.) to communicating messages to their constituents during his/her term in office. Considering this, you must provide New Jersey DECA and the New Jersey DECA State Advisor visibility into your social media pages, even if they are marked private. This includes, but is not limited to, Twitter, Facebook, Instagram, LinkedIn, Google+, Pinterest, Flickr, and Tumblr. You need to provide your usernames or links to your profiles to the State Advisor by the State Officer Candidate Interview Session. You also must accept the friend/follow request from the State Advisor or their designee to be declared an eligible candidate. We do not ask for passwords or other access, but need to be able to ensure your activity is representative of your office. If it is discovered that a candidate has a non-disclosed account (secret accounts, rant accounts, fake accounts, "finsta" accounts, etc), they will be dismissed as a candidate immediately.
4. State officers representing New Jersey DECA are expected to wear DECA blazers or designated uniforms at all times. An officer must be neat, honest, intelligent and responsible with a well-developed sense of right and wrong and willingness to maintain the integrity of DECA and their office. They must have the fortitude to carry out all obligations even when alone.
5. State officers must maintain at least a 2.5 out of 4.0 cumulative unweighted average during their term. Keep in mind that DECA does not take preference over your education. However, DECA activities shall take precedence over any other athletic or extra-curricular activity. Requests for adjustments in other activities shall be made to accommodate DECA activities, not the other way around.
6. Officers will be allowed one excused absence, at the discretion of the State Advisor. If a student misses two or more events or a part thereof, the student will be considered to have resigned, and the position vacated. Being missing on a day of a multiple day event counts as one absence for each day or partial day, not as one absence for the whole event.
7. State Officers and Candidates will abide by all the policies described in the DECA State Officer Code of Professional Conduct.
8. Due to the time commitments involved at the State Conference, State Officers may only enter one competitive event at the State Career Development Conference.
9. The example that you set will affect each member's enthusiasm, involvement, and emotions toward DECA through its many members. In reaching for higher goals in self-improvement, you will instill in those you meet the desire for self-improvement and the attainment of higher goals.
10. State officers and candidates make a commitment of time and energy for sixteen months.
11. State officers will have certain expenses paid for throughout the year. These expenses are outlined in the State Officer Handbook, distributed at State Officer Training.

12. State officers must attend all planned activities. Each chapter advisor or (in an emergency) a qualified representative will chaperone his/her student (state officer) to all activities. If a state officer is absent from more than one activity, the State Advisor may replace or dismiss the student from office. This is the decision of the State Advisor. Furthermore, Summer Officer Training is a required activity and **NO PORTION OF THE TRAINING MAY BE MISSED IN ORDER TO SERVE AS AN OFFICER**. There is no excused absence for training, and if any portion of training is missed, the officer will be immediately dismissed, and billed for any incurred expenses for travel, uniforms, etc. The state officers must attend the following conferences, workshops and meetings:

- **Incoming and Outgoing Year State Officer Transition Meeting**
- Summer Leadership Training/Planning Session or DECA Emerging Leader Summit (Selection will be at the discretion of the State Advisor) -
- NJ Department of Education Conference(s), as needed
- New Jersey DECA Chapter Officer Leadership Workshops (COLT)
- DECA Power Trip
- New Jersey DECA State Conference Planning Session - (Full School Day)
- District Conferences for the Region in which they reside in (as required)
- State Officer Candidate Screening Sessions
- NJ DECA State Career Development Conference
- Incoming and Outgoing Year DECA International Career Development Conferences (must participate in a competitive event or a leadership academy).
- National Officer Candidate speeches and meet the candidate sessions at ICDC
- National Officer Election Session at ICDC (NJ currently has 15 votes)
- State Officer monthly meetings
- President or a Designated Officer must attend NJ DECA Advisory Committee meetings
- President or a Designated Officer must also attend NJ CTSO Leadership Council quarterly meetings, if held.
- DECA Summer Camp (if held)
- DECA Emerging Leader Series

13. The School Board of Education must be made aware of the state officer candidate's interest in running for a position, so that the Board is supportive of the student's activities, both financially and in spirit. The signature of the school official on these documents is verification of this notification and support for both the student and advisor.

14. Students who are removed from office, are considered to have resigned or abandoned their office or voluntarily resign during their term are responsible for reimbursing New Jersey DECA for all expenses they incurred during their term of service, including uniforms, travel expenses, meals and all other expenses.

15. **The behavior of state officers is crucial to the success of New Jersey DECA. Behavior which is unbecoming of a New Jersey DECA State Officer as determined by a committee of the officers or the State Advisor will not be tolerated. Failure to comply with these principles/behaviors will result in the disqualification of candidates and forced resignation or dismissal of the State Officer by the State Advisor.**

16. **We agree to hold New Jersey DECA, the New Jersey DECA Foundation, Kean University, the State of New Jersey, DECA, Inc., and any of the entities staff, affiliates, consultants, and any other associated entities harmless for any and all actions arising from this agreement, or any other past, present, or future interaction with the organization and we waive our rights to any legal action as a result of same.**

If you are willing to abide by the above statement and believe in the goals of DECA, sign below indicating your agreement to conduct yourself as described above. Please secure the required signatures as indicated below:

Student Signature & Date

Chapter Advisor Signature & Date

Parent/Guardian Signature & Date

School Principal or Superintendent Signature & Date

STATE OFFICER CODE OF PROFESSIONAL CONDUCT

As the elected representatives of the student members of DECA's High School Division, State Officers assume and accept a high degree of responsibility to conduct themselves as good ambassadors for NJ DECA, and to always represent all of the members of NJ DECA in a professional and up-standing manner.

By signing the State Officer Code of Professional Conduct, individual officers abide by the policies described below and assume responsibility for their conduct while serving as a State Officer. The specific areas of violation are listed to provide guidance to the officer and are not to be considered as all-inclusive.

Category 1. Professional Responsibilities and Standards

As a State Officer, I will:

- A. Abide by the State Officer Dress Code while representing the association.
- B. Complete and Submit all reports and assignments on time and correctly formatted.
- C. Attend and participate in all called meetings and conferences.
- D. Comply with all conference rules and regulations including curfews, dress codes, etc.
- E. Follow instructions given by the State Advisor or his/her designee.
- F. Not use tobacco products while in the presence of student members or advisors.
- G. Not use profanity or other vulgar or inappropriate language or behavior.
- H. Not lie, cheat or steal (that is not a Category 2 offense)

Not engage in any activity that may be perceived as violating the rules of conduct for the function I am attending as a State Officer (follow the higher standard of conduct of either the function or the State Officer Code of Conduct).

Obtain advance approval from the state officer liaison for all activities where the officer is representing DECA. Officers may not independently solicit invitations to meetings or conferences.

Ensure my social media accounts are maintained in a professional manner.

Category 2. Conduct Unbecoming a State Officer

As a State Officer, I will not:

- A. Violate the Law, including but not limited to:
 - 1. Consuming or possessing alcoholic beverages or other controlled substances.
 - 2. Theft or other felony crimes
- B. Represent someone else's work as my own.
- C. Engage in any manner of sexual conduct/harassment or other activities that may discredit the organization (includes) written or verbal comments and all forms of physical contact).
- D. Discriminate against others.
- E. Violate one or more of the Professional Responsibilities and Standards

Violations of the State Officer Code of Professional Conduct may result in removal from office. A violation does not necessarily have to be associated with the officer's representation of DECA. Commission of a Category 2 offense will result in the automatic and immediate resignation of the officer or removal by the State Advisor.

The State Officer and their chapter advisor will be notified in writing of any violation when the penalty is assessed by the State Advisor.

I _____, understand and agree to this Code of Conduct:

Officer Signature

Date

I have read the above and understand this code of conduct as it pertains to the state officer candidate and agree to hold New Jersey DECA, the New Jersey DECA Foundation, Kean University, the State of New Jersey, DECA, Inc., and any of the entities staff, affiliates, consultants, and any other associated entities harmless for any and all actions arising from this agreement, or any other past, present, or future interaction with the organization and we waive our rights to any legal action as a result of same.

Officer Signature

Date

Chapter Advisor Signature

Date

School Official Signature

Date

Note: This form is to be signed by all officer candidates, their advisor, and parent and school official as part of their application for state office.

State Officer Infraction Policies and Procedures

An infraction of the State Officer Agreement and/or Code of Professional Conduct may result in the dismissal of the offending officer:

The policy whereby a state officer may be relieved of duty is:

1. The State Advisor will send a written notice to the officer within one (1) week after the infraction. The notice will point out the officer's infraction and request a letter of the officer's intent to continue as an officer, if the offense is a category 1 offense. If the violation is for a category 2 offense, it is considered incurable, and the officer will have been considered to have resigned from office and removed by the State Advisor. Said letter must be sent to the state advisor within ten (10) days of receipt of the notice of infraction.

An improvement must be shown within two (2) weeks of receiving the notice of infraction.

2. Should the officer's performance not improve within two (2) weeks after the infraction, the State Officer Action Team, the State Advisor and New Jersey DECA will consider the office vacant.
3. The officer will receive a written notice of removal from the State Advisor. The State Advisor will be responsible for filling the vacancy in accordance with the NJ DECA Constitution.
4. Copies of all the above written communications will go to the DECA Advisory Committee and DECA Chapter Advisor of the school at which the officer is a student.

Officer Dress Code

Female Officers

- Professional Business: DECA Blazer, shell, skirt, hosiery and shoes
- Business Casual: Khaki pants and polo shirt, hosiery and shoes

Male Officers

- Professional Business: DECA Blazer, dress shirt, tie, dress slacks, hose and shoes
- Business Casual: Khaki pants, polo shirt, hose and shoes

State Officer Elections

Elections will be held at the New Jersey DECA State Career Development Conference.

