



Handbook For Chapters

Revised August, 2011

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WHAT IS DECA?

DECA is an organization for students enrolled in Marketing Education. It is designed to promote a total program of activities which develops leadership, teamwork skills and individual growth. DECA is the only national student organization operating in the nation's schools to attract young people to careers in marketing, management, and entrepreneurship.

DECA offers Marketing Education students the opportunities that a civic or professional organization would offer a businessperson. Activities develop leadership ability, occupational skills, civic responsibility, and the social skills of the individual. DECA activities serve as a teaching tool, complimenting, supplementing, and enhancing the marketing education curriculum.

As an integral part of the total Marketing Education program, DECA offers tremendous opportunities for student participation. Each chapter elects its own officers with the Marketing Education teacher serving as the chapter advisor. These chapters, in turn, comprise the Ohio DECA Association. All local members, through their elected officers and delegates, have a direct vote in the concerns of Ohio and National DECA. Membership dues and sales projects support chapter activities.

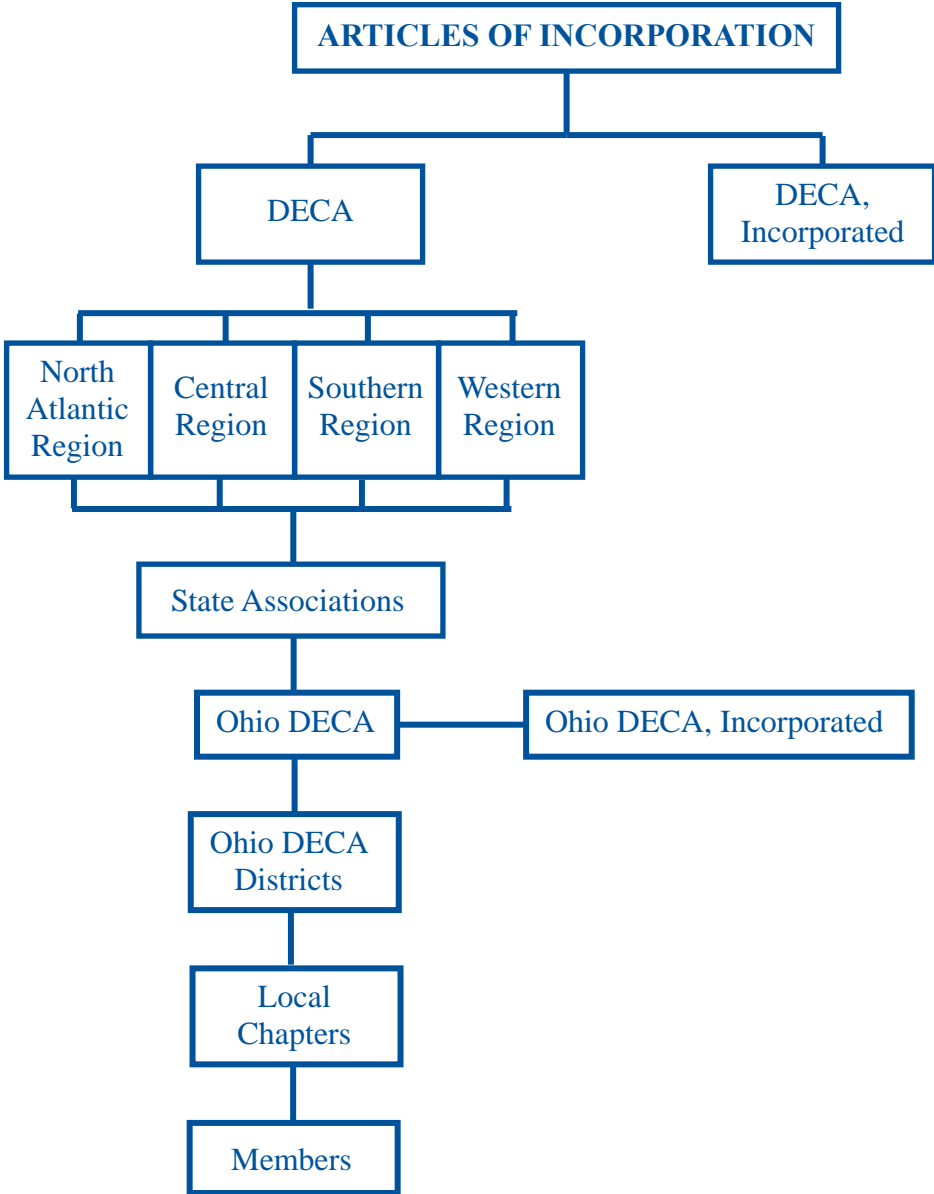
There is no set method of operation for a local chapter, as each is unique to its students and community. The chapter should work, however, at providing a well-rounded program focusing on social, civic, professional and leadership activities that provide for individual, school and community betterment.

DECA provides its members with an opportunity to serve as leaders and receive local, state and national recognition. DECA, therefore, serves as a "showcase" for student achievement and a public relations tool for the Marketing Education program.

PURPOSES OF DECA

- To develop greater proficiency in communication.
- To develop greater appreciation of the responsibilities of citizenship.
- To develop progressive, competent, self-confident, assertive, and cooperative leadership in the field of marketing.
- To provide a thorough study of the opportunities in the field of marketing and management, thereby assisting the student in making an intelligent career choice.
- To develop high ethical standards in personal and business relationships.
- To establish a sense of responsibility to the civic, social, and moral well-being of the society.
- To complement, supplement, and enhance the marketing education curriculum.
- To further develop occupational competencies needed for careers in marketing, merchandising, and management.
- To develop a greater understanding of our competitive, free enterprise system.
- To develop skills in international relationships.

STRUCTURE OF DECA



WHY JOIN DECA?

BECAUSE:

- DECA** is the only student organization operating through the schools of the nation to attract students to careers in marketing, management, and entrepreneurship.
- DECA** is a teaching device through which the advisor can enrich, enliven, and expand the marketing curriculum.
- DECA** encourages social intelligence through social and recreational activities.
- DECA** encourages free enterprise and economic awareness through individual instruction, creative marketing projects, collaboration with successful business leaders, and practical experience in business establishments.
- DECA** encourages civic responsibility through professional conferences, chapter and school activities, and community assistance projects.
- DECA** provides each member an opportunity to participate in many activities designed to teach the individual to be not only a leader, but also a team player.
- DECA** maintains a series of state and national competitive events designed to stimulate and motivate classroom interest, encourage career development, and increase career competence.
- DECA** believes in competition and offers awards and recognition to student members for outstanding accomplishment.

DECA COLORS

The colors of DECA are blue and gold. Blue is the color which suggests sincerity and genuineness. It is the color of the heavens above us. It encourages us to reach upward, continually trying to improve ourselves and our services. Gold suggests the crowning success which comes to one who lives usefully and wisely. We are all seekers of success, not only because of the wealth it brings, but mainly because of the satisfaction which attends it. It is a good thing for us to know that we have done well.

INTEGRATING DECA INTO MARKETING EDUCATION

The DECA program of activities complements, supplements, enriches, and strengthens the instructional program of Marketing Education. Combined with classroom instruction and laboratory or cooperative training, DECA activities give greater scope and depth to the total instructional program. Success in the field of marketing and management is dependent upon attitudes and skills best developed within an educationally-oriented, student-centered program. DECA provides an avenue for the enrichment of the instructional program through competitive events and activities planned by students under the guidance and direction of the advisor.

Because of the co-curricular nature of DECA, as demonstrated through chapter and competitive events, the teacher/coordinator is in a position where students will not only be prepared for events, but will also have the competency-based knowledge, skills, and attitudes required for entry and advancement in marketing occupations.

MARKETING EDUCATION TEACHERS USE DECA . . .

- To complement classroom and/or employment instruction.
- To encourage students to act responsibly.
- To develop student leadership.
- To develop and strengthen a close student-teacher rapport.
- To instill in students proper social skills, civic responsiveness and an appreciation for the free enterprise system.

ORGANIZATION OF DECA

Chapter Level

A group of marketing education students in a local program organize to develop marketing career competence through participation in a variety of team activities. The Marketing Education teacher acts as the chapter advisor.

School Chapter elects/appoints leaders or officers.

Chapter members participate in chapter, school and community activities.

District Level

A group of local chapters throughout the state organize for the purpose of conducting joint projects that provide for the leadership development of members and the operation of competitive events.

State Association

Ohio DECA, an association which includes all local chapters of DECA, provides competitive and leadership activities.

Chapter and chapter members join the State Association of DECA.

State Officers, chosen from local DECA Chapters, provide leadership and serve as the student representatives on the Ohio DECA Executive Council.

One or more designated person(s) serve as the State DECA Advisor(s) to provide leadership and coordinate activities.

Outstanding local chapter members represent their chapters in state-sponsored activities, competition and career development events.

National Level

National DECA is composed of members in all 50 United States, and the District of Columbia, Canada, China, Germany, Guam, Hong Kong, Korea, Mexico, Puerto Rico and the Virgin Islands all have the status of a state association.

Local chapter and state association members join National DECA.

Representatives of State Associations provide advice and leadership for National DECA activities.

One state representative, often the State Association DECA Advisor or Marketing State Supervisor, serves as a member of DECA, Inc. and accepts the legal responsibility for the chapters and student members of DECA within that State Association (one for the High School Division and one for the Delta Epsilon Chi Division).

Members of the Board of Directors are elected from the DECA, Inc. membership for a three-year term. The Board sets policies and/or guidelines and adopts a long range plan for DECA development and growth.

The Executive Director of DECA, Inc. receives direction from the Board of Directors of DECA, Inc.

All other national staff persons are employed by and responsible to the executive director.

Outstanding state members represent their State Association during the annual International Career Development Conference.

National student officers, chosen by the state association voting delegates, serve as the elected leaders of National DECA.

DECA DUES

In order to provide the services desired by its members, all associations must have money. One of the ways DECA obtains its funds is by charging dues. These dues have been approved by the student members of the Association.

State and National dues must be paid by October 20th of the current school year. District dues are established by each district. Local dues are established by the chapter each year.

Ohio is a unified state regarding membership, as prescribed in the Ohio DECA Constitution. Students and advisors must join both Ohio DECA and National DECA. An individual must be a dues paid member in order to participate in Ohio and National activities or in any district activity where Ohio DECA incurs monetary expenses.

Membership is completed on-line through the National DECA office (www.deca.org). School purchase orders, school checks or money orders are the only acceptable forms of payment. **Send both state and national dues to:**

**Attn: National DECA
Membership
1908 Association Drive
Reston, VA 20191-1594**

DECA RESOURCE LIST

National DECA

- National DECA
1908 Association Drive
Reston, VA 20191-1594
Phone: 703-860-5000
Fax: 703-860-4013
Website: www.deca.org

- *DECA Guide* It is published annually and sent to all DECA chapters. It contains information on the competitive events program, and DECA Images (related materials, instructional materials, apparel and accessories, jewelry, etc.). The DECA Guide is also available on the website.

- *Dimensions* The official DECA membership magazine is filled with business and association news and features on job skills, leadership, and civic consciousness. All members receive a copy.

- Chapter Management *Chapter Management System: A resource for starting and maintaining your DECA Chapter.* All chapters received a copy of this document from National DECA.

Ohio DECA

- Ohio DECA
25 South Front Street, Mail Stop 604
Columbus, OH 43215-4183
Phone: 614-466-3891
Fax: 614-728-6176
Website: www.ohiodeca.org

- *Ohio DECA Handbook for Chapters* It is available from the Ohio DECA office and published Revised August, 2011 on the website.

- *Ohio DECA Competitive Events Guide* It is available from the Ohio DECA office and published Revised August, 2011 on the website.

- *Curriculum material for marketing and sample DECA tests available from:*

MBA Research
1375 King Avenue
P.O. Box 12226
Columbus, OH 43212-0226
Phone: 1-800-448-0398
Phone: 614-486-6708
Fax: 614-486-1819

NATIONAL DECA INFORMATION

DEVELOPMENT OF NATIONAL DECA

During the period between 1937 and 1942, when cooperative programs in marketing education or distributive education as it was called then, were becoming more widely established, the students in these marketing and distributive education classes began to form Distributive Education Clubs. This was a spontaneous effort on the part of the students and teachers and occurred simultaneously throughout the country. Why did this happen and what needs were these clubs filling? Several basic factors were involved.

First, Distributive Education students were employed away from the school campus at their training stations during the afternoon when many of the other students in their school were involved with the school's extra-curricular activities. The Distributive Education students were, therefore, missing a very important part of school life. Secondly, these students of Distributive Education had a common interest – their personal desire for professional and personal growth. Thirdly, they felt the need to belong, to develop professionally and socially, and to be a part of the group. Thus, school “clubs” began to spring up all over the country. These early “clubs” adopted many names – Future Retailers, Future Distributors, Future Merchants, and Distributive Education Clubs.

Between 1941 and 1944, when it became apparent that the strength of local units was growing and they began to feel the need to communicate with each other, a few states held statewide meetings of Distributive Education Clubs. By 1945, a few states had officially organized State Associations and were holding state conferences. During this time, the idea of a national organization was born.

In 1946, the United State Office of Education invited a representative committee of State Supervisors of Distributive Education, representatives of the USOE, and leaders of the American Vocational Association to meet in Washington, D.C. This group developed plans for the national organization of Distributive Education Clubs and prepared a tentative constitution and an organizational chart.

As a result of this preliminary meeting, the national organization was launched and the first Interstate Conference of Distributive Education Clubs was held in Memphis, Tennessee, in April, 1947. At that meeting, delegates from twelve states unanimously adopted a resolution to form a national organization. The organization was officially endorsed by the National Association of State Directors of Vocational Education, meeting at the same time, in Chicago, Illinois. Officers were elected and committees were appointed to prepare a charter application and a constitution for consideration at the next year's conference.

The second national conference, held in St. Louis, Missouri, in 1948, saw the adoption of the constitution and the official name, The Distributive Education Clubs of America, designated DECA, and the acceptance of 17 charter member states. These were Arkansas, Georgia, Indiana, Kansas, Kentucky, Louisiana, Michigan, Missouri, North Carolina, Ohio, Oklahoma, South Carolina, Tennessee, Texas, Utah, Virginia, and Washington.

In 1953, a national headquarters for DECA was established at 1010 Vermont Avenue, N.W., Washington D.C., with the help of the American Vocational Association.

