





Maggie Schneider State Advisor & Events Coordinator

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www.nedeca.org
Facebook: @nebraskadeca
Instagram: nebraskadeca
Twitter: @nebraskadeca

STATE OFFICERS



President

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DECA State Officers - Team 68



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Vice President Outreach

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Vice President Communications

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Vice President Membership Services

Faith Frye Sidney High School

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RUNNING FOR STATE OFFICE

State Officer Applications

https://www.nedeca.org/event/state-officer-applications-due/

State Officer applications are due January 10, 2025.

- Once received, students will receive additional information about state officer screening, scheduled for February 1st, 2025.
- Students run for state office at the state conference in March. This includes a campaign booth, 30 second intro speech at the opening session, speech in front of voting delegates, and a question and answer session in front of voting delegates.
- The application outlines required dates/events, duties, and other details.
- Please encourage your students to apply and run! If you have any questions, reach out to us or have your students reach out to the state officers.









STATE AND NATIONAL THEME



2024-2025 State Theme

Embrace the Race

Inspiration for the theme is the focus on the process of the race (developing, preparing, learning,) and not necessarily the outcome of the race.

DECA INC. THEME AND MEDIA KIT:





Be the One

Use this link to download the graphic files, social media files, zoom backgrounds, and even graphics for meeting signs. https://www.deca.org/brand

You can also request your chapters customized logo, if you don't have access to that. https://www.deca.org/high-school-programs/membership-high-school/recruitment-tool-kit-hs/#artwork



NEBRASKA DECA BOARD OF DIRECTORS

President

Advisor Rep Kalen Carlson, Westside carlson.kalen@westside66.net

Past President

Business and Industry Rep Justin Gipe, Scottsbluff jgipe@sbps.net

Treasurer

JT Talkington Business and Industry Rep Kindercare <u>jtalkington@kindercare.com</u>

Advisor Rep Michaela Kavanagh, Omaha Central Michaela.Kavanagh@ops.org

Advisor Rep Jessica Christensen, Lincoln Southeast jchrist6@lps.org

Advisor Rep Angelo Martinez, Hastings High angelo.martinez@hpstigers.org Advisor Rep Erin Henry, Millard South <u>eesackett@mpsomaha.org</u>

Alumni/Collegiate Rep Chris Humphries chrishnomaha@gmail.com

Alumni/Collegiate Rep Nichole Small, Mastery Clemson82@me.com

Alumni/Collegiate Rep Forrest Solon, Kiewit Forrest.solon@gmail.com

Alumni/Collegiate Shelby Lerch, Top Golf Shelby.Lerch@topgolf.com

Business/Industry Rep Nicci Clark, Morgan Stanley nicole.clark@morganstanley.com

Business/Industry Rep Claire Devney devney@gmail.com

Business/Industry Rep Addie Hollingsworth Addielou76@mac.com

MEMBERSHIP

Students

How to register your members:

- Use this site membership.decaregistration.com/deca to register.
 https://www.deca.org/high-school-programs/membership-high-school/
- You must "graduate" your senior members from last year in order to add new members for the 2023-2024 school year.
- Students also have the option of registering and paying on their own using this link. https://membership.decaregistration.com/deca/members#

Advisors

Use the same process as above. You can choose a primary and secondary advisors.

Alumni and Professional

Alumni and professional memberships are a way for former students and members, business partners, parents and family members, school staff and administrators to show their support for DECA. They can register on their own using this site https://membership.decaregistration.com/deca/virtuallogin#. They will choose the red button to log in.



Dues

Dues are \$20 for all groups (membership dues include \$12 for state membership and \$8 for national membership) Some chapters choose to add additional local or chapter dues on as well. That is your discretion.

Membership Deadline

Initial membership by November 15th, February 15th for qualification for the International Career Development Conference

Questions about membership?

- Contact Maggie Schneider for state questions
- Contact <u>membership@deca.org</u> for portal/national questions.

