



State Career Development Conference

Chapter Handbook
February 14, 2025

Stoney Creek Conference Center
Columbia, Missouri

Missouri Collegiate DECA
State Career Development Conference Handbook 2025

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PREFACE

PURPOSE AND USE

The Missouri Collegiate DECA (cDECA) State CDC Handbook regulates all State level competitive events and conference activities.

It is designed to assist the chapter in preparing and registering participants for competition at the Missouri cDECA State CDC.

It is to be used in conjunction with the DECA Inc, publication “*The DECA Guide*” which contains guidelines for competitive events.

If there is a difference between policies and procedures printed in the State CDC Handbook and those printed in the “DECA Guide,” the State CDC Handbook shall take precedence for the State CDC only.

Key SCDC Contacts

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Missouri Collegiate DECA Chapter Directory

- ◆ Avila University - Kansas City, MO
- ◆ Central Methodist University - Fayette, MO
- ◆ Columbia College - Columbia, MO
- ◆ Cottey College - Nevada, MO
- ◆ East Central College - Union, MO
- ◆ Lincoln University - Jefferson City, MO*
- ◆ Lindenwood University - St. Charles, MO
- ◆ Missouri Southern State University - Joplin, MO*
- ◆ Missouri State University - Springfield, MO
- ◆ Missouri Valley College - Marshall, MO*
- ◆ Southeast Missouri State University - Cape Girardeau, MO
- ◆ St. Charles Community College - St. Charles, MO*
- ◆ State Fair Community College - Sedalia, MO
- ◆ Stephens College - Columbia, MO
- ◆ University of Central Missouri - Warrensburg, MO
- ◆ University of Missouri - Columbia - Columbia, MO
- ◆ University of Missouri - Kansas City - Kansas City, MO*
- ◆ William Woods University - Fulton, MO

* New Chapter 2024-2025

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2025 Deadlines

Missouri Collegiate DECA	
2025 State Career Development Conference	
Second Semester Membership	<i>January 24, 2025</i>
Link to DECA Membership	
On-Time (Online) Registration	<i>January 31, 2025 - 10 pm</i>
State CDC Registration (Available January 6, 2025)	
Member, Chapter, Advisor of the Year	<i>February 1st, 2025</i>
Member , Chapter , Advisor Guidelines. Leadership Passport information for all levels must be submitted by this deadline too.	
State Officer Candidate Forms	<i>February 5, 2025</i>
State Officer Candidate Forms - Online	
SCDC Payment	<i>February 5, 2025</i>
Check or Credit Card Payment to State Office (Electronic payment can be made through the registration portal)	
Late Registration, Changes (Add/Drop)	<i>February 5, 2025 - 4 pm</i>
Fees May Apply	
Written Event (Paper)	<i>February 5, 2025</i>
Category III Prepared Written Event Submission (Electronic Submission)	
Category I Testing	<i>February 12, 2025</i>
Category I Testing will be open from February 10 to February 12. See Chapter SCDC Handbook for details.	
State Officer Candidate Briefing	<i>By Appointment</i>
Officer Candidate Briefing (Zoom) by Appointment February 10 to February 12.	

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SECTION I

COMPETITIVE EVENTS PROGRAM PHILOSOPHY

Collegiate DECA offers a comprehensive program of competitive events based on the occupational goals of the student members and on the activities of chapters in post-secondary institutions. The purposes of the DECA Inc. competitive events are to:

- Contribute to the development of competencies needed for careers in marketing, management, finance, communication, tourism, and entrepreneurship
- Evaluate student achievement of the competencies through performance indicators
- Provide opportunities for student and team recognition
- Provide constructive avenues for individual or team expression, initiative, and creativity
- Motivate students to assume responsibility for self-improvement and self-discipline
- Provide a vehicle for students to demonstrate their acquired competencies through individual and/or team activities
- Assist students in acquiring a realistic self-concept through individual and/or team activities
- Help students to participate in an environment of cooperation and competition
- Provide visibility for the educational goals and objectives related to business and marketing education

MEMBERSHIP/PARTICIPATION ELIGIBILITY

Students who have paid membership dues to the State and International Associations by the designated state deadline may compete at the State Career Development Conference provided all of the following criteria are met:

1. Student is currently enrolled and attending school.
2. Student has the approval of chapter advisor, and any required school officials.
3. Student is entered in at least one event
4. Student is registered by the chapter where membership dues were paid. (*A student who paid dues to the chapter at "College A" may not be registered with the chapter from "University B".*)
5. SCDC Registration is connected to the Membership System at DECA, Inc to verify dues are paid.