The first issue of the DECA DISTRIBUTOR, the national publication of DECA, was presented during the second annual convention in St. Louis, with financial assistance from the first donor to DECA – the Sears-Roebuck Foundation. The same donor made possible the employment of DECA's first full-time staff person, an executive secretary, employed in July, 1953.

Initially, funds and moral support came primarily from The Sears-Roebuck Foundation. Other business organizations learned of DECA and they became interested. Several gave financial aid. In 1957, donors to DECA made it possible for DECA to add a Member Service Division to its national headquarters and to employ a member service director. In addition, a National Leadership Training Conference for the DECA National Officers was begun during 1958.

DECA continued to grow and progress. By 1960, the National DECA staff expanded to include not only an executive director (formerly the executive secretary) and member service director, but also a public relations director and a publications director. The week-long training conference for national officers was expanded to three weeks.

State presidents were allowed to attend a week-long national training seminar conducted by the national officers and DECA staff. A National DECA Week was established and expanded to DECA Month and National Headquarters was moved to Falls Church, Virginia.

Membership in DECA continually increased. From 793 members representing 12 state associations in 1947, DECA grew to more than 165,000 members representing 54 state associations, including all fifty states, Puerto Rico, the District of Columbia, Guam and the Virgin Islands. In 1980, DECA became international with the issuance of a state association charter to Canada.

In 1975, a National DECA Center Funding Campaign successfully established a permanent home for DECA. The National DECA Headquarters was built at 1908 Association Drive in Reston, Virginia. The National DECA Headquarters houses the employed staff of DECA, Inc. The executive director, employed by the Board of Directors, is responsible for the administration of National Headquarters and for executing the policies established by the Board of Directors. Other staff members are employed by the executive director for the development, promotion and coordination of the many DECA activities conducted by or associated with National DECA.

The DECA Constitution still refers to Distributive Education Clubs of America as the official name of the organization. However, in 1992, all reference to the wording "Distributive Education Clubs of America", was dropped, and the organization is now known simply as "DECA". A new descriptor "An Association of Marketing Students" was developed, and a new logo was designed at this time also. The only reference to Distributive Education Clubs of America is in regard to the DECA constitution and perhaps some legal documents.

In 2010, National DECA had 185,000 members, employed over 30 staff, and operated one of the most successful student associations in the world. National DECA now offers over \$500,000 in student scholarships and enjoys the support of over 65 business partners.

NATIONAL DECA FACTS

DATE ESTABLISHED: 1946

NAME: DECA (It use to stand for Distributive Education Clubs of America. However, National DECA changed it to just DECA and dropped the wording.)

PURPOSE: (1) To assist the state associations of DECA in their own growth and development; (2) to further develop education in marketing, management, and entrepreneurship; (3) to promote understanding of and appreciation for the responsibilities of citizenship in our free enterprise system

MEMBERSHIP: All 50 United States, and the District of Columbia, Canada, China, Germany, Guam, Hong Kong, Korea, Mexico, Puerto Rico and the Virgin Islands all have the status of a state association which makes a total of 60 state associations.

HEADQUARTERS: 1908 Association Drive
Reston, Virginia 20191
(703) 860-5000

TAGLINE: Developing Future Leaders for Marketing, Management, and Entrepreneurship.

COLORS: Blue and Gold

REGIONS OF NATIONAL DECA: Western Region (13 states); Central Region (13 states and Manitoba, Canada); North Atlantic Region (12 states, the District of Columbia, and Ontario, Canada); Southern Region (12 states, Puerto Rico, Guam, and the Virgin Islands).

DIVISIONS OF NATIONAL DECA

HIGH SCHOOL DIVISION: DECA is a student-centered organization whose program of leadership and personal development is designed specifically for students enrolled in Marketing Education. Any student enrolled in a Marketing Education instructional program in the nation, the U.S. territorial entities and Canada is eligible for membership in DECA at the local, state and national levels. At the classroom level, Marketing Education students form a chapter and elect their own student officers. The Marketing Education teacher-coordinator serves as the chapter advisor.

DELTA EPSILON CHI: In 1958, some post-secondary institutions attempted to establish DECA chapters. In 1961, the Post-Secondary Division, also known as the “Junior College Division, was established and open for membership to those Marketing Education students who were enrolled in less-than-baccalaureate-degree programs. In 1982, the name of the division was changed to “Delta Epsilon Chi”, and membership was extended to marketing, management, and entrepreneurship students in four-year colleges and universities. The Division is now called Collegiate DECA to show unity and continuity with High School DECA.

COLLEGIATE DIVISION: The Collegiate Division of DECA was formed in 1970 as a division of the Distributive Education Clubs of America. The division functions as a student/professional division. The Collegiate Division is directed toward developing its members for careers as Marketing Education teacher-coordinators and DECA chapter advisors.

ALUMNI DIVISION: The Alumni Division of DECA serves in a supporting role. Membership in the Alumni Division is available to any former high school, Delta Epsilon Chi, or college DECA member or any member of these divisions who is completing his/her last semester prior to graduation. Members may join through their local chapter, state associations or National DECA.

PROFESSIONAL DIVISIONS: The Professional Division of DECA was established primarily to provide teachers of Marketing Education a means for identification with DECA beyond that of being chapter advisor. Active members include DECA chapter advisors, local or state supervisor/directors, teacher educators and other professional Marketing Education personnel, cooperative employers, school administrators, board of education members, parents, advisory committee members and others who are helping to advance and support DECA on the local, state, and/or national level.

NATIONAL DECA REGIONS

The States and Provinces are divided equally into four separate regions. Each of these regions, presided over by a national vice president, provides conference activities and services designed specifically for that region.

The four regions of DECA are listed below:

NORTH ATLANTIC REGION

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

CENTRAL REGION

Illinois
 Indiana
 Iowa
 Kansas
 Kentucky
 Manitoba, Canada
 Michigan
 Minnesota
 Missouri
 Nebraska
 North Dakota
 Ohio
 South Dakota
 Wisconsin

SOUTHERN REGION

Alabama
 Arkansas
 Florida
 Georgia
 Louisiana
 Mississippi
 North Carolina
 Oklahoma
 Puerto Rico
 South Carolina
 Tennessee
 Texas
 Virginia
 Virgin Islands

WESTERN REGION

Alaska
 Arizona
 California
 Colorado
 Guam
 Hawaii
 Idaho
 Montana
 Nevada
 New Mexico
 Oregon
 Utah
 Washington
 Wyoming

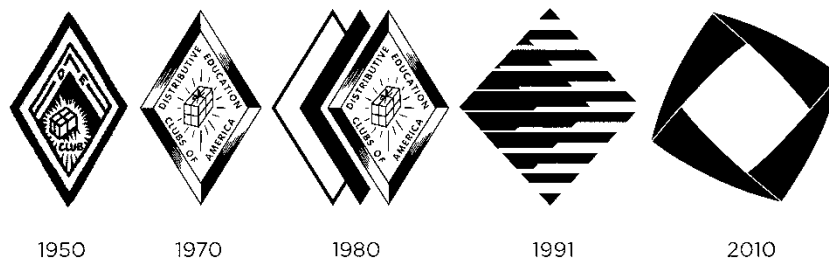
NATIONAL DECA, INCORPORATED

National DECA is composed of chartered associations of DECA. These chartered associations have been duly recognized by DECA, Inc., upon approval of the Board of Directors.

The governing body is DECA, Inc. this is the legal sponsoring agency of DECA, and its membership is composed of the head program officer (or his/her designee) for the marketing education curricula at the secondary level of instruction and the head program officer (or his/her designee) at the post-secondary level. An additional member may be chosen by a state or territory having a total national DECA membership of 10,000 or more in either the secondary or post-secondary level; however, no unit will be allowed more than three members. This group is represented by a Board of Directors. The Board consist of 11 members, including eight (8) persons elected by members of DECA, Inc., with at least two (2) representatives from each existing region; the vice-president of the Marketing Education Division of the American Career-Technical Education Association; an appointed representative of the U.S. Department of Education; and the Executive Director of DECA, Inc.

The annual meeting of DECA, Inc., is held at a designated time and place which coincides with the annual International Career Development Conference. The Board of Directors meets as necessary.

THE DECA BRAND



Our brand captures the essence of our organization and communicates it to all of our key audiences. With a 60-year history, DECA has an illustrious past that has touched the lives of more than ten million students, educators, school administrators and business professionals. Their strong connection with our organization has resonated into a brand that people identify as a remarkable experience in the preparation of emerging leaders and entrepreneurs.

All dynamic organizations and corporations periodically examine their message statements to refresh, clarify and strengthen their brand. DECA embarked on a two-year process that involved researching the use of message statements in modern communication strategies; conducting focus group sessions with the DECA Inc. Board of Directors, state/provincial and chapter advisors, student members and our business partners; and sampling opinions of education policy makers and the general public.

The result is a contemporary and enhanced brand with updated message statements that collectively define our organization while retaining our historic connections and name recognition. DECA's key messages are communicated through our guiding principles, which are connected to our updated logo.

The first set describes our signature methodology and connects to the inner points of the diamond. The second set explains the result of participation in our organization and connects to the outer points showcasing the polished leaders DECA prepares.

The synergy of a cohesive message shared among all members in our organization allows us to more effectively propel DECA's mission statement, guiding principles, attributes, values and brand essence. Our unified brand will result in improved recognition, convey our unique elements, develop allegiance and increase support for DECA.

We are stronger when we speak as one, so join us in communicating our message.

MISSION STATEMENT

The mission statement is designed to be a clear and easy-to-understand statement of our purpose.

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

GUIDING PRINCIPLES

The guiding principles are designed to explain how DECA fulfills our mission in two distinct statements – the first addresses what we do and the second addresses the result.

DECA's Comprehensive Learning Program

Integrates into Classroom Instruction

An integral component of classroom instruction, DECA activities provide authentic, experiential learning methods to prepare members for college and careers.

Applies Learning

DECA members put their knowledge into action through rigorous project-based activities that require creative solutions with practical outcomes.

Connects to Business

Partnerships with businesses at local and broader levels provide DECA members realistic insight into industry and promote meaningful, relevant learning.

Promotes Competition

As in the global economy, a spark of competition drives DECA members to excel and improve their performance.

DECA prepares the next generation to be

Academically Prepared

DECA members are ambitious, high-achieving leaders equipped to conquer the challenges of their aspirations.

Community Oriented

Recognizing the benefit of service and responsibility to the community, DECA members continually impact and improve their local and broader communities.

Professional Responsible

DECA members are poised professionals with ethics, integrity and high standards.

Experienced Leaders

DECA members are empowered through experience to provide effective leadership through goal setting, consensus building and project implementation.

ATTRIBUTES AND VALUES

Attributes and values describe the organizations priorities and standards. They are used as a part of a description of what DECA brand represents.

Competence
Innovation
Integrity
Teamwork

DESCRIPTOR

The descriptor is designed to concisely describe our organization's mission and guiding principles. It should be used in written documents such as press releases, websites, fliers and brochures.

DECA prepares emerging leaders and entrepreneurs for careers in marketing, finance, hospitality and management in high schools and colleges around the globe.

DECA enhances the co-curricular education of members through a comprehensive learning program that integrates into classroom instruction, applies learning, connects to business and promotes competition.

DECA's activities assist in the development of academically prepared, community oriented, professionally responsible, experienced leaders.

DECA Inc. is a 501©(3) not-for-profit student organization with more than 200,000 members in all 50 states, the District of Columbia, Canada, China, Germany, Guam, Hong Kong, Korea, Mexico and Puerto Rico. The United States Congress, The United States Department of Education and state, district and international departments of education authorize DECA's programs.

For more information, visit www.deca.org.

DECA COMPETITIVE EVENTS PROGRAM

Description

The Competitive Events Program is only one of the numerous ways DECA challenges its members. DECA competitive events recognize academic and technical excellence as the building blocks to successful careers in marketing, management, and entrepreneurship.

DECA members and advisors utilize the Competitive Events Program to demonstrate the relationship between the Marketing Education curriculum and the needs of business and industry. Marketing industry leaders recognize and support DECA's efforts in this area. More than 65 major corporations and organizations support National DECA's Competitive Events Program through sponsorship as well as through active involvement in the preparation and administration of the competitive events.

DECA's competitive events are a vital part of its dynamic, student-centered program of personal and leadership development. They are successful because they work to the advantage of the student, the community, and the nation.

Purposes

The purposes of National DECA's competitive events are to:

1. Contribute to the development of competencies needed for careers in marketing, management, and entrepreneurship.
2. Evaluate student achievement of the competencies through careful measurement tools.
3. Provide opportunities for student and team recognition.
4. Provide constructive avenues for individual and team expression, initiative and creativity.
5. Motivate students to assume responsibility for self-development and self-discipline.
6. Provide a vehicle for students to demonstrate their acquired competencies through individual and/or team activities.
7. Assist students in acquiring a realistic self-concept through individual and/or team activities.
8. Help students to participate in an environment of cooperation and competition.
9. Provide visibility for the educational goals and objectives of Marketing Education.

Rationale

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

Competitive events are congruent with sound educational practices and purposes. DECA competitive events are learning activities designed to evaluate students' development of essential competencies needed for entry and advancement in the field of marketing. The DECA Competency Based Competitive Events Program facilitates effective integration of DECA into the total Marketing Education instructional program.

To do this, competitive events have been, and will continue to be, designed to enable students to engage in activities that will extend their interests and competence for careers in marketing and measure the degree to which competencies have already been acquired. In effect, the competitive events are demonstrations of occupational proficiency in marketing areas, which of course, should be the goal of the Marketing Education curriculum. Competitive events are also strong and important student motivation and chapter public relations tools.

NATIONAL AND REGIONAL DECA CONFERENCES

International DECA Career Development Conference

DECA members from the 50 states plus the District of Columbia, Canada, China, Germany, Guam, Hong Kong, Korea, Mexico, Puerto Rico and the Virgin Islands can attend the annual International DECA Career Development Conference. This conference is held in late April or early May each year. One of the greatest honors a member of DECA can receive is that of representing their state in the activities of the international conference. Students qualify for international competition through their state association career development conference.

Each chapter may also send delegates. These delegates attend seminars and workshops focused on such topics as leadership, career exploration, and public speaking. Voting delegates choose the national officers. Any dues-paid member of DECA may attend the International Career Development Conference provided they are accompanied by their advisor who serves as a chaperone.