MEMBER AND CHAPTER OF THE YEAR

Member of the Month/Year

Who is eligible? Any DECA member

What is judged? Your involvement in local, area, state and national activities

- Applications are on-line. Apply by the 15th of each month, from August to February.
- Be sure to complete all the appropriate application documentation and review before submitting.
- A committee selects a Distinguished DECA Member each month for the months of September, October, November, December, January and February.
- The six monthly winners may send an updated award application before review by the selection committee no later than March 1.
- New applications or updated applications may be resubmitted on-line before the 15th of February in order to be considered for Member /Chapter of the Year.
- The Distinguished DECA Member of the Year and Distinguished DECA Chapter of the Year will be announced at the State Career Development Conference.

Link to website for application:

https://www.nedeca.org/scholarships-awards/chapter-member-of-the-month-awards/

Chapter of the Month/Year Award

Chapter of the Month award recognizes those chapters who truly exemplify the four points of the DECA diamond. By submitting an application, your chapter becomes eligible for the Chapter of the Month Award. And, if you win one of the monthly awards, you will vie for the highest honor a Nebraska DECA chapter can achieve...the Distinguished DECA Chapter of the Year.

Applications must be submitted no later than the 15th of each month. Applications will be reviewed by a select committee of business partners, alumni, and the Vice President of Membership Services. Six monthly winners will be selected (October, November, December, January, February, March). The six monthly winners may submit an updated application before final review for the Distinguished DECA Chapter of the Year. The Distinguished DECA Chapter of the Year will be announced at the Preliminary Awards Program of the Nebraska DECA Career Development Conference

Link to website for application:

https://www.nedeca.org/scholarships-awards/chapter-member-of-the-month-awards/

CONFERENCES AND EVENTS

Fall Leadership Conference (FLC)

Wednesday, October 4th, 2024 Creighton Heider College of Business at the Harper Center

Time: 8:00 am-2:25 pm

Registration: \$45

Registration Due: September 16th

Highlights:

Keynote speaker: Kevin Kush, keynote speaker AdVenture competition, officer workshops, business and industry workshops and panels, Taste of DECA, and networking opportunities

Scottsbluff Invite

Tuesday, November 5th, 2024 WNCC

First Timers/Fall Competition

Saturday, November 9th, 2024

Time: 8 am- 3 pm Central High School Registration: \$10

Registration due: October 25th

Ultimate DECA Power Trip

November 15th-17th, 2024 Charlotte, North Carolina

Lodging: \$189 plus 15.25% tax,

Registration: \$135

Registration deadline: October 15th, 2024

All Metro Competition

Saturday, January 25th 2025 Millard South High School Omaha, NE

Registration: \$10

Capital City Invite

Friday, February 7th, 2025 UNL - Lincoln, NE Registration: \$10

State Career Development Conference

Thursday, March 20th - Friday, March 21st, 2025 The Cornhusker Hotel - Lincoln, NE

Embrace the Race Registration: \$75

Registration due: Monday, February 3rd

DECA International Career Development Conference

April 26-29, 2025, (travel days on April 26 and May 1)

Orlando, FL

Hotel Assignments: TBD

Be the One

Registration: \$145

Lodging: \$260-280 per night (estimated)

FULL LIST OF DECA CONFERENCES AVAILABLE AT:

www.deca.org/conferences

ODECACALENDAR OF EVENTS

2024-2025

SEPTEMBER

8.12-23	Piper Sandler Taking Stock with Teens Fall Survey deca.org/teensurvey
9	Stock Market Game Begins deca.org/compete
15	District-Level Instructional Areas Announced decadirect.org
30	Activate Your Chapter Incentive Deadline deca.org/register
30-10.4	School-based Enterprise Week

OCTOBER

1	Virtual Business Challenge Registration Begins deca.org/compete
11-13	MBA Research Conclave Columbus, OH mbaresearch.org
15	The Ultimate DECA Power Trip Registration Due deca.org/power
15-25	Virtual Business Challenge Round 1 deca.org/compete

