



LAKEWOOD HIGH SCHOOL CHAPTER GUIDE

2020-21





MEMBERSHIP GUIDE

2020-21





Lakewood DECA State Competitors 2018-2019

About Lakewood DECA

Lakewood DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management in high schools and colleges around the globe. Lakewood DECA focuses on a strong hands-on approach to business and career learning experience through both classroom and extracurricular events.

Students participating in a Marketing, Business, Accounting, or Computer Applications class at Lakewood are all eligible to become members of Lakewood DECA.

Dues and Fundraising

In order to make the Lakewood DECA program as accessible to every student as possible, Lakewood DECA is relatively low in terms of economic impact. A \$40 membership fee is required (due by **October 20th**) to cover both Colorado and International Dues, as well as registration for the District 13 Regional Competition in November of 2020. Fundraising of various types will be available and encouraged to all students in DECA, including but not limited to World's Finest chocolate bar sales, the annual fudge fundraiser, and any other fundraiser the chapter may engage in. All funds will directly benefit the student who raises the funds.

Competition Schedule

Lakewood High School DECA Chapter members typically engage in up to three competitions each year depending on qualification and/or eligibility. These competitions are the District 13 Qualifying Regional Competition, the DECA Colorado State Career Development Conference, and the International Career Development conference.

Lakewood DECA Competition Schedule		
District 13 Regional Competition	Johnson and Wales University	Friday, November 2020 (Virtual)
Colorado DECA State Career Development Conference	The Broadmoor, Colorado Springs	February 19-21st, 2020 (Virtual)
International Career Development Conference (2020)	Nashville, Tennessee	April 24- April 27th, 2021

Competitive Events

Lakewood DECA is proud to offer over 50 competitive events to meet the interests and passions of our Chapter members. These events fall under the four DECA Career Clusters of Finance, Marketing, Business Management and Administration, and Hospitality and tourism. Events in Personal Financial Literacy and Entrepreneurship are also offered. Students will have the option to compete in either teams of two or three, or individually in their event. Students who do not qualify in a roleplay at the District 13 Regional Competition will be eligible to write a 10-20 page Manual to compete with at the DECA State Career Development Conference.

DECA COMPETITIVE EVENTS

PRINCIPLES OF BUSINESS ADMINISTRATION EVENTS

Principles of Business Management and Administration **PBM**
Principles of Finance **PFN**
Principles of Hospitality and Tourism **PHT**
Principles of Marketing **PMK**

TEAM DECISION MAKING EVENTS

Business Law and Ethics Team Decision Making **BLTDM**
Buying and Merchandising Team Decision Making **BTDM**
Entrepreneurship Team Decision Making **ETDM**
Financial Services Team Decision Making **FTDM**
Hospitality Services Team Decision Making **HTDM**
Marketing Management Team Decision Making **MTDM**
Sports and Entertainment Marketing Team Decision Making **STDM**
Travel and Tourism Team Decision Making **TTDM**

INDIVIDUAL SERIES EVENTS

Accounting Applications Series **ACT**
Apparel and Accessories Marketing Series **AAM**
Automotive Services Marketing Series **ASM**
Business Finance Series **BFS**
Business Services Marketing Series **BSM**
Entrepreneurship Series **ENT**
Food Marketing Series **FMS**
Hotel and Lodging Management Series **HLM**
Human Resources Management Series **HRM**
Marketing Communications Series **MCS**
Quick Serve Restaurant Management Series **QSRM**
Restaurant and Food Service Management Series **RFSM**
Retail Merchandising Series **RMS**
Sports and Entertainment Marketing Series **SEM**

PERSONAL FINANCIAL LITERACY EVENT

Personal Financial Literacy **PFL**

BUSINESS OPERATIONS RESEARCH EVENTS

Business Services Operations Research **BOR**
Buying and Merchandising Operations Research **BMOR**
Finance Operations Research **FOR**
Hospitality and Tourism Operations Research **HTOR**
Sports and Entertainment Marketing Operations Research **SEOR**

CHAPTER TEAM EVENTS

Community Service Project **CSP**
Creative Marketing Project **CMP**
Entrepreneurship Promotion Project **EPP**
Financial Literacy Promotion Project **FLPP**
Learn and Earn Project **LEP**
Public Relations Project **PRP**

ENTREPRENEURSHIP EVENTS

Innovation Plan **EIP**
Start-Up Business Plan **ESB**
Independent Business Plan **EIB**
International Business Plan **IBP**
Business Growth Plan **EBG**
Franchise Business Plan **EFB**