Goals of the International Career Development Conference

- To provide all DECA divisions an opportunity to conduct necessary business as outlined by the National DECA Constitution and Division By-laws
- To provide an international forum for the competitive program
- To provide delegates and advisors an opportunity to obtain information regarding occupational, educational, and career opportunities

- To provide an opportunity for delegates to assist in the growth and development of DECA
- To provide delegates an opportunity to develop poise and human relations skills by participation in scheduled social and educational activities

NATIONAL DECA CENTRAL REGION LEADERSHIP CONFERENCE

This regional conference is held each November or December and is hosted by one of the 13 states in the National DECA Central Region. The primary purpose of the conference is to provide workshops, seminars, and student activities dealing with leadership development, competitive events, career development, and professional and personal growth. This regional conference is governed by the state advisors within the region under suggested guidelines established by the Board of Directors of National DECA, Inc. The National DECA Central Region website is www.crdeca.org.

NATIONAL DECA DELEGATE PRACTICES AND PROCEDURES

- The term “delegate” shall mean any DECA member.
- There shall be no defacing of public property. Any damages to any property or furnishing in the hotel rooms or building must be paid by the individual or chapter responsible.
- Delegates shall keep their adult advisors informed of their activities and whereabouts at all times. Do not go out at night by yourself; always go in groups.
- Delegates should be prompt and prepared for all activities.
- No alcoholic beverages and/or narcotics in any form shall be possessed by delegates at any time, under any circumstances.
- Out of common courtesy to the general public, no smoking in public will be permitted while a delegate is wearing a DECA blazer. Refrain from loud, boisterous talk, swearing or other unbecoming actions. Remember at all times that other guests will be using hotel facilities.
- No delegates shall leave the hotel (except for authorized events) unless permission has been received from chapter or state advisors. Lock your room door when you leave. Do not leave valuables out in the open in your room.
- Delegates are required to attend all general sessions and activities assigned, including seminars, competitive events, committee meetings, etc. for which they are registered unless engaged in some specific assignment taking place at the same time. Arrive on time for all sessions.
- Identification badges must be worn in order to ride the shuttle service.

- The Dress Code will be in effect at all times. Remember: appropriate dress should be worn at all sessions.
- State associations will be responsible for delegates' conduct.
- Casual wear will be acceptable during specific social functions as designated during orientation sessions.
- Delegates violating or ignoring any of the conduct rules will subject their entire delegation to being unseated and their candidates or competitive events participants to being disqualified. Individual delegates may be sent home immediately at their own expense. Curfew will be enforced. (Curfew means delegates will be in their assigned rooms.)

The delegate practices and procedures are approved by the Board of Directors of DECA, Inc.

NATIONAL DECA TERMINOLOGY

BOARD OF DIRECTORS: Members of DECA, Inc., elected to set policy for National DECA and The DECA Foundation.

CHAPTER: Any school unit chartered by a state association of DECA, consisting of individual DECA members and at least one advisor.

DECA: Identifies a student association designed to develop future leaders for marketing careers.

DECA FOUNDATION: Created to assist and encourage DECA members to continue career study in marketing, management, and entrepreneurship.

DECA IMAGES: The official supplier of instructional materials for DECA integration into marketing education, logo jewelry and clothing, and other miscellaneous DECA items.

DECA, INCORPORATED: Legal identity of adult group responsible for the student program of DECA.

DELEGATE ASSEMBLY: Official time to elect national officers for the coming year.

DELTA EPSILON CHI: The post-secondary division of DECA.

MARKETING EDUCATION: Identifies a program of instruction in marketing.

NATIONAL ADVISORY BOARD: Companies and organizations which contribute to DECA and have membership on DECA's National Advisory Board. Each member company names a liaison person to represent that organization in DECA affairs.

INTERNATIONAL CAREER DEVELOPMENT CONFERENCE (ICDC): Annual climax of the year's DECA activity. Its purpose is to recognize outstanding individual and team achievement.

NATIONAL DECA HEADQUARTERS: National offices of DECA, DECA, Inc., and The DECA Foundation, located at 1908 Association Drive, Reston, Virginia 22091.

NATIONAL VOTING DELEGATES: Student representatives who conduct official business of the student organization (DECA). Approved by the state advisor.

DECA DIMENSIONS: Official publication of National DECA.

STATE CAREER DEVELOPMENT CONFERENCE: Annual climax of state DECA activity with members participating in competitive events. Recognition is given to outstanding individuals and teams.

STATE VOTING DELEGATES: Student representatives elected by local chapters to conduct official business and elect state officers.

SPECIAL NOTE: State, regional, and national meetings of DECA are referred to as "conferences", not "conventions". Adults charged with the responsibility of giving guidance and counsel to chapters and state associations are called "advisors", not "sponsors".

OHIO ASSOCIATION INFORMATION

PHILOSOPHY OF OHIO DECA

The Ohio Association of DECA is the only student organization officially recognized and sponsored by the Ohio Department of Education, Office of Career-Technical Education, Business and Marketing Education Unit. All local Marketing Education programs should have an active DECA chapter, and all Marketing Education students should be active members of that chapter. Local school chapters comprise the state association.

Marketing Education is a primary provider of pre-baccalaureate preparation (including adult training and development) for marketing careers. It provides that preparation through a carefully conceived curriculum that is structured around the functions of marketing and is regularly validated by businesspeople. Marketing Education is provided in a variety of settings and organizational patterns responsive to the needs of students and businesspeople. It is characterized by practical, business-based instruction offered through a nationwide network of instructors who have marketing experience and are supported by a system designed for quality education. Students' learning needs are met through a variety of instructional methods including DECA activities and events.

Membership in the Ohio Association of DECA provides each student with the opportunity to participate in local, district, state, and national activities and functions.

The objective of the high school divisions of Ohio DECA are listed below:

- A. DECA supplements, complements and enhances the instruction provided through the Marketing Education program and is an integral part of the Marketing Education curriculum.
- B. DECA provides learning experiences that assist students in developing skills, knowledge, and attitudes which build competence for occupations in marketing and management.
- C. The DECA program of work provides a well-rounded agenda of meaningful learning activities for all Marketing Education students. The program of work includes, but is not limited to, the following:
 1. Civic Projects – Designed to serve both the school and the community.
 2. Marketing Activities – Developed to meet the needs of the students, the school, the community, and business and industry.
 3. Competitive Events – Designed to provide each student with the opportunity to compete with his or her peers in areas related to the student's occupational objective and/or training situation. The competitive events provide each student with a feeling of belonging and a sense of accomplishment. Furthermore, participation in any of the competitive events should instill a sense of pride in a student through recognition and awards received for a job well done.
 4. Social Activities – Created to provide each student with social skills, an avenue of recreation, and an association with chapter members.

5. Sales Projects – Established to conduct fund-raising activities which have educational benefits for all members of a local DECA chapter. These activities allow students to experience sales and marketing in action, as well as providing monies for the local chapter's activities.
 6. Professional Growth Activities – Designed to provide the student with career development in the various areas of marketing and management. Activities include field trips, business speakers, and professional association meeting attendance.
- E. The Ohio Association of DECA strives to meet the needs of local DECA chapters to the extent that all local programs want to be involved in the state association activities.

OHIO DECA HISTORY

The first local Distributive Education Club was organized in Zanesville, Ohio. Initially, its purpose was social; however, it expanded its activities to include civic consciousness and, later, leadership development. By 1944, Distributive Education programs had grown sufficiently to warrant a meeting in Columbus for the purpose of organizing a state club. It was decided that the Ohio organization would be patterned after the Future Farmers of America (FFA) and the Distributive Education state clubs already formed in the southern states.

Attending this historic meeting were 60 students, 30 instructors, and nine guests. The name selected by club members and state advisory committee members comprised of businesspeople, was the Future Retailers of Ohio (FRO). During this meeting, state officers were elected from among the student delegates, and plans were made to build a strong organization. The principle purposes of the club were to exchange ideas, develop leadership, set high occupational standards, stimulate a professional attitude toward work, and promote good citizenship.

In 1947, members of the Future Retailers of Ohio (FRO) attended the first annual national convention held in Memphis, Tennessee. FRO was chartered at the second national conference, held in St. Louis, Missouri in 1948. Ohio was one of the 17 states that were chartered members.

In 1950, Ohio's state organization was changed from Future Retailers of Ohio (FRO) to the Ohio Association of the Distributive Education Clubs of America (Ohio DECA).

The 12th annual national convention was held in Columbus, Ohio in 1959. The local educators and business people provided generous support. Business groups financed such functions as get-acquainted parties, dinners, and luncheons. Local sales executive club members presented skits and sales demonstrations for judging by Distributive Education students.

By 1960, 42 local Ohio clubs were affiliated with the National DECA Association. Among the general activities of these local clubs were fund raising projects to provide for additional equipment for Distributive Education classrooms, contributions to worthy charitable projects, and financing for the annual employer appreciation banquet. The banquets honored employers and provided an opportunity to inform guests of objectives and accomplishments of the Distributive Education programs.

From 1960 to 1967, Ohio DECA experienced tremendous growth. Membership increased from approximately 600 members to over 5,000 members. This period saw the formation of a new organization called Ohio DECA, Inc. This organization was comprised of DECA advisors, and was created in order to design, regulate, and give guidance to the student association. Changes in terminology also took place during this period. The state convention became known as the “State Leadership Conference”, and the local club as a “chapter”. The term “contests” was changed to “competitive events”. These changes in terminology were a reflection of the maturing of the organization.

In 1964, the growth of Ohio DECA necessitated the addition of district competitive events. These meetings allowed students to compete with each other and earn the privilege of attending the State Leadership Conference. It also became necessary to limit the number of members attending the state conference.

By 1967, the District Leadership Conference was added to the Ohio DECA program. This conference, held in the fall, provided training in conducting chapter activities, leading the chapter, and developing teamwork skills. In 1966, the State Leadership Conference was expanded to a three-day affair.

The school year of 1968 – 1969 marked Ohio DECA’s 25th year of existence. This silver anniversary was celebrated during the State Leadership Conference in Columbus. Approximately 1,300 members and advisors attended. There were two major banquets and a special awards program in the Veterans Memorial Auditorium. Throughout the year, DECA members received packets promoting DECA’s 25th anniversary.

From 1968 – 1970, Ohio DECA continued to show tremendous growth. Membership rose to nearly 6,700 members. Due to the increased enrollment and an expanded program of activities, Ohio DECA’s organizational structure was again revised. A new constitution was approved by the student membership during the 1970 State Leadership Conference. Under the new constitution, an Ohio Executive Council was created to make recommendations and aid in the administration of Ohio DECA affairs. The Executive Council consisted of 10 advisors, who were elected to serve two-year terms on the council. Each year five of the council seats were filled. Also serving on the Executive Council were the five regional supervisors for Marketing Education, the state DECA advisor, and the state officers of Ohio DECA.

Between 1970 and 1974, the membership of Ohio DECA reached 8,500 students. Beginning with the Fall Delegates Conference of 1974, student representation on the Executive Council expanded to include the Ohio DECA president, four regional vice-presidents, and a secretary-treasurer. Competitive events were constantly revised, and new events introduced to better fit the chosen careers of DECA members.

During the 1970’s, Ohio DECA became the leaders of the nation by wining more competitive activities at a national conference than any other state. Competency-based competitive events were piloted in Ohio during this year. These new events paved the way for the change in national and state events. They were designed to be directly related to the member’s occupational objective and tested ten curriculum areas at two levels, master employee or manager-owner.

To coincide with the addition of a fifth supervisory region (the Central Region), a fifth DECA voting region was established in 1976. The constitution was amended to include one Central Region Vice-President. The Board of Trustees was reorganized to coincide with these changes. Each region had two adult representatives with two additional members elected at-large.

The 1980's brought a few changes in Distributive Education. Among these changes, Ohio's Distributive Education Department combined Assistant Director leadership with the Business Education Department to form Business and Marketing Education Services. Distributive Education became Marketing Education to coincide with the curriculum being taught in the schools. Furthermore, the Assistant Director of Marketing Education, Dr. Bernard C. Nye, retired in 1984 after 33 years. Dr. Larry E. Casterline, previously the Business Education Supervisor, served as the Business and Marketing Assistant Director until April, 1991. In May, 1991, Mr. Rick Mangini, who was previously a Marketing Education Supervisor and Ohio DECA State Advisor, began his tenure as the Business and Marketing Assistant Director. Mr. Mangini served as the Business and Marketing Assistant Director and Ohio DECA State Advisor until August, 2006, when he then advanced to the position of Associate Director of Pathways, Programs and Services in the Career-Technical Education Office. Currently, the Business and Marketing Assistant Director position is vacant.

In 1986, the Ohio DECA Constitution was amended to include the male public relations representative, the female public relations representative, and the parliamentarian as voting members of the Ohio DECA Executive Council.

In 1992, the Ohio DECA Constitution was amended to reflect changes in language and operations. The most significant change in the amended constitution was the restructuring of the Board of Trustees of the Ohio DECA Executive Council. Beginning in the 1993 - 94 school year, the Board of Trustees is comprised of 16 advisors with one person elected from each DECA district. This change provides the opportunity for each district to have representation on the Executive Council in order to provide input and to have a direct line of communication to their district. Also, the amount of Ohio DECA dues was raised from \$3.00 per member to \$6.00 per member as a result of the amended constitution. In that same time frame, the "State Leadership Conference" was renamed as "The Ohio DECA Career Development Conference".

The 50th anniversary of Ohio DECA was celebrated in 1994. The first 50 years of Ohio DECA brought tremendous success and recognition to the Ohio Association. A strong statewide marketing education program, active involvement in DECA, and the leadership and efforts of students, teachers, teacher educators, and the business and marketing state staff have established a positive direction for Ohio DECA.

In 1997, Ohio DECA created its first website which was a part of the Ohio Department of Education, Career-Technical and Adult Education Office website. In 1999, all publications, registration materials, and conference applications were published online. In November of 2000, Ohio DECA discontinued its student publication "DECA Impressions" and began its own website for students www.ohiodeca.org. This website provides a variety of information about state, district, and local activities for students and advisors.

In 2011, for the best interest of Ohio DECA, the districts were realigned from 16 districts to 13 districts and the regions therefore were eliminated due the realignment. The By-Laws were changed to have the state officer team composed of a President, Secretary/Treasurer, Executive Vice President of Community Outreach, Executive Vice President of Marketing and Executive Vice President of Leadership Development that are five state wide elected officers and a Parliamentarian and Public Relations Representative that are selected positions at the Ohio DECA Fall Leadership Conference annually.

OHIO DECA DISTRICTS

Ohio is divided into 13 districts and each district is composed of a number of local DECA chapters in association with each other for the purpose of providing leadership development opportunities, competitive events, social activities, and professional growth.

