

CTE Career Cluster Professional Learning Communities (Cluster PLCs)

Marketing, Sales & Service

“How DECA and the Marketing Curriculum Impacts Our Students and Communities”

September 21, 2021



AGENDA

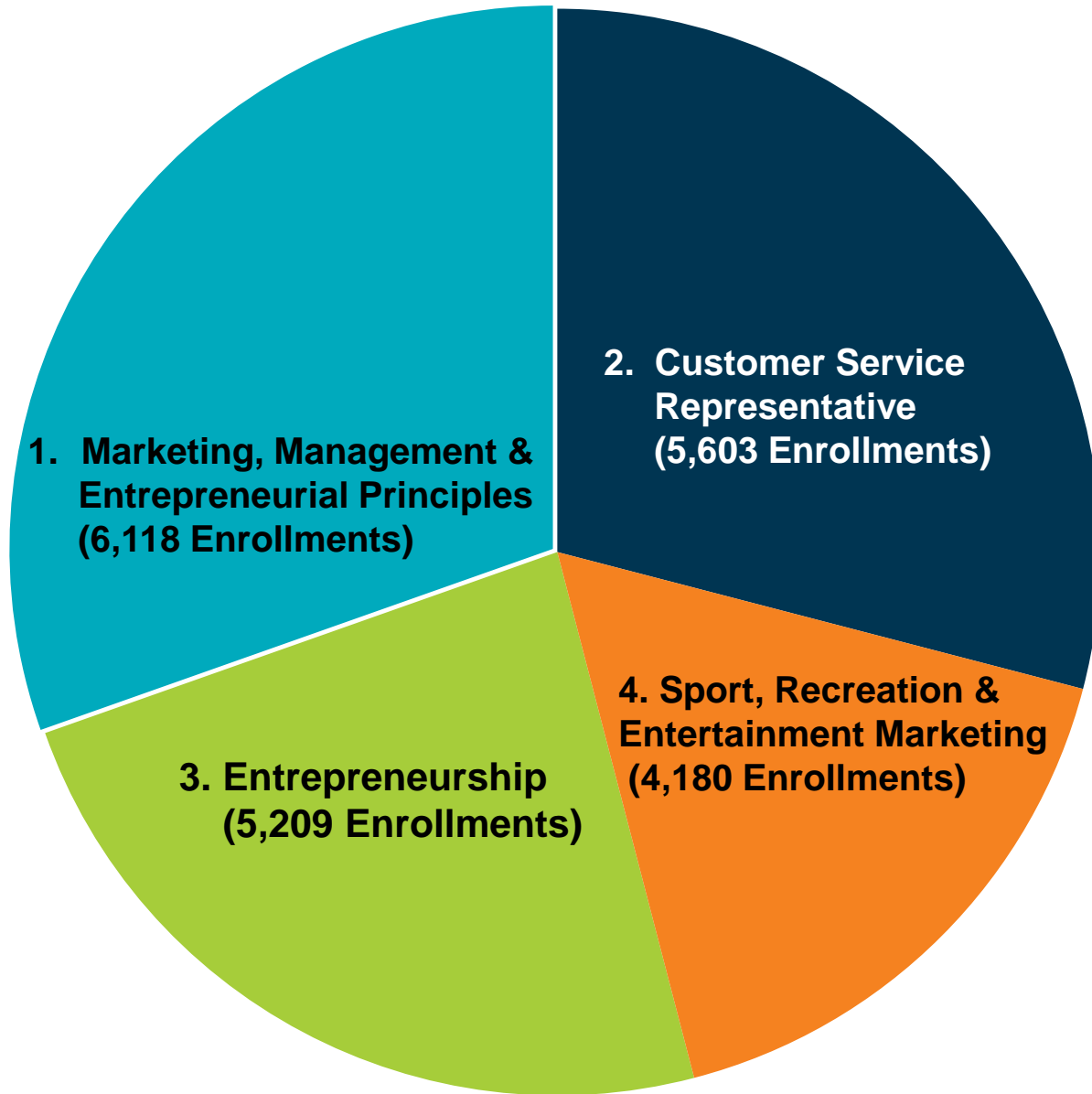
■ Welcome and Introduction

■ Guest Speaker Overview

■ Guest Speaker Best Practices

■ Audience Collaboration





Top 2019-20 Secondary Marketing Programs

(Out of 25,009 District
Secondary Enrollments)

Ms. Simone Seaton

Marketing Educator

DECA Advisor

East Ridge High School

Lake County School District



Getting to know you...