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Maximum Entries

PER CHAPTER . . .

- The maximum number of entries that may be submitted by one chapter in the same event is unlimited.

PER STUDENT . . .

- All students must be registered in one event from either Category I, Category II, or Category III.
- The maximum number of events that one student may enter is three – one from Category I, one from Category II, and one from Category III.

Competitive Event Registration

GENERAL GUIDELINES . . .

1. Read the event descriptions in the [DECA Guide](#), and make it available to students. Be sure to use the current year's *DECA Guide* and the current edition of the State CDC Handbook.
2. Verify that all students are entered in at least one event... and confirm that no student is entered in more than three events – one from category I, one from category II, and one from category III.
3. Registration will be completed Online, through a web-based registration portal. Instructions will be provided when the Registration Portal goes live (January 6th, 2025), and is available for advisors to begin entering their chapter registration.
4. Make changes to competitive event registration if needed. All changes must be submitted by the designated "Late/Changes" Deadline. The only competitive event changes accepted after the designated deadline, or on-site, will be drops. (Directions on Add/Drop will be provided when registration goes online)
5. A late fee will be applied if additional members are registered after on-time registration closes. (January 31st, 2025)
6. Keep an exact copy of all SCDC registration forms as submitted. The chapter advisor shall assume responsibility for any error made and not corrected by the designated date.
7. Submit all SCDC registration forms by the applicable deadlines.
8. Participants needing accommodations. Any special request should be made at the time of registration and should include necessary documentation to

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substantiate the request. Fill out the accommodations request here:

<https://forms.gle/iwv6Re5n8coG8UYy5>

9. Participants for whom English is not their native language. Test and Role materials are only available in English. Participants may use a dedicated translator device (not a cell phone or tablet) or a dictionary.

Specific Event Guidelines

- A. Individual Case Study Events listed in Category I have TWO parts: one, 100-point multiple choice exam and one role-play scenario (case study solution) that will be judged by business representatives. The case study will be weighted twice the value of the exam score.
- B. Team Case Study Events in Category II must be composed of two members. Both team members must participate in the presentation to the judge(s) and both must respond to questions from the judge(s).
- C. Prepared Business Presentation Events listed in Category III are comprised of two types of events:
 - a. Events evaluated on the paper and the presentation (ADC, BR, ENGB, ENP, FSA)
 - b. Events evaluated solely on the presentation (DMS, PSE)
- D. Be sure to check the DECA Guide for the correct number of participants, and exam, role-play and presentation requirements.
- E. Remember that in team events, all participants must participate in the presentation to the judge(s) and all must respond to questions from the judge(s).
- F. Category III, Prepared Business Presentations, with a written component will be submitted prior (see instructions on the "SCDC Deadlines Checklist") to the state conference, and must include a signed "Written Event Statement of Assurances".

Category I Testing

- A. Category I Testing will be available online, prior to the State Conference.
- B. Chapter Advisors will submit the name(s) of designated Proctors at the time of Registration.
- C. Proctors must be employees of the respective institution.
- D. Proctors will receive detailed instructions, along with usernames and passwords prior to February 7th. The testing window will be available from February 10 to February 12.

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- E. Independent cDECA Members may choose to test on-site at SCDC during a special testing session that will be available on February 14.

F. [PROCTORING POLICIES AND PROCEDURES](#)

COMPETITIVE EVENT LIST AND ACRONYMS

For more information go to <https://www.deca.org/college-programs/college-competitive-events/>

Acronym	Event Description	Exam	Event Type
Individual Case Study Events - Category I			
COF	Corporate Finance	Finance	1 Participant 1 Case Study (laptop, outside materials, and internet allowed) 30 Minutes Prep 15 Minute Presentation
EOP	Entrepreneurship Operations	Entrepreneurship	
FMM	Fashion Merchandising and Marketing	Marketing	
FACT	Financial Account	Finance	
HLM	Hotel and Lodging	Hospitality and Tourism	
HRM	Human Resource Management	Business Management and Admin	
MM	Marketing Management	Marketing	
RFSM	Restaurant and Food Service Management	Hospitality and Tourism	
RMML	Retail Management	Business Management and Admin	
SML	Sales Management and Leadership	Marketing	
TTMM	Travel and Tourism	Hospitality and Tourism	
Team Case Study Events - Category II			
BETH	Business Ethics		2 Participants
BBM	Business-to-Business Marketing		1 Case Study (laptop, outside materials, and internet allowed) 60 Minutes Prep 15 Minute Presentation
EM	Entertainment Marketing		
EP	Event Planning		
INT	International Marketing		
MCOM	Marketing Communications		
SM	Sports Marketing		

