



**2023-2024 VCHS DECA Parent Meeting**  
**September 14, 2023**



**BUSINESS  
ENTREPRENEURSHIP  
INNOVATION**  
VALLEY CHRISTIAN SCHOOLS™

# *Lead · Serve · Impact*

*Each of you should use whatever gift you have received to serve others, as faithful stewards of God's grace in its various forms.*

*1 Peter 4:10-11*



Supported by

RADAR  PARTNERS

**FAITH  
DRIVEN**  
ENTREPRENEUR

**FULLARMOR**

# What is DECA?

DECA prepares emerging leaders and entrepreneurs in Marketing, Finance, Hospitality, and Management.



# By The Numbers

177,000

Members

3,200

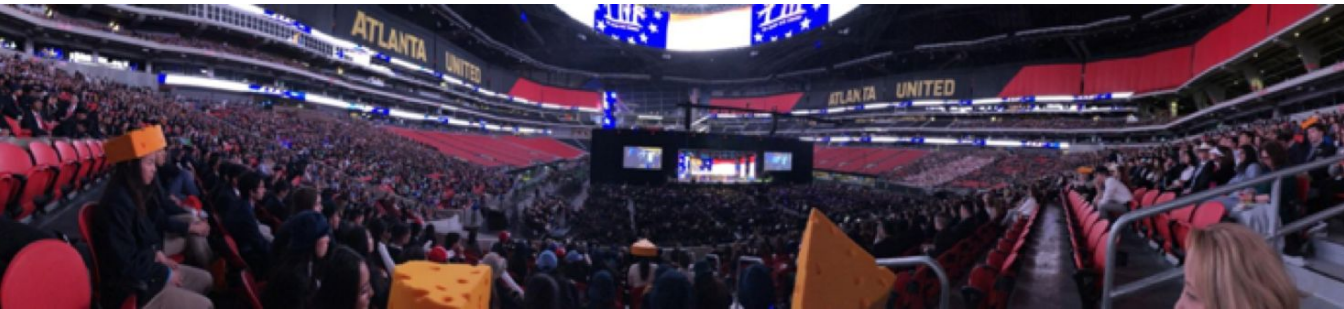
High School Chapters

200

Collegiate Chapters

5,300

Advisors



## VCCHS

**229 Students**

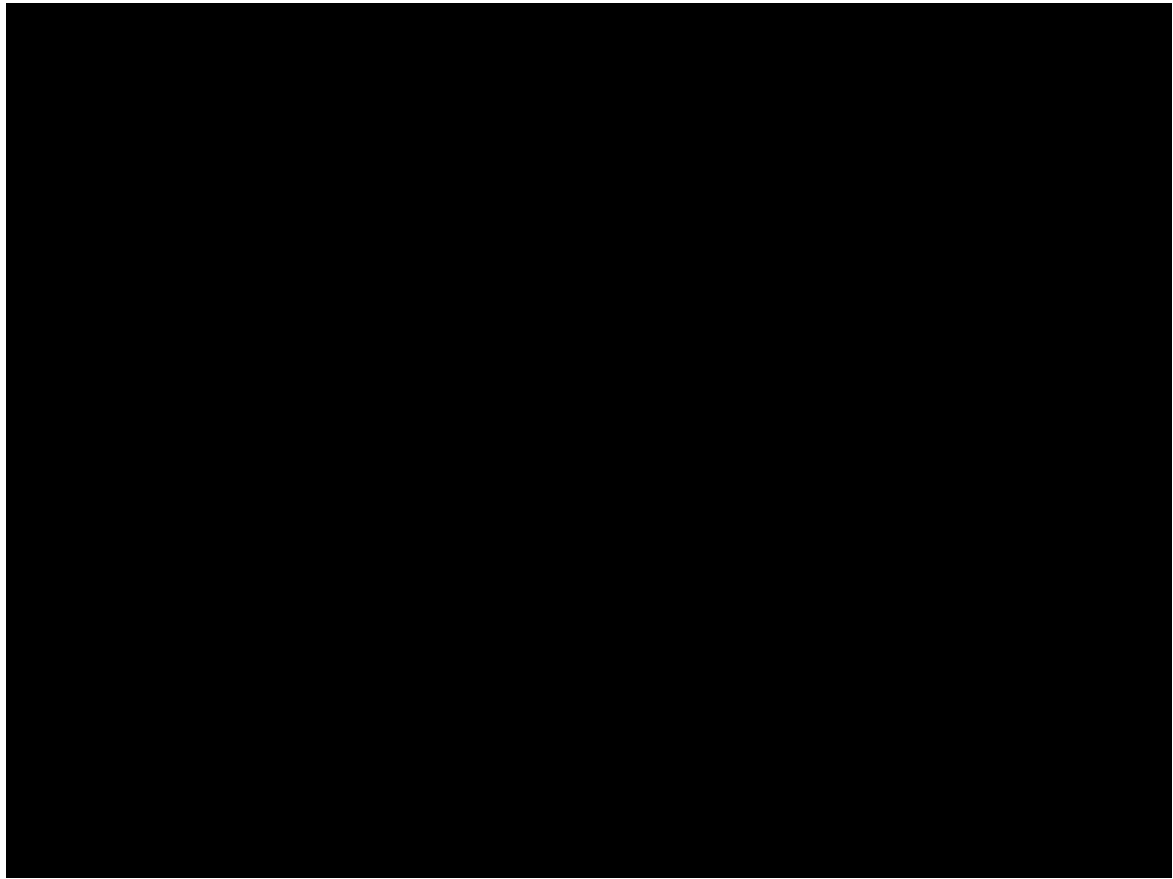
**47 Freshman**

**78 Sophomores**

**61 Juniors**

**43 Seniors**

**111 (48%) first years!**



# Faculty Advisors



Mr. Warren Shimada  
DECA Lead Advisor  
[wshimada@vcs.net](mailto:wshimada@vcs.net)  
Personal Finance &  
Quest Incubator



Mr. Dave Klenske  
[dklenske@vcs.net](mailto:dklenske@vcs.net)  
DECA Advisor



Ms. Julie Parayno  
DECA Advisor  
[jparayno@vcs.net](mailto:jparayno@vcs.net)  
Walley's & Quest  
Incubator



Mr. John Crandall  
DECA Advisor  
[jcrandall@vcs.net](mailto:jcrandall@vcs.net)  
Intro to Comp Sci,  
Principles of  
Engineering