Voting

The Nominations Committee will determine those individuals who are qualified for state officer candidacy. Only candidates declared eligible can seek nomination. The number of total votes allowed for each chapter is listed in the NJ DECA Handbook. Voting will be by secret ballot and votes from each chapter may be divided among the candidates for any given office. They do not have to be a “block” decision. Only Voting Delegates will be allowed to vote. Candidates declared eligible will be announced at the opening sessions. It will not be necessary for candidates declared eligible to be nominated from the floor.

Campaigning

Virtual Campaigning Guidelines will be released at a later date.

Each candidate will be expected to attend the Meet the Candidates session at State Career Development Conference in order to be introduced to all the voting delegates, present a brief speech (maximum 3 minutes) and answer any questions. The topic for each candidate’s speech will be “This is who I am. This is a description of me, and what I will do for NJ DECA if elected.”

Rules to Remember

1. There is to be no campaigning at the Meet the Candidates Session.
2. Each State Officer Candidate must compose a goal statement/fact sheet. This sheet may be a maximum of two sides of one 8 ½” x 11” sheet of paper.
3. No state officer campaigning will be permitted prior to the state career development conference. This includes announcing and/or promoting your candidacy on any form of Social Media.
4. All chapters are expected to encourage and observe good taste in the promotion of their candidates. Because of the “public eye” focused on this event annually, it is absolutely necessary that delegates reflect the conduct expected and desired in “putting our best foot forward.”

Any violation of the above requirements, as determined by the State Advisor, will result in the disqualification of the officer candidate.

HELPFUL CAMPAIGN HINTS

Listed below are a few commonly asked questions for state officer candidates. We have provided some possible answers to these questions. The best hint that we can give you is to remember that the voting delegates are looking for a candidate with strong goals and the self-motivation to achieve these goals. They also want someone who can identify with the most DECA members. Someone who is a good public speaker and is natural and sincere in the way they conduct themselves.

What qualities does a State Officer need?

- The ability to speak comfortably and effectively to any audience
- Strong goals for DECA
- Enthusiasm for themselves and DECA
- Motivation to achieve goals
- Self-confidence
- Good communication skills, both written and verbal
- A professional presence
- The understanding to help others believe in themselves and accomplish their goals.

What does a successful State Officer campaign consist of?

- Strong goals
- Effective communications with all DECA members
- Visibility to all members
- A strong theme, having one slogan and color scheme
- Strong support from your local chapter
- Details of prior planning. Planning ahead will get best prices on campaign material
- The availability of a handout with your goals on them

How can I pay for my campaign?

- Make presentations at local businesses and community organizations
- Ask for financial support from your local chapter. Look at fund-raising ideas
- Ask for discounts rather than money donations, businesspeople may be more responsive
- Make a detailed budget and stick to it
- Focus on funds for items that show you and your platform, booth and brochures
- If you have extra campaign funds, use them to provide recognition for your supporters.

ELECTION EXPENSE TALLY FORM

Duplicate this form, fill it out as required, and bring it with your receipts to the conference. This form and the receipts are to be presented to the advisor assigned to supervise the election sessions.

Candidate Name: _____

School Name: _____

Office: _____

Supplies for Campaign - Maximum Cost \$400.00 per candidate.

<u>Material(s)</u>	<u>Where Purchased</u>	<u>Costs</u>
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
TOTAL		_____

HAND IN ALL RECEIPTS TOGETHER WITH THIS FORM TO THE STATE ADVISOR BEFORE THE "MEET THE CANDIDATES" SESSION AT THE STATE CONFERENCE.

I ATTEST THAT ALL CAMPAIGN SUPPLIES WERE PURCHASED IN ACCORDANCE WITH THE PROCEDURES STATED IN THE CURRENT NEW JERSEY DECA HANDBOOK.

Candidate's Signature

Date

Chapter Advisor's Signature _____

STATE OFFICER CANDIDATE INTERVIEW RATING SHEET

NAME _____ OFFICE SEEKING _____

1. **PRE-INTERVIEW** 10 9 8 7 6 5 4 3 2 1
 Introduced self properly
 Stated the office seeking
 Spoke clearly and forcefully
 Good first impression
 Physically poised and ready
 Stood until invited to sit down
 POINTS _____

2. **APPEARANCE** 10 9 8 7 6 5 4 3 2 1
 Good color coordination
 Clothing clean and well pressed
 Wore DECA Blazer
 POINTS _____
 Hair clean and neat
 Facial appearance is clean and natural
 Good posture Pleasant smile

3. **ATTITUDE** 10 9 8 7 6 5 4 3 2 1
 Attentive
 Enthusiastic
 Self-Confident (supports own convictions)
Socially at ease and comfortable
 POINTS _____
 Alert and responsive
 Sincere and conscientious
 Competitive & open-minded

4. **PROFESSIONAL MANNER** 10 9 8 7 6 5 4 3 2 1
 Courteous
 Poised
 Ability to take criticism
 POINTS _____
 Ability to remember names
 Sense of humor
 Conversational

5. **SPEECH** 20 19 18 17 16 15 14 13 12 11
 10 9 8 7 6 5 4 3 2 1
 Proper grammar
 Good diction
 Speaks clearly and smoothly
 POINTS _____
 Word selection
 Appropriate use of gestures
 Good eye contact

6. **QUESTION RESPONSE** 30 29 28 27 26 25 24 23 22 21
 20 19 18 17 16 15 14 13 12 11
 10 9 8 7 6 5 4 3 2 1
 Organization of answer
 Answers are logical and reasonable
 Maintains cool
 (Concise, speaks to the point,
 doesn't get flustered or shaken)
 POINTS _____
 Thinks question through before answering
 Word Usage
 Answers questions directly & readily
 Interesting to listen to

7. **POST INTERVIEW** 10 9 8 7 6 5 4 3 2 1
 Thanked the committee
 Remained poised
 POINTS _____
 Left promptly
 Remained eager

Please make additional comments on reverse side.

DECA INC. STUDY GUIDE

FOR STATE AND INTERNATIONAL OFFICERS

The following terms and information are presented for your preparation to become a DECA officer:

Advisors	Adults charged with the responsibilities of giving guidance to the chapter and state associations.
Alumni Division	Support Division - to provide a means by which former DECA members can maintain an association with DECA; encourage support for DECA on the local, state and/or international level; and promote the purpose of DECA.
Blue and Gold	Official DECA colors
Board of Directors (DECA, Inc.)	Twelve (12) individuals representing various segments of the DECA organization who provide leadership for DECA, Inc.
Budget (Chapter)	Document identifying the amount of money needed by the chapter to carry out the program of work which is prepared annually.
CAB	Congressional Advisory Board - made up of senators and representatives from Congress who help to support DECA on the national level.
Charter States	The 17 states which adopted the national constitution and the official name in 1948; Arkansas, Georgia, Indiana, Kansas, Kentucky, Louisiana, Michigan, Missouri, North Carolina, Ohio, Oklahoma, South Carolina, Tennessee, Texas, Utah, Virginia, and Washington.
Chapter	Local unit of DECA (not clubs)
Chartered Associations	Consists of local school chapters within a state, province, territory, or equivalent geographic unit and perform four (4) major functions. <ol style="list-style-type: none">1. To act as a unifying body by providing an opportunity for the chapters to work and plan together on a statewide basis.2. To set standards which local chapters must meet before a charter can be granted.3. To act as a clearing house for information and ideas which will benefit DECA locally, statewide, and nationally.4. To act as a liaison between the DECA, Inc. organization and local DECA Chapters in carrying out programs and projects.
Chartered Association Advisor	Also known as a State Advisor. This is New Jersey DECA's principal executive, responsible for organizing and administering the organization. NJ DECA's Chartered Association (State) Advisor is Jeffrey Victor.

Competitive Events	Individual Series Events (One Member Event)	<ul style="list-style-type: none"> -Accounting Applications -Apparel and Accessories Marketing -Automotive Services Marketing -Business Services Marketing -Business Finance -Entrepreneurship -Food Marketing -Hotel and Lodging Management -Human Resources -Marketing Communications -Quick Serve Restaurant Management -Restaurant and Food Service Management -Retail Merchandising -Sports and Entertainment Marketing
	Principles Events (One Member Event)	<ul style="list-style-type: none"> -Principles of Business Management & Administration -Principles of Finance -Principles of Hospitality and Tourism -Principles of Marketing
	Team Events (Two Member Event)	<ul style="list-style-type: none"> -Business Law and Ethics MDM -Buying and Merchandising MDM -Entrepreneurship TDM -Financial Analysis MDM -Hospitality Services MDM -Marketing Management MDM -Sports and Entertainment Marketing MDM -Travel and Tourism Marketing MDM
	Business Operations Research Events (One to 3 Member Event)	<ul style="list-style-type: none"> -Business Services Operations Research Event -Buying & Merchandising Operations Research Event -Finance Operations Research Event -Hospitality and Tourism Operations Research Event -Sports & Entertainment Marketing Operations Research Event
	Business Management and Entrepreneurship Events	<ul style="list-style-type: none"> -Innovation Plan -Start Up Business Plan -Independent Business Plan -International Business Plan -Business Growth Plan -Franchise Business Plan
	Project Management Events (One to 3 Member Event)	<ul style="list-style-type: none"> -Business Solutions Project -Career Development Project -Community Awareness Project -Community Giving Project -Financial Literacy Project -Sales Project
Marketing	Integrated Marketing Campaign Events (One to 3 Member Event)	<ul style="list-style-type: none"> -Integrated Marketing Campaign Event - Integrated Marketing Campaign Product - Integrated Marketing Campaign Service
	Professional Selling and Consulting Events (One Member Event)	<ul style="list-style-type: none"> -Hospitality & Tourism Professional Selling -Professional Selling -Financial Consulting