Background

Teaching Career



Fun Fact

Today's Topic



How DECA and the Marketing Curriculum Impacts Our Students and Our Communities

Simone Seaton, Marketing Educator & DECA Advisor



East Ridge Marketing & DECA

- Partnered with schools within our community and collected over 1,000 books for their students
- Partnered with colleges to create the first College Fair at ERHS to assist students in our community
- Partnered with the local banks to provide Financial Literacy for students in our community
- Partner with the Greater Clermont Cancer Foundation every year and have always donated at least \$400-\$500 each year for the last 8 years.



East Ridge High School Marketing & DECA
has been helping our community for the last
10 years



What is DECA?

DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management in high schools and colleges around the globe.

Why DECA?

It Excites our students. It makes them grow. It builds their confidence.



Why DECA?

It teaches them skills that will last a lifetime. It teaches them leadership skills.



Why DECA?

It helps our community. It allows them to earn community service hours and scholarships.



DECA combined with Marketing Prepares our Students

DECA provides “real-world” activities for students which will enhance their growth and benefit our communities

DECA

- As an integral part of the classroom curriculum, DECA’s industry-validated competitive events are aligned with the National Curriculum Standards in the career clusters of marketing, business management and administration, finance, and hospitality and tourism.
- DECA’s flagship evaluation process involves students in both a written component such as an exam or report and an interactive component with an industry professional serving as a judge.
- DECA’s competitive events directly contribute to every student being college and career ready when they graduate from high school.

DECA Career Cluster



DECA Projects – Business Operations Research

DECA provides “real-world” activities for students which will enhance their growth and benefit our communities

Business Operations Research Events

- The Business Operations Research Events provide an opportunity for students to demonstrate knowledge and skills needed by management personnel through the preparation of a detailed written strategic plan and presentation based on the results of a research study.
- Students are given a business topic which they have to research and help a local business. There are five categories of Businesses students can assist:
 - Business Services Operations
 - Buying and Merchandising Operations
 - Finance Operations
 - Hospitality & Tourism Operations
 - Sports & Entertainment Marketing Operations

Examples of Business Operations Research:

- Business Services Operations - Providing services to businesses on a fee or contract basis or providing services to consumers.
- Buying and Merchandising Operations - Getting the product into the hands of the customer through forecasting, planning, buying, displaying, selling and providing customer service.
- Finance Operations - Providing financial services to commercial and retail customers.
- Hospitality & Tourism Operations - Providing products and services related to event management, lodging, restaurant management and travel and tourism industries.
- Sports & Entertainment Marketing Operations - Providing products, services or experiences relating to amateur or professional sports or sporting events, entertainment or entertainment events, selling or renting of supplies and equipment (other than vehicles) used for recreational or sporting purposes or products and services related to hobbies, leisure or cultural events.

DECA Project Management

DECA provides “real-world” activities for students which will enhance their growth and benefit our communities

Business Operations Research Events

- The projects used at ERHS involved:
 - A local BBQ restaurant was opening a branch in Clermont and needed promotional assistance to create awareness.
 - Helping a restaurant that reopened to create promotional activities to increase sales and awareness.
 - Help a local coffee shop build awareness by creating a social media plan

ERHS Students Business Operations Research Project receives 2nd place in the State at Florida DECA Career Development Conference.



DECA Project Management

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Business Solution Projects

- The Business Solutions Project uses the project management process to work with a local business or organization to identify a specific problem with the current business operations and implement a solution.
 - Examples include talent customer service improvement, marketing and promotion activities
- The projects used at ERHS involved:
 - Black & Gold Cross – a program set up at school to help students with clothing, personal care and food. This program needed donations and also wanted to expand into the middle school. Our students created a plan and initiated it very successfully.

ERHS Students Business Solutions Project receives 6th place at the Florida DECA Career Development Conference.



DECA Project Management

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Career Development Project

- The Career Development Project uses the project management process to promote/educate the knowledge and skills needed for careers in marketing, finance, hospitality, management and entrepreneurship.
 - Examples include career fairs, summer boot camps, professional dress seminars, résumé development workshops, career exploration initiatives, mock interviews, educational paths, career paths, workplace re-entry and mentor programs.
- The projects used at ERHS involved:
 - Entrepreneurship Forum
 - College and Career Fair.