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Prepared Business Presentation Events - Category III

ADC	Advertising Campaign	1-3 Participants	15 Minute Presentation (Laptop, Outside Materials, and Internet Allowed)
BR	Business Research	1-3 Participants	
DMS	Digital Marketing Strategies	1-2 Participants	
ENGB	Entrepreneurship (Growing your Business)	1-3 Participants	
ENSB	Entrepreneurship (Starting a Business)	1-3 Participants	
FSA	Financial Statement Analysis	2-3 Participants	
PSE	Professional Sales	1 Participant	

COMPETITIVE EVENT RECOGNITION

1. Category I – The total of the two parts (*1 multiple choice exam and 1 role-play*) are totaled and ranked. The case study will be weighted twice the value of the exam score. The ranking serves as the basis for determining students to be recognized during the awards sessions.
2. Category II – The total of the role play evaluation rubric score *which shall be* ranked. The ranking serves as the basis for determining students to be recognized during the awards sessions.
3. Category III – Scores and rank will be determined by:
 - a. combination of the paper and the presentation scores from the judges (ADC, BR, ENGB, ENSB, FSA)
 - b. scoring rubrics completed by the judge(s) solely on the presentation (DMS, PSE)
4. Participants who earn a final rank of 1-3 in their respective competitive events will be recognized on-stage at the awards ceremony.

CONFERENCE MANAGEMENT POLICIES – CATEGORY III EVENTS

1. Sections (aka “flights”) will be used in Category III events that have high registration numbers (approximately 15 or more in an event).
2. All manuals must include the signed “Written Statement of Assurances” including the student’s signature(s). (*It is neither numbered nor counted in total pages; it is inserted as the first page of the manual.*) Manuals submitted without the required statement will be penalized. Signatures may not be typed.

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3. All manuals will be screened using the event's *"Written Entry Checklist"*. (See DECA Guide.)
4. Once a manual is entered in competition, the identical content material may not be entered in State or International competition again. The chapter advisor is responsible for ensuring compliance with this policy. A manual submitted in violation of this policy will not be judged.
5. Prepared Business Presentations, with a written component, will be submitted prior (see instructions on the "SCDC Deadlines Checklist") to the state conference, and must include a signed "Written Event Statement of Assurances". The written portion and the presentation may not be judged by the same judge.
6. Category III, The written portion and the presentation may not be judged by the same judge.
7. All Category III, Prepared Business Presentations, will present at the State Career Development Conference.

CONFERENCE REGISTRATION POLICIES

1. All students must be pre-registered for competitive events. No student may register, change or add new events on-site.
2. All students must pay the conference registration fee.
3. On-Time Registration. Full payment of all state registration fees should be received prior to the start of the State CDC.
 - a. In cases where this is not possible, a purchase order signed by a college official will be accepted. No adjustments for changes are to be made to the original purchase order submitted.
 - b. No invoice for purchase orders will be mailed. Advisors will have access to print a copy of their registration invoice from the registration portal at the time registration is submitted.
4. Late Registration. An entire chapter may not be registered after the "on-time" registration deadline. Late registration is for the student (or small number of students) who recently joined Collegiate DECA or recently learned that they could work the Collegiate DECA SCDC into their schedule and must be submitted by the "Late/Changes" deadline. No one may register after the Late/Changes deadline. A fee may apply to late registrations.

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5. Substitution Registration. If a student drops and is replaced by another student, no additional registration fees are due if the change is submitted by the Late/Changes deadline.
6. Cancellations/Refunds. If a student drops and no student replacement is available, a partial refund of registration fees paid may be made if the cancellation is received by the late add/changes deadline. Cancellations must be received by the late/changes deadline to be eligible for a refund. Substitutions may be made up to the start of the State CDC given that the competitive event does not change and the replacement participant is a paid member for DECA, Inc and the State Association. Per student maximum entry rules apply for all substitutions.
7. Credit Card/Debit Card/P-Card Payments. Payments can be made via credit, debit, and p-card, convenience fee will apply to such payments. Fee's will be defined at the time of transition.

