



DISTRICT 4 CAREER DEVELOPMENT CONFERENCE

Wisconsin DECA is committed to offer competitive event opportunities that are accessible to all members and keep our members safe. The 2021 District 4 Conference will be held virtually this year. While we would all like to be in person for this conference, the WI DECA District Coordinators have worked hard to create an event that our members will look forward to, in a time of so many uncertainties. This packet will include everything you need to know about the competitive event process, the timeline/agenda, guidelines, judge information/requirements, for students/advisors, and instructions on how to register your members. Please review this guide in its entirety to ensure you are prepared to register and prepare your competitors. If you have any questions regarding this conference, please do not hesitate to contact:

Lindsay Matuszewski | lindmatu@hssdschools.org | 715-379-0692

TABLE OF CONTENTS

2	Conference Overview	10	DLG Instructions for Video Submissions & Advisor Review
4	Competitive Events	11	Online Testing Guidelines
5	Registration Information	12	Judge Recruitment Requirements
7	Video Submission Guidelines	12	Series Director Roles/Expectations
9	Competitor Checklist		
10	Advisor Expectations/Checklist		

CONFERENCE OVERVIEW

EVENT TIMELINE

November 1	Performance Indicators Released
Dec 11	Registration Due
Jan. 4-8	Role Play Video Submissions Due
Jan 9-12	Advisor Review of Video Submissions
Jan 4-15	Online Testing
January 13-18	Judging of Video Submissions
TBD	Award Session
TBD	Award Pickup

TESTING

- Each competitor will be required to take one online cluster exam during the testing time frame listed above.
- Online exams are considered open book as some schools will not be allowed to gather to proctor the exam.
- The online exam will consist of 100 questions and must be completed in 60 minutes. After 60 minutes, the student will not be allowed to finish the exam.
- Online Testing Instructions are included in this packet.

ROLE-PLAY COMPETITION

- Each competitor will be allowed to participate in ONE Individual Series Event, Principle of Business Administration, **OR** a Team Decision Making Event.
- Each competitor will participate in ONE role-play. Advisors will have access to the performance indicators prior to the conference. Wisconsin DECA will send out an email to advisors on how to access the performance indicators.
- Each competitor will be required to login to DLG to gain access to their role-play. Instructions on how to login to DLG and submit your video are included in this packet.
- Competitors will record an unedited video of themselves completing the role-play. More information about video submissions/guidelines can be found in this packet..

ADVISOR REVIEW OF VIDEO SUBMISSIONS

- To avoid any technical issues, advisors are required to review all student video submissions by the deadline listed above. Advisors are required to:
 - o Verify the link is functioning
 - o Verify the video is submitted to the correct event
 - o Verify the correct students are in the video
 - o Verify appropriate dress code
 - o Verify length of the video does not exceed maximum
 - o After all videos are reviewed, advisors must complete a statement of assurances. If this statement of assurance is not complete, the video submissions from this chapter will not be sent to judges.

JUDGING OF VIDEO SUBMISSIONS

- All video links will be sent to judges to complete the judging process based on the timeline listed above
- Judges will be familiar with the video submissions guidelines. If competitors do not follow the submission guidelines they will be disqualified.

AWARDS SESSION

- More information about the award session to come!

AWARD SHIPMENT/DELIVERY

- Awards will either be delivered or shipped to your school by the end of January

PRICING

- Student Pricing: \$15 per competitor, includes:
 - o Competition in ONE competitive event (role-play and exam)
 - o Competition Prep Workshop with Kyle Willkom
 - o Medals and Awards for Top ENTER # competitors in each event
- Optional Conference t-shirt \$7
 - o Advisor: if you are ordering a t-shirt, advisors will have to register to ensure we get their t-shirt size.

CONFERENCE T-SHIRTS

Conference t-shirts are available to purchase for \$7.00 per shirt. You can order shirts for your entire chapter OR only for those attendees who want to pay extra for the shirt. Make sure you collect the t-shirt sizes you will need prior to registration. Directions on how to add the shirts to your registration are included in the step by step registration instructions. Wisconsin DECA will ship the conference t-shirts to the primary chapter advisor. The advisor is then responsible for distributing the t-shirts to each student. We will communicate with you when the shirts have shipped.

COMPETITION PREP WORKSHOP

All conference attendees can opt into attending a 45 minute competition prep workshop hosted by Kyle Willkom. Kyle will provide tips and tricks on how to make the best video submission to win that DECA glass! The workshop will be offered on multiple dates/times and will be recorded if someone is unable to attend. Students will be required to register for this workshop prior to attending. More information will be communicated by Terri Mackey via weekly updates. Thank you to the Wisconsin DECA Center for funding this workshop!