Special Activities	<p>These events are held only at the ICDC Conference</p> <ul style="list-style-type: none"> - Stock Market Game -Virtual Business Challenge Retail -Virtual Business Challenge Sports -Virtual Business Challenge Personal Finance -Virtual Business Challenge Hotel -Virtual Business Challenge Restaurant -Virtual Business Challenge Accounting
Conferences	International, State, District, COLT, Ultimate Power Trip
DECA	The student-centered organization whose program of leadership and personal development is designed specifically for students enrolled in Business and Marketing Education and related courses.
DECA Advisor	Official DECA publication for DECA advisors
DECA Direct	Official DECA magazine
DECA Emblem	DECA Diamond – the symbol of a job well done and the cooperation between student, teacher, businessperson and parent.
DECA Guide	The catalog for DECA, Inc. awards, written event guidelines, materials, s supplies, and approved sales projects.
DECA Mission Statement	DECA prepares emerging leaders and entrepreneurs in marketing finance, hospitality and management.
DECA, Inc. Representatives	Adults from each Chartered Association of DECA who are legally responsible for DECA, Inc.
DECA Tagline	DECA no longer uses a tagline and should be described using its mission statement. “DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management.”
Collegiate DECA	Post-secondary division of DECA, Inc – to aid in attracting students to careers in marketing, management and entrepreneurship – to develop respect for education in marketing and DECA and to promote understanding and an appreciation for the responsibilities of citizenship in our free enterprise system – represented by national officers consisting of a president and four regional vice-presidents.
Divisions of DECA	<ul style="list-style-type: none"> - High School Division - Collegiate Division - Alumni Division - Professional Division
DECA’s Comprehensive Learning Program	<p><u>Integrates into Classroom Instruction</u> - An integral component of classroom instruction, DECA activities provide authentic, experiential learning methods to prepare members for college and careers.</p> <p><u>Applies Learning</u> - DECA members put their knowledge into action through rigorous project-based activities that require creative solutions with practical outcomes.</p> <p><u>Connects to Business</u> - Partnerships with businesses at local and broader levels provide DECA members realistic insight into industry and promote meaningful, relevant learning.</p> <p><u>Promotes Competition</u> -As in the global economy, a spark of competition drives DECA members to excel and improve their performance.</p>

High School Division	The largest division of DECA, for high school students studying marketing finance, hospitality and management. Executive Officers consist of an Executive President and four Regional Vice-Presidents who are known collectively as the Executive Officer Team. The president presides at all meetings of this division and has the task of giving direction to each regional vice-president.
Honorary Life Membership	The highest award a Chapter, State or DECA can bestow on an individual.
International DECA Officers	Elected representatives for the Collegiate and High School Divisions.
MEA	Marketing Education Association – professional association for marketing educators.
NAB	National Advisory Board – business representatives from donor companies who lend financial and personal support to DECA and serve in an advisory capacity to the DECA Board of Directors.
International Awards Program	Plan to recognize the outstanding accomplishments of individual members and chapters – presented to finalists in chapter and individual competitive events.
Membership Fees (DECA Inc.)	Used to support approximately 1/3 of the total operational cost of DECA Inc. – established by student delegates to the International Career Development Conferences and paid through the State Associations – used to pay part of the national officer expenses – Total \$14 - \$8 for High School and Collegiate DECA and \$6 for NJ State Dues.
Outstanding Service Award	One of DECA Inc.’s most prestigious awards. This award recognizes marketing or business education personnel who have rendered distinguished contributions to further the mission of DECA Inc. at the international level for more than five years.
Parliamentary Procedure	<p>Purposes</p> <ol style="list-style-type: none"> 1. To enable an assembly to transact business with speed and efficiency. 2. To protect the rights of each individual. 3. To preserve the spirit of harmony within the assembly.
Principles of Parliamentary Procedures	<ol style="list-style-type: none"> 1. Only one main motion may be considered at a time. 2. Each member’s rights are equal to those of his/her fellow members. 3. The majority has the right to work its will and its decisions must be followed. 4. The minority has the right to be heard.
Four Types of Motions:	<ol style="list-style-type: none"> 1. Main 2. Subsidiary 3. Incidental 4. Privileged
Two Types of Amendments	<ol style="list-style-type: none"> 1. First Order 2. Second Order
Program of Leadership	Well-rounded plan of student activities developed by the local, state, and national organization officers and members, also known as a program of work.

Professional Division	Support Division – established to provide teachers of Marketing Education a means for identification with DECA beyond that of being a Chapter Advisor – no officers elected, represented on Board of Directors for DECA, Inc.
Regional Conferences	Conferences held within each region to give students the opportunity to participate in worthwhile activities and to assist students in career development.
Regions (DECA, Inc.)	Western, Central, Southern, North Atlantic – each region has 13 or more state or provincial associations.
Shop DECA	The organization within DECA which sells student-related materials, awards, and supplies for DECA members.
Special Projects	Activities developed by DECA which are of a unique nature or have special importance in the instructional program often involve awards.
Jeffrey R. Victor	NJ DECA State Advisor / Executive Director
TBD	DECA, Inc. Executive Director
DECA Guiding Principles	<p>DECA prepares the next generation to be:</p> <p><u>Academically Prepared</u> - DECA members are ambitious, high-achieving leaders equipped to conquer the challenges of their aspirations.</p> <p><u>Community Oriented</u> - Recognizing the benefit of service and responsibility to the community, DECA members continually impact and improve their local and broader communities.</p> <p><u>Professionally Responsible</u> - DECA members are poised professionals with ethics, integrity and high standards.</p> <p><u>Experienced Leaders</u> - DECA members are empowered through experience to provide effective leadership through goal setting, consensus building and project implementation.</p>

Appendix E

State & National Awards Nomination Information and Forms

NEW JERSEY DECA PROFESSIONAL AWARDS CRITERIA

New Jersey DECA recognizes leadership and accomplishment by awarding trophies, plaques, and medals, most of which are given during the New Jersey State Career Development Conference. In addition, many certificates are given, both during the State Career Development Conference and throughout the year, which recognizes achievement by students, adults and organizations.

Certificate of Appreciation

To recognize individuals or companies who have given guidance, inspiration and support to the New Jersey DECA Program of Activities.

Certificate of Service

Given to Chapter Advisors, competitive event judges, and others who assume additional responsibilities during the State Career Development Conference or throughout the year.

Outstanding Service Award

Given to Marketing Education personnel, businesspeople, school administrators, and other individuals, who have contributed significantly to the success of DECA; who have rendered outstanding work for DECA; or to organizations or companies whose assistance has been notable in any area of the DECA program for at least 5 years at the regional and state levels. The maximum number of awards will not exceed 6 each year except under unusual circumstances.

Honorary Life Membership

This may be awarded to Marketing Education personnel who have contributed a minimum of 15 years of service and have aided significantly the development and/or progress of DECA at the regional and state levels; or to individuals other than Marketing Education personnel who have supported DECA in a significant way for a minimum of five years, and from whom DECA may reasonably expect continued interest in its activities. Also, to Marketing Education personnel who have left the profession, but who continue to support DECA for a minimum of five years, and from whom DECA may reasonably expect continued interest in its activities. Only under unusual circumstances can more than two such awards be presented in any one year. This is DECA's highest award. The recipient may receive this award only once.

NJ DECA State Hall of Fame

This can be awarded to Marketing Education personnel who have contributed a minimum of 10 years of service and have aided significantly the development and growth of DECA at the regional and state levels, or to individuals other than Marketing Education personnel who have supported DECA in a significant way for a minimum of five years. Also, this award may be awarded to Marketing Education personnel who have left the profession, but who have or had contributed to the successful development of DECA at the regional and state levels. The maximum number of awards shall not exceed two each year except under unusual circumstances.

New Jersey Association Award Recommendation Form

I recommend the following person for:
(Use a new sheet for each recommendation)

Type of Award (check one):

- Certificate of Appreciation _____
- Certificate of Service _____
- Outstanding Service Award _____
- Honorary Life Membership _____
- NJ DECA State Hall of Fame _____

Please mail this form to:

**New Jersey DECA State Advisor
Kean University
Townsend Hall, Office T209
1000 Morris Ave
Union, NJ 07083-0411**

Deadline Date: December 1

Name of Candidate: _____ Phone () _____

Address: _____

(Street)

(City)

(State)

(Zip)

Number of Years of Service to DECA/Marketing Education _____

Give a complete description of why this person deserves the above award. Include facts and details of how they have helped DECA/Marketing Education. Use extra paper if needed.

I attest that the above person is deserving of the award stated above.

Name: _____ Phone () _____

(Nominator)

Address: _____

(Street)

(City)

(State)

(Zip)

Signature: _____

INTERNATIONAL PROFESSIONAL DIVISION AWARDS CRITERIA

The Professional Division of DECA is seeking your assistance in identifying outstanding individuals who have contributed to the successful development of DECA and its various components. Awards presented by the Professional Division of DECA are divided into three categories.

HONORARY LIFE MEMBERSHIP is DECA's highest award. Persons eligible for this award must be Marketing Education personnel who have contributed a minimum of 20 years of service to the organization. Candidates for this award must have added significantly to the development and/or progress of DECA at the national level; or to individuals other than Marketing Education personnel who have supported DECA at the national level in a significant way for a minimum of five years, and from whom DECA may reasonably expect continued interest in its activities. Also, to Marketing Education personnel who have left the profession, but who continue to support DECA on the national level for a minimum of five years, and from whom DECA may reasonably expect continued interest in its activities. Only under unusual circumstances can more than two such awards be presented in any one year.

