

2020
Georgia DECA
Fall LDC Guide



Fall Leadership Development Conference
Virtual Experience
October 16, 2020
(available “on demand” October 16-30, 2020)

**Georgia DECA
Fall Leadership Development Conference
October 16, 2020
Virtual**

Registration

Registration will be available online from **August 1-September 25, 2020** on the Georgia DECA website at <http://www.gadeca.org/FallLeadershipDevelopment.htm>

Payment must be in the state office by **Friday, October 2, 2020**.

Early Bird Registration (Entered by September 18, 2020) <i>Students & Advisors</i>	\$65.00
Regular Registration (Entered from September 19-25, 2020) <i>Students & Advisors</i>	\$75.00
Late or Onsite Registration (Entered from September 21-October 17, 2019) <i>Students & Advisors</i> <i>(late and onsite registration will not receive t-shirts or be allowed to enter competitions)</i>	\$85.00

Registration will include: access to all sessions, conference materials, participation certificate & a conference t-shirt (no t-shirts will be provided for late or onsite registrations).

Deadlines

Early Bird Registration	August 1-September 18, 2020
Regular Registration	September 19-25, 2020
Late or Onsite Registration	September 26-October 15, 2020
Registration Payment DUE (in office) <i>(payments not received by 10/2 will receive a \$25 penalty fee)</i>	October 2, 2020

DRESS CODE

**Students are encouraged to wear their Fall LDC T-shirt and Modest Jeans/Shorts on
October 16, 2020.**

**Send Registration Payment to:
Georgia DECA
P O Box 189
Oxford, GA 30054**

Georgia DECA
Fall Leadership Development Conference
Live- October 16, 2020
On Demand- October 16-30, 2020

Thursday, October 1, 2020

Individual Marketing Role Play **4:00pm-5:00pm**

*Students will log in at 4pm and receive the scenario, they will have 10 minutes to prep, 10 minutes to video and must upload their video and send a link by 5pm

Team Marketing Role Play **5:00pm-6:30pm**

*Students will log in at 5pm and receive the scenario, they will have 30 minutes to prep, 15 minutes to video and must upload their video and submit the link by 6:30pm.

Monday, October 5, 2020

Statesman Exam **7:00am-7:00pm**

*Students will test virtually anytime between 7:00am-7:00pm

Friday, October 16, 2020

General Session **9:00am-10:00am**

Leadership Sessions **10:05am-10:45am**
10:55am-11:35am
11:45am-12:25pm

On Demand Workshops **10/16-12:30pm-10/30-5:30pm**

****All sessions and workshops will be recorded so attendees will have them available on demand. All sessions will be available from October 16-30, 2020. All conference materials and awards will be mailed to the advisor prior to the conference.**

2020 Statesman Exam

The 2020 Statesman Exam will be comprised of 50 questions. Students must score 90% or higher to receive their Statesman Award. Students will be given 30 minutes to take the Statesman Exam. The exam will be administered online and will contain multiple choice questions. Statesman Award Winners will receive a Statesman Pin and Certificate (will be mailed to your school). The following information will be asked on the Statesman Exam.

- a. Birthplace of DECA (place and date)
- b. Color of organization
- c. Levels of DECA
- d. Four points of DECA diamond
- e. Meaning of emblem and identification
- f. National DECA Headquarters
- g. Divisions of DECA
- h. DECA's Mission
- i. DECA Regions
- j. National Officers (High School Division)
- k. National Executive Director
- l. National Publication
- m. Chartered Association Advisor & Board of Directors
- n. Dates of Organization (State and National)
- o. National & State Conferences and Events
- p. Southern Region Conference
- q. ICDC 2021
- r. National DECA Theme 2020-2021
- s. Current Executive Officer Team
- t. State Website
- u. National DECA Guide
- v. States in the Southern Region
- w. Competitive Events
- x. DECA Challenges & Campaigns
- y. Georgia Program of Leadership
- z. School Based Enterprises

Security Agreement (Student)

I understand that materials used for Georgia DECA Online tests are confidential. I hereby agree to maintain the confidentiality of all testing materials and understand that the security of testing materials is maintained by protecting all items from loss, unauthorized access, or reproduction. Furthermore, maintaining test item security prohibits any test proctor from the following:

1. unauthorized printing or photocopying any test items or materials, or
2. assessing or removing test materials from the secure locations, or
3. utilizing test items in any form, either from a copy of the test instrument or as a practice exercise to expose others to the test items, or
4. allowing others to view test content.

I understand that access to testing will be monitored by the vendor and inconsistencies will be reported to the Georgia DECA office for investigation. I further understand that compromising test security in any way will result in my disqualification

No resource material may be used for any online test.