PERFORMANCE INDICATORS

IMPORTANT!!! DECA, Inc. has provided the role-play scenarios for the district conferences. Therefore, Wisconsin DECA will be sharing the performance indicators for each event in a password protected website (see below). Advisors are allowed to share this information with district competitors. **All DECA, Inc. role-plays are copyrighted so the following is NOT ALLOWED:**

- Do NOT access performance indicators without using the designated website and password.
- Do NOT share the performance indicators website link
- Do NOT post performance indicators on the internet or social media
- DO NOT share performance indicators with anyone outside of Wisconsin DECA
- DO NOT sell these events

To access the Performance Indicators, please complete [this form](#) using the password: WiDEcAnEXtLeveL!

The password is case sensitive. Once you submit the form, you will be provided with a google link that will provide you with Performance Indicators for each event.

COMPETITIVE EVENTS

Competitors are allowed to compete in ONE of the following events:

INDIVIDUAL SERIES EVENTS	
Accounting Applications	Finance Test
Apparel and Accessories	Marketing Test
Automotive Services Marketing	Marketing Test
Business Finance	Finance Test
Business Services Marketing	Marketing Test
Entrepreneurship	Entrepreneurship Test
Food Marketing	Marketing Test
Hotel & Lodging Management	Hospitality Test
Human Resource Management	Business Mgmt. & Administration Test
Marketing Communications	Marketing Test
Quick Service Restaurant Management	Hospitality Test
Restaurant and Food Service Management	Hospitality Test
Retail Merchandising	Marketing Test
Sports and Entertainment Marketing	Marketing Test
PRINCIPLES OF BUSINESS ADMINISTRATION EVENTS	
Available to competitors who are Freshman or Sophomores AND a first year DECA member ONLY!!	
Principles of Business Administration	Business Administration Core Test
Principles of Finance	Business Administration Core Test
Principles of Hospitality and Tourism	Business Administration Core Test
Principles of Marketing	Business Administration Core Test
TEAM DECISION MAKING EVENTS	
Business Law and Ethics	Business Mgmt. & Administration Test
Buying and Merchandising	Marketing Test
Entrepreneurship	Entrepreneurship Test
Financial Services	Finance Test
Hospitality Services	Hospitality Test
Marketing Management	Marketing Test
Sports and Entertainment Marketing	Marketing Test
Travel and Tourism	Hospitality Test

REGISTRATION INFORMATION

As the chapter advisor you are responsible for completing the online registration process and verifying billing statements. As a reminder, all competitors must be registered DECA members BEFORE you can sign them up to compete at this conference. Please print these directions and have them with you as you register your members.

REGISTRATION SITE

Registration Site: <https://www.decaregistration.com/wi-d04>

Registration Dates: Opens November 16 and closes December 11th

STEP BY STEP REGISTRATION INSTRUCTIONS

STEP 1: Click on “Registration” on the left side of the page.

STEP 2: Enter username and password – the same username and password used to enter your roster with National DECA.

STEP 3: Verify and/or update chapter information. Click Save

STEP 4: Click “Add Student”

STEP 5: All the names that you registered with National DECA will be listed.

Remember, you can only register members for Districts that are part of your membership roster with National DECA. If no students are showing up, you need to “submit” your roster with National DECA.

STEP 6: For your members who are competing at Districts, for “Participant Type”, select “Competitor” You can do this for all your competitors at the same time.

STEP 7: Click “Save” at bottom.

STEP 8: Place all students in an event:

- Click “Edit & Select Events” Important – ignore the grey box “Select Events for Each Student”
- Put a checkmark in the box next to the series they will be competing in.
- If students are in a team, make sure they have the same team number as their partner AND you must select a team captain! **Whoever you select as the team captain will be the person who will upload the video link!**
- Click “Save” button at the bottom.
- **REMINDER: PBA Events – Only for 9th or 10th grade first year members only.**

STEP 9: REGISTER ADVISORS

- Click on “Add Non-Student”
- Enter First and Last Name
- Select “Adult Assistant” for “Participant Type”
- Hit “Save”

STEP 10: Purchase conference t-shirts

- For each person you want to order a shirt for, click on “Items”
- Select the correct t-shirt size for this person, then click “Save”
- Repeat this process for all attendees who are getting a shirt.

STEP 11: Click “Finished Registering” when you are all done.