# Co-Presidents

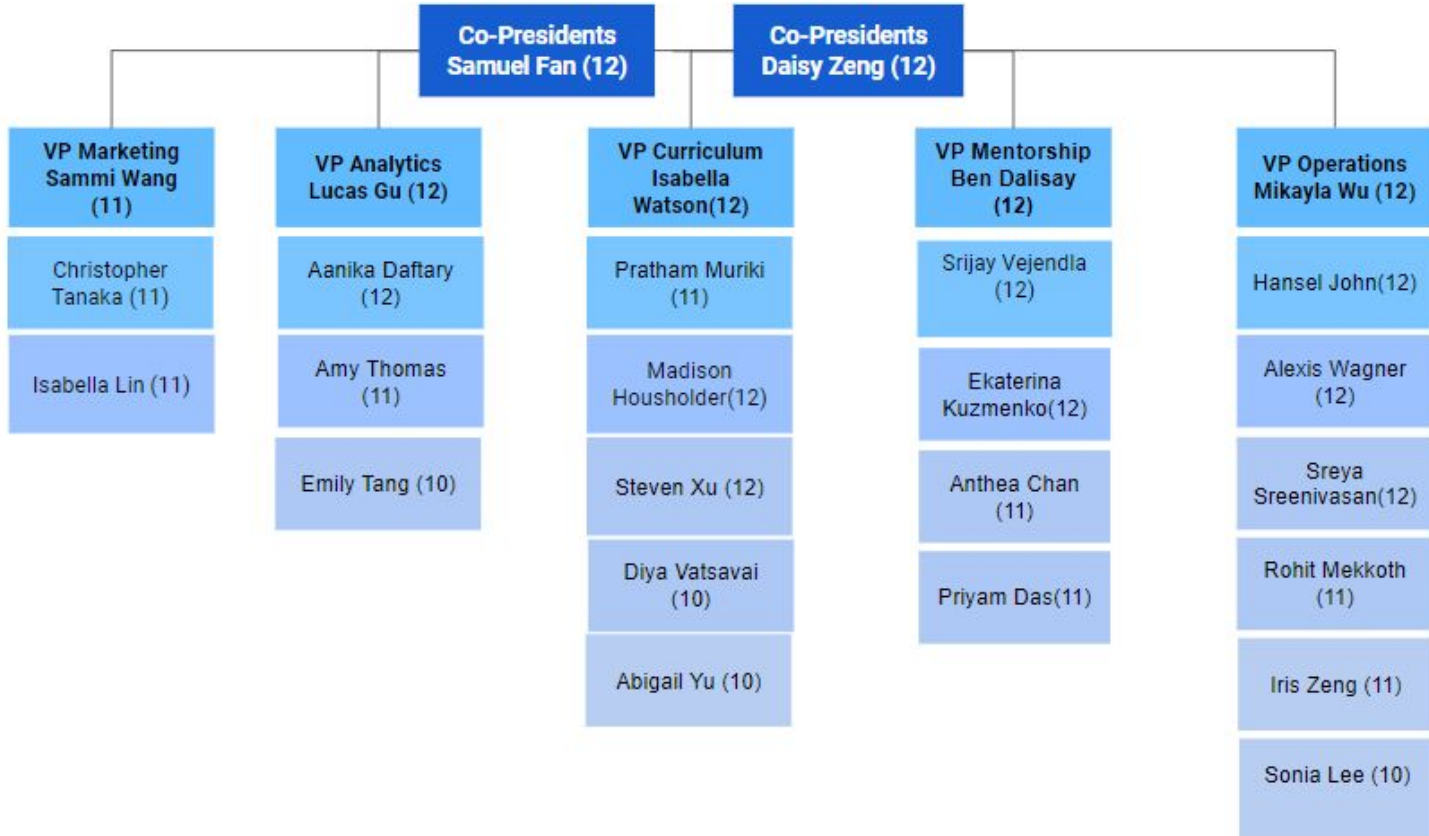


**Daisy Zeng**



**Sam Fan**

# DECA Servant Leadership Team





# The DECA Journey



## DECA Day

Introduction of DECA to students interested



## Event Exploration

DECA members explore different competitive events



## Workshops

After school workshops to help student's performance



## Mentor pods

Mentors will guide students in mentor pods

## Chapter Campaigns

Benefits the community



## Mock Conference

Valley Christian's Mock Conference



## SVCDC

Silicon Valley District Conference



## SCDC

State Career Development Conference



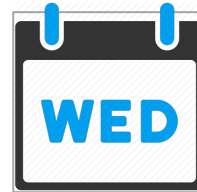
## ICDC (if qualified)

International Career Development Conference



# Chapter In-Person Meetings

All-Hands Meeting ~  
Lunchtime



Mentor Check-Ins ~  
At All-Hands, Lunchtime



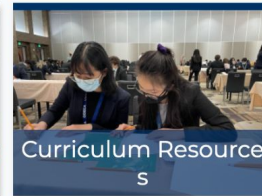
Curriculum Workshops ~  
Afterschool



# Competition Readiness

1. Weekly Preparation
  - *Weekly Workshops on relevant topics*
  - *Weekly Tips & Tricks for success*
  - *Weekly Assignments*
  - *Mentor Pods*
2. DECA+ and Curriculum Resources
  - *Various business topics*