OUTSTANDING SERVICE AWARD is one of DECA's most prestigious awards. This award recognizes Marketing Education personnel who have rendered outstanding contributions toward DECA for over 5 years. Candidates for this award must have contributed toward DECA's success at the national level. The maximum number of awards shall not exceed six each year except under unusual circumstances.

OUTSTANDING DECA CHAPTER ADVISOR AWARD is given to the Chapter advisor in each state who is actively involved in DECA activities. To earn the Outstanding DECA Chapter Advisor Award, an advisor must earn a total of 100% of the possible evaluation points. During this school year points will begin in September and accumulate through the State Career Development Conference and end at a time designated by the State Advisor before next year's State Career Development Conference. Advisors who accumulate the required number of points will submit a brief application to the State DECA Advisor documenting each activity. Qualifying chapter advisors will earn a lapel pin and certificate from National DECA recognizing their achievement. Outstanding Advisors will be recognized at the State Conference.

Recipients are selected from nominations received. Nominations are to be submitted through State Advisors. It is up to members of the DECA Professional Division to identify deserving individuals or organizations and to initiate the nomination process.

The State Advisor must notify DECA Inc. of any candidates being nominated for these awards by December 1, 2024. Nominations and supporting materials must be received by January at the DECA Inc. center to receive consideration for presentation at that year's ICDC.

If you have an interest in finding out more information about any of the above awards, contact your State Advisor.

INTERNATIONAL DECA Professional Division Award Nomination 2025-2026

Name of nominee _____

Type of Award (check one)

HONORARY LIFE _____

OUTSTANDING SERVICE _____

OUTSTANDING CHAPTER ADVISOR _____

Home address of nominee _____

Business address of nominee _____

Occupation of Profession _____

Position or Title _____

Schools attended _____

Degrees _____

Civic, fraternal and other organizations activities and affiliations:

Nominated by State DECA Association

This nomination form must be sent to the State Advisor.

This nomination form must be accompanied by:

2. Three letters of recommendation in support of the candidate as a National DECA award recipient.
3. A chronological list of the candidate's contributions and achievements that have advanced the cause of DECA and Marketing Education at the national level.
4. Two 8" x 10" black and white glossy photographs of the candidate. (Photographs required for honorary Life Candidates only)

The State Advisor must be notified of any candidate for these awards. Please send that notice along with all supporting documentation to the NJ DECA State Advisor by the dates outlined in the calendar.

Appendix F

DECA, Inc. Scholarship Information

National DECA Student Scholarship Information

The following list highlights information regarding potential scholarship opportunities available through DECA Inc. Scholarship information is available in greater detail on the national DECA website at www.deca.org. Interested students, parents and advisors should check the website from time to time for updated information and applications. Please note that the posted application submission deadline is located in the National DECA Guide, and information will be posted on the deca.org website at www.deca.org/scholarships.

DECA's scholarship program provides over \$300,000 in scholarships at the International Career Development Conference (ICDC) each year. Many corporate partners of DECA provide scholarships through the DECA Scholarship Program. DECA Inc. administers the program based on guidelines set by the donor. DECA scholarships are strictly merit based.

Examples of companies or organizations that partner with DECA to provide scholarships to DECA members include:

- The Don DeBolt scholarship provides two (2) \$2,000 scholarships, awarded to DECA members who have an interest in pursuing franchising and entrepreneurship course of study.
- Marriott International provides six (6) \$1,500 scholarships to DECA members who have hospitality experience or interest.
- NTHS (National Technical Honor Society) provides two (2) \$1,000 scholarships awarded to DECA members who are also members of NTHS.
- Otis Spunkmeyer provides ten (10) \$1,000 scholarships awarded to DECA members who work in their school stores and sell Otis Spunkmeyer products.
- Publix provides seven (7) \$1,000 scholarships awarded to DECA members who are associates of Publix.
- Safeway provides ten (10) \$1,000 scholarships awarded to DECA members who are Safeway associates or associates of one of their brands (i.e. Vons, Dominick's, Randalls, Tom Thumb, Pavillion, Carrs).
- Walgreens provides four (4) \$1,000 scholarships awarded to DECA members who can show evidence of DECA activities, leadership ability, and community involvement.

Appendix G

Community Service Project 2025-2026

New Jersey DECA Community Service Project

***Benefiting:
TBD***

By participating in the New Jersey Statewide Community Service Project, each chapter completing the project will learn important business skills, and serve their community and society as a whole. Our statewide goal is to have 50 chapters make the top-level donation, resulting in a \$30,000 donation. All proceeds from this project will be donated to a charity that is either based in NJ or will benefit NJ residents. This project is unique in that it is run solely by DECA members who understand the importance of community service. By sponsoring this project, New Jersey DECA hopes to create a greater awareness of the amazing outcomes of community service.

RULES FOR PARTICIPATION

New Jersey DECA strongly encourages each chapter to participate in this worthy project. The impact of this project, if it is supported with enthusiasm, will benefit the students participating and countless others. To encourage participation, the following rules have been established:

\$600 DONATION LEVEL

Any chapter completing the manual to minimum standard and donating at least \$300 will be recognized onstage at their NJ DECA State Conference with recognition of participation.

\$900 DONATION LEVEL

Any chapter completing the manual to minimum standard and donating at least \$900 will be recognized onstage at their NJ DECA State Conference with recognition of participation. In addition, one (1) student from that chapter will be offered a chance to participate in a leadership academy at ICDC. This is considered a chapter project. Special recognition will be given to the chapter raising the most money. Please encourage your chapter to do their part in raising money for this worthy cause.

STUDENTS THAT PARTICIPATE IN THIS PROJECT ARE INVITED TO ATTEND THE STATE CONFERENCE ONLY IF THEY ARE REGISTERED IN A COMPETITIVE EVENT. THIS PROJECT IS NOT A COMPETITION AT THE STATE CONFERENCE.

If a member of the team participating in this project is not registered to compete, they will not be allowed to attend the State Conference. This is a chapter project, and the entire chapter may assist with the activities reported in the manual.

DEADLINE: The written manual and check must be received in the NJ DECA office by the date listed on the NJ DECA Calendar. Any manual received after this date will not be read and that chapter will not be offered any spots in a leadership academy at ICDC.

CRITERIA AND GUIDELINES:

- Teams must hold at least one fundraiser, which may be school-wide or community-wide. You may hold more than one fundraiser.
- Teams must raise a minimum of \$600 to be recognized onstage at the State Conference. Teams that raise a minimum of \$900 will be offered one slot to ICDC in a leadership academy. Checks must be made payable to NJ DECA.
- Each team must receive written permission from a school administrator to hold the fundraiser. This written permission must be included in the manual.
- A maximum of one (1) students per chapter must be listed on the title page of the manual. If the chapter completes the manual with a passing score, and at least a \$600 donation, these students or substitute chapter members will be offered one spot in a leadership academy. **(SUBJECT TO CHANGE IF DECA INC CHANGES OUR QUOTAS)** These students will be identified by the chapter advisor. The school district must give permission to the students to attend ICDC and be prepared to financially support the conference attendance of the team.
- The written manual must be a maximum of 10 pages, which includes photos and documentation. If an appendix is included, it must be within the allotted 14 pages.

CHECKLIST STANDARDS

In addition to following the outline below, when preparing your written entry, you must observe all of the following rules. The purpose of these rules is to make competition as fair as possible among participant teams.

1. Sheet protectors may not be used.
2. The body of the written entry must be limited to 14 numbered pages, including the appendix. (if an appendix is included), but excluding the title page and the table of contents.
3. The pages must be numbered in sequence, starting with the introduction and ending with the final page of the document. Do not use separate sheets between sections or as title pages for sections.
4. The major content of the written entry must be double-spaced. The title page, table of contents, appendix, footnotes, long quotes (more than three typed lines), and material in tables, figures, exhibits, lists, headings, letters, and forms may be single-spaced.
5. Entry must be typed/word processed. Handwritten corrections will be penalized. Charts and graphs may be handwritten.
6. All material must be shown on 8 ½ X 11-inch paper. Pages may not fold out to a larger size. Tabs may not be used.
7. Decorative artwork, pictures, illustrations and desktop publishing techniques may be used throughout the manual, including the title page and table of contents.
8. The body of the written entry must follow the sequence outlined. Additional subsections are permitted.
9. The table of contents must follow the title page. Please refer to the following pages for competitive event checklist and evaluation form.

MANUAL FORMAT:

Title Page: The first page of the written entry is the title page. It must include, in any order, but is not limited to, the following:

NEW JERSEY STATE COMMUNITY SERVICE PROJECT

Charity Partner Name

Name of DECA Chapter

Name of high school

School Address

Names of one (1) or two (2) chapter representatives

Date

Title page will *not* be numbered.

Table of Contents: The table of contents should follow the title page. All activities described in this entry must take place between the 2023 New Jersey State DECA Conference and the deadline date. The table of contents may be single-spaced and may be one or more pages. The table of contents page(s) will not be numbered.

Body of the Written Entry: The body of the written entry begins with Section I, Introduction and continues in the sequence outlined here. The first page of the body is numbered 1 and following pages are numbered in sequence. Page numbers continue through the conclusion (required) and the appendix (optional).

Follow this outline when you write your entry. Points for each section are included on the Written Entry Evaluation Form. Each section must be titled, including the appendix (if included).