MEMBERSHIP RECOGNITION TIERS

FOR RECOGNITION AT FALL LDC
DUE OCTOBER 2nd

● GOLD CHOOSE 3

70% chapter membership retention

10 posts of your chapter with @georgia_deca tagged

12 State-only testing competitors

\$100 donated to the GA DECA Foundation

Bring 10 new members to FLDC 2020

AND

Carry out a membership campaign and submit proof of your efforts

● SILVER CHOOSE 3

50% chapter membership retention

5 posts of your chapter with @georgia_deca tagged

8 State-only testing competitors

\$50 donated to the GA DECA Foundation

Bring 5 new members to FLDC 2020

AND

Submit a document detailing your membership growth efforts

● BRONZE CHOOSE 3

30% chapter membership retention

3 posts of your chapter with @georgia_deca tagged

3 state-only testing competitors

\$25 donated to the GA DECA Foundation

Bring 2 new members to FLDC 2020

AND

Submit a document detailing your membership growth efforts

GEORGIA DECA

NEXT LEVEL COMMUNITY SERVICE



Georgia DECA's 2020-2021 Community Service Project is **Best Buddies of Georgia**. Below are the donation levels necessary to be recognized at **Fall LDC**:

FRIEND LEVEL-\$100

Chapters donating \$100 will receive 2 region slots, 1 additional blazer drawing entry, a community service ribbon and scrolling slide recognition

LEADER LEVEL-\$500

Chapters donating \$500 will receive 3 region slots, 2 additional blazer drawing entries, a community service ribbon, reserved seating at state and scrolling slide recognition

ADVOCATE LEVEL-\$1,000

Chapters donating \$1,000 will receive 5 region slots, 3 additional blazer drawing entries, a community service ribbon, reserved seating at state, scrolling slide recognition

To get your chapter recognized at FALL LDC:

1. Raise funds for Best Buddies (make payable and send payment to Georgia DECA P.O. Box 189 Oxford, GA)
2. Tag @georgia_deca in all fundraising endeavors



deadline is October 2nd

Individual Marketing Role Play Competition Guidelines

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the 21st Century Skills, Performance Indicators and Event Situation. You will have up to 10 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 10 minutes to make/video your presentation to the judge
- You will be evaluated on how well you demonstrate the 21st Century Skills and meet the performance indicators of this event.
- You will have 1 hour to prep, present/video, and upload your presentation
- Specific Log In Instructions and uploading process will be sent to advisors once Fall LDC registration closes
- Students will read and agree to the following statement before the role play case study will be available.

Instructional Area: Promotion

STATEMENT OF ASSURANCES AND ACADEMIC INTEGRITY:

Integrity and honor are integral elements of ethical, responsible business leadership. Great care must be taken in maintaining academic integrity while preparing students for their future careers. The maintenance and reinforcement of those standards is the responsibility of every member, advisor, and administrator. In order to administer such a standard across our organization, every competitor and advisor must agree and certify that the students and advisor complied to the following guidelines:

1. Participation of the undersigned competitor in this, and any, DECA competitive events will take place in an honest fashion. Therefore, the contents of this competitive event entry and any solutions provided are solely the work of the undersigned students.
2. The submitted presentation of this entry was completed by the students who completed the case study preparation for the event.
3. The advisor certifies that the video was completed in one “take” and videos were not edited, re-shot, or changed.
4. Teleprompters or other aids not permitted by the event were not used.
5. No help was sought beyond that allowed in any DECA competitive event instructions or guidelines, and textbooks, reference materials, or other aids were not used.
6. No portion of this entry has previously been entered into competition.
7. No DECA competitive event materials will be or have been saved to any storage device remaining in the possession of the undersigned competitor(s) or that of any other person; nor has it been saved to any cloud storage.

In the event that one or more of these guidelines were determined to not be followed, the entry will be disqualified, and information will be forwarded to the district’s superintendent to action academic integrity violations. By participation, parent/guardian hereby gives consent to the use of this video by and release of Georgia DECA and all related employees, parties, consultants, from all related claims, liability, and courses of action related to this video and the student’s participation in these events.

Team Marketing Role Play Competition Guidelines

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the 21st Century Skills, Performance Indicators and Case Study Situation. You will have up to 30 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 15 minutes to make your presentation to the judge. All members of the team must participate in the presentation.
- You will be evaluated on how well you demonstrate the 21st Century Skills and meet the performance indicators of this event.
- You will have 1.5 hours to prep, present/video, and upload your presentation
- Specific Log In Instructions and uploading process will be sent to advisors once Fall LDC registration closes
- Students will read and agree to the following statement before the role play case study will be available.

Instructional Area: Promotion

STATEMENT OF ASSURANCES AND ACADEMIC INTEGRITY:

Integrity and honor are integral elements of ethical, responsible business leadership. Great care must be taken in maintaining academic integrity while preparing students for their future careers. The maintenance and reinforcement of those standards is the responsibility of every member, advisor, and administrator. In order to administer such a standard across our organization, every competitor and advisor must agree and certify that the students and advisor complied to the following guidelines:

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