  - *Core Exam preparation with practice tests*
  - *ICDC finalist written examples*
3. Role Play Practice Sessions with Officers
4. VCHS-created Curriculum Videos
5. Data Metrics by Analytics to Drive Improvement

# Website



**Learn@VCS will house all DECA Information**

**<https://vcs.net/DECA>**

# Quest for Excellence Speakers

Provides opportunities for DECA students to learn from faith leaders in industry

- **Wed, Sept 28 2:45-3:45pm:** Faith in the Workplace - Danny Kim, VP VCS AMSE & CTO of Full Armor and Rich Farrell, CEO of Full Armor
- **Thur, Nov 10 2:45-3:45pm:** A new model of Health & Wellness - Brett Bymaster, Director of Healing Grove Health Center
- **Thur, Jan 18 2:45-3:45pm:** Faith Driven Entrepreneurship - Henry Kaestner
- **Mar 2023 TBD**

# Quest Talks

Lunchtime speakers for students to get exposure to different career paths. Some examples:

- » Google: Sunita Mani, GM
- » Apple: Mark Manley, Senior Web App Engineer
- » Meta: Eileen Long, Engineering & Business Leader
- » Cybersecurity: Pete Huitsing, Technical Advisor
- » Visby Medical: VP Finance, Bill Meyer

Always looking for professional mentors, judges & speakers!