CONFERENCE PARTICIPATION POLICIES

State Delegate Rules/Medical Authorization Form

- Each student delegate attending the State Career Development Conference must have completed the State Delegate Conduct Rules/Medical Information/Authorization for Medical Treatment form.
- It is the chapter advisor's responsibility to bring all completed forms to the conference. Chapters who do not bring the forms may not register for the conference. At registration, you will sign a form stating that you have brought the forms with you.

Professional Image

- Delegates must wear professional business attire as defined by the National DECA Dress Code and the conference name badge to all conference activities, including but not limited to: (a) General Sessions, (b) Election Sessions, (c) Event role-plays and presentations to judges, and (d) Awards Sessions. (See "Conference Dress Code Policy", Page 14.)
- Any exceptions will be announced in the conference program.

Professional Conduct

- All delegates are expected to act as professionals at all times. This includes but is not limited to:
 - Respecting the rights of all hotel guests and conference delegates

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- Complying with the reasonable requests of adult delegates
 - Reporting for events as scheduled
 - Follow the Delegate Conduct Practices and Procedures at all times
- Delegates who do not conduct themselves professionally are subject to removal from all conference activities.
- Any violations of the [Delegate Conduct Practices and Procedures](#) during SCDC, could result in the student being denied permission to attend ICDC.

State Officer Elections

- Missouri Collegiate DECA will exercise its membership voting privileges through Voting Delegates. Each local chapter shall have five (5) base votes per Charter Chapter (which requires a minimum of ten members by the Initial Membership Deadline of November 15th), plus one additional vote for every ten members beyond the base Chapter Charter requirements. The basis for the number of voting delegates for chartered chapters shall be determined by the number of members identified on the roster received by the state office for the second semester deadline.
- Voting delegates will be entitled to individual vote.

SECTION II

CHAPTER ADVISOR RESPONSIBILITIES

Registration

- The chapter advisor shall be responsible for completing, proofreading, and submitting all registration by the designated deadline.

Hotel Check-In and Check-Out Best Practice

- The chapter advisor shall be responsible for contacting the hotel and ensuring that room reservations are made for their chapter.
- The chapter advisor should be responsible for inspecting the condition of all student sleeping rooms prior to checking in and checking out. Noting any discrepancies.

Hotel - Personal Safety and Security

- The chapter advisor shall be responsible for discussing appropriate safety precautions for all student delegates. Specifically, students should know:
- That notice of the State CDC is published in the community. *(There are*

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people who “operate” in hotels looking for opportunities; do not leave money or valuables in the room while it is unoccupied.)

- How to answer the door properly.
 - *(Ask “Who is it?”; use the peep hole; never open the door to a stranger; always keep the safety chain/door guard engaged when in the room, etc.)*
- What to do and how to exit in case of fire or other emergency within the room or entire hotel.
- *(Count the doors from room to nearest stair exit; crawl—don’t walk to exit; use the stairs—not the elevator; cover mouth and nose with wet towel; feel the door—if hot, don’t open; always keep room key in same place; stay calm, etc.).*

Competitive Event Administration

- All chapter advisors shall direct or assist with competitive events as assigned. Except in cases of sudden illness or incapacity, all advisors are expected to be at their assigned event until all participants have competed. No advisor shall leave their assignment until someone is available to cover the event.
- Advisor assignments will be published in the Conference Program. Advisor assignments will not be determined until Conference Registration has been received.

CONFERENCE ADMINISTRATION POLICIES

Dress Code Policy

- From the opening session until the end of the closing session, members and advisors, and shall demonstrate professionalism by adhering to the following dress code. It is the chapter advisor's responsibility to review the dress code with all chapter delegates and to monitor attire at all functions to ensure compliance with the rules established for proper dress at official DECA cSCDC activities. Professional business dress should be worn to all events where a judge or outside observer (hotel staff, business representatives, news media, etc.) may be in attendance. This will include on-site testing.
- Appearance will be checked at each session or activity, and those delegates inappropriately dressed will be asked to change clothes. No additional time will be given to students who must change clothes before being allowed into any testing session.

