



INDIANA  
**DECA**<sup>™</sup>  
DECA STATE LEADERSHIP CANDIDATE  
STUDY GUIDE 2018

The information in this guide, along with other materials available, will help you through the screening process. Questions on the written exam are not limited to the information in this packet, but these materials will give you a great start. In addition to this study guide, please be familiar with:

- Parliamentary Procedure (Ask your chapter advisor about study materials on this topic.)
- Information found on [deca.org](http://deca.org), including information on DECA competitive events
- Information found on [indianadeca.org](http://indianadeca.org)

The exam will have multiple choice, matching, fill-in-the-blank and essay questions. Your knowledge of DECA is essential for the questions you will receive if you become an officer/ambassador for the organization. Be prepared!

The state leadership exam will be taken at State Officer Screening on Saturday, January 27, at Carmel High School.

You must have a score of at least 70 out of 100 on the written exam to be considered for candidacy. The exam score will then be averaged with your interview scores and you need a combined score of at least 70 to become an officer candidate.

Good Luck!

## STATE OFFICER CANDIDATE STUDY GUIDE

The following terms and information are presented for your preparation to become an official state officer candidate. Remember, the exam covers information from the additional sources mentioned on the first page.

### GENERAL TERMS AND INFORMATION

Advisors	Adults charged with the responsibility of giving guidance to the chapter and chartered associations
ACTE	Association of Career and Technical Education – professional association for career and technical educators
Board of Directors	Eighteen (18) individuals consisting of ten (10) district coordinators, an alumni representative, one (1) state officer, a DOE liaison, a college representative, the IMEA president, the state officer coordinator (ex-officio), the executive director (ex-officio), and the chartered association advisor (ex-officio). This organization provides leadership for Indiana DECA. Names of current members can be found on indianadeca.org.
Budget (Chapter)	Document identifying the amount of money needed by the chapter to carry out the program of leadership that is prepared annually
Bylaws	Indiana DECA has their own set of bylaws (rules for internal governance of an organization) that compliment the Indiana DECA Constitution
Chapter	Local unit of DECA (DECA does not use the term “club”)
Charter States	The seventeen (17) states which adopted the national constitution and the official name of DECA in 1948: Arkansas, Georgia, Indiana, Kansas, Kentucky, Louisiana, Michigan, Missouri, North Carolina, Ohio, Oklahoma, South Carolina, Tennessee, Texas, Utah, Virginia, and Washington

Chartered Associations	Consist of local school chapters within a state, province, territory, or equivalent geographic unit
CTSO	Career and Technical Student Organization (i.e. DECA, FFA, FCCLA, FBLA, SkillsUSA, BPA, etc.)
Leah Hoffman	DECA Inc. Central Region Vice President
DECA	DECA prepares emerging leaders and entrepreneurs for careers in marketing, finance, hospitality, and management. It is represented by a president and four vice presidents, at both the high school and collegiate divisions. The High School Division includes 200,000 members in 3,500 schools. The Collegiate Division includes over 15,000 members in 275 colleges and universities.
DECA Inc. Headquarters Address	DECA Inc. 1908 Association Drive Reston, VA 20191 Ph: 703-860-5000
Indiana DECA Mailing Address	Indiana DECA 12631 West Road Zionsville, IN 46077
<i>DECA Direct</i>	The official high school and collegiate DECA membership magazine filled with business and association news
Eric Holcomb	Governor of Indiana
Jennifer McCormick	Indiana’s Superintendent of Public Education
<i>DECA Guide</i>	The publication for DECA competitive event guidelines, Shop DECA products and awards
DECA Inc. Theme	2017-2018 – “Limitless”
Official color of DECA	Blue
Organization of DECA	Chapters; Chartered Associations; Regions; National (International)

DECA Mission Statement	“DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management.”
DECA Inc.	Adult representatives from each chartered association of DECA who are legally responsible for DECA. DECA Inc. is comprised of representatives from the High School and Collegiate Divisions.
Frank Peterson	Interim National Executive Director
DECA Inc. Membership Fees	Used to support approximately one third of the total operational cost of DECA--\$8.00 for high school members
Indiana DECA Membership Fees	\$5.00
Divisions of DECA	High School Division Collegiate Division Alumni Division Professional Division
Memphis, TN	Location of the first Interstate Conference of the Distributive Education Clubs of America, held in April 1947
State Officers	Elected representatives for the state of Indiana; act as liaisons between Indiana DECA and the student membership and serve as ambassadors for DECA programs and membership development. (See indianadeca.org for the names of current officers.)
Jaron May	DECA Inc. National President
Indiana DECA website	<a href="http://www.indianadeca.org">www.indianadeca.org</a>
National DECA website	<a href="http://www.deca.org">www.deca.org</a>
Janice Brown	Indiana DECA’s Executive Director/Chartered Association Advisor
POL	Program of Leadership – well-rounded plan of student activities developed by the local and association officers and members