District level activities provide for the involvement of more Ohio DECA members. For this reason, district activities are designed to provide leadership development, professional growth, and social awareness that will be meaningful to all chapters within a district.

Planning and operation of district activities is the responsibility of all advisors within the district. Each year the advisors within a district select an advisor chairperson and co-chairperson to coordinate the district activities.

DISTRICT AND STATE DECA CONFERENCES

Fall District Conferences

Each DECA district holds a leadership conference in September or October. This conference is designed to select the Ohio Public Relations Representative and Parliamentarian district representatives for the Ohio DECA Fall Leadership Conference. In addition, many districts provide workshops and activities for student participants for the purpose of leadership development and professional growth.

Ohio DECA Fall Leadership Conference

Every chapter in the Ohio Association of DECA has an opportunity to attend the Ohio DECA Fall Leadership Conference. This conference is held in November for the purposes of electing state officers, selecting the Ohio DECA Public Relations Representative and the State Parliamentarian, and providing leadership development speakers and workshops.

Each chapter is entitled to have six (6) representatives serve as voting delegates. Two (2) delegates attend the presidential election session. Together, they choose a candidate and the head voting delegate (selected by the chapter) votes for the group, casting one vote. One (1) delegate votes for secretary/treasurer, one (1) delegate votes for the Executive Vice President of Community Outreach, one (1) delegate votes for the Executive Vice President of Marketing and one (1) delegate votes for the Executive Vice President of Leadership Development. Voting delegates talk with candidates during campaigning and listen to speeches and answers to impromptu questions by random draw and state officer selections during the election session. Following that, delegates cast their vote.

District Competitive Events Conference

District competitive events are scheduled in January or February. The events are designed to select the outstanding students within the district to participate at the Ohio DECA Career Development Conference. Each district chooses the number of competitive events held each year. The number of entries per chapter per event is determined by the district chapter advisors.

Ohio DECA Career Development Conference

At this conference, district competitive winners from all over the state of Ohio are brought together to demonstrate their expertise in marketing. Events are designed to measure the members' skills and knowledge in occupational areas. Some activities test leadership skills. Business leaders and experts in the field of marketing are involved in judging the competition.

The *Ohio DECA Competitive Events Guide* and the *National DECA Guide* describe the numerous activities that take place at this conference. The highlight of the conference is the exciting awards session. Anticipation and excitement fill the auditorium as the finalists and winners are announced and presented with awards.

OHIO DECA EXECUTIVE COUNCIL

The Ohio DECA Executive Council is made up of the seven state officers of the Ohio Association of DECA, and the Board of Trustees of Ohio DECA, Incorporated. All members of the Executive Council have equal voting privileges. In all, 20 voting members comprise the Executive Council. The Assistant Director and State Supervisors for Ohio Business and Marketing Education serve on the Executive Council in an ex-officio capacity. The purpose of the Ohio DECA Executive Council is to make recommendations related to the policies and operations of Ohio DECA.

The Board of Trustees of Ohio DECA, Inc. consists of one advisor from each of the 13 Ohio DECA districts. The district board of trustees representative is elected by each district according to policies and procedures established by the local advisors within the district. The representative is elected to serve a two-year term with new members elected annually. Even-numbered districts elect representatives in even-numbered years and odd-numbered districts elect a representative in odd-numbered years. A Board of Trustees member must be an advisor of an active chapter and must have taught a minimum of two years and can only serve two consecutive terms. Approval by local administration is required for an advisor to hold a Board of Trustees position.

OHIO DECA, INC.

Ohio DECA, Inc. is a non-profit educational corporation.

The membership of the corporation consists of teachers of state-approved marketing education programs in the various school systems in Ohio, and state staff members of the Business and Marketing Education Services of Ohio.

An annual meeting is held at a designated time and place, and all members have one vote. No payment of fees or dues is required for membership. DECA, Inc. is governed by the Articles of Incorporation of Ohio DECA, Inc.

OHIO DECA ALUMNI ASSOCIATION

The Ohio DECA Alumni Association keeps DECA members involved with and active in DECA activities at the local and state levels. All chapter advisors are encouraged to discuss membership in the Ohio DECA Alumni Association with their graduating marketing students.

A large number of talented students graduate from marketing programs in Ohio each year. Once established in the business community, these students, serving as alumni members, can be a tremendous resource for a local chapter. Alumni members can be used as advisory committee members, training sponsors, guest speakers, and district level judges for competitive events. Likewise, these individuals can be supportive of marketing programs in a community because of their understanding of the program. Alumni members can also assist at state activities by serving as adult assistants or competitive events judges as well as in other important roles.

A lifetime membership in the Ohio DECA Alumni Association is available to all members for a one-time-only dues payment of \$10.00. Applications are available on the Ohio DECA website under the Alumni section. The Ohio DECA Alumni Association is not affiliated with the National DECA Alumni division which requires separate annual dues.

OHIO DECA CALENDAR OF EVENTS

You can obtain an Ohio DECA Calendar of Events by visiting the web site at <http://www.ohiodeca.org>.

OHIO DECA PAST PRESIDENTS

1944	Brent Fry	Canton	1992	Mike Kunzler	Hamilton
1945	Bernard C. Nye	Newark	1993	Brian Schuster	Hamilton
1946	Robert Coughran	East Akron	1994	Julie Kirby	Milford
1947	Pat Scanlon	Alliance	1995	Geoff Basye	Hamilton
1948	Richard Tinlin	Canton	1996	LaShanna Martin	Dayton
1949	Jack Taylor	Wapakoneta	1997	Megan Montgomery	Northmont
1950	Ron Markin	Ironton	1998	Joe Boroj	Port Clinton
1951	James McDowell	Akron	1999	Katie Fiehrer	Hamilton
1952	Dan Harley	Portsmouth	2000	Buck Nemecek	Port Clinton
1953	Earl Hoyer	Dayton	2001	Chris Parriott	Port Clinton
1954	William Wauben	Lima	2002	Asen Akume	Columbus
1955	James Jackson	Zanesville	2003	Zahin Qayoumi	Cincinnati
1956	David J. Guest	Newark	2004	Joe Wittneben	Huber Heights
1957	Tom Simkins	Defiance	2005	Faraz Khan	Gahanna
1958	Tony Guarino	Akron	2006	Cedric Riley	Cincinnati
1959	Roger Mermer	Defiance	2007	Ian McDougale	Carey
1960	Woody Galloway	Cincinnati	2008	Harrison Hill	Reynoldsburg
	Jim Stiko	Akron	2009	Dennis Johnson	Gahanna
1962	Jim Craig	Columbus	2010	Giovanni Cannizzaro	Perrysburg
1963	Randy Sheppard	Cincinnati	2011	Michael Fisher	Lima
1964	Richard Hammond	Grove City			
1965	Bill Staup	Lima			
1966	Richard Coleman, Jr.	Berea			
1967	Robert Loscko	Dayton			
1968	E. Louis VanGumster	Whitehall			
1969	John Eagon	Whitehall			
1970	Ron Gidjunis	Dayton			
1971	Mike McMahan	Toledo			
1972	Dennis Hoffman	Ravenna			
1973	Dave Cannon	Findlay			
1974	Gerianne Potraffke	Cincinnati			
1975	William Kimbler	Toledo			
1976	F. David Coder	Kettering			
1977	Gregg Wood	West Chester			
1978	Rusty Hogue	Toledo			
1979	Kathy Singer	Vandalia			
1980	Clement Boyd	Dayton			
1981	Deborah Mink	Dayton			
1982	Traci Summa	Reynoldsburg			
1983	Jeffrey Gaulding	Dayton			
1984	Duke Daugherty	Huber Heights			
1985	Christie McCoy	Vandalia			
1986	Brian Watt	Port Clinton			
1987	Eric Broyles	Hamilton			
1988	Dan Friedman	Reynoldsburg			
1989	Shannon Gray	Vandalia			
1990	Chad Eastham	Cincinnati			
1991	Melissa Slusher	Mason			

PAST NATIONAL OFFICERS

1947	Pat Scanlon	President
1995	Geoff Basye	President
1996	Ben Slaughter	Central Region Vice President
2002	Adam Russo	Central Region Vice President
2004	Bob Redd	President
2004	Joe Wittneben	Central Region Vice President
2006	Logan Broadbent	Central Region Vice President
2007	Ashley Wade	Central Region Vice President

LOCAL DECA CHAPTER INFORMATION

ROLE OF THE DECA CHAPTER ADVISOR

The DECA Chapter advisor is essential to the success of the local DECA chapter. DECA activities can provide inspiration to all Marketing Education students. Participation in these activities can stimulate the student interest and self motivation required to achieve career goals. DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management in high schools and colleges around the globe.

The activities of the chapter should be student-centered and student-directed. It is recognized, however, that while young people are capable of planning their own activities, it is essential that they have the counsel of an adult advisor. In order to function as a chapter advisor, the adult must understand the educational values which are inherent in chapter activities. The advisor should provide guidance and counsel for chapter members, develop the interest and support of adults, and assume responsibility for the total chapter program. Once the chapter is organized, the teaching load will lighten because the student members become the “doers” with the teacher serving as the “advisor” in a guidance and counseling role.

The Advisor as Leader

1. Instruct officers concerning their duties and give all members leadership training.
2. See that DECA chapter meetings are held regularly and conducted in a businesslike manner.
3. See that every DECA member has a part in the work, accepts the responsibility and tries to do his or her share.
4. Attend executive committee meetings to assist officers with chapter business.
5. Utilize the DECA Chapter as a leadership training device and impress upon the membership that it is their organization.

The Advisor as Motivator

1. Help new DECA members to be active members and to become involved in the spirit of DECA activities.
2. Encourage participation in district, state and national conferences. Help students prepare for leadership activities and participation at all levels of competition.
3. See that officers and members work to widen the scope of learning activities conducted by the DECA chapter.

The Advisor as Communicator

1. Keep school administration, faculty, public, employers, and parents posted on activities and achievements.
2. Encourage and help provide avenues for parental and advisory committee involvement.
3. Give proper recognition to any individual or group that has made contributions to the development of the chapter program.
4. Keep abreast of new developments in DECA and call them to the attention of the members.

The Advisor as Counselor

1. Consult with individual members and committees on problems and activities.
2. Be concerned with the educational development of the individual student chapter member.
3. Offer assistance when needed, stimulate student participation, and channel student efforts into activities that have educational benefits.

ORGANIZATION OF THE LOCAL DECA CHAPTER

Membership eligibility is governed by national and state constitutions and bylaws and the local chapter constitution. All DECA activities must be approved by the chapter advisor and/or the local administration.

If properly organized, the chapter will be of great assistance to a teacher rather than adding to his/her workload. The chapter is really the showcase of the program; through it, the public learns of the Marketing Education program and its purpose.

Many factors go into the making of a strong local chapter of DECA. Among these are an alert and vigorous membership, an interested and sympathetic teacher-advisor, and the election of the best leaders in the group as officers. However, the most important factors are the teamwork and interest of the members and their determination to make their chapter outstanding.

Advisor Preparation

1. Initiate the organization of the DECA activities by the chapter members.
2. Become thoroughly versed in the history, principles, constitutional provisions, ceremonies, typical activities, parliamentary procedures, and other essentials of the organization.
3. Assist in the plans for securing an efficient group of officers. Set up criteria for candidates. Inform candidates of the responsibilities of each office.

4. Assist members in planning a calendar of work (activities). Plan the calendar of activities early in the school year.
5. Plan programs that can be adequately financed. Assist in establishing adequate DECA chapter records and accounts.
6. Encourage the purchase of the standard minimum DECA chapter equipment and plan for its use and protection.
7. See that a DECA chapter library is set up and utilized.
8. See that all ceremonies, initiations, public performances, and displays are carefully planned and creditably executed.

STEPS IN ORGANIZING A DECA CHAPTER

- A. Explain the value of the DECA program to the individual members.
 1. It provides a means through which the student can
 - a. meet business people on a professional level.
 - b. develop and display leadership techniques.
 - c. help other individuals and the community.
 - d. develop a mature professional attitude.
 - e. focus public attention on the chapter's accomplishments.
 2. Specifically, DECA provides an opportunity for the individual student to
 - a. develop and display leadership through participation in local, state, and national activities.
 - b. compete for recognition and awards on local, state, and national levels.
 - c. be a member of an organization designed exclusively for those in Marketing Education.
- B. Discuss the history and development of the DECA program.
- C. If DECA is new in the school,
 1. find out school procedures for establishing bona fide in-school youth organizations.
 2. appoint a committee to develop a constitution by which the DECA chapter will be guided.
 3. discuss constitution, then vote on its acceptance.
 4. submit an application for DECA charter before the last working day in October to the Ohio DECA office.
- D. Investigate the possibility of a chapter advisory board (may be the same committee that serves for the Instructional program).
- E. Discuss the characteristics of a good member.

- F. Discuss the characteristics of a good officer.
- G. Discuss the qualifications and duties of each office.
- H. Collect or get a firm commitment for collecting all local, state, and national dues. The student should pay dues before being allowed to exercise voting privileges.
- I. Membership roster and dues are completed on-line through the National DECA website for both National and State dues. Complete the necessary information on-line at www.deca.org before the due date of October 20th of each year.
- J. Elect officers.
- K. Hold an Executive Committee (elected officers) meeting.
 - 1. Instruct officers individually on what is expected of them.
 - 2. Develop a program of work (activities) and budget.
 - 3. Cover basic elements of parliamentary procedure, developing an agenda, and conducting a chapter meeting.
 - 4. Decide on a regular meeting schedule.
- L. Submit a program of work and budget to membership for approval.
- M. The President, with the help of the Executive Committee, appoints committees to carry out the program of work. Committee appointments should include all chapter members.

BASIC MATERIALS AND EQUIPMENT FOR THE LOCAL DECA CHAPTER

1. Gavel for the President
2. DECA Banner
3. Framed DECA Creed
4. Secretary notebook and filler
5. Treasurer notebook and filler
6. DECA Officer pins
7. DECA pins for members
8. Official DECA Blazers
9. Computer
10. Official DECA Notebooks
11. Robert's Rules of Order, (Revised)
12. Camera

SAMPLE CHARTER CONSTITUTION

Article I – NAME

Section 1. The official name of the organization shall be “(School) Chapter of the Ohio Association of DECA,” and may be referred to as “(School) DECA Chapter”.

Article II – PURPOSES

Section 1. To assist our members in the growth and development of DECA.

Section 2. To develop a respect for Marketing Education which will contribute to occupational competence.