INTEGRATED MARKETING CAMPAIGN EVENTS

Integrated Marketing Campaign-Event **IMCE**
Integrated Marketing Campaign-Product **IMCP**
Integrated Marketing Campaign-Service **IMCS**

PROFESSIONAL SELLING AND CONSULTING EVENTS

Financial Consulting **FCE**
Hospitality and Tourism Professional Selling **HTPS**
Professional Selling **PSE**

ONLINE EVENTS

Stock Market Game **SMG**
Virtual Business Challenge-Accounting **VBCAC**
Virtual Business Challenge-Fashion **VBCFA**
Virtual Business Challenge-Hotel Management **VBCHM**
Virtual Business Challenge-Personal Finance **VBCPF**
Virtual Business Challenge-Restaurant **VBCRS**
Virtual Business Challenge-Retail **VBCRT**
Virtual Business Challenge-Sports **VBCSP**

DECA

Lettering Guide

2020-21





Lakewood High School Letterman Requirements

Lakewood DECA Members,

The purpose of the DECA letterman is for the recognition of Lakewood High School freshman, sophomores, juniors, and seniors who have distinguished themselves in their involvement in Lakewood High School's DECA chapter.

To letter in DECA at Lakewood High School, a student must participate within the DECA chapter and reach the minimum requirements of the chapter letterman requirements.

A minimum of fifty-five (55) points, a 2.5 GPA, good financial standing, and enrollment in a business class is required to letter in DECA. All remaining points will carry over into the next DECA season.

Additionally, students must abide by the Lakewood High School and Jefferson County Code of conduct. Violation of either of these policies or behavior at competitions and meetings deemed inappropriate by an advisor may result in disqualification of lettering and/or expulsion from the DECA program.

All letterman application forms will be due by April 20th, 2021 to the Google form online (QR code and form to be posted), and any questions should be emailed to Wayne Madsen (wmadsen@jeffcoschools.us)

This process is new to us as a Chapter this year, so please be patient with us as we try and make this your best DECA year yet!

Thanks, and enjoy the competition!

A handwritten signature in black ink that reads "Candice Rypse".

Lakewood DECA President



Point Categories / Values

Lakewood DECA Lettering Points	
Business Class (Per Year)	10 Points
LHS DECA Activities	2 Points per event
District 13 Regional Competition	10 Points for participation, Additional: +6 for 3rd Place +8 for 2nd Place +10 for 1st Place
Colorado DECA State Career Development Conference - ROLEPLAY**	20 Points for participation, <u>Calculated Role-play score</u> , and Additional: +2 for 6th Place +4 for 5th Place +6 for 4th Place +8 for 3rd Place +10 for 2nd Place +12 for First Place
Colorado DECA State Career Development Conference - MANUAL	20 Points for participation, Additional: +2 for 6th Place +4 for 5th Place +6 for 4th Place +8 for 3rd Place +10 for 2nd Place +12 for First Place
International Career Development Conference (2020)	35 Points*
<p>*ICDC Placement will be considered an automatic lettering achievement</p> <p>**See attached for additional State points</p>	

Sample Lettering Calculation:

**Additional State Points (Only assessed for Role-plays	
Written Test (Minimum score 65)	5 Points (+1 for every additional 5 Test points above 65)
Roleplay #1 and #2 (Minimum score 70)	5 Points (+.5 for every additional 6 Test points above 70)
Total Role-play (Minimum 215)	+1.5 for every additional 6 points above 215

**Additional State Points (Only assessed for Role-plays		Category	(Sample) Placing	Calculation	Total Value
		Business Class	-----	-----	10
		Regional Competition	2nd Place	10 (Participation) + 8 (Bonus for Placement)	18
		State Roleplay	Test: 85 Roleplay 1- 85 Roleplay 2- 80 Total- 245	20 (Participation) + 4 (Test) 1 + .5 (RP 1/2) 7.5 (Total)	33
		State Placement	4th Place	+6 (Bonus for Placement)	16
					67



Lakewood DECA Lettering Form

I, _____ certify that I am in good academic and financial standing with Lakewood DECA and have completed the following events, totaling _____ chapter points. Additionally, I have followed the Lakewood and Jefferson County Code of Conduct during the entirety of the 2019-2020 season.

Student Signature _____

Parent Signature _____ Date _____

Advisor Signature _____ Date _____

Total Chapter points in 2020-2021* _____

Please scan this form and all necessary detailed calculations justifying your point value into the Google form posted on Classroom for approval



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