NOVEMBER

#DECAMONTH

1	Honorary Life Membership + Outstanding Service Award Nominations Due deca.org/professionalawards
7-9	Western Region Leadership Conference Bellevue, WA deca.org/wrlc
15	Initial Membership Dues Deadline deca.org/register
15-17	The Ultimate DECA Power Trip Charlotte, NC deca.org/power
18-24	Global Entrepreneurship Week

DECEMBER

1	Honorary Life Membership + Outstanding Service Award Application Packets Due deca.org/professionalawards
2	DECA Chapter Campaigns + Membership Campaign Due deca.org/campaigns
2	Sports + Entertainment Marketing Conference Registration Due deca.org/sem
2	School-based Enterprise Certification Opens deca.org/sbe
4-7	ACTE CareerTech Vision San Antonio, TX careertechvision.com
6	Stock Market Game Ends

JANUARY

10	Student Scholarship Applications Due deca.org/scholarships
14	School-based Enterprise Certification Due deca.org/sbe
14-24	Virtual Business Challenge Round 2 deca.org/compete
20	Advisor Scholarship Applications Due deca.org/advisorapplications
29-2.2	Sports + Entertainment Marketing Conference

FEBRUARY

#CTEMONTH

3	Emerging Leader Honor Award Applications Open deca.org/honoraward
13-3.27	Piper Sandler Taking Stock with Teens Spring Survey deca.org/teensurvey
15	ICDC Competitors' Final Membership Eligibility deca.org/register

MARCH

3	Advocacy Campaign Due deca.org/campaigns
3	Executive Officer Candidate Applications Due deca.org/officers
19	ICDC Registration + Hotel Rooming List/Deposit Due From Chartered Associations
27	ICDC-Qualifying Written Entry Submissions Open deca.org/icdc
28	ICDC Blazer Order Deadline shopdeca.org
31	Emerging Leader Honor Award Nominations Due deca.org/honoraward

APRIL

8	ICDC-Qualifying Written Entry Submissions Due deca.org/icdc	
26-29	DECA International Career Development Conference Orlando, FL deca.org/icdc	

Visit deca.org/calendar for the most up-to-date calendar of events.

DECA Inc. Full Calendar: https://www.deca.org/calendar **Nebraska DECA Calendar:** https://www.nedeca.org/calendar/

COMPETITIVE EVENTS



The DECA Guide contains tons of great resources for members and advisors, including: The 2023-2024 calendar, competitive events updates and guidelines, A breakdown of the requirements and performance indicators for every event, Details and deadlines for this year's chapter campaigns, Information on this year's challenge

Link to the DECA Guide:

https://issuu.com/decainc/docs/deca-2022-hs-guide?fr=sNGM4NDUxNzA3NDk

Competitive Event Updates:

https://www.decadirect.org/articles/deca-announces-competitive-event-topics-for-2024-2025

Business Operations Research Events

The 2024-2025 topic for each career category is the development of a strategic plan to enhance or introduce the use of AI in an existing business or organization. Participants will collaborate with a local business or organization to analyze current AI strategies and practices. Participants will then develop and present a strategic plan for AI usage.

Financial Consulting (FCE)

For 2024-2025, you will assume the role of a financial consultant who works with student-athletes. A potential new client, a college-level athlete who is receiving money from NIL (name, image and likeness) deals has scheduled a meeting with you to learn about how to get started with basic investing. The client would like you to explain different investing options to develop and build a financial portfolio.

Hospitality and Tourism Professional Selling (HTPS)

For 2024-2025, you will assume the role of a sales representative for a company specializing in sustainable products. The purchasing manager for a local hotel chain has scheduled a meeting with you to learn about sustainable product options that can be integrated into any of their departments.

Professional Selling (PSE)

For 2024-2025 you will assume the role of a sales representative of a customer relationship management (CRM) platform. A local small business owner has scheduled a meeting with you to see the potential benefits of adding a CRM platform to reach current and potential customers. The owner wants to learn how your CRM platform will engage customers to positively influence buyer behavior, build brand loyalty, and meet the business's goals.