I. INTRODUCTION

- Give a brief description of the fundraiser(s) and why the fundraiser(s) were selected.

II. SUMMARY OF TARGET MARKET/BUSINESS SITUATION

III. SUMMARY OF FUNDRAISER

IV. PROMOTION

This section must include:

- A press release that was printed in a local publication
- A copy of promotional materials used for the fundraiser(s)
- Photographs – at least five (5) to document the fundraiser
- Letter from chapter advisor, teacher, or administrator, with signature, testifying to the authenticity of the fundraiser(s)

V. STEPS TAKEN TO COMPLETE PROJECT & ACTIVITIES

This section must include:

- A calendar of planning/events
- Organizational chart

VI. CONCLUSION

This section must include:

- Financial Information: income and expenses for the activity
- Learning outcomes of the project

COMPETITIVE EVENT CHECKLIST

Participant(s): _____

Chapter: _____

Any project that is not received in the New Jersey DECA office by the deadline date will not be read and will not be awarded two spots in a leadership academy at ICDC. A donation of \$600 or more must accompany the project for one spot to ICDC.

No.	Checked	Penalty Assessed	Page Points
1. Sheet protectors may not be used.	_____	5	_____
2. Limited to 10 pages (plus the title page and table of contents	_____	5 (per pg.)	_____
3. All pages are numbered in sequence starting with the introduction.	_____	5	_____
4. Entry must typed/word processed. Hand- written corrections will be penalized. Charts and graphs may be handwritten.	_____	5	_____
5. 6. Paper is 8 ½ X 11 inches. No fold-outs or tabs used.	_____	5	_____
6. 7. The body of the written entry follows the	_____	5	_____
7. sequence outlined in the guidelines.			

Additional subsections are permitted.

Total Penalty Points Assessed

A check indicates that the item has been examined.

A circled number indicates that an infraction has been noted.

A page number indicates the location of the infraction.

NEW JERSEY STATE COMMUNITY SERVICE PROJECT

Written Entry Evaluation Form Participant(s) _____

Chapter _____

Written entry must meet a minimum score of 60% to be recognized at your State Conference and be offered spots at ICDC in a leadership academy. A donation of at least \$600 must accompany the manual for one spot. Any manual that does not meet the deadline will not be read and scored.

	Exceeds Expect	Meets Expect	Below Expect	Little/No Value	Judged Score
I. INTRODUCTION	10-8	7-5	4-2	1-0	_____
II. SUMMARY OF TARGET MARKET/ BUSINESS SITUATION	10-8	7-5	4-2	1-0	_____
III. SUMMARY OF FUNDRAISER	10-8	7-5	4-2	1-0	_____
IV. PROMOTION					
1. Press release included	10-8	7-5	4-2	1-0	_____
2. Promotional materials	10-8	7-5	4-2	1-0	_____
3. Photographs - at least 5	10-8	7-5	4-2	1-0	_____
4. Letter of authenticity of fundraiser(s)	5	4	3-2	1-0	_____
V. STEPS TAKEN TO COMPLETE PROJECT & ACTIVITIES					
1. Calendar of planning/events	5	4	3-2	1-0	_____
2. Organizational chart	5	4	3-2	1-0	_____
VI. CONCLUSION					
1. Financial information	10-8	7-5	4-2	1-0	_____
2. Learning outcomes	5	4	3-2	1-0	_____
VII. APPEARANCE AND WORD USAGE (Professional layout, neatness, proper grammar, spelling and word usage)	10-8	7-5	4-2	1-0	_____

Written Entry Total Points (maximum 100 points): _____

Appendix H

COLT REGISTRATION PACKET

New Jersey DECA COLT Conference

Chapter Officer Leadership Training

October 27, 2024

***Kean University
1000 Morris Avenue
Union, NJ 07083***

NEW JERSEY DECA

CHAPTER OFFICER LEADERHSIP TRAINING

The New Jersey DECA State Officers would like to offer the Chapter Officers and student leaders throughout the State of New Jersey the opportunity to attend a Leadership Training Workshop.

The program will concentrate on general information about DECA, goal setting, leadership, communications, team building and public speaking. The purpose of this conference is to provide the New Jersey DECA Chapter Officers and student leaders with in-depth information about these topics and to help them become motivated to provide outstanding leadership on their local chapter level.

Please direct any questions you might have regarding this conference to:

Donna Smith, NJ DECA State Assistant
dsmith@njdeca.org

2025 CHAPTER OFFICER LEADERSHIP TRAINING REGISTRATION PROCEDURE

Each DECA Chapter Advisor is asked to register the chapter officers and student leaders as well as adult advisors attending the training. Everyone in attendance must pay the registration fee. **Chapters may send up to 8 students per school to this event and no limit to advisors or chaperones.** Students do not need to be chapter officers to attend this event - schools may choose to bring any mixture of officers, chapter leaders, and members.

The students attending the Chapter Officer Leadership Training do not necessarily have to be DECA members yet, since NJ DECA membership is not due until November 15, 2025. Therefore, this workshop might be used as a recruiting tool for building DECA chapter leadership and membership.

REGISTRATION FEES:

Cost will be \$35.00 per attendee and include Continental Breakfast and a Boxed Lunch.

CHANGES/SUBSTITUTIONS:

All name changes to the original registration past the deadline must be made in writing to dsmith@NJDECA.org

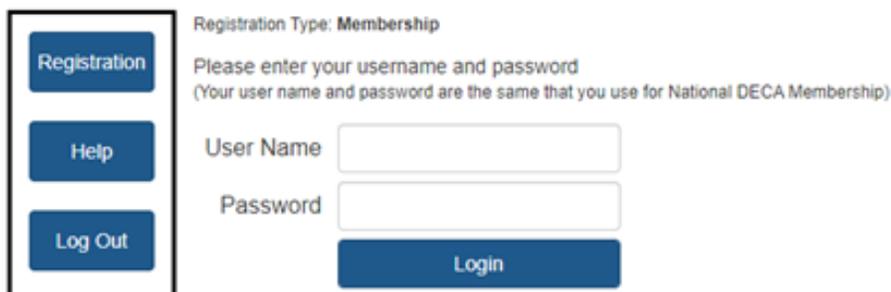
CANCELLATIONS/REFUNDS:

No refunds will be granted after the registration deadline.

REGISTRATION INSTRUCTIONS:

To register, please visit: <https://www.decaregistration.com/NJ-COLT>

Your user name and password are the same that you use for National DECA Membership



Registration Type: Membership

Please enter your username and password
(Your user name and password are the same that you use for National DECA Membership)

User Name

Password

Login

1. Type the appropriate "**Name**" in the "**User Name**" field
2. Type the appropriate "**Password**" in the "**Password**" field

3. Click on the "**Login**" button
4. How to Add Students:
5. Click on the "**Add New Name**" button

Registration

Help

Log Out

Back to Admin

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[Terms of Use](#)

Registration for Ramapo Indian Hills High School

(Click the above link to edit your Chapter information)

NOTE: Registration will NOT be completed until you click on the Finished Registering button.

Add New Name

ID	Name	Status	Events	
2130001	Fanale, Gale	A	0	<div style="display: flex; justify-content: space-around; margin: 0;"> <div style="background-color: #0056b3; color: white; padding: 5px 10px; border-radius: 3px;">Edit & Select Events</div> <div style="background-color: #dc3545; color: white; padding: 5px 10px; border-radius: 3px;">Delete</div> </div>

Add New Name

Fill out the information below:

Add New Name

* Required Fields

First Name * MI Last * Phonetic Pronunciation

of years in DECA * (Including this year. Only required for students)

Participant Type * Please Select...

Grade Please Select...

Email (Required for Advisors, Advisor)

Special Needs

Questions

Select	Event Name	Min Students	Max Students
Special Event			
<input type="checkbox"/>	COLT Registration Advisor (COLTRegAdv)	1	5
<input type="checkbox"/>	COLT Student Registration (COLTRegStu)	1	8

Save

Back to Registration

6. Click on the "**Save**" button
7. Events must be selected for every attendee, advisor, or chaperone, or student.

How to Submit your Registration:

8. Select the correct "**Payment Type**" radio button
9. Select the "**I agree**" checkbox
10. If there are any buttons to upload documentation, make sure you follow those directions
11. Click on the "**Finish Registration**" button

Appendix I

INTERNATIONAL EXECUTIVE OFFICER CANDIDATE PACKET

**NEW JERSEY DECA
INTERNATIONAL DECA OFFICER CANDIDACY
PROCEDURES AND FORMS**

New Jersey DECA has established the following guidelines to assist the State Advisor, Advisory Committee and State Action Team on selecting International Executive Officer Candidates.

The International DECA Executive Officer team consists of one president and four regional vice presidents. NJ DECA may run up to two candidates, one for President and one for North Atlantic Region Vice President. Any interested candidate should submit the information below to the State Advisor. First consideration will be given to those members with state officer experience. For more information on the national candidacy requirements, refer to www.deca.org.

For consideration, potential candidates must submit the following materials by November 15th. All applications will be reviewed at the December Advisory Committee and State Officer Meetings for advisement. The Advisory Committee will make a recommendation to move a candidate forward in the process. Candidates will be notified by the State Advisor following the meetings.

FURTHERMORE, NEW JERSEY DECA WILL NOT FINANCE ANY ELEMENT OF AN EXECUTIVE OFFICER CAMPAIGN. The cost of these campaigns can reach between \$5,000 and \$25,000, so students should be prepared to fundraise a significant amount of money. There will be fundraising targets that students must demonstrate achieving in order to move candidacy forward, including having a fully financed campaign before the final application is submitted to DECA, Inc.

