

THIS IS

HOW

we do



DECA

DECA

EXPERIENCE
the **DIFFERENCE**

2023-2024 Theme

www.deca.org/recruitment

DECA Update

- Changes for 2023-2024
- Conferences/Events
- Competitions

NEW THIS YEAR-GA DECA

- GA Only Testing- Free
- New GA Only Testing Event- Finance/Marketing Math
- New Region Alignments
- Community Service Project-Special Olympics
- SBE Competition/Academy- 1 to 2 participants, not 3
- DECA Chapter Campaigns- up to 2 Thrive Academy slots, not 3
- Free Local Officer Training Packet, no WorkWinWow training box
- State CDC Registration due in December
- 1st place region winners will receive free State CDC registration, 2nd place ICDC
- New Scholarship, Fundraising Initiative, New Chapter Blazer Drawing, DECA +
- Grant Update- Fall LDC registration

Membership

- Open August 1
- Students- \$16 (State and National Dues)
- Advisors, Alumni & Professionals- \$15 (State and National Dues)

August

New Advisor Workshop

Macon, GA

August 29-30

Sign up on CTAERN

September

- WorkWinWow-Covington, GA
- September 6, 2023
- \$35 per person
- Chapter POL, Budget, Networking, Lunch

Workshop/Power Up

TBD

October

Fall Rally

October 4th

Six Flags Over GA

\$65

Keynote Speaker, Competitions,
lunch, thrill rides

GA Only Testing- Online

October 12-19

Free this year!

Tests: Advertising Services, Buying &
Merchandising, Finance/Marketing
Math, Middle School Marketing, Selling

November

- DECA Month
- The Ultimate Power Trip
 - November 17-19
 - Austin, TX

December

- Region Competition
- December 4-8
- DECA Day with the Atlanta Hawks

TBD

January

State Competition Online Testing
January 16-18

February

- CTAE Month

State CDC- Hyatt Regency

February 1-3

- CTSO Legislative Day

\$80

- February 22nd

March

- DECA Day with the Hawks (TBD)

April

- ICDC
 - April 27-30
 - Anaheim, CA

REGION & STATE COMPETITION SCHEDULE

Region Testing- All Region Events (November 13-16)

**everyone that wants to compete at Region Competition in an Individual Series Event, Principles Event, or Personal Financial Literacy Event must test in November

** Everyone that tests in November can compete in Region Competition

Region Competition- Individual Series, Personal Financial Literacy, Principles, Theme Speech, Job Interview

**all students that place at Region Competition are eligible to compete at State CDC in their region qualifying event.

**all region winners must take the state exam in January. There is no minimum score for region qualifying events.

REGION & STATE COMPETITION SCHEDULE

State Testing Events- January 16-18

State CDC- Individual Series, Personal Financial Literacy, Principles, Team Decision Making, Professional Selling, Integrated Marketing Campaign, Business Ops, Entrepreneurship, Project Management, Theme Speech, Job interview, Chapter Chronicles, SBE

MIDDLE SCHOOL EVENTS

- GA Only Testing- Middle School Marketing Exam (middle school students are eligible to compete in any GA Only Exam)
- All Fall Rally & Fall LDC Competitions
- Region Competition (middle school students are eligible to compete in any Region Competition event)
- State Competition
 - Middle School Marketing Role Play, Middle School Principles of Business Mgmt & Admin, Middle School Principles of Finance, Middle School Principles of Hospitality & Tourism, Middle School Principles of Marketing, Middle School Promotional Pitch, Middle School Theme Speech
 - Middle School students are eligible to compete in any State CDC event but will be required to stay overnight if the event is not middle school only)

COMPETITION RULES

- Students can compete in 2 events at State CDC
- Students may only compete in 1 State CDC morning Event and 1 State CDC afternoon event
- Students cannot compete in 2 events with an exam
- Students can only compete in 1 Region Event
- All Region Qualifiers are eligible to compete at State CDC
- All ICDC Qualifiers in testing events must take 2 practice cluster exams between February 5-March 1.

HOW DO I GO TO ICDC?

- Top 10 State CDC Winners in Role Play Events
 - Must complete 2 practice exams between Feb 5-Mar 1
- Top 9 State CDC Winners in Written/Presentation Events
- SBE Academy (Gold Certification)

Additional Spots (if available) for:

- Thrive Academy (chapter campaign winners)
- GA Chapter Campaigns

Questions??

Shannon Aaron

Chartered Association Advisor

georgiadeca@gmail.com

770-630-3967



DECCA®