COMPETITIVE EVENT RESOURCES

DECA +

https://www.decaplus.org/

DECA + is a paid resource that includes 2024 state and ICDC exams, scenarios (81) and sample entries from the 2024 ICDC written event winners. Members can access this on their own as well. The cost is \$295 per year. This is the most comprehensive study resource available. https://www.deca.org/compete

Make sure to reference the DECA guide for the most current guidelines for all events. There is also an exam blueprint that will outline what types of categories the questions come from for the exams, along with the district instructional areas for roleplays at district events.



https://www.deca.org/advisors

This site has helpful links to sample role play events by category along with other ways to incorporate DECA into the classroom.

CHAPTER CAMPAIGNS

**Please note that there is a change in the allocations for the Thrive level. You can now earn two allocations, not three, to attend the Thrive Academy at ICDC.

Engage your members in DECA activities throughout the year using DECA's Chapter Campaigns as your guide! These campaigns are perfect for developing your chapter's program of leadership and allow your chapter to gain the recognition it deserves.

DECA offers five unique campaigns that will help you grow your chapter and build lasting partnerships within your school and community.

There are great awards for DECA chapters that attain recognition through DECA's Chapter campaigns, including the opportunity to earn a certificate, pennant, plaque, flag, or even two allocations to attend the THRIVE Academy at DECA's International Career Development Conference.

Please reference this site and the Chapter Campaign guidebook for more detailed information https://www.deca.org/campaigns.

MEMBERSHIP CAMPAIGN

Just like in business, continued growth is one of the keys to success. DECA's membership campaign is designed to help your chapter grow by making the DECA experience available to more student members, keeping alumni involved and engaging professional members such as administrators, teachers, parents and business partners. Recognition for the Membership Campaign will be determined based on your membership submitted in the online membership system. The due date for submission is December 2nd, 2024.

PROMOTIONAL CAMPAIGN

This campaign provides chapter members an opportunity to share with their school and community what DECA is all about and how their chapter is making a positive impact on its members and community. Conduct three school outreach activities, three community outreach activities and share three alumni success stories to complete this campaign. Be sure to submit your information online by December 1st, 2024.

COMMUNITY SERVICE CAMPAIGN

DECA members are always finding unique ways to serve their community. Get recognized for your efforts through this campaign. It's easy. Simply document one or more community service activities, be sure to have at least 75% of your members involved, and create at least one form of publicity or promotion. Finally, be sure to submit your information online by December 1st, 2024.

ETHICAL LEADERSHIP CAMPAIGN

Educate your local school and community about the importance of ethics. To earn recognition, submit three Ethical Leadership Challenge entries, conduct three school outreach activities promoting ethical leadership and three community outreach activities promoting ethical leadership. Be sure to submit your information online by December 1st, 2024.

ADVOCACY CAMPAIGN

This campaign takes place in February 2025, during Career and Technical Education Month©. Completing three school outreach activities, three public policymaker outreach activities and three community outreach activities will get your chapter recognized for this campaign. Your community will definitely know you are advocates of DECA and Career and Technical Education! Submit your campaign by March 3rd, 2025.



MEMBERSHIP

Guide your membership efforts by meeting these goals.

MORE STUDENTS THAN LAST YEAR

OR

ALUMNI

PROFESSIONALS

DEADLINE 12.2.24

Earn **ACHIEVEMENT LEVEL** by me requirements in any **one** of the categories (students, alumni or professionals) of the pennant and certificate.

Earn THRIVE LEVEL by meeting the requirements in any **two** of the categories of the Membership Campaign and receive a pennant, plaque, flag and two allocations to attend the Thrive Academy at ICDC!