Interested Candidates for National Office:

1. Video Submission – be sure to address each of the bullets in your video submission. Candidates should be dressed in the DECA blazer with their most professional face forward. **Maximum of 5 minutes in length.**
 - i. Introduction
 1. Name
 2. Chapter and advisor
 3. Current Office (State, District or Chapter)
 4. Office you are seeking at the national level.
 - ii. Why should the NJ DECA State Officer Action Team support you as a candidate?
 1. How will you gain the support of New Jersey DECA student members?
 - iii. How has DECA made you-the person you are today?
 - iv. 1-minute speech on the power of DECA’s Mission Statement.
2. Detailed Press Kit including:
 - i. Campaign theme
 - ii. Platform
 - iii. Plans after high school
 - iv. Description of support team
 - v. Potential campaign team
3. Sample Speech Topic: DECA inspired me to ...
4. Letter from DECA Advisor to the State Advisor in support of nomination.
5. Proposed budget for the campaign, including all expenses, such as travel, hotel for candidates, team, and chaperone for the candidate, booth rental, giveaways, etc.
6. Proposed fundraising plan, including timeline for raising the total amount of the campaign by the DECA National Officer Candidate Agreement Deadline
7. Signed Candidate Agreement
8. Signed Letter of Intent

Mail all supporting materials (please provide 15 copies) to:

**NJ DECA State Advisor
Kean University
Townsend Hall, Office T209
1000 Morris Avenue
PO Box 411
Union, New Jersey 07083-0411**

NEW JERSEY DECA EXECUTIVE OFFICER CANDIDATE AGREEMENT

Name: _____ School: _____ Date: _____

Being a DECA International Executive Officer is both an honor and a working commitment. Each year only ten people are elected by the student members to represent them on the high school and collegiate international level. The primary role of a DECA Executive Officer is to be an ambassador for the organization.

- DECA's Executive Officers are elected by the student members to provide leadership for the current academic year. As our primary student public relations agents, DECA's Executive Officers represent more than 219,000 members to a variety of key stakeholders, including fellow members, advisors, education administrators, business partners, public policymakers and more. They also develop a program of work to assist in the implementation of DECA Inc.'s strategic plan.
- The entire organization will be judged by other people's impression of you. Consequently, you must always be mindful of the image you project in appearance, in speaking and in manners. Executive Officers must conduct themselves in a mature, businesslike manner at all times.
- An Executive Officer is expected to dedicate their social media networking outlets (Facebook, Twitter, LinkedIn, Instagram, etc.) to communicating messages to their constituents during his/her term in office. Considering this, you must provide New Jersey DECA, the New Jersey DECA Advisory Committee, and the New Jersey DECA State Advisor visibility into your social media pages, even if they are marked private. This includes, but is not limited to, Twitter, Facebook, Instagram, LinkedIn, Google+, Pinterest, Flickr, Vine and Tumblr. You need to provide your usernames or links to your profiles to the State Advisor by the State Officer Candidate Interview Session. You also must accept the friend/follow request from the State Advisor or their designee to be declared an eligible candidate. We do not ask for passwords or other access, but need to be able to ensure your activity is representative of your office. If it is discovered that a candidate has a non-disclosed account (secret accounts, rant accounts, fake accounts, "finsta" accounts, etc), they will be dismissed as a candidate immediately, regardless of any monies raised on expended.
- The average executive officer will spend 10-15 hours a week working on executive officer program of leadership responsibilities. It is important to realize that although academics remain the number one priority, you will not be able to fall behind in your responsibilities to DECA Inc. members.
- State officers representing DECA are expected to wear DECA blazers or designated uniforms at all times. An officer must be neat, honest, intelligent and responsible with a well-developed sense of right and wrong and willingness to maintain the integrity of DECA and their office. They must have the fortitude to carry out all obligations even when alone.
- If you are elected, you are required to attend conferences, officer meetings and DECA events throughout the year, and comply with guidelines for all travel arrangements. You are not allowed to leave early, arrive late, or miss any parts of these events (except in the case of an extreme emergency).
- The year of serving as an executive officer begins at the conclusion of the current year's International Career Development Conference, and concludes at the closing of the next year's International Career Development Conference. An executive officer is required to attend several meetings throughout the year:
 - a. Executive Officer Orientation
 - b. Executive Officer Leadership Training in Reston, Virginia
 - c. Emerging Leader Summit
 - d. Regional DECA Conference, November/December
 - e. Officer Mid-Year, January
 - f. International Career Development Conference
 - g. Additional dates and obligations such as chartered association conferences will be provided throughout your year in office.
- I certify that I meet the following criteria:
 - a. The candidate must be an active member of DECA Inc. before March 1.

- b. The candidate must be holding or have held a chartered association or chapter office.
- c. The candidate must have a 2.5 scholastic average or higher based on an “A” letter grade being equivalent to 4.0 for each of the previous two (2) completed semesters of school prior to the DECA ICDC.
- d. The candidate’s application must be complete.
- e. The candidate must take the Executive Officer Candidate Examination and obtain a satisfactory score – 60% or better.
- f. Notice of eligibility must be received from DECA Inc. before a candidate may run for an executive office.
- g. Officer candidates are reminded that executive officers may not serve as chartered association or local officers during their term of office.

Officer candidates solely bear the responsibilities and costs for campaigns. New Jersey DECA, the school, school district, chapter or any other entity is NOT responsible for ANY campaigns or campaign related costs. This includes cost of giveaways, travel, travel for campaign staff, campaign management, etc. While students are able to fundraise for costs, it is understood that New Jersey DECA, the New Jersey DECA Foundation, or any related entity will NOT pay for any costs related to campaigns. We understand that regardless of the success of the campaign, the financial risk involved is solely the candidate’s to bear.

Students must demonstrate their ability to raise the funds necessary to mount a campaign. A student, by the officer candidate application deadline to DECA, Inc. must show that funds in the amount equal to the campaign budget for all items (except travel) have been raised and are earmarked for the campaign, as certified by the local advisor and parent. This must be submitted with the candidate’s application to the New Jersey Chartered Association Advisor.

The School Board of Education must be made aware of the executive officer candidate’s interest in running for a position, so that the Board is supportive of the student’s activities. Signature of the school official on these documents is verification of this notification and support.

Behavior of officer candidates is crucial to the success of DECA. Behavior which is unbecoming a Prospective Officer Candidate as determined by the State Advisor will not be tolerated. Failure to comply with these principles/behaviors will result in the disqualification of candidates by the State Advisor. This will be completed without regard to monies raised or expended.

We agree to hold New Jersey DECA, the New Jersey DECA Foundation, Kean University, the State of New Jersey, DECA, Inc., and any of the entities staff, affiliates, consultants, and any other associated entities harmless for any and all actions arising from this agreement, or any other past, present, or future interaction with the organization and we waive our rights to any legal action as a result of same.

If you are willing to abide by the above statement and believe in the goals of DECA, sign below indicating your agreement to conduct yourself as described above. Please secure the required signatures as indicated below:

Student Signature & Date

Chapter Advisor Signature & Date

Parent/Guardian Signature & Date

School Principal or Superintendent Signature & Date

**Appendix J:
Anti-Bullying Policy,
Abuse Prevention
Policy & Mandatory
Reporting
Responsibilities**

New Jersey DECA

Anti-Bullying Policy

New Jersey DECA prohibits acts of harassment, intimidation or bullying of a student. New Jersey DECA has determined that a safe and civil environment in school is necessary for students to learn and achieve high academic standards; harassment, intimidation, or bullying, like other disruptive or violent behaviors, is conduct that disrupts both a student's ability to learn and a school's ability to educate its students in a safe and disciplined environment. Since students learn by example, school administrators, faculty, staff, and volunteers should be commended for demonstrating appropriate behavior, treating others with civility and respect and refusing to tolerate harassment, intimidation, or bullying.

New Jersey DECA establishes that "harassment, intimidation or bullying" means any gesture, any written, verbal, or physical act, or any electronic communication***, as defined in N.J.S.A. 18A:37-14, whether it be a single incident or a series of incidents, that is:

- a. reasonably perceived as being motivated either by any actual or perceived characteristic, such as race, color, religion, ancestry, national origin, gender, sexual orientation, gender identity and expression, or a mental, physical or sensory disability, or by any other distinguishing characteristic; and that
- b. takes place on school property, at any school-sponsored function, on a school bus, or off school grounds, as provided for in N.J.S.A. 18A:37-15.3, that substantially disrupts or interferes with the orderly operation of the school or the rights of other students; and that
- c. a reasonable person should know, under the circumstances, that the act(s) will have the effect of physically or emotionally harming a student or damaging the student's property, or placing a student in reasonable fear of physical or emotional harm to his person or damage to his property; or
- d. has the effect of insulting or demeaning any student or group of students; or
- e. creates a hostile educational environment for the student by interfering with a student's education or by severely or pervasively causing physical or emotional harm to the student.

*** "Electronic communication" means a communication transmitted by means of an electronic device, including, but not limited to, a telephone, cellular phone, computer, or pager

New Jersey DECA expects students to conduct themselves in keeping with their levels of development, maturity and demonstrated capabilities, with a proper regard for the rights and welfare of other students and school staff, the educational purpose underlying all school activities and the care of school facilities and equipment, consistent with the code of student conduct. New Jersey DECA believes that standards for student behavior must be set cooperatively through interaction among the parents and other community representatives, school administrators, school employees, school volunteers and students of the school district, producing an atmosphere that encourages students to grow in self-

discipline. The development of this atmosphere requires respect for self and others, as well as for district and community property on the part of students, staff and community members. Students are expected to behave in a way that creates a supportive learning environment. New Jersey DECA believes that the best discipline is self-imposed, and that it is the responsibility of staff to use instances of violations of the code of student conduct as opportunities for helping students learn to assume and accept responsibility for their behavior and the consequences of their behavior. Staff members who interact with students shall apply best practices designed to prevent student conduct problems and foster students' abilities to grow in self-discipline. New Jersey DECA expects that students will act in accordance with the student behavioral expectations outlined in the Student Code of Conduct and those in place in the individual student's home school and district.