Contact [bei@vcs.net](mailto:bei@vcs.net)

# DECA Events

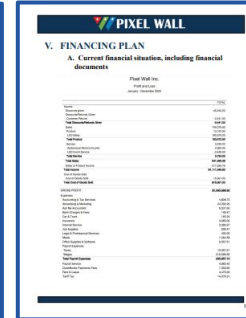
**Roleplay  
Presentation**



## PERFORMANCE INDICATORS

1. Explain the nature of operations.
2. Describe health and safety regulations in business.
3. Report noncompliance with business health and safety regulations.
4. Follow safety precautions.

**Written  
Business  
Proposal**



**Knowledge  
Exam**

Test 1277

## BUSINESS ADMINISTRATION CORE EXAM

1. Which type of business ownership would help a small business by taxing its owners as individuals?
  - A. General partnership
  - B. Open corporation
  - C. Franchise
  - D. Subchapter "S" corporation

# EXAMPLE ROLEPLAY

## Key Performance Indicators

### PERFORMANCE INDICATORS

1. Explain the nature of operations.
2. Describe health and safety regulations in business.
3. Report noncompliance with business health and safety regulations.
4. Follow safety precautions.

[DECA Competitive Events Website](#)

## Interview Situation

### INTERVIEW SITUATION

You are to assume the role of candidate for a summer internship at THE CENTENNIAL, a luxury high-rise 1,200 room hotel located in the heart of a major tourist destination. You have submitted your résumé and have been invited in for a personal interview with the director of human resources (judge). This interview will be used to measure your knowledge and understanding of an important aspect of the hospitality/lodging business. The director of human resources (judge) wants to make sure you understand the role that safety plays in the hotel's operation before he/she offers you the internship.

Recently, a small fire broke out in one of the guest rooms on the 27<sup>th</sup> floor. Fortunately, the fire was quickly extinguished. An investigation revealed the cause of the fire was an exposed electrical outlet that had been missing its cover plate—probably for several weeks.

In the first part of your interview you will explain the need for all employees to follow safety precautions in the day-to-day operation of the hotel. In addition, your presentation must address the remaining performance indicators listed on the first page of this event. Following your explanation, the director of human resources (judge) will ask you to respond to additional questions.

The interview will take place in the office of the human resources director (judge). The director (judge) will begin the interview by greeting you and asking to hear your ideas on hotel safety and reporting noncompliance. After you have provided your explanation and have answered the director's (judge's) questions, the director of human resources (judge) will conclude the interview by thanking you for your presentation.



# DECA Events

## What is a written?

### Written

- Involves writing a business proposal (submitted before competition) and presenting it live to a judge at the conference

### Guidelines

- Up to three members in a group
- 10-20 pages
- Business plan, sales pitch, marketing campaign, report of project activities
- Presentation is around 15 minutes, including questions from a judge
- May have an additional exam (depends on event)

### Benefits

- Students will develop a well written business proposal, practice pitching the plan, and enhance communication skills



# DECA Events

## What is a DECA exam?

### Exam

- Multiple-choice, 100-item exams based on National Curriculum Standards
- Designed to assess members' knowledge in defined instructional areas

### Type of exams

- Different events will require different types of exams, usually related to the event cluster

### Benefits

- Students will learn fundamental business knowledge while preparing for exams

# EXAMPLE EXAM

## Example Questions (Business Administration Core Exam - First Years)

Test 1277

### BUSINESS ADMINISTRATION CORE EXAM

1. Which type of business ownership would help a small business by taxing its owners as individuals?
  - A. General partnership
  - B. Open corporation
  - C. Franchise
  - D. Subchapter "S" corporation
2. Which of the following messages is written in a style that focuses on the receiver of the message:
  - A. Because we want to create a better product, we're sending out this evaluation form.
  - B. Please complete this form so that product improvements can be made based on your needs.
  - C. Simply fill out this form and return it to us—it's easy!
  - D. We are requiring all customers to complete this form so we can make changes.
3. It's appropriate to write a letter of inquiry when
  - A. requesting more information about a company.
  - B. summarizing a lengthy business report.
  - C. informing employees of a payroll change.
  - D. thanking a potential employer for an interview.