Districts	<p>Indiana DECA is comprised of 12 districts with a couple of districts combined. Indiana DECA Districts:</p> <ul style="list-style-type: none"> <li>• District 1</li> <li>• District 2</li> <li>• District 3/6</li> <li>• District 4</li> <li>• District 5</li> <li>• District 7</li> <li>• District 8</li> <li>• District 9</li> <li>• District 10</li> <li>• District 11/12</li> </ul>
District Coordinators	<p>One (1) chapter advisor in each District within Indiana who coordinates and runs each district conference. (See indianadeca.org for the names of current district coordinators.)</p>
DECA Month	<p>DECA Month is a month to promote and celebrate DECA in your school. National DECA Month is November.</p>
Competitive Events	<p>There are ten (10) categories of competitive events. They are:</p> <ul style="list-style-type: none"> <li>• Principles of Business Administration Events</li> <li>• Individual Series Events</li> <li>• Team Decision Making Events</li> <li>• Personal Financial Literacy Event</li> <li>• Business Operations Research Events</li> <li>• Chapter Team Events</li> <li>• Marketing Representative Events</li> <li>• Entrepreneurship Events</li> <li>• Professional Selling and Consulting Events</li> <li>• Online Events</li> </ul>
Regions of DECA	<p>Western, Central, Southern, and North-Atlantic – each region has 13 or more chartered associations</p>
Regional Conferences	<p>Conferences are held within each region to give students the opportunity to participate in worthwhile activities and to assist students in career development and leadership skills</p>

Central Region	Indiana DECA is in the Central Region. Other chartered associations in the Central Region include: Illinois, Ohio, Kentucky, Michigan, Kansas, Missouri, Manitoba, Iowa, Nebraska, Minnesota, Wisconsin, North Dakota, and South Dakota.
CRLC	Central Region Leadership Conference. The first CRLC was held in 1968 in St. Paul, Minnesota. The 2018 CRLC will be held November 16-18 in Detroit, MI.
SCDC	State Career Development Conference – Indiana DECA holds its SCDC annually in the spring in downtown Indianapolis. This year’s SCDC is March 4-6, 2018.
ICDC	International Career Development Conference-- ICDC will be held April 21-24, 2018 in Atlanta, GA and April 27-30, 2019 in Orlando, FL

## MARKETING TERMS

Marketing	Marketing is the activity set of institutions and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.
Seven Functions of Marketing	Pricing Product/Service Management Channel Management Market Planning Marketing-Information Management Selling Promotion
4 P’s of Marketing	Product Price Place Promotion

## PARLIAMENTARY PROCEDURE

Four Main Objectives of Parliamentary Law	<ol style="list-style-type: none"> <li>1. To do one thing at a time</li> <li>2. Courtesy to everyone</li> <li>3. The rule of the majority must prevail</li> <li>4. The rights of the minority must be protected</li> </ol>
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Principles	<ol style="list-style-type: none"> <li>1. Only one main motion may be considered at a time.</li> <li>2. Each member's rights are equal to those of his/her fellow members.</li> <li>3. The majority has the right to work its will and its decisions must be followed.</li> <li>4. The minority has the right to be heard.</li> </ol>
Quorum	One plus 50% of the members are present and eligible to vote
Types of Motions	<ol style="list-style-type: none"> <li>1. Main</li> <li>2. Subsidiary</li> <li>3. Incidental</li> <li>4. Privileged</li> <li>5. Motions that bring a question again before the assembly</li> </ol>
Two Types of Amendments	<ol style="list-style-type: none"> <li>1. First order – an amendment to the motion</li> <li>2. Second order – an amendment to the Amendment</li> </ol>
Standard Order of Business	Reading and Approval of the Minutes, Reports of Officers, Boards and Standing Committees, Reports of Special Committees, Special Orders, Unfinished Business and General Orders, New Business
Correct way to state a motion	"I move that" followed by a statement of the proposal.
DECA Emblem	<p>DECA Diamond</p> <p>--The four points inside the diamond represent the first set of DECA's guiding principles</p> <p>--The four outer points represent the second set of guiding principles and the polished leaders DECA prepares</p>

### **DECA'S GUIDING PRINCIPLES**

The guiding principles are designed to explain how DECA fulfills its mission in two distinct statements – the first set of four addresses what we do and the second set of four (equal to the former 4 points of the diamond) addresses the result.

**DECA’S COMPREHENSIVE LEARNIG PROGRAM (What we do):**

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 PREAPARES THE NEXT GENERATION TO BE (Results):**

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.
Professionally 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.
DECA’s Attributes & Values	Competence Innovation Integrity Teamwork