New Jersey Law requires its school administrators to implement procedures that ensure both the appropriate consequences and remedial responses for students who commit one or more acts of harassment, intimidation, or bullying, consistent with the code of student conduct, and the consequences and remedial responses for staff members who commit one or more acts of harassment, intimidation, or bullying. New Jersey DECA will adhere to all policies and procedures of the student's home district, wherein appropriate consequences and remedial actions are those that are graded according to the severity of the offenses, consider the developmental ages of the student offenders and students' histories of inappropriate behaviors, per the code of student conduct and N.J.A.C. 6A:16- 7.

New Jersey DECA policy requires the administration at each school to be responsible for receiving all complaints alleging violations of this policy. All New Jersey DECA staff, volunteers and contracted service providers who have contact with students, are required to verbally report alleged violations of this policy to the State Advisor on the same day when the individual witnessed or received reliable information regarding any such incident. The State Advisor will report such incidents to the individual school's administration.

New Jersey DECA

Reporting Policy

In New Jersey, any person having reasonable cause to believe that a child has been subjected to abuse or acts of abuse should immediately report this information to the State Central Registry (SCR). If the child is in immediate danger, call 911 as well as **1-877 NJ ABUSE (1-877-652-2873)**. A concerned caller does not need proof to report an allegation of child abuse and can make the report anonymously.

What information will I be asked to provide to the hotline screener?

SCR screeners are trained caseworkers who know how to respond to reports of child abuse/neglect. Whenever possible, a caller should provide all of the following information:

- **Who:** The child and parent/caregiver's name, age and address and the name of the alleged perpetrator and that person's relationship to the child.
- **What:** Type and frequency of alleged abuse/neglect, current or previous injuries to the child and what caused you to become concerned.
- **When:** When the alleged abuse/neglect occurred and when you learned of it.
- **Where:** Where the incident occurred, where the child is now and whether the alleged perpetrator has access to the child.
- **How:** How urgent the need is for intervention and whether there is a likelihood of imminent danger for the child.

Do callers have immunity from civil or criminal liability?

Any person who, in good faith, makes a report of child abuse or neglect or testifies in a child abuse hearing resulting from such a report is immune from any criminal or civil liability as a result of such action. Calls can be placed to the hotline anonymously.

Is it against the laws of New Jersey to fail to report suspected abuse/neglect?

Any person who knowingly fails to report suspected abuse or neglect according to the law or to comply with the provisions of the law is a disorderly person.

What happens after I make the call?

When a report indicates that a child may be at risk, an investigator from the Division of Child Protection and Permanency (formerly Youth and Family Services) will promptly investigate the allegations of child abuse and neglect within 24 hours of receipt of the report.

New Jersey DECA

Abuse Prevention Policy for the Protection of Youths and Vulnerable Persons

INTRODUCTION

It shall be the policy and covenant of Kean University & New Jersey DECA to do everything in our power to prevent physical, emotional or sexual abuse against children, youth and adults with developmental disabilities who interact with Kean University & New Jersey DECA or activities sponsored by Kean University & New Jersey DECA. We are covenanted to be aware of our legal responsibilities and to comply with those responsibilities and go beyond those responsibilities when necessary to act justly in the best interest of those who have been abused or those who are most vulnerable to abuse.

Kean University & New Jersey DECA will implement orientations and training seminars for persons in management and employment who have direct or indirect contact with children, youth and adults with developmental disabilities, as required by the organization's employment and training practices. Kean University & New Jersey DECA will screen persons in management and employment who have direct or indirect contact with children, youth and adults with developmental disabilities and will report all instances of abuse. Management and employees will receive ongoing training as designated in Kean University & New Jersey DECA's employment and training practices.

SCOPE

This policy and its provisions shall apply to all management and employees who have any direct or indirect contact with children and/or youth and/or adults with developmental disabilities who interact with Kean University & New Jersey DECA or activities sponsored by Kean University & New Jersey DECA. Effective September 1, no person under the age of 18 will be certified by the Administration to work or volunteer directly with children, youth and adults with developmental disabilities.

ETHICS POLICY

Statement of Policy

All management and employees of Kean University & New Jersey DECA shall not engage in sexual abuse, sexual harassment, sexual misconduct, and physical abuse, physical neglect, lack of supervision, emotional maltreatment, educational maltreatment, and/or moral-legal maltreatment of children, youth, and adult /children with developmental disabilities.

Persons who interact, with children, youth and adults with developmental in any way- shall include all paid management and employees, who have a direct or indirect contact with same who patron Kean University & New Jersey DECA or activities sponsored by Kean University & New Jersey DECA.

DEFINITIONS

1. **Sexual Abuse:** Sexual abuse means unwanted physical conduct of a sexual nature, sexual contact or sexualized behavior and may include, by example, touching, fondling, other physical contact and sexual relations. Child/youth/adult with developmental disabilities sexual abuse is the sexual exploitation or use of same for satisfaction of sexual drives. It includes but is not limited to: (1) incest, (2) rape, (3) prostitution, (4) any sexual intercourse, or deviant sexual conduct with, or fondling of a child, or youth, or adult with developmental disabilities who patron Kean University & New Jersey DECA or activities sponsored by Kean University & New Jersey DECA.
2. **Sexual Harassment:** Sexual harassment is any unwanted sexual advance or demand, either verbal or physical that is reasonably perceived by the recipient as demeaning, intimidating or coercive. Sexual harassment must be understood as an exploitation of a power relationship rather than as an exclusively sexual issue. Sexual harassment includes, but is not limited to, the creation of a hostile or abusive working environment resulting from discrimination on the basis of gender.
3. **Sexual Misconduct:** Sexual misconduct means a chargeable offense.
4. **Physical Abuse -** Any act of omission or an act that endangers a person's physical or mental health. This definition includes any non-accidental physical injury. Physical abuse may result from punishment that is overly punitive or inappropriate to the individual's age or condition. In addition, physical abuse may result from purposeful acts that pose serious danger to the physical health of a child, youth or adult with developmental disabilities.
5. **Physical Neglect -** individual in charge does not take adequate precautions (given a child's, youth or vulnerable person's particular emotional developmental needs) to ensure his or her safety in and out of the residence.
6. **Lack of Supervision-** individual in charge does not take adequate precautions (given a child's, youth or vulnerable person's particular emotional developmental needs) to ensure his or her safety in and out of the residence.
7. **Emotional Maltreatment-** Persistent or extreme thwarting of a child's, youth or vulnerable person's basic emotional needs (such as the need to feel safe and accepted)
8. **Educational Maltreatment-** individual in charge fails to ensure that a child, youth or vulnerable person receives adequate education
9. **Moral-Legal Maltreatment-** individual in charge exposes or involves a child, youth or vulnerable person in illegal or other activities that may foster delinquency or antisocial behavior.

Implementation

Professionals, employees, and volunteers shall be provided with a copy of this policy and shall receive training information to assist in the understanding and implementation of this policy.

Making a Complaint

Persons who have knowledge of possible violations of this policy by management and employees should report to appropriate supervisors and administrators. The Administration will take action in the investigation, reporting, due process, and take action to seek justice.

SCREENING FOR VOLUNTEERS OR STAFF

Careful screening is one way to prevent the abuse of children, youth and adults with developmental disabilities. Screening calls for a careful gathering and review of information in search of people who can provide safe contact in a safe environment.

1. Prior to employment or acceptance as management or paid staff person, human resources or management shall direct each prospective employee to complete an Application, Authorization to Release Information Form and other forms related to gathering employee data. By signing the form, the applicant will give Kean University & New Jersey DECA authorization to contact references, authorization for those references to release information to Kean University & New Jersey DECA and to allow Kean University & New Jersey DECA to perform the necessary investigation to complete the review of the application and all references attached.
2. Kean University & New Jersey DECA shall facilitate a screening check.
3. Kean University & New Jersey DECA and its human resource department/management shall request and verify all references.
4. Kean University & New Jersey DECA and its human resource department/management shall receive the completed forms and reports and review them. If any of the reports and/or references raise questions about the fitness of an applicant, the Kean University & New Jersey DECA should disapprove the application and notify the applicant. Kean University & New Jersey DECA reserves the right to turn away any persons for employment.
5. If the applicant is found to have been involved in any activity in which the applicant abused or exploited children, youth and adults with developmental disabilities, the applicant will not be hired/approved. Any conviction of a crime against children, youth or adults with developmental disabilities shall disqualify any applicant.
6. Results of screens shall be kept confidential.

TRAINING

The Kean University & New Jersey DECA shall develop and implement training procedures for all management and employees who have direct or indirect contact with children, youth and adults with developmental disabilities as part of their duties, activities and events.