DEADLINE 12.2.24

receive a pennant, plaque, flag and two allocations to attend the Thrive Academy

at ICDCI

Earn ACHIEVEMENT LEVEL by m the requirements in any one of the DECA Month Chapter Campaigns (Promotional Campaign, Community Service Campaign or Ethical Leadership Campaign) and Earn THRIVE LEVEL by meeting all the Earn THRIVE LEVEL by meeting all the requirements in any two of the DECA Month Chapter Campaigns (Promotional Campaign, Community Service Campaign or Ethical Leadership Campaign) and

PROMOTIONAL

Conduct these promotional activities from the beginning of your school year through DECA Month.

SCHOOL OUTREACH ACTIVITIES









COMMUNITY SERVICE

Conduct a community service activity from the beginning of your school year through DECA Month.





OR MORE COMMUNITY SERVICE ACTIVITIES

OR MORE PARTICIPATION OF YOUR DECA MEMBERS

FORM OF PUBLICITY OR PROMOTION

ETHICAL LEADERSHIP

Conduct these ethical leadership activities from the beginning of your school year through DECA Month.







ETHICAL LEADERSHIP CHALLENGE ENTRIES

ETHICAL LEADERSHIP SCHOOL ETHICAL LEADERSHIP COMMUNITY OUTREACH ACTIVITIES OUTREACH ACTIVITIES

ADVOCACY

Advocate during Career and Technical Education Month® in February.









DEADLINE 3.3.25

Meet the requirements in the Advocacy Campaign during February and receive a pennant, special plaque from DECA and a letter of recognition sent to your school administrator and government officials.



SCHOOL OUTREACH ACTIVITIES









Eligibility to attend ICDC is determined by the chartered associations, based on their policies. Chapters should consult with their association advisor for eligibility guidelines.

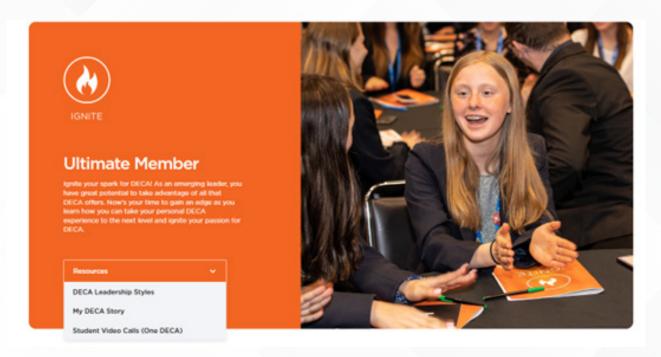
STUDENT LEADERSHIP

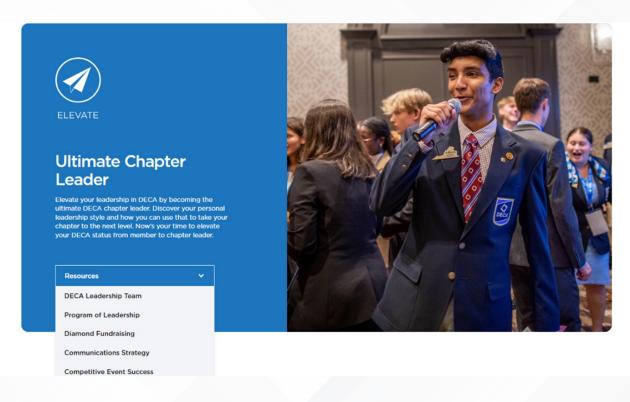
https://www.deca.org/emergingleaders

This site will lead you to DECA's Emerging Leader Series site. This site has resources for students and your chapter officers. Click on resources for more information about this.