Section 3. To promote understanding and appreciation for the responsibilities of citizenship in our free, competitive enterprise system.

Article III – ORGANIZATION

Section 1. The (School) DECA Chapter, Ohio Association of DECA, is an organization of students enrolled in Marketing Education program.

Article IV – MEMBERSHIP

- Section 1. The (School) DECA Chapter may be chartered as a member of Ohio DECA upon approval of the State Advisor.
- Section 2. The classes of membership that shall be recognized are:

(High School, Junior Collegiate, or Collegiate) Members: Shall be students enrolled in our school program of Marketing Education. Members must pay dues as established by Ohio DECA, and will be eligible to hold DECA offices, participate in DECA activities, serve as voting delegates, or to otherwise represent Ohio in National DECA affairs of the (High School, Junior Collegiate, or Collegiate) Division only as approved by Ohio DECA.

Alumni Members: These shall be former students of Marketing Education and/or former members of DECA.

Professional Members: These shall be persons associated with or participating in the professional development of DECA. Such persons will pay dues as established by the Ohio Association and may include such persons as teacher-advisors, teacher-educators, marketing education supervisors, employers, parents of DECA members, advisory committee members, school administrators, teachers, and others willing to contribute to the growth and development of DECA.

Honorary Life Members: (School) DECA Chapter Honorary Life Membership may be extended to an individual making a contribution to the field of marketing, or to an Ohio DECA Chapter, with the approval of the DECA Chapter Advisor.

Article V – VOTING

- Section 1. (School) DECA Chapter members shall exercise franchise in (Ohio) DECA through voting delegates as may be approved by the Ohio Association of DECA.

Article VI – MEETINGS

- Section 1. Regular meetings shall be held at least once each month during the school year.
- Section 2. Parliamentary procedure of all meetings will be governed by Robert's Rules of Order, Revised.

Article VII – OFFICERS

- Section 1. The officers of the (School) DECA Chapter shall consist of a president, vice-president, secretary, treasurer, and reporter/parliamentarian. Each shall exercise the usual duties of the office to which the student has been elected.
- Section 2. The officers of the (School) DECA Chapter shall be nominated and elected by ballot at the first regular meeting of each school year. A majority vote of the (High School, Junior Collegiate, or Collegiate) members shall be necessary to elect.

Article VIII – ADVISORS

Section 1. The (School) DECA Chapter Advisor shall be the Marketing Education teacher of the (School) Marketing Education program.

Article IX – FINANCES

Section 1. (School) DECA Chapter will be responsible for State and National DECA dues according to the number of individual members claimed in each membership classification, times the amount established for that classification.

Section 2. The (School) DECA Chapter Advisor shall be responsible for the DECA Chapter finances.

Article X – EMBLEM AND COLOR

Section 1. The emblem of (School) DECA Chapter, shall be a diamond-shaped design as described and protected from infringement by Patent No. 663, 265 as filed with the U.S. Patent Office. The wearing and use of this emblem will be governed by DECA.

Section 2. The colors of the (School) DECA Chapter shall be blue.

Article XI – AMDENDMETNS

Section 1. To amend this Constitution, the proposed amendments must be presented in writing by a DECA member to the president. The president will present the amendments to the membership where it must be approved by a three-fourths majority vote for adoption.

Article XII – RULES, REGULATIONS AND BY-LAWS

Section 1. Such rules, regulations and by-laws as are deemed necessary for the proper conduct of this organization shall be adopted.

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

Section 3. In all meetings, Robert's Rules of Order, Revised, shall serve as standard procedure.

CHAPTER ACTIVITIES

DECA chapter activities should consist of meaningful learning experiences for its members. The purpose of DECA activities is to develop future leaders for marketing and management. These activities are designed to strengthen vocational understanding, social intelligence, civic consciousness and leadership development.

Leadership Development and Vocational Understanding Activities

Professional chapter activities can encompass all activities which will give students an opportunity to better understand the business world. Chapter meetings which include guest speakers, demonstrations, films and panel discussions can be used to enhance a student's understanding of marketing and management. Field trips can be planned to study specific problems related to classroom instruction. Usually the most outstanding activity held by a chapter is the annual employer-employee banquet. The banquet can be used to bring the school and community together and create goodwill for the Marketing Education program.

Competitive events give students an opportunity to learn more about the business world and a chance to compare their knowledge and skills with students interested in the same field or activity area. Since competition is a vital element of the business world, it is important to give students a chance to appreciate and experience competition. Students in Ohio can compete in many areas of marketing on the district and state levels.

Chapter business meetings can give students a working knowledge of how meetings should be conducted. These meetings will give students experience which can help them when they become involved in civic and professional organizations.

A well planned and developed sales project effort is needed to finance a local chapter's activities for the year. A budget of planned income and expenditures must be developed at the beginning of the year. Sales projects can vary from candy sales to planning a circus. Sales projects are educational for students when correlated with classroom instruction. School stores have become an excellent source of income for many chapters.

Civic Consciousness Activities

Civic activities give a chapter an opportunity to serve the entire community. By sponsoring or co-sponsoring such activities with the March of Dimes, Muscular Dystrophy Association, Heart Fund, Community Chest and United Fund, chapters can offer a valuable service to their community and develop respect and goodwill for their chapter. Promotional booths, county and state fairs, and community parades can be used to promote Marketing Education and DECA in the community. The Chamber of Commerce, service clubs, and local merchants are often interested in working with local DECA chapters to help improve their community. Benevolent activities give local DECA chapters an opportunity to show they care about others. Service activities could include a party for an orphanage, working with senior citizens, helping the needy, entertaining at a nursing home or helping individuals with disabilities. The Thanksgiving and Christmas seasons give local chapters an excellent opportunity to serve the needy of their community.

Social Intelligence Activities

Since it is vital for chapter members to be able to work closely with each other, social activities should be planned to give students an opportunity to get to know each other better. Social activities can include alumni members, area DECA chapters, parents, and other career-technical student groups. Examples of social intelligence activities include luncheon and breakfast sessions, business community receptions, and a DECA open house.

DEVELOPING A CALENDAR OF ACTIVITIES

Long and short term planning is needed for a successful DECA chapter. Long term goals should be established at the beginning of the year, and activities should be developed to carry out those goals. A chapter calendar of activities would include all activities established to achieve the chapter's goals.

In determining activities, consideration should be given to the value that the activity will have for each individual member and the chapter as a whole. Activities should be developed that will give each chapter member a duty or responsibility in carrying out that activity. All chapter members should be included in the planning of chapter activities.

After your chapter's program of activities has been selected and approved by chapter members, possible dates should be chosen. Before setting activity dates, you may wish to block out school vacation dates, previously scheduled major school events, and district, state, and national DECA activities. The calendar of events should be reviewed with school administration.

The following is an example of a five-step method for preparing a calendar of activities for a local DECA chapter.

- Step 1 - As each activity is developed, the date, time, location and cost should be identified. (Example: A Party for Orphans will be held November 12, 20__, at St. Anthony's Villa, at a cost of approximately \$200.00)
- Step 2 - After all committees have completed their lists and the activities have been listed by months, the calendar of activities should be reviewed by school administration.
- Step 3 - Final approval of activities should be made by chapter members.
- Step 4 - The calendar of events should be reproduced for chapter members and posted in the Marketing Education classroom.
- Step 5 - The calendar of events should be used when planning local chapter professional meetings.

SAMPLE CALENDAR OF EVENTS

<p><u>September</u> Orientation of New Members Sales Project Election of Officers New Student/Parent Night School Spirit Project Website Articles Submitted Guest Speaker Collection of Local, State and National Dues Order Blazers and Pins from DECA Images</p>	<p><u>February</u> Guest Speaker Market Development Project Appearance before Local Civic Organization Alumni Study Night for Competitive Events District Competitive Events Website Articles Submitted National Career-Technical Education Week Promotion</p>
<p><u>October</u> District Fall Leadership Conference Initiation and Installation Guest Speaker or Field Trip Sales Project National/Ohio DECA Week Halloween Party Follow-up Study of Former Students Articles to New Dimensions/Ohio DECA website Website Articles Submitted State and National Dues (<i>must be submitted to National DECA</i>)</p>	<p><u>March</u> Ohio DECA Career Development Conference Civic Project/Guest Speaker Publish Chapter Newsletter Website Articles Submitted Prepare for DECA International Career Development Conference</p>
<p><u>November</u> Employer-Employee Breakfast Ohio DECA Fall Leadership Conference Billboard, Mall Display or other Major Promotion Radio Show Appearance before Civic Group Website Articles Submitted Central Region Leadership Conference</p>	<p><u>April</u> Easter Party for Orphans Sales Project New Student Recruitment Field Trip to Community or Technical College Website Articles Submitted DECA International Career Development Conference</p>
<p><u>December</u> Christmas Party Guest Speaker Community Christmas Activity Television Program Christmas Gift Wrapping Booth Alumni Success Story to Ohio DECA website Website Articles Submitted</p>	<p><u>May</u> Fashion Show Employer-Employee Banquet Career-Technical Department Picnic New Student Orientation</p>
<p><u>January</u> Preparation for Participation in Competitive Event Activities Appearance before Local Civic Organization Guest Speaker Promotional Activity Ski Trip Website Articles Submitted</p>	<p><u>June</u> Canoe Trip Class Picnic End-of-Year Activity for Alumni Evaluate Effectiveness of the Past Year's Activities</p>

OFFICER INSTALLATION CEREMONY

This impressive ceremony can be adapted for use by the chapter in installing new officers. However, since it should be standardized and is a formal ceremony, it is described in full detail.

STAGING: In the center of the stage, place a table with four lighted candles upon it in diamond-shaped formation to represent the four points of the DECA diamond. If possible, use a floral centerpiece representing DECA's colors-blue and gold. Display the DECA banner prominently, either in the background or across the front of the table. If your chapter does not have a banner, be sure some method is used to display the chapter colors prominently. Place the American flag in the proper place on the platform.

If the platform is small, place only enough chairs on it for the outgoing officers. The incoming officers can then be seated in the first row of the auditorium-ready to take their places upon the platform at the proper time. However, if the platform is large enough to accommodate them, the outgoing officers should sit on the right side of the stage (from the audience's viewpoint) with the incoming officers on the left and opposite their corresponding officers.

Officers should sit in this order (from house right to left): President, Vice-President, Secretary, Treasurer, Public Relations officer and Parliamentarian.

SAMPLE CEREMONY

MUSIC: Music may enhance the ceremony. It may be played softly at both the beginning and the end of the ceremony.

CEREMONY: The outgoing President speaks first: "Fellow members of DECA, it is my pleasure at this time to present your new officers-duly elected and entrusted with the administration of this organization during the coming year. Will each of our incoming officers please stand when called upon and face their predecessor for induction into office."

RETIRING PRESIDENT: The outgoing President calls upon the President-elect to step forward and addresses him or her concerning the duties and responsibilities of this office in this manner: "Mr. Or Madame President-elect, you have been chosen by the chapter members of the _____ DECA chapter to lead this organization for the coming year. In electing you President, we have indicated our faith in your qualities of leadership, responsibility, diplomacy and intelligence, and hereby entrust you with the future administration of the chapter."

"As President you will preside over all the meetings of this chapter and be responsible for our progress during the coming year. We will look to your leadership in all endeavors. If you are willing to accept these responsibilities, please raise your right hand and repeat after me."

"I understand fully/the honor and responsibilities/which have come to me/as President of _____ DECA/and solemnly and sincerely promise/to accept and fulfill/these responsibilities/to the best of my ability."

The retiring President then shakes hands with the President-elect and presents him or her with the gavel, handle first. The new President then returns to the seat. Each out-going officer is then called upon the by President to induct his or her successor. (Though their speeches are essentially the same, they are given below as a guide.)

RETRING VICE-PRESIDENT: “You, (name of incoming Vice-President), have been chosen as Vice-President of _____ DECA by your fellow members. They have demonstrated their confidence in you ability to assume the leadership of this organization in the President’s absence. It shall be your duty to assist the President whenever called upon to do so and to serve as chairperson of all meetings of this chapter in the absence of the President. If you are willing to assume these responsibilities, please raise your right hand and repeat after me:

“I understand fully/the responsibilities of the office of Vice-President/and hereby promise/to accept and fulfill/ these responsibilities/to the best of my ability.” (The Vice-President then follows the same procedure as the incoming President.)

RETIRING SECRETARY: “You, (name of incoming Secretary), have been chosen by your fellow members as Secretary of _____ DECA. As Secretary, you will be responsible for the records of this organization and the keeping of accurate minutes. You will also be called upon to carry on all official correspondence. You will keep an accurate list of members and furnish members with membership cards. You should provide the President or his/her substitute with a written agenda and committee list for each meeting. If you are willing to accept these responsibilities, please raise your right hand and repeat after me:

“I understand fully/the responsibilities of the office of Secretary/and hereby promise/to accept and fulfill/these responsibilities/to the best of my ability.” (After shaking hands, the incoming Secretary takes proper place.)

RETIRING TREASURER: “You, (name of incoming Treasurer), have been chosen for a position of high honor and trust. Your duties will require you to keep accurate records of all receipts and disbursements of this chapter and to be ready at all times to give a report of its financial condition. It is your duty to receive and deposit all chapter funds, pay them out as directed, prepare a budget of proposed expenditures and collect dues. It is also your responsibility to encourage thrift in the chapter among your fellow members, thus performing an educational function. If you are willing to assume these responsibilities, please raise your right hand and repeat after me:

“I understand fully/the responsibilities of the office of Treasurer/and hereby promise/to accept and fulfill/these responsibilities/to the best of my ability.” (After shaking hands, the incoming Treasurer takes proper place.)

RETIRING PUBLIC RELATIONS OFFICER: “You, (name of incoming PR Officer), have been chosen by your fellow members as the Public Relations Officer of this chapter. You will be responsible for gathering chapter news and reporting it to the local paper, to our state association, and to the national headquarters of DECA for possible use in our national publications. It should also be considered part of your duties to provide continuity between past, present, and future events of importance in the life of your chapter to pass on to your successor at the end of your term. If you are willing to assume the responsibilities of this office, please raise your right hand and repeat after me:

“I understand fully/the responsibilities of the office of the Public Relations Representative/and hereby promise/to accept and fulfill/these responsibilities/to the best of my ability.” (After shaking hands, the incoming PR Officer takes proper place.)