SUPERVISION

Supervision and enforcement of policy and procedures regarding all management and employees who have direct or indirect contact with children, youth and adults with developmental disabilities should be clearly communicated within Kean University & New Jersey DECA's policies and procedures. At each facility, management and employees should be clear on written policy and procedures regarding staff working directly or indirectly with children, youth, and adult/children with developmental disabilities. (Definitions of abuse, selection and screening, no one-on-one isolated situations should apply with children, youth, and adult /children with developmental disabilities, reporting incidents of abuse with children, youth, and adult /children with developmental disabilities and media response. ALL reporting activities set forth by government, State and Federal regulations, should be followed). Whenever possible, a team approach should be used when interacting. If the necessity for one-on-one interactions, the interaction should occur in an unenclosed area and with the knowledge of another adult. Staff is to be encouraged to warn each other when questionable behavior is displayed.

REPORTING OF INCIDENTS

All incidents should be immediately reported to management and an incident report should be filed. Management should retain all incident reports for reference. When the necessity of reporting occurs, the protection of children, youth and adults with developmental disabilities must be paramount.

Sample Procedures for Reporting, Investigating, and Resolving Violations of Certification Policy

- 1. Report immediately upon receipt of an allegation of violation of policy management on duty. The Facility Manager, Regional Manager, Executive Director and Crisis Management Team shall be notified additionally. The Executive Director or Crisis Team Management will facilitate reporting to law enforcement agencies as appropriate according to State and Federal reporting guidelines and shall also notify the Board of Directors.**
- 2. The person against whom an allegation has been made (“Respondent”) will immediately be suspended**
- 3. If a minor is involved, that person’s parent(s)/guardian(s) shall be notified of the alleged violation of policy by a person designated by the Crisis Management Team.**
- 4. The Crisis Management Team shall assist in the investigation of the complaint and the process to use to work through the complaint. This may include assistance with legal and public relations issues as well as interviews necessary for the investigation of the complaint. Decisions on resolution shall ultimately rest with the Board of Directors.**
- 5. The person or persons who first report the alleged violation of policy will be asked to document their knowledge of this incident(s) and provide that documentation to the Crisis Management Team.**
- 6. The Crisis Management Team will determine who needs to be interviewed to determine the nature of the alleged violation and its impact. All conversations shall be documented including such things as (but not exclusive of) date, time, place, and names of persons involved. In addition, the substance of the conversation shall be documented, with the person interviewed asked to review notes for accuracy and to sign such notes. In addition, all contacts made, and actions taken by the Crisis Management Team are to be documented.**
- 7. If a formal complaint is made, the Crisis Management Team shall provide the respondent with of copy of the complaint.**
- 8. Those making the allegations (“Plaintiff”), the parent(s)/guardian(s) of any minor involved, the Respondent, and any persons who supervise such persons shall be notified of any result of the investigation and final decision of the Kean University & New Jersey DECA documentation shall be retained in a confidential, personal file.**
- 9. The Crisis Management Team will determine when and with whom information needs to be shared. If investigations or allegations of abuse should come to the attention of the media, a response shall come from a spokesperson.**
- 10. It shall be the goals of Kean University & New Jersey DECA to provide supportive care to both the Plaintiff and the Respondent, and to restore such persons to wholeness. Supportive care can include the procedures of the criminal justice system and appropriate counseling referrals.**
- 11. If the Plaintiff should desire to appeal the decision of the Kean University & New Jersey DECA, and The Crisis Management Team, or Board of Directors’ legal council will be consulted.**

Guidelines for Establishing Written Abuse Prevention Policies

- 1. Establish an organization wide commitment to zero tolerance for abuse.**
- 2. Define grooming behaviors and characteristics of abusers and clearly prohibit grooming. Grooming is the process used by an abuser to select a child, win the child's trust and the trust of their parent or guardian to manipulate the child into sexual activity and keep the child from disclosing the abuse. Because sexual abusers 'groom' children for abuse, it is possible a staff member or volunteer may witness behavior intended to 'groom' a child for sexual abuse. Staff members and volunteers are asked to report 'grooming' behavior, any policy violations, or any suspicious behaviors to a supervisor or other pre-determined member of the organization.**
- 3. Understand and communicate mandatory reporting laws and requirements. Report ALL suspicions or allegations of abuse, regardless of the state law requirements. The organization should establish the chain of reporting internally, with appointed staff members who will report to the appropriate agencies. This may include local police, Child Protective Services, or other appropriate agencies.**
- 4. Define allowable/appropriate interactions and what is not allowed. This may include no one on interactions, no private conversations (in-person or online), define what if any physical contact is allowed.**
- 5. Establish protocol for response to victims. In addition to notifying the appropriate authorities, what services will be made available to victims and other members, staff or volunteers who might be impacted?**
- 6. Determine consequences of engaging in prohibited behaviors or not enforcing policies. The consequences must be clear and consistent (violations, disciplinary action, reassignment, termination, etc).**
- 7. Employees, volunteers and other adults representing the organization must participate in Abuse Prevention Training. This applies to any adult working with minors on a regular basis or staff members responsible for hiring, firing or otherwise part of the reporting process or policy enforcement. This may be directly through the organization or through another entity, if provided with proof of completion within three years.**
- 8. Employees, volunteers and other adults representing the organization must go through a background screening process. This applies to any adult working with minors on a regular basis or staff members responsible for hiring, firing or otherwise part of the reporting process or policy enforcement. This may be directly through the organization or through another entity, if provided with proof of completion within three years.**
- 9. Statement of Acknowledgement and Agreement. Once communicated, employees/volunteers signature indicating they have reviewed the policy and understood the material and agree to comply with the policy requirements.**

Appendix K

DECA Inc.

***Miscellaneous
Information***

FACTS FOR DECA MEMBERS

WHAT IS DECA?

DECA's mission is to prepare emerging leaders and entrepreneurs for careers in marketing, finance, hospitality and management in high schools and colleges around the globe. DECA is an international organization with a total membership of approximately 250,000. There are 50 State Associations of DECA, Inc. and there are also Associations in the District of Columbia, the US territories, Canada, Germany, Mexico, and South Korea.

WHAT ARE THE DIVISIONS OF DECA?

There are four divisions of the DECA structure. The two student divisions are High School and Collegiate. The two support divisions are Alumni and Professional.

THE DECA EMBLEM?

DECA's emblem signifies that DECA is a progressive, enlightened organization preparing for the future.

WHAT ARE THE DECA COLORS?

The colors of DECA are blue and gold. Blue suggests sincerity and should remind us to reach for the highest goals we can. Gold suggests success and is a reminder that success comes to those who work hard.

WHAT IS THE PROFESSIONAL DECA MANNER OF DRESS?

The DECA Blazer is the official jacket for our organization. The DECA blazer symbolizes the professionalism and teamwork for which we all strive. Those members who wear a DECA Blazer know the pride of accomplishment and the satisfaction of membership in our organization. Student competitors at the International Career Development Conference are required to wear a DECA Blazer for competition. New Jersey DECA State Officers are required to wear their DECA Blazers at all times when an official business of the organization. Many local DECA Chapter Officers and members also are proud to wear their official blazers. New Jersey DECA also has a dress code for all members, students and advisors, at all official functions.

WHAT IS THE DECA MISSION STATEMENT?

DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management.

WHAT IS THE DECA CREED?

The DECA Creed is a guideline for all members of DECA. It states the high standards that we set for ourselves. The DECA creed is read by members at chapter, state, and international activities to reaffirm our commitment to ourselves, our community, and our nation.

DECA INFORMATION

WHY JOIN DECA?

DECA is a student-centered organization for you...the Business student.

DECA is co-curricular; it is an important part of the instructional program in secondary and post-secondary schools.

DECA offers high school students, college students, professionals, alumni and other members activities at the local, state and international levels.

DECA maintains a series of chapter, state, and international competency-based competitive event activities.

DECA conferences are designed to stimulate and motivate classroom interest, career exploration and vocational competence.

DECA believes in competition and offers awards and recognition to student members and advisors for outstanding accomplishments.

DECA provides you with the opportunity to develop socially through leadership experience, civic activities and travel.

DECA Conferences give you the chance to participate in competency-based competitive events in your chosen career field; to compete with other students with similar interests; and to practice your skills in marketing, business finance, hospitality, management and entrepreneurship.

The DECA CREED

I BELIEVE in the future which I am planning for myself in the field of marketing, and in the opportunities which my vocation offers.

I BELIEVE in fulfilling the highest measure of service to my vocation, my fellow beings, my country, and my God that by doing, I will be rewarded with personal satisfaction and material wealth.

I BELIEVE in the democratic philosophies of private enterprise and competition, and in the freedoms of this nation - that these philosophies allow for the fullest development of my individual abilities.

I BELIEVE that by doing my best to live according to these high principles, I will be of greater service both to myself and to others.

NORTH ATLANTIC REGION INFORMATION

What is the North Atlantic Region?

The North Atlantic Region is one of four regions that make up DECA, Inc. The other three regions are the Central, Southern and Western. The North Atlantic Region is comprised of twelve states, the District of Columbia and Canada. Members of the North Atlantic Region are provided with a conference in November. Formerly referred to as NARCON, the North Atlantic Regional Conference is now called **The Ultimate Power Trip**, and is where DECA members receive leadership and competitive event training. This conference is held in various states throughout the region.

Who operates the North Atlantic Region?

The North Atlantic Region is part of the DECA, Inc. structure. Regional conferences and other activities are planned by the North Atlantic Regional Council, or NAR Council, and the divisional advisory boards.

The NAR Council is comprised of representatives from each member state, the District of Columbia and Canada. The Council plans activities and programs throughout the year.

Which State/Provincial Associations Comprise the North Atlantic Region?

Connecticut	Maryland	Ontario, Canada
Delaware	Massachusetts	Pennsylvania
District of Columbia	New Hampshire	Rhode Island
Germany	New Jersey	Vermont
Maine	New York	West Virginia