There is also an opportunity to honor your seniors and their leadership and involvement. This is the Emerging Leader award. These are due March 31, 2024.

https://www.deca.org/calendar/emerging-leader-honor-award-nominations-due





JUDGES AND SPONSORSHIP LINKS

Fall Leadership Conference

Friday, October 4th, 2024

- Exhibitor form link: https://bit.ly/4cr5CMN
- If you know of someone who would like to volunteer in the afternoon the help with the Taste of DECA practice competition, reach out to Maggie Schneider directly

Fall Invite

Saturday, November 9th, 2024

Judges sign up link: https://bit.ly/4c4a9EG

Scottsbluff Invite

Tuesday, November 7th, 2024

need for judges, contact Justin Gipe at jgipe@sbps.net

All Metro Competition

Saturday, January 25th, 2025

Judges sign up link: https://bit.ly/4ckQZdw

Lincoln/Capital City Invite

Friday, February 7th, 2025

Need for judges, contact Jessi Christensen at <u>jchrist6@lps.org</u> if interested

State Career Development Conference

Thursday, March 20th - Friday, March 21st, 2025

- Judges sign up link: https://bit.ly/4cs5l6h
- Judges can also sign up to judge written projects, which will be sent out via email before the conference and judged in their own time
- Volunteers are also needed to help with coordination and running events Thursday and Friday (great opportunity for a recently graduated student)
- Other opportunities for the state conference include sponsorships of the conference, specific categories, and student scholarships and workshop presentations on Friday, March 21st
- Exhibitor Link: https://bit.ly/4eUchkf

DECA LISTSERV

The instructions to sign up for the DECA listserve can be found at:

https://www.education.ne.gov/wp-content/uploads/2023/07/Listserv-Instructions NDEv.2.pdf

This is the primary use of communication for emails. Make sure you are enrolled.

Step One: Create Account at Listserv.nebraska.gov

- 1. Go to https://listserv.nebraska.gov/
- 2. Click Login (top right)
- 3. Select "Register Password"
- 4. Type your email address and create a password for Listserv.
- 5. Confirm your email by clicking the link in email sent from (<u>listserv@listserv.nebraska.gov</u>)

Step Two: Subscribe to below listservs

- 1. Click Link: https://listserv.nebraska.gov/Scripts/wa.exe?SUBED1=NDE-DECA
- 2. Login with account created in step one above.
- 3. Type "FirstName Last Name School" (Jacqui Garrison-Pleasanton) in the Name box and click Subscribe.
- 4. Confirm subscription by clicking link in email sent after clicking subscribe. Must confirm subscription within 48hrs.

Send Email to listservs:

Nebraska DECA: nde-deca@listserv.nebraska.gov

*Please contact a member of the Nebraska Department of Education CTE BMIT Team (Jacqui Garrison <u>jacqui.garrison@nebraska.gov</u>) if you need assistance subscribing to the above Listservs.

ADVISOR DIRECTORY

Bellevue East High School:

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Bellevue West High School:

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Lincoln Southwest High School:

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Millard North High School:

Trent Jacobi

Millard South High School:

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Millard West High School:

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Papillion LaVista High School:

Priscilla Petersen | priscilla.petersen@plcschools.org Colin Chick | Colin.chick@plcschools.org

Papillion LaVista South High School:

Ally Gilin | (402) 699-2857 | ally gilin@plcschools.org

Plattsmouth High School:

Jana Shuey | (402) 296-3322 X2108 | jshuey@pcsd.org

Ralston Senior High School:

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Scottsbluff High School:

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Seward High School:

Sidney High School:

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South High School:

Alex Menendez | <u>alex.menendez@ops.org</u>

The Career Academy:

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Westside High School:

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Westview High School:

Kevin Myers | <u>Kevin.myers@ops.org</u>

THANK YOU FOR ALL THAT YOU DO FOR YOUR STUDENTS AND DECA AS A WHOLE!

You are amazing and are making a lasting impact on students.



Additional Helpful Links:

- Advisor handbook:
 - https://issuu.com/decainc/docs/deca-2021-chapter_advisor_guidebook?fr=sZDU1YzM4ODQ0MzU
- New advisor resources:
 - https://www.deca.org/classroom/new-advisor-resource-center/
- Integrate DECA Into the Classroom:

https://www.deca.org/classroom/integrate-classroom/



www.nedeca.org
Facebook: @nebraskadeca
Instagram: nebraskadeca
Twitter: @nebraskadeca