STEP 12: Once you click finished registering, an invoice will be emailed to you. Please submit the invoice for payment ASAP.

CHANGES AFTER YOU CLICK FINISHED REGISTERING

If you need to, you can go back and make changes after you click “Finished Registering” AND before the registration deadline, you can move a student into a different series:

STEP 1: Check the box next to the new series

STEP 2: Click on the check from the previous series to remove them from this event. **If you do not, they will be registered in two series.**

PAYMENT INFORMATION

- Submit your invoice to payment as soon as you finish registering
- Payment is due on January 15th to:
 - o Mark Bonetti
Green Bay Preble High School
2222 Deckner Ave
Green Bay, WI 54302
- Payments not received by February 1, 2020 will be assessed a \$50 late fee.

REFUNDS

- Refunds for cancellations after December 18th or after payment is received will not be issued.

CANCELLATIONS/SUBSTITUTIONS

- There will be no substitutions this year. If a team member has to cancel and the other team member wishes to compete, they are able to compete individually in that team event.
- Please make sure to double and triple check your registration as no new students will be allowed to be added after the December 11th deadline.

VIDEO SUBMISSION GUIDELINES

Virtual District Conference Video Guidelines for: Individual Series Events Principle of Business Administration Events

PARAMETERS FOR ALL ROLE PLAY PRESENTATIONS:

- Advisors should review these parameters with each of their DECA competitors and help clarify any issues.
- DECA students are allowed to do their own research to prepare for their role play video.
- Students will submit videos of their role-play presentation by the deadline.
- The video must be 10 minutes in length or less for individual events.
- The recordings can only be one “continuous take.” In other words, separate “takes” or portions of separate “takes” cannot be edited or spliced together.
- No video editing software may be utilized.
- The recordings can be done at school or at home.
- No titles, transitions, music, or sound effects are allowed.
- Videos must be recorded with a smartphone, laptop, or tablet. No professional camera equipment (including microphones) is allowed.
- Students must be seated or standing in one spot for the entire video.
- The camera must remain still and stationary for the entire video.
- It is recommended the video is filmed in landscape.
- No green screens.
- Students should try to use a plain, neutral backdrop.
- Items normally associated with an in-person role play competition may be used such as a table and chairs. No decorations (lamps, flowers, coffee mugs, etc) or props related to the role play will be allowed.
- There shall be nothing in the video that can identify a school or DECA chapter.
- Only the student(s) competing may be in the video. No additional people, animals, etc. are allowed.
- Appropriate DECA dress code for appearing in front of a judge is required:
 - OPTIONAL business suit jacket, sports coat, or DECA blazer (this is not a requirement, but does provide a more professional look)
 - Collared dress shirt, dress blouse or dress sweater
 - Necktie for males (not required for females)
 - Dress slacks or dress skirt or business dress.
 - Dress shoes
- Students may use blank paper (8.5” x 11” max size) and black/blue pens or pencils to create “presentation aids” by hand as usual. Students are encouraged to use black markers so that their aids may be seen easier on the video.
- No computer-generated materials are allowed, such as printed presentation aids.
- Students are allowed to have notes to refer to during the recording. The notes are NOT allowed to be used as presentation aids.

- Wisconsin DECA competitors must follow social distancing and mask mandate regulations. Wearing a mask in a video is absolutely acceptable.

VIDEO SUBMISSION GUIDELINES

Virtual District Conference Video Guidelines for: Team Decision Making Events

PARAMETERS FOR ALL ROLE PLAY PRESENTATIONS:

- Advisors should review these parameters with each of their DECA competitors and help clarify any issues.
- DECA students are allowed to do their own research to prepare for their role play video.
- Students will submit videos of their role-play presentation by the deadline.
- The video must be 15 minutes in length or less for team events.
- If both competitors are NOT allowed to be in the same location, the video should be recorded while they are on a video call together. This could be Zoom, Microsoft Teams, Skype, etc. The competitors would need to manage their technology needs on their own and would be encouraged to troubleshoot any issues well before the conference.
- If both team members are allowed to be in the same location, they will want to ensure the device they are using is able to capture both competitors in the shot at the same time. This should be troubleshooted before the competitors begin their recording.
- Wisconsin DECA competitors must follow social distancing and mask mandate regulations. Wearing a mask in a video is absolutely acceptable.
- The recordings can only be one “continuous take.” In other words, separate “takes” or portions of separate “takes” cannot be edited or spliced together.
- No video editing software may be utilized.
- The recordings can be done at school or at home.
- No titles, transitions, music, or sound effects are allowed.
- Videos must be recorded with a smartphone, laptop, or tablet. No professional camera equipment (including microphones) is allowed.
- Students must be seated or standing in one spot for the entire video.
- The camera must remain still and stationary for the entire video.
- It is recommended the video is filmed in landscape.
- No green screens.
- Students should try to use a plain, neutral backdrop.
- Items normally associated with an in-person role play competition may be used such as a table and chairs. No decorations (lamps, flowers, coffee mugs, etc) or props related to the role play will be allowed.
- There shall be nothing in the video that can identify a school or DECA chapter.
- Only the student(s) competing may be in the video. No additional people, animals, etc. are allowed.
- Appropriate DECA dress code for appearing in front of a judge is required:
 - OPTIONAL business suit jacket, sports coat, or DECA blazer (this is not a requirement, but does provide a more professional look)
 - Collared dress shirt, dress blouse or dress sweater
 - Necktie for males (not required for females)
 - Dress slacks or dress skirt or business dress.
 - Dress shoes
- Students may use blank paper (8.5” x 11” max size) and black/blue pens or pencils to create “presentation aids” by hand as usual. Students are encouraged to use black markers so that their aids may be seen easier on the video.
- No computer-generated materials are allowed, such as printed presentation aids.

- Students are allowed to have notes to refer to during the recording. The notes are NOT allowed to be used as presentation aids.

COMPETITOR CHECKLIST

Please share this list with all your competitors! Competitors, please review the following checklist for your video to avoid disqualifications:

- ☐ Submitted video presentation by deadline.
- ☐ The video must be 10 minutes in length or less for individual events. Team events must be 15 minutes or less in length.
- ☐ The recording is only one “continuous take.” In other words, separate “takes” or portions of separate “takes” cannot be edited or spliced together.
- ☐ No video editing software was utilized.
- ☐ No titles, transitions, music, or sound effects are allowed.
- ☐ Videos must be recorded with a smartphone, laptop, or tablet. No professional camera equipment (including microphones) is allowed.
- ☐ Students must be seated or standing in one spot for the entire video.
- ☐ The camera must remain still and stationary for the entire video.
- ☐ The video is filmed in landscape.
- ☐ No green screens.
- ☐ Students should try to use a plain, neutral backdrop.
- ☐ Items normally associated with an in-person role play competition may be used such as a table and chairs.
- ☐ No decorations (lamps, flowers, coffee mugs, etc) or props related to the role play will be allowed.
- ☐ There shall be nothing in the video that can identify a school or DECA chapter.
- ☐ Only the student(s) competing may be in the video. No additional people, animals, etc. are allowed.
- ☐ Appropriate DECA dress code for appearing in front of a judge is required.
- ☐ Students may use blank paper (8.5” x 11” max size) and black/blue pens or pencils to create “presentation aids” by hand as usual. They will be allowed, and are encouraged, to use black markers so that their aids may be seen easier on the video. No colored pens/pencils/markers.
- ☐ No computer-generated materials are allowed, such as printed presentation aids.
- ☐ Students are allowed to have notes to refer to during the recording, but those notes need to be
- ☐ Handwritten as they would be in a normal in-person role play competition.

ADVISOR EXPECTATIONS

Thank you for registering students for the DECA district competition. To ensure the best possible experience for all members, we are asking advisors to do a quick review of all videos to ensure there are no technical issues. If the student submits a link that is not working, a judge will not be able to access the video which may result in disqualification. With your support, we can ensure no students are disqualified for tech support issues.

Due Date for Advisor Review/Statement of Assurance submission: January 11th

STEP 1

Complete this quick checklist for each of your competitors video submissions:

- ☐ Verify the link is functioning
- ☐ Verify the video is submitted to the correct event
- ☐ Verify the correct student(s) is in the video
- ☐ Verify appropriate dress code
- ☐ Verify length of the video does not exceed maximum

STEP 2

Once you have completed this checklist for each of your competitors, you must complete and submit this Statement of Assurances form in DLG. See the DLG Advisor review instructions linked below. Once the District Coordinators receive this form, they know these videos are ready to be sent to a judge. Failure to complete this step could end up with a disqualification of all competitors in your chapter.

DLG INSTRUCTIONS FOR VIDEO SUBMISSION & ADVISOR REVIEW

DLG Judge Pro will be used to submit the role-play video links. Students and Advisors will have access to this software. Students will access this software to upload their video link. Advisors will access this software to review all of their competitors videos before the videos are sent to judges. This is also the software judges will be using to review the video submission. Below you will find the most up to date instructions.