RETIRING PARLIAMENTARIAN: “You, (name of incoming Parliamentarian), have been chosen by your fellow members as Parliamentarian of the chapter. You should be well versed in Robert’s Rules of Order, Revised, and be able to settle all questions of parliamentary procedure as they arise. If you are willing to assume the responsibilities of this office, please raise your right hand and repeat after me:

“I understand fully/the responsibilities of the Parliamentarian/and hereby promise/to accept and fulfill/these responsibilities/to the best of my ability.” (After shaking hands, the incoming Parliamentarian takes proper place.)

CHAPTER ORGANIZATION

Most chapters follow a plan of chapter organization as outlined in parliamentary procedure manuals, including Robert’s Rules of Order, Revised. The executive committee, consisting of the elected officers, plans agendas for meetings and is generally considered top management. Other members serve as chairperson for standing committees or special committees and often include the vice-president as an ex-officio member and advisor of all committees. A standing committee representing the four points of the DECA Diamond – Leadership Development, Civic Consciousness, Social Intelligence and Vocational Understanding, should be formed. Other standing committees might include finance and public relations.

YOUR ROLE AS A CHAPTER OFFICER

As an officer of your DECA Chapter, you have the opportunity to serve not only your chapter, Ohio DECA and National DECA, but also yourself. Your chapter is offering you a chance to make use of a fine training ground and to prepare yourself to be an officer of other organizations. Here are some points to consider in being a good officer. Should any of these duties conflict with your chapter by-laws, remember that your by-laws take precedence.

When you take office, be sure that you have the following information and familiarize yourself with it before the first meeting.

1. Copy of your local chapter constitution, by-laws and standing rules.
2. Up-to-date copies of by-laws and standing rules of Ohio DECA and National DECA.
3. Roster of Executive and Advisory Committee and local presidents of DECA chapters.
4. *DECA Handbook*.

DUTIES OF THE PRESIDENT

As the president your duties are listed below:

1. Prepare an agenda and preside over all chapter meetings. (If you are on the program, chapter custom or by-laws may provide that the vice-president take the chair during the program.)
2. Preside at Executive Committee meetings.
3. Know whether there is any unfinished business and which committees are ready to report. Allow time for new business that must be taken up.
4. Make all appointments as specified in the by-laws and be sure that appointees are instructed in their duties.
5. Be an ex-officio member of all committees except the nominating committee, if this is provided in your chapter by-laws.
6. Know basic parliamentary law, DECA policies and protocol. (A copy of Robert's Rules of Order, Revised, should be available for reference.)
7. Become familiar with by-laws and standing rules for chapter, state and national organizations.
8. See that all information sent to you as president is shared with the chapter members. (Bring to meetings; do not put it away and forget it.)
9. Insure open lines of communication between DECA members.
10. Study the Ohio DECA Handbook so that you will carry on the work of your chapter according to the aims of the organization.
11. Represent your chapter at civic organizations, service clubs, state and national conferences, and at other such places or events when the chapter should be represented. Give copies of all speeches to your advisor before presentation.
12. Discover ways in which your chapter can provide service to the community.
13. Be familiar with duties of all officers.
14. Keep complete files of materials to be given to next year's president, along with a written report of work accomplished during your term. Provide written suggestions to help the new president.

DUTIES OF THE VICE-PRESIDENT

As the vice-president, your duties are listed below:

1. Accept and meet those general responsibilities of the president.
2. Assist the president whenever possible.
3. Conduct meetings in the absence of the president.
4. Supervise and serve as ex-officio member of major committees.
5. Serve as chairperson in charge of all committees.

DUTIES OF THE SECRETARY

As secretary your duties are listed below:

1. Secure the files and minute book with minutes up-to-date, immediately upon taking office.
2. Keep copies of the by-laws and standing rules of your chapter, Ohio DECA and National DECA, making and dating notations of amendments.
3. Keep an up-to-date roster of the chapter members, and Executive and Advisory committee members with addresses and phone numbers.
4. Provide committee chairpersons and members with instructions for committee functioning as stipulated in motions or as provided in by-laws.
5. Call the meeting to order in the absence of the president and vice-president. As for nominations for a chairperson pro tem and conduct the vote (vote taken by voice – ballot not necessary).
6. Take roll at each meeting (may be silent), keeping records of both absent and present members, and advise the president if there is a quorum.
7. Keep a complete and accurate record of all chapter meetings and Executive and Advisory committee meetings and read minutes of meetings.
8. Advise treasurer of expenditures authorized by the chapter, as recorded in the minutes.
9. Prepare for the president a list of business unfinished or postponed from the previous meeting and a list of committees instructed to report. Send the president a copy of the minutes of the last meeting at least one week before the next meeting.
10. Read to chapter such communications as are pertinent to DECA activities, giving writer's name and name of organization. (You may report only the highlights of a long communication.)

11. Acknowledge correspondence promptly and reply in accordance with instructions of chapter. Make a copy for the president and a copy for your correspondence file.
12. Be responsible for correspondence at direction of the president of chapter.

DUTIES OF THE TREASURER

As treasurer, your duties are listed below:

1. Be a custodian of the chapter funds.
2. Collect members' dues and other monies received by the chapter and issue receipts for such monies received.
3. Keep accurate records of the chapter receipts and disbursements.
4. Report the financial status of the chapter whenever requested. This report is usually given at each meeting.
5. Notify members of unpaid dues. Notify president if dues are still unpaid at delinquency date.
6. Attain a copy of the budget adopted by your chapter.

DUTIES OF THE REPORTER/HISTORIAN/AND/OR PUBLIC RELATIONS REPRESENTATIVE

The duties and responsibilities are listed below:

1. Gather and classify all DECA news.
2. Prepare news notes and articles for publication.
3. File clippings, pictures, etc., of all DECA activities and maintain a scrapbook.
4. Serve as the chairperson of the publicity committee.
5. Provide news and materials for bulletin board.
6. Assist in planning and arranging chapter exhibits.
7. Assist as director of photography.
8. Send Ohio DECA Public Relations Team copies of publicity received from your community and school newspaper.

DUTIES OF THE PARLIAMENTARIAN

The duties of the chapter parliamentarian are to:

1. Assist chapter members in understanding the fundamental purposes of parliamentary procedure.
2. Be prepared to advise the presiding officer and other chapter members on points on parliamentary procedure.
3. Have reference material pertaining to parliamentary procedure available for each meeting.
4. Watch for significant irregularities in parliamentary procedure and call them to the attention of the chair.
5. Be prepared to explain an irregularity and its effect on the rights of the chapter members.

SAMPLE AGENDA

Local High School DECA Chapter

- I. Call to Order: President
- II. Invocation (optional): Chapter officer
- III. Pledge to the Flag: Chapter officer
- IV. DECA Creed: Chapter officer
- V. Role Call: Secretary
- VI. Approval of Minutes: President/Secretary
- VII. Officer's Reports
 - A. President
 - B. Vice-President
 - C. Treasurer
 - D. Secretary
 - E. Others

- VIII. Committee Reports
 - 1. Finance
 - 2. Promotions
 - 3. Social
 - 4. Special Committees
- IX. Unfinished Business
- X. New Business
- XI. Program (optional)
- XII. Announcements
- XIII. Adjournment

SAMPLE MEETING

I. Call to Order

President: "I now call to order the fifth meeting of the Kennedy High School DECA Chapter."
(Rap gavel twice.)

II. Invocation (optional)

Chapter Officer.

III. Pledge to the Flag

Chapter Officer: "Will the membership please stand, face the flag and recite the pledge with me?"

IV. DECA Creed

Chapter Officer: "Please remain standing as we recite the DECA Creed."

V. Roll Call

President: "Will the secretary please take role?"

Secretary: (Call each member's name and record if they are in attendance. After role has been taken, tell if quorum has been established.) "Mr./Ms. President, there are _____ members present; quorum has/(has not) been established.

VI. **Approval of the Minutes**

President: "Will the secretary read the minutes of the last meeting?"

Secretary: (Reads the minutes.)

President: "Are there any corrections to the minutes?" (Members give corrections if any are in order.) "If there are no (further) corrections, I will entertain a motion to approve the minutes as read (corrected)."

Chapter member: "I move to approve the minutes as read (corrected)."

Second Chapter member: "I second the motion." (No discussion on this motion.)

President: "All those in favor, say "Aye". All those opposed, "No"."

President: (Announce if motion passed or not.)

VII. **Office Reports**

President: "We will now move into a period of officers' reports."

President: (Gives short verbal report)

"Are there any questions?" (Answers questions)

Vice-President: (Gives short verbal report)

(Continue process for other officers)

VIII. **Committee Reports**

(The above process is repeated for each committee report.)

IX. **Unfinished Business**

President: "We will now move into a period of old business. Is there any old business?"

Chapter member: "I move to take (old motion) from the table."

Chapter member: "I second the motion."

(Each motion is discussed and settled before another is introduced. When all old business is complete, the president moves on.)

X. New Business

President: “We will now move into a period of new business. Is there any new business?”

Chapter member: “I move to (state motion).”

Chapter member: “I second the motion.”

President: (Calls on members to discuss the motion. The member introducing the motion has the opportunity to speak first or last to the motion. When all new business is completed, the president moves on.)

XI. Program

President: (Introduces the program speaker if one is planned)

XII. Announcements

President: “Are there any announcements?” (Chapter members are recognized to make any appropriate announcements)

XIII. Adjournment

President: “If there is no further business, I will entertain a motion to adjourn the meeting.”

Chapter member: “I move to adjourn the meeting.”

Chapter member: “I second the motion.”

(The motion is none debatable; proceed to vote.)

President: (If approved) “I adjourn the meeting.” (Rap gavel once.)

(If the chapter wishes to adjourn the meeting before all business is completed, the meeting must be adjourned by a motion)

HINTS FOR OFFICERS

THE PRESIDING OFFICER

1. Begin the meeting on time.
2. Be sure a quorum is present before beginning the business portion of the meeting.
3. Conduct your meeting according to parliamentary law. Always keep the meeting under control. Limit the debate on the part of any one individual in the interest of keeping the meeting on the subject.

4. Refer to yourself as “the chair”.
5. Be impartial at all times.
6. Always stand when presenting business or directing the group in action. It is permissible to sit down while the business is being transacted or matters are under discussion on the floor.
7. When you want to enter the debate, pass the chair and do your talking from the floor. If you want to make or discuss a motion personally – occasionally this may be necessary – you should leave the chair and do so from the floor. (You may give information, but not opinions, while in the chair.)
8. Always remember that when you leave the chair, the meeting must be turned over to the Vice-President or other person whom you designate.
9. If some member wants to suspend the regular order of business, it must be done by formal motion and be carried by a 2/3’s vote. Many times this helps to keep the member “on the ball”.
10. Recognize any member who wishes to speak.
11. Do not permit discussion until a motion is made, seconded and stated by the chair.
12. Sit down after granting the floor to a member and remain seated while the member discusses the question.
13. State the motion clearly and before taking a vote. Be sure that all understand what the question is upon which they are voting.
14. Announce the vote and the result of the vote.
15. Vote when the vote is ballot. When other methods of voting are used, it is better to refrain from voting and thus remain impartial.
16. Require all remarks to be addressed to the chair. Do not permit members to discuss the questions among themselves or address questions or remarks to each other.
17. Permit the Vice-President, or maker of the motion, to put a question to vote if the question concerns the President alone.
18. Close the meeting on time, but not too abruptly.

THE SECRETARY

1. Provide all members with a meeting agenda prior to the meeting.
2. Be sure to take down the minutes of all meetings – formal, informal and called meetings. Your record is important.
3. Record in your minutes what is done, not what is said.

4. Always record the exact wording of a motion – you have every right to halt the proceedings long enough to do so by requesting that the presiding officer have the motion repeated slowly enough for you to make a record of it.
5. Your minutes should always show the names of members who have been appointed to committees with the name of the chairperson, if any was designated.
6. If the Treasurer's report is not entered into your minutes as it is read, you should have a copy of the same attached to your minutes.
7. Minutes are important enough to be written in a permanent minute book, not on small pieces of paper. Any corrections which are made in the minutes as read should appear in the margin.
8. The signature of the presiding officer on the minutes, with any approved corrections, is important. It completes the record.

THE TREASURER

1. Keep the chapter's records in the computer (backed up regularly).
2. Record all receipts by name of the member or source.
3. List all money paid out by dates and to whom paid.
4. Deposit and pay chapter money in accordance with school policies and procedures.
5. Records should be made available upon request.

PARLIAMENTARY PROCEDURE

Parliamentary procedure is based on rights – rights of the majority, rights of the minority, rights of individual members of an assembly, rights of absentees, rights on the assembly as a whole, and the rights of all of these groups together. It is the best method yet devised to enable any group of any size to come to a decision on a maximum number of questions in a minimum amount of time under any kind of conditions.

PURPOSE AND PRINCIPLES

The purposes of parliamentary procedure are:

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.

The following are some general principles upon which parliamentary procedure is based.

1. Only one main subject 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.

HOW TO PROCESS A MOTION

Member_____

1. Rise, address the chair
2. Await recognition
3. State the motion by saying, "I move that . . . "
4. Motion seconded (by another member).

Chair

1. State the motion
2. Call for discussion (debate by members). The individual who proposed the motion has the right to speak first on the motion, if he/she desires.
3. Take the vote (when there is no further discussion or when there is not objection to calling the question).