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Additional Opportunities – State CDC

- Run for State Office
- College and Career Fair
- Industry Speakers
- Industry Tours

Member, Chapter, Advisor of the Year

Member of the Year

This award honors one Collegiate DECA member for his/her dedication to the organization. Each local chartered chapter is eligible to submit one nominee. The recipient will receive a plaque, be recognized at the State Career Development Conference, and a letter of congratulations will be sent to the college administration.

Eligibility:

- Must be a registered Missouri Collegiate Chartered Chapter Member
 - A charter requires a minimum of 10 registered members
- Member must have completed the [Individual Leadership Passport Program](#) by February 1st, 2025
- Chapter must have completed the [Chapter Leadership Passport Program](#) by February 1st, 2025
- Submit one letter of recommendation from a current Missouri Collegiate DECA Chapter advisor
 - Specific items to be addressed are found on the [Missouri Collegiate DECA Website under conferences](#).

Chapter of the Year

This award honors one Collegiate DECA chapter for their dedication to the organization. Each local chartered chapter is eligible to submit for Chapter of the Year. The recipient will receive a plaque, be recognized at the State Career Development Conference, and a letter of congratulations will be sent to the college administration.

Eligibility:

- Must be a registered Missouri Collegiate Chartered Chapter
 - A charter requires a minimum of ten (10) registered members
- Have five (5) members complete the Individual Leadership Passport by February 1st, 2025.
- Chapter must have completed the [Chapter Leadership Passport Program](#) by February 1st, 2025.
- Chapter President or Chapter Advisor must complete one letter on why your chapter should be named Chapter of the year.
 - Specific items to be addressed are found on the [Missouri Collegiate DECA Website under conferences](#).

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Advisor of the Year

This award honors one Collegiate DECA advisor for his/her dedication to the organization. Each local chartered chapter is eligible to submit one nominee. The recipient will receive a plaque and be recognized at the State Career Development Conference, and a letter of congratulations will be sent to the college administration.

Eligibility:

- Must be a registered Missouri Collegiate Chartered Chapter Advisor
 - A charter requires a minimum of 10 registered members
- Must have served as a Chapter Advisor for two years
- Chapter must have completed the [Chapter Leadership Passport Program](#) by February 1st, 2025
- Submit one letter of recommendation from a current Missouri Collegiate DECA Member
 - Specific items to be addressed are found on the [Missouri Collegiate DECA Website under conferences](#).

SECTION III

INTERNATIONAL CDC

1. Competing at International CDC

- In order to compete at the International Career Development Conference, each Missouri DECA member must compete at the State Career Development Conference.

2. Voting Delegate

- The purpose of serving as voting delegates is to provide experience in the democratic process of electing DECA's executive officer team. The allocation from National DECA determines the number of students who may participate. State Officers who have just completed their term will have the first opportunity to serve as Missouri Collegiate DECA Voting Delegates. Additional delegates will be appointed at the discretion of the State Advisor.

3. Additional Opportunities – International CDC

- In addition to the competitive events offered at SCDC, students have the opportunity to participate in the Collegiate ICDC through events such as the Stock Market Game or the Virtual Case Simulations. These events are conducted throughout the school year, and students compete online. Winners are announced by National DECA.
- Watch the DECA Inc website for additional entertainment options while in San Francisco, CA.

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SECTION IV

SCHEDULE OF EVENTS – STATE CDC

<i>Thursday - February 13, 2025 - Pre-Conference (Optional)</i>	
<i>10:00am</i>	<i>Unload at Conference Hotel</i>
<i>2:00 p.m. - 5:00 p.m.</i>	<i>The Food Bank for Central and Northeast Missouri</i>
<i>6:00 p.m. - 8:00 p.m.</i>	<i>Social Event - The Kitchen - Attendees are responsible for their own food, drink, and ice skating.</i>
<i>Friday - February 14, 2025</i>	
<i>8:00 a.m.</i>	<i>Conference Registration</i>
<i>9:00 a.m.</i>	<i>Opening General Session</i>
<i>9:30 a.m. - 4:00 p.m.</i>	<i>Competitive Events</i>
<i>9:30 a.m. - 4:00 p.m.</i>	<i>College, Career Fair and Industry Speakers</i>
<i>11 am - 1 pm</i>	<i>Lunch - Provided (Grab and Go)</i>
<i>4:00 p.m.</i>	<i>Awards Session</i>