STUDENT INFORMATION

Student Submission URL: <http://judgespro.decaregistration.com/org/jpwi-d4/conf/widecad4/student>
[Student Submission Instructions](#) (always come back to this link to get the most up to date instructions)

ADVISOR INFORMATION

Advisor Review/Approval URL: <http://judgespro.decaregistration.com/org/jpwi-d4/conf/widecad4>
[Advisor Review/Approval Instructions](#) (always come back to this link to get the most up to date instructions)

***Advisors: If you would like to upload your competitors videos instead of having them do it, this document provides instructions on how you would upload videos.**

Please note: DLG developed this system specifically for DECA virtual events this year. Therefore, there may be updates to the instructions between now and this conference. WI DECA will update the instructions on the google docs as needed. Therefore, it is important that students/advisors use these links as these documents will have the most up to date information.

ONLINE TESTING GUIDELINES

Online testing will be utilized for all District Conference Exams. Comprehensive exam scores will be added to the judged event score at the conference. Testing will be administered online during the online testing window. We know many of the schools in our District are not able to meet in person due to COVID-19 restrictions. Therefore, students will be allowed to take exams at home or wherever they have access to the internet. Advisors are not responsible for observing students during the test. Wisconsin DECA understands that students may use resources while taking the test. The testing time has been reduced to 60 minutes. (from 90)

Overview

1. Read all guidelines, policies, and procedures for Online Testing.
2. Ensure all your competitors will have access to the internet during the testing window. If you are able to, you can schedule time at your school for them to take the test.
3. Ensure that you communicate to all your competitors when the testing window is open as well as their login information.
4. If you would like confirmation that your student completed the test, you will have access to do so. All advisors will be able to be set up as “proctors” which will allow them to see their list of all students, reset passwords, when their last student login was, and their test status.)

A few points of note:

- All students must be registered for the conference prior to the registration deadline in order to meet the requirements to participate.
- Students will still participate in their role-play or case study at their respective conferences.
- All participants will take a cluster test that consists of 100 questions.

Registration

- If a student has an IEP that permits them more time, you will need to enter the time extension needed when you register the student. This is found when you click on Edit & Select Events screen. There is a box to enter special needs. If you do not enter this at the time of registration your student will not be able to be given more time by the online testing system.

Guidelines

- **Ensure you communicate to competitors the testing window and their login information.**
- **The student password expires immediately after they enter it into the online testing site.**
- The test will “time out” in 60 minutes after the student has started.
- Once they have completed their test, and test answers have been submitted, students will NOT be permitted to retake the test or change any answers.
- Students will take the Cluster Exam that corresponds to their Competitive Event.
- Students will not have access to test scores. Results and feedback will be shared after the conference.
- Please note that the questions and responses will be presented in random order for each student.
- Printing and/or screenshots are not possible, as well as opening another browser window to look up

answers.

If a student's computer or web browser should crash, or you have other technical difficulties, notify the District Testing Administrator (Lindsay Matuszewski) immediately at 715-379-0692. If you get voice mail, we are probably assisting other chapters, so please leave a message and your call will be returned as quickly as possible. You may also email Lindsay at lindmatu@hssdschool.org *Please be sure to provide a cell phone number, to expedite a return call.*

Event Changes

- Once a student has taken the Comprehensive (online) Exam they will not be able to change events.

JUDGE RECRUITMENT REQUIREMENTS

To ensure a successful event, we need all advisors to recruit judges for this event. Thank you in advance for your assistance in actively recruiting judges to make!

JUDGE RECRUITMENT REQUIREMENTS

- For every 5 students registered you should have 1 judge

JUDGE RECRUITMENT DOCUMENT

Please use [this form](#) to recruit for judges.

SERIES DIRECTOR REQUIREMENTS

Series Director Roles

Each Chapter Advisor will be assigned to serve as a Series Director for one or more events. As the series director your role will be to communicate to judges assigned to your event. Here is a detailed list of your expectations:

- Once judges have been assigned to your event, your district coordinator will email you the list of judges assigned to your event.
- As soon as you receive the list, you will email the judges to introduce yourself and let them know you will be their main contact to support them throughout the judging process. Include all of your contact information.
- Judges will have access to the video submissions and rubrics all through the DLG registration site. They will also have access to a Judge Informational Packet to guide them through this process. Your district coordinator will share this packet with them as well.
- The judges assigned to your event will reach out to you if they have any issues or concerns while judging the video submissions. If you are not able to resolve the issue/concern, please contact Lindsay Matuszewski at lindmatu@hssdschools.org.