SUMMARY OF MOTIONS

KIND OF MOTION

Privileged Motion	Interrupt Speaker	Second Required	Debatable	Amendable	Vote Required	Purpose
Fix time to adjourn	No	Yes	Limited	Yes	Majority	Sets definite continuation time
To adjourn (unqualified)	No	Yes	No	No	Majority	To end meeting
To take recess	No	Yes	Limited	Yes	Majority	To briefly interrupt meeting
Question of privilege	Yes	No	No	Yes	Chair Rules	To obtain urgent action immediately
Call for Orders of Day	Yes	No	No	No	None	To secure adherence to business

Subsidiary Motions

Privileged Motion	Interrupt Speaker	Second Required	Debatable	Amendable	Vote Required	Purpose
Lay on the Table	No	Yes	No	No	Majority	To temporarily set aside an item of business
Previous question	No	Yes	No	No	Majority	To close debate immediately
Limited or Extend debate	No	Yes	Limited	Yes	2/3	To provide more or less time for debate
Postpone definitely	No	Yes	Limited	Yes	Majority	To delay action
Refer to Committee	No	Yes	Limited	Yes	Majority	To place business in hands of a committee
Amend	No	Yes	Yes	Yes	Majority	To modify a motion
Postpone indefinitely	No	Yes	Yes	No	Majority	To keep a motion from coming to a vote

Main Motion

Privileged Motion	Interrupt Speaker	Second Required	Debatable	Amendable	Vote Required	Purpose
General	No	Yes	Yes	Yes	Majority	To introduce new business
Specific: Take from the table	No	Yes	No	No	Majority	To continue consideration of question
Reconsider	Yes	Yes	Yes	No	Majority	To allow another vote on question
Rescind	No	Yes	Yes	Yes	2/3	To repeal previous action
Adopt Resolution	No	Yes	Yes	Yes	Majority	To declare facts, opinions or purposes as an assembly
Adjourn (qualified)	No	Yes	Limited	Yes	Majority	To end meeting

Summary of Motions, continued

Privileged Motion	Interrupt Speaker	Second Required	Debatable	Amendable	Vote Required	Purpose
Create Orders of Day (Special)	No	Yes	Yes	Yes	Gen. Majority Spec: 2/3	To set future time to discuss a special matter
Amend (Constitution, etc.)	No	Yes	Yes	Yes	2/3	To modify or alter

Incidental Motions

Privileged Motion	Interrupt Speaker	Second Required	Debatable	Amendable	Vote Required	Purpose
Suspend Rules	No	Yes	No	No	2/3	To permit action not possible under rules
Withdraw Motion	No	No	No	No	Majority	To withdraw motion before voted on
Read Papers	No	Yes	No	No	Majority	
Object to consideration	Yes	No	No	No	2/3	To prevent wasting time on unimportant business
Point of Order	Yes	No	No	No	Chair Rules or Majority	To enforce rules of organization
Parliamentary Inquiry	Yes	No	No	No	None	To ascertain correct parliamentary procedure
Appeal from Decision of Chair	Yes	Yes	Limited	No	Majority	To insure majority of assembly supports ruling of chair
Division of House	Yes	No	No	No	Majority	To secure a counted vote
Division of Question	No	Yes	No	Yes	Majority	To secure more careful consideration of parts

COMMITTEES IN A DECA CHAPTER

Most of the actual work accomplished in DECA chapters is the result of efficient committees. Effective decisions in general meetings and less wasted time are the benefits of committee action. Assignments are delegated to committees to be investigated, discussed, and reported back to the chapter. Consequently, committee action is the most important phase or working force within the organization.

An excellent opportunity for the development of leadership is afforded in committee procedure. The informality, as well as the fact that only one project or activity is being considered, tends to produce a unity of purpose. The human relations aspect, where all members have an opportunity to express their views fully, tends to develop in the participants a keener insight into how to deal with people. The skilled chairperson gives each member a share of the responsibility so that each member is active and involved. The success of the DECA chapter is contingent upon the nature, extent, and thoroughness of committee action. The committee is the natural situation for development of leadership.

Goals are essential in all things we undertake. Clearly defined objectives need to be established both by the total chapter and by the participating committees. These purposes must be completely understood from the beginning. Accomplishments follow where objectives are constantly considered. Here again, the chairperson who is aware of responsibilities may need to redirect the movement of the group toward established goals.

All members of the committee need specific assignments geared to their capabilities. A timetable, pinpointing when commitments must be reported to the entire committee for consideration, encourages members to get the job done. A sense of being an active, actual part of the committee's responsibilities established a worthwhile working situation.

A democratic environment, where each member is encouraged to participate (allowing for full expression) creates a positive, constructive atmosphere. Self-satisfaction, developed from being understood and accepted, is essential to our feeling of well-being. To be able to give and take within a group with a common purpose will help stimulate and motivate accomplishment.

TYPES OF COMMITTEES

Two kinds of committees are in operation: standing and special. Standing, or permanent committees, are usually specified in the constitution with a provision for the nature of their functioning. Special or temporary committees are merely authorized by the constitution to be created at the discretion of the chapter when a specific need arises. As a rule, the selection of committee members is made by the president after consultation with the chapter advisor. Approval for the appointment of the committee chair by the chapter is not necessary. In some cases, it may be necessary to establish subcommittees from the chosen committees.

The classification of committees is based upon the nature of their undertaking. Certain committees, committees for deliberation, are organized to define a need. Others, committees for action, are designed to carry out a specific task.

FUNCTIONS OF COMMITTEES

Committees should be given information concerning their assignments. The secretary should keep a record of the organization of the committee as well as its purpose.

The following should be given to each committee chair:

1. List of members
2. Purpose – motion, resolution or problem
3. Instructions from chapter
4. Available information which is pertinent
5. Authority of the committee
6. Policy statement from school administration and rules of the chapter relating to the committee's purpose
7. Deadline

CHAIRPERSON RESPONSIBILITIES

The appointment of a committee chairperson is contingent upon the ability to handle a specific assignment. Unlike the president of the chapter, the chairperson takes an active part in deliberations and discussions. The chairperson is a member of the team. Usually the president appoints the chairperson. In other instances, he/she may be designated by the members of the committee.

Tips for the chairperson to keep in mind are:

1. Set up a timetable
2. Recognize the rights of all members
3. Delegate assignments to cover all phases of the job
4. Appoint a secretary to keep accurate reports
5. Coordinate all action for a unified effort
6. Encourage everyone's participation
7. Report on time to the council
8. Help establish a creative environment

Committee reports should include the following information:

1. Name of the committee, name of the chairperson, and names of the members
2. Date that work was begun, number of meetings held, supplies with the amount, cost and source
3. Committee activities
4. Evaluation
5. Signature of chairperson or committee spokesperson or secretary

PUBLIC RELATIONS

Public Relations is the catch-all term for any activity that has to do with (or relates to) the public. It is defined as “influencing public opinion by conveying a message that is calculated to gain and maintain the public’s understanding and support,” or “a planned effort to influence the public through socially responsible and acceptable communications.” Simply stated, public relations is telling people something you want them to know.

There are hundreds of other organizations, individuals and causes fighting for attention. Today, more than ever before, DECA needs the wholehearted support of all segments of the community. The best way to accomplish this is to be highly visible. Put your best foot forward, step into the public spotlight, and make a calculated effort to open new doors.

A good public relations program should meet the following objectives:

1. Gain confidence of the business community
2. Keep students informed and interested
3. Attract new members to the chapter and instructional program
4. Create an interest on the part of the public
5. Create and sustain public support
6. Demonstrate to the business community the value of Marketing Education and its graduates
7. Tell the story of DECA to anyone who might benefit from the knowledge

When designing your public relations program, you should (1) keep a positive theme and (2) remember you are selling a product much in demand – skilled employees. By doing these things, you can truly cause people to change their opinion or to move in a certain direction.

One of the first things you must do is to identify the audience or group you are trying to reach with your message. This could be your school administrators, the faculty, other students, local businesses and industry, or the entire community. Once this has been accomplished, you must decide upon the public relations tool to be used to communicate your message – newspaper, radio or television, or public appearances. Let us look at each of these tools individually.

NEWS RELEASES

A news release is a brief statement prepared for the newspaper giving a factual description and/or point of view of an event or issue. The information should be timely, accurate, interesting and well presented.

HELPFUL HINTS

1. Secure a list of the media in your area. Include addresses, deadline dates, and the names of a contact person.

2. Always submit a typewritten form, double-spaced on one side only of 8-1/2 X 11 inch white paper. Use wide margins of at least 1-1/2 inches so the editor can make notations, and be sure there are no typographical errors. Many media now prefer to receive e-mail. Refer to the individual medium for direction on submission.
3. Limit your sentences to 20 words or less, if possible.
4. Be sure to use the “5 Ws” – WHO, WHAT, WHERE, WHEN, AND WHY in your first paragraph.

WHO WHAT WHEN
WHERE WHY

IMPORTANT
DETAILS

MISC.
INFO.

5. After the lead paragraph is written, go into details of the story, placing least important information last.
6. Give exact dates and figures, avoiding overuse of adjectives and descriptive sentences.
7. Spell out numbers from one to nine and use numerals from 10 up. Never begin a sentence with numbers.
8. Make sure you verify all facts including names, titles, addresses, etc. before the story is submitted.
9. Timeliness is essential. News releases are usually submitted approximately one week before the release date.
10. Photographs are always welcome but keep in mind that they should be black and white glossy prints that are no smaller than 5 x 7 inches. Check for preference on digital files for pictures.
11. Always keep a file copy, noting to what media it was sent.

When submitting a news release, the following format guidelines should be followed:

1. Use 8-1/2 inch white paper, double-spaced, with side margins of at least 1-1/2 inches and a 62 space line.
2. At the top of the page, type your name, your teacher-coordinator’s name, school name, address, telephone number and press release date. You may want to have some forms printed using a DECA insignia in the heading for a more professional appearance (see example following).

3. Write a description headline for your story.
4. Each paragraph should be indented five spaces.
5. If you should require more than one page, type “MORE” in capital letters at the bottom of the first page.
6. At the top of the second page and each subsequent page, type the page number with several words from the headline.
7. Type three “###” at the bottom of the last page to signify “The End”.

THE FOLLOWING IS AN EXAMPLE OF THE HEADING OF A NEWS RELEASE

(Length of Line)

Ms. Jane (or Mr. John) Doe
DECA
Ms. Clara Bell, Teacher Coordinator
Smith High School
1111 Ash Street
Anywhere, USA 98543

Phone (123) 999-1099

FOR RELEASE:
(Date)

(HEADLINE)

Body begins here, indented five spaces.

MORE

(Bottom of first page)

(Top of second page)

(Page 2 – Headline)

Continue body content.

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APPENDICES

APPENDIX A

BY-LAWS OF THE OHIO ASSOCIATION OF THE DISTRIBUTIVE EDUCATION CLUBS OF AMERICA – Ohio DECA

(High School Division)
Revised 6-1-11

ARTICLE I – NAME AND PURPOSE

Section 1

The official name of this organization shall be “The Ohio Association of the Distributive Education Clubs of America” and shall be referred to as “Ohio DECA”.

Section 2

The purposes of this organization are: (1) to assist local chartered chapters of Ohio DECA in their growth and development; (2) to complement and enrich the development of occupational competencies necessary for careers in marketing, management, entrepreneurship and other business related areas; (3) to promote understanding and appreciation for the responsibilities of citizenship and leadership in our private competitive enterprise system; (4) to serve as an integral/co-curricular component of the state approved CTE program providing instruction in marketing/management/entrepreneurship and other business related areas.

ARTICLE II – ORGANIZATION

Section 1

DECA is an association of local chapters whose active membership is limited to those enrolled in a state approved career-technical program/pathway teaching marketing and/or management and/or business and/or entrepreneurship. Approval of programs is vested in the Ohio Department of Education.

Section 2

A State Advisor shall be assigned by the Ohio Department of Education, Office of Career-Technical Education.

Section 3

Ohio DECA is an affiliate of the National Distributive Education Clubs of America (DECA). All members must join both Ohio and National DECA.

Section 4

The administration of this organization shall be vested in the Ohio Department of Education, Office of Career-Technical Education and the assigned staff providing leadership for Ohio DECA. Final responsibility for making all policy, financial, operational and organizational decisions shall be the responsibility of the Assistant Director/Associate Director for Career-Technical Education assigned by the Ohio Department of Education, Office of Career-Technical Education to provide oversight for Ohio DECA with input from the State DECA Advisor. All decisions will be made in the best interest of Ohio DECA and in regard to the total program of Career-Technical Education in the State of Ohio.

Section 5

Ohio DECA shall be divided into districts for greater facility and convenience in holding meetings and carrying on association business. To the extent possible, each district shall include those chapters most closely situated geographically. The Ohio DECA State Advisor shall be solely responsible for establishing the composition of Ohio DECA districts and adjust the composition as needed in order to maintain efficiency of operations.

Section 6

Local chapter teacher-advisors shall take an active part in Ohio DECA functions and shall plan and execute their district meetings, conferences, and activities.

ARTICLE III – MEMBERSHIP

Section 1

Classes of individual memberships to be recognized by Ohio DECA are:

- A. Active Members – Students enrolled in a state approved career-technical program/pathway teaching marketing and/or management and/or business and/or entrepreneurship shall be eligible for active membership. Only active members shall be eligible to compete in Ohio and National DECA competitive events.
- B. Professional Members – Teachers, administrators and business/advisory members shall be eligible for professional membership.
- C. Honorary Membership – Individuals may be tendered honorary life membership in the state association upon recommendation of the Executive Council. Not more than three honorary memberships shall be granted each year. Candidates for honorary membership must be recommended by active members and/or professional members or the Ohio DECA State Advisor. Individuals nominated must have demonstrated outstanding service at the State level for Ohio DECA.
- D. Alumni Members – Former members of Ohio DECA shall be eligible for alumni membership.

Section 2

To be recognized as a chartered chapter of Ohio DECA, the program teacher-advisor and the students of the State approved Career-Technical Education program must join Ohio and National DECA.

A local chapter may qualify for chartered membership in Ohio DECA provided:

- A. The program/pathway is approved by the Ohio Department of Education as providing career-technical instruction in marketing and/or management and/or business and/or entrepreneurship. An instructor may not be an advisor for more than one chapter in the same school. An advisor may be the advisor of more than one chapter if the instructor is the teacher of record for programs located in different schools.
- B. It meets minimum membership criteria as determined by National DECA.
- C. Annual dues for each member are submitted per policies established by Ohio and National DECA. The deadline for submission of dues for Ohio members is established as October 20 of each school year.
- D. Its local constitution/by-laws follows the policies and ideals of Ohio DECA.
- E. It has the approval of its school's administrative authorities to form and be active.

Section 3

Students who enroll in a state approved career-technical program/pathway in marketing and/or management and/or business and/or entrepreneurship after the deadline for submitting Ohio and National dues may qualify for membership on an individual basis per the policies of Ohio and National DECA.

ARTICLE IV – STATE OFFICERS

Section 1

Officers for Ohio DECA shall be elected by a simple majority of the voting delegates present for that office at the annual leadership conference. The elected offices shall consist of a President, a Secretary-Treasurer, and three Executive Vice-Presidents. The number of Executive Vice-Presidents can be changed by the Ohio DECA State Advisor with input from the Executive Council. State officers can be selected through competition at the leadership conference. They shall include a Public Relations Representative and a Parliamentarian. The number and titles of officers selected through competition can be changed by the Ohio DECA State Advisor with input from the Executive Council. All changes to the make-up of the Ohio DECA State Officer team will be based on the operational needs of Ohio DECA.

Section 2

Individuals elected and selected as state officers at the annual leadership conference will hold office until the close of the next leadership conference.