# Mock Conference

- 3rd in-person Mock conference!
- Saturday, **November 11, 2023** ★
- Registration: Oct 4-11, 2023
- Parent judge volunteers
- Great “Dress Rehearsal” for real competition
- Highly encouraged for all VC DECA members
- More details to come



# Competition Dates

## SVCDC (District)

- Jan. 5-7, 2024
- Santa Clara, CA
- Must complete practice test & practice roleplay with officer
- Cost: \$400-450 (Estimate)

## SCDC (State)

- Mar 7-10, 2024
- Anaheim, CA
- Must complete 2 practice test & 2 roleplay
- Cost: \$800-850 (Estimate)

## ICDC (International)

- Apr 26-May 1, 2024
- Anaheim, CA
- Qualify via SCDC
- Cost: 2,000-\$2,500 (Estimate)



# Student Expectations



- READ EMAILS!!!
- Attend meetings:
  - *Everyone needs to be committed*
  - *Attendance is tracked*
  - *All-Hands and Mentor Check-Ins ~ Wed Lunch*
  - *Curriculum Workshops ~ Wed After School*
- Put forth best effort
  - *This is a competition*
- Exemplary behavior
  - *Represent Valley Christian High School*
  - *Respectable attire & conduct*

# Student Responsibilities

## 1. Attend All Hands Meetings (Wed Lunch Time)

2.

### Attend all Workshops (especially 1st years, Wed after school)

- Meet with mentors
- Get help from officers
- Take practice exams/practice role plays/presentations
- Work on event preparation

3.

### Conferences

- Register early & complete liability forms
- Submit writtens before deadline
- Attend pre-conference all hands meetings
- Be in dress code and follow code of conduct at conferences

4.

Study business vocabulary with resources on DECA+

5.

Take practice exams

6.

Meet with their teammates

7.

### Meet with Mentors (weekly)

- Practice Role Plays and Presentations
- Review Written Reports
- Check in on exam practice assignments

8.

### Meet with Volunteer Parents

- Practice Role Plays and Presentations
- Review Written Reports



Success of DECA students



# Parent Responsibilities

How should I make sure my student succeeds?

How can I help the chapter with my business knowledge or skills?

## Self development

- Keep them accountable for attending workshops & meet with mentor at least once a week

## Responsibility

- Read their written reports
- Keep accountable for practicing role plays & exams.

## Conference

- Register EARLY
- Complete the conference parental signed paperwork
- Verify they submitted written reports on time
- Transportation - drop-off and pick up students

Parent support is crucial to VC DECA chapter!

## Parent Volunteer

- Sign up as a Parent Volunteer
- Help judge/coach/mentor events, food planning, mock conference

## Parent Chaperones

- Parent Chaperones will get the closest understanding and connection to what their child is experiencing.

# DECA DRESS TO IMPRESS

DRESS CODE WHEN APPEARING BEFORE JUDGES AND ON-STAGE AT ICDC

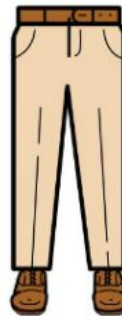
OFFICIAL DECA BLAZER WITH  
COLLARED DRESS SHIRT & APPROPRIATE NECKWEAR



OFFICIAL DECA BLAZER WITH  
DRESS BLOUSE



DRESS SLACKS



DRESS SKIRT



OFFICIAL DECA BLAZER WITH  
BUSINESS DRESS



ALL SKIRTS  
& DRESSES  
MUST BE AT  
OR BELOW  
THE KNEE.

DRESS SHOES



BOAT SHOES ARE UNACCEPTABLE  
FOOTWEAR.

## Competition Dress Code



# Parent Volunteer Opportunities

## 1. “In-Person” Mock Conferences

- *Judges and Test Proctors needed*
- *Nov.11, 2023, Estimated time: 8am ~ 12pm in Conservatory*

## 2. Parent Coordinators/Helpers for in-person conferences

- *Lead all the parents during conferences*
- *Work with students/advisors on food for conferences*

## 3. Parent Mentors & Coaches (In Person & Zoom)

- *Review Written Reports*
- *Practice Role Plays and Oral Presentations*

## 4. Parent Chaperones for all conferences

- *All conferences require overnight stays*
- *Must go through VCS vetting process for all chaperones*
- *See Conference slide for dates*

# Parent Volunteer Sign-Up Form





# Contact Us



**Email ID:**  
[DECA@warriorlife.net](mailto:DECA@warriorlife.net)



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100 Skyway Dr #110



**Website:**  
<https://vcs.net/DECA>



**Instagram:**  
VCS DECA Instagram:  
@vcdeca  
VCS BEI Instagram:  
@vcsbei



**Phone:**  
BEI phone number:  
(408)513-2582

**THANK  
YOU!**

**FOR COMING  
TONIGHT**