Section 3

The Ohio DECA State Advisor may call for the resignation of an elected or selected officer if the officer fails to perform the duties of the office as defined by the State Advisor. The vacated office can be filled through appointment by the Ohio DECA State Advisor.

Section 4

The candidates for each elected state office shall be nominated through a screening process by a committee consisting of current state officers and other ODE staff and individuals as determined by the Ohio DECA State Advisor. There shall be a minimum of two and a maximum of four candidates nominated for each office. Those students nominated will be allowed to campaign for state office at the annual leadership conference. In the event that there is only one candidate for an office, the Ohio DECA State Advisor may allow that candidate to be placed in nomination after completing the screening process.

Section 5

The minimum qualifications for all officer candidates are that they must be an active dues paid member in good standing with Ohio and National DECA and have a minimum 2.5 overall cumulative grade point average, based on a 4-point scale, for the previous four completed semesters.

Section 6

Voting for each office shall take place following all speeches of the candidates for that office and all other established campaign procedures. Should there not be a simple majority vote cast on the first ballot, a second ballot will be taken between the two candidates receiving the largest number of votes.

Section 7

The selection of a candidate(s) for National office will be determined by the Ohio DECA State Advisor. A candidate for National office must be a current Ohio DECA state officer, have served as a state officer of Ohio DECA, or have campaigned for a Ohio DECA state office in the school year in which the nomination is sought. Priority will be given to current Ohio DECA state officers.

ARTICLE V – DUTIES OF STATE OFFICERS

Section 1

President: It shall be the duty of the President to preside at all official Ohio DECA meetings; to preside at meetings of the Executive Council in the absence of the chairperson, and to be available at the request of the Ohio DECA State Advisor in promoting the general welfare of Ohio DECA.

Executive Vice-Presidents: It shall be the duty of the Executive Vice-Presidents to serve in any capacity as directed by the President; to accept the responsibilities of the President as occasions may demand; and to be available at the request of the Ohio DECA State Advisor in promoting the general welfare of Ohio DECA.

Secretary/Treasurer: It shall be the duty of the Secretary/Treasurer to serve in any capacity as directed by the President; to act as recorder for all official Ohio DECA meetings if requested by the Ohio DECA Advisor; and to be available at the request of the Ohio DECA State Advisor in promoting the general welfare of Ohio DECA.

Public Relations Representative: It shall be the duty of the Public Relations Representative to serve as the coordinator of information to the local chapters about local, state and national activities in conjunction with the State Officer team; and to be available at the request of the Ohio DECA State Advisor in promoting the general welfare of Ohio DECA.

Parliamentarian: It shall be the duty of the Parliamentarian to be at all meetings of Ohio DECA and Executive Council and to administer opinions on parliamentary procedure to the President or Chairperson as necessary; and to be available to the Ohio DECA State Advisor to promote the general welfare of Ohio DECA.

ARTICLE VI – EXECUTIVE COUNCIL

Section 1

A State Executive Council shall be comprised of the student officers of the state association and the Ohio DECA Board of Trustees. Non-voting, ex-officio members will be the Ohio DECA State Advisor and other staff assigned by the State Advisor and/or the Ohio Department of Education as necessary.

Section 2

The Executive Council serves as an advisory council and shall be responsible for making recommendations for the operation of Ohio DECA. All recommendations coming from the Executive Council will be presented to the Ohio DECA Advisor for approval. If necessary, the decision of the State Advisor will be made in conjunction with the Assistant Director for Career-Technical Education assigned to provide oversight of Ohio DECA.

Section 3

Membership to the Ohio Board of Trustees shall consist of one (1) advisor from each identified Ohio DECA district. Members elected will be equal to the number of districts and will serve a two-year term with even numbered districts changing representatives in even numbered years and odd numbered districts changing representatives in odd numbered years. Board of Trustee members must be advisors of an active chapter for two years and be elected by those advisors of active chapters representing their voting district. A Board of Trustee member may assign a designee if they are unable to attend an official meeting of the Executive Council as long as the designee is an active advisor within the district and approved by the district. It is the role of each Trustee to provide input on behalf of their district advisors to the Ohio DECA Advisor and to communicate information regarding Ohio DECA to the members of their district.

Section 4

The chairperson of the Ohio DECA Executive Council shall be a member of the Board of Trustees and will be elected by majority vote of the Executive Council. The function of the Chairperson shall be to preside over all meetings of the Executive Council. The State President of Ohio DECA shall serve as Vice-President of the Executive Council and will preside over Council meetings in the absence of the chairperson or when the chairperson wishes to speak from his/her own position.

Section 5

The Ohio DECA State Advisor shall function as the Executive Secretary and shall prepare all agendas for Executive Council meetings and shall include proposed items as submitted in writing by members of the Executive Council. It will be the responsibility of each member of the Executive Council to submit to the Ohio DECA State Advisor or the Chairperson of Council proposed items for consideration on the agenda. Proposed items must be submitted at least three weeks prior to the next scheduled meeting of the Executive Council. Agendas for the meeting will be sent to all members of the Executive Council prior to the meeting. Items not appearing on the agenda may be discussed by the Executive Council, but no decisions may be reached on any item/topic not appearing on the agenda. The Ohio DECA State Advisor, serving as Executive Secretary, shall make provisions for a Recorder for each meeting of the Executive Council.

Section 6

To conduct official business and take any action a quorum must be present. A quorum will consist of two-thirds (2/3) of the voting members of the Executive Council. Each member of the Executive Council shall have one vote. A Board of Trustee member may assign a designee with voting privileges as the official district representative if they are unable to attend an official meeting of the Executive Council providing the designee is an active advisor within the district. Proxy votes are not permitted.

Section 7

Committees may be formed, as needed, and proposed by the Ohio DECA State Advisor in order to address specific issues/items that impact the operations of Ohio DECA. Committee assignments will be made by the Council Chairperson in consultation with the Ohio DECA State Advisor.

ARTICLE VII – VOTING, MEETINGS, AND CONFERENCES

Section 1

A State Leadership Conference shall be called each year at such time and place as determined by the State Advisor. The purpose of the conference is to elect student officers for Ohio DECA for the current school year, provide leadership development workshops and to conduct other official Ohio DECA business. This conference will be an official meeting of Ohio DECA. Attendance will be open to all members of an active DECA chapter. Each chapter's voting delegates shall be members of the local chapter, Ohio DECA and National DECA.

Section 2

A State Career Development Conference shall be called each year at such time and place as determined by the Ohio DECA State Advisor. The primary purpose of this conference shall be to determine the state winners of competitive events as described in Ohio DECA Competitive Event guidelines and in-line with National DECA guidelines. This conference will be an official meeting of Ohio DECA. The allocation for competitive event participants for districts to the State Conference shall be determined by the Ohio DECA State Advisor.

Section 3

The number of official allocations for competitive events, voting delegates and delegates at-large for Ohio DECA to the International DECA Career Development Conference shall be that allocated to Ohio DECA by the National DECA organization. State officers shall be considered official voting delegates with additional voting delegates to be selected by the Ohio DECA State Advisor.

Section 4

All students attending an official Ohio DECA meeting/conference, the National DECA Regional Leadership Conferences and the International DECA Career Development Conference must be accompanied by the chapter advisor. Any exceptions to required chapter advisor attendance must be approved by the Ohio DECA State Advisor upon submission of documentation from the chapter's school administration. A required ratio of chapter advisors and adult chaperones to the number of students attending from a chapter for an Ohio DECA conference/meeting will be determined by the Ohio DECA State Advisor. Adult/chaperone to student ratios for the International DECA Career Development Conference will follow guidelines required by National DECA. Any student in attendance at Ohio DECA, National Regional DECA or National DECA conferences must be approved by the Ohio DECA State Advisor and must also have approval from the student's school administration.

Section 5

There shall be a minimum of two regularly scheduled meetings of the Ohio DECA Executive Council. The Ohio DECA State Advisor shall be empowered to call special meetings of the Executive Council and/or Ohio DECA when the need arises.

Section 6

Parliamentary procedure for all meetings and conferences of Ohio DECA shall be governed by Robert's Rules of Order (Revised), in any case which is not covered by the Constitution or By-laws of Ohio DECA.

ARTICLE VIII – FINANCES

Section 1

State dues to Ohio DECA shall be determined by the Ohio DECA State Advisor with approval of the Executive Council for student and professional memberships. Membership in the Ohio DECA Alumni Association shall be determined by the Ohio DECA State Advisor. Honorary members shall be exempt from paying dues.

Section 2

All active student and professional members must pay both Ohio and National dues. Membership dues for Ohio and National DECA shall be submitted each year per policies established by National DECA and Ohio DECA.

Section 3

Ohio DECA financing of activities, including delegate expenses, in part, for national meetings, shall be based on available funds and determined by the Ohio DECA State Advisor.

Section 4

The Ohio DECA State Advisor will submit the state association's current financial statement to the Executive Council of Ohio DECA for review at regularly scheduled meetings.

Section 5

The Ohio DECA State Advisor shall prepare and present a proposed budget to Ohio DECA Executive Council prior to the start of each school year for review and approval. The budget shall be subject to revision based upon actual membership revenue received.

ARTICLE IX – INSIGNIA**Section 1**

The insignia or emblem of DECA shall be prescribed by National DECA and protected from infringement by Trade Mark as filed with the Patent Office of the United State Department of Commerce. The wearing and use of this emblem as it applies to the high school division of Ohio DECA will be governed under policy established by National DECA.

Section 2

The Ohio DECA colors shall be blue and white.

ARTICLE X – AMENDMENTS**Section 1**

These By-laws may be amended by a two-thirds majority vote of the assembly of voting delegates present at an official meeting of Ohio DECA. Only such amendments shall be made as are in keeping with purposes stated in Article I, Section 2 of these by-laws.

Section 2

Proposed amendments to the By-laws must be submitted in writing to the State President by one or more chartered chapters of DECA 30 days in advance of the next scheduled meeting of the Ohio DECA Executive Council for consideration at that meeting unless otherwise specified. A copy of the proposed amendment must be forwarded to the Ohio DECA State Advisor for review and approval. If so approved, it will be presented to the Ohio DECA Executive Council for approval at the next scheduled meeting. If the Executive Council finds the proposed amendment to be in keeping with Article 1, Section 2, of these By-laws, a copy of the proposed amendment will be submitted to each chapter advisor for presentation to all chapter members at least ten days prior to the annual Leadership Conference where voting will take place. The Ohio DECA State Advisor will determine eligibility/guidelines for voting delegates for voting on amendments. If a proposed amendment is adopted as ratified by a two-thirds majority vote of the voting delegates present at an official Ohio DECA meeting, the ratified amendment will become effective on the first day of the following month in which acceptance is granted, unless otherwise specified.

Section 3

The Ohio DECA State Advisor, in conjunction with and approval from the Assistant Director/Associate Director for Career-Technical Education assigned to provide oversight for Ohio DECA, may amend this constitution or make necessary revisions in order to maintain currency in language, align with changes and policies within the Ohio Department of Education and align with organizational changes within Ohio DECA necessary to maintain efficient and effective operations. All changes will be made in the best interest of the association and in line with Article II, Section 4 of these By-laws.

APPENDIX B

ARTICLES OF INCORPORATION

OHIO DISTRIBUTIVE EDUCATION CLUBS OF AMERICA (DECA), INC.

(Revised July 22, 1993)

ARTICLE I – ORGANIZATION

- Section 1 Ohio Distributive Education Clubs of America (DECA), Inc. is a non-profit educational corporation consisting of those persons who are officially designated by the State Department of Education to serve as teachers, local supervisors and state staff members of the Marketing Education programs in the State of Ohio.
- Section 2 The membership of this corporation shall consist of teachers of the Marketing Education programs in the various school systems in Ohio and the local supervisors and state staff members of the Marketing Education Services of Ohio. Voting privileges shall be exercised by each member having one vote. A quorum shall consist of 51% of the membership.
- Section 3 The Board of Trustees who are to manage the affairs of this corporation shall be one person elected from each Ohio DECA district. The Ohio DECA Advisor will be a representative of the Business and Marketing Education Services of the Vocational Division of the Ohio Department of Education in an ex-officio capacity. The members will be elected in the following manner.

There will be one member elected from each designated DECA district to serve a two-year term. Board of Trustees members must be advisors of active DECA chapters. The Assistant Director for Marketing Education shall be solely responsible for determining the composition and breakdown of the voting regions. The Ohio DECA Advisor shall be designated by the Assistant Vocational Director of the Ohio Marketing Education Services for a term corresponding with the length of his or her employment in his or her position. The Board will elect its own officers from the teacher-advisor members who will also serve as officers for the corporation. Any board vacancy occurring other than by expiration of the term of the trustee shall be chosen by the district according to the established guidelines and responsibilities. This shall be submitted to the board of trustees prior to the board member candidate starting this term. Said replacement will be from the same district and will serve out the term of the trustee member being replaced.

Section 4 The annual meeting of the corporation will be held at a designated time and place. All members will receive written notice of this meeting.

Board of Trustee members will be elected by procedure established by each district. Candidates for the Board of Trustees must be chapter advisors of an active chapter with a minimum of two years teaching experience in Ohio. All district election results, including letters of application and school approval forms must be submitted to the Ohio DECA Advisor by October 1st of the year in which the trustee is elected.

The two-year terms of Trustee members will be staggered with eight new members elected each year. Odd-numbered districts will elect in odd-numbered years and even numbered districts will elect in even-numbered years.

ARTICLE II – OFFICERS

Section 1 The President of the Board will be elected annually by the Board of Trustees of DECA. The President will preside over all meetings of the corporation, and will be ex-officio member of all committees.

Section 2 The Vice-President of the Board will be elected annually by the Board of Trustees of the Ohio Association of DECA and will serve in the absence of the President and will be Vice-President of the corporation.

Section 3 A Secretary of the Board will be elected annually by the Board of Trustees of DECA.

ARTICLE III – MEMBERSHIP

Section 1 Qualifications for Membership: Any person or persons falling in the class or classes set forth in Article 1, Section 2, of this document, shall be eligible to and will become a member of this corporation.

Section 2 Honorary life membership in Ohio DECA, Inc., shall be granted by the Board of Trustees to those individuals who best exemplify the philosophies and ideas of this organization. Any member of Ohio DECA, Inc., may make recommendation to the Board of Trustees of person or persons whom they feel qualify for honorary membership.

Section 3 Membership in Ohio DECA, Inc. requires no payment of membership fees and/or dues.