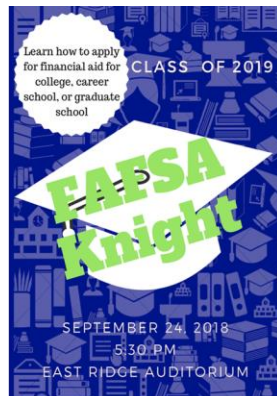
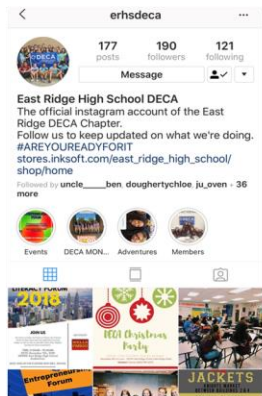
ERHS Students Career Development Project receives 1st and 2nd place in the State at Florida DECA Career Development Conference.



DECA Project Management

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Career Development Projects



DECA Project Management

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Career Development Projects



DRESS for SUCCESS
Clothing Collection

DECA IS COLLECTING GENTLY USED BUSINESS CLOTHES FOR ERHS STUDENTS

We are accepting ALL Business Attire for BOTH Males and Females!

DRESS FOR THE JOB YOU WANT



DECA Project Management

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Community Awareness Project

- The Community Awareness Project uses the project management process to raise awareness for a community issue or cause.
 - Examples include day of service, distracted driving, driving under the influence, bullying, disease awareness, mental health awareness, drug awareness, ethics, environmental and green issues, and vaping.
- The projects used at ERHS involved:
 - Teaching Literacy to preschooler
 - Created and delivered Reading and activities for elementary students
 - Students raised awareness of what cancer can do to a family and collected money for the cause.
 - Students brought attention to Puerto Rico after the hurricane hit them. Shoes & money were collected.

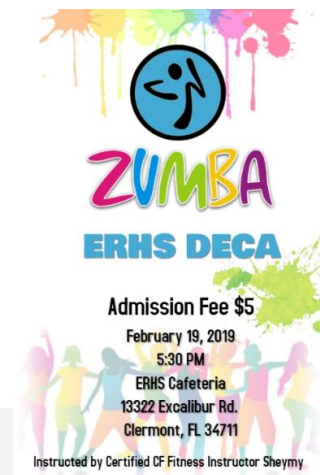
ERHS Students Community Awareness Project receives 3rd place in the State at Florida DECA Career Development Conference and made Top 20 at the International Conference.



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Community Awareness Project



DECA Project Management

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Community Awareness Project



DECA Project Management

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Community Giving Project

- The Community Giving Project uses the project management process to raise funds or collect donations to be given to a cause/charity.
 - Examples include food bank donations, homeless shelter donations, 5K's, sports tournaments, auctions, banquets, item collections, holiday drives, adopt-a-families, etc.
- The projects used at ERHS involved:
 - Building Cancer Awareness and a special donation to Greater Clermont Cancer Foundation and Go4TheGoal
 - Collecting food & Money for the local homeless shelter.
 - Conducting a clothing drive for the Black and Gold Cross – an organization on campus that helps our students.
 - Initiated a book drive and collected 700 books

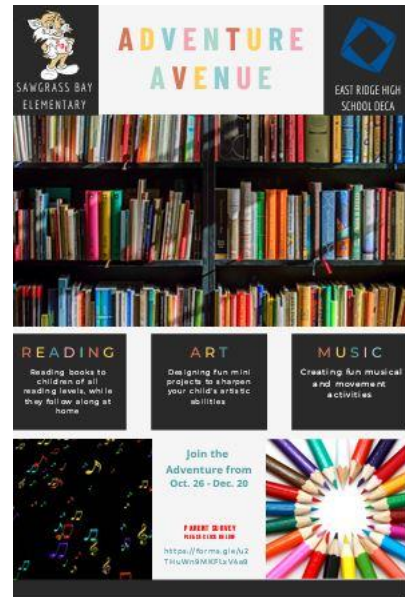
ERHS Students Community Giving Project receives 6th place in the State at Florida DECA Career Development Conference and 7th place at the International Conference.



DECA Project Management

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Community Giving Project



DECA Project Management

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Financial Literacy Project

- The Financial Literacy Project uses the project management process to promote the importance of financial literacy, including spending and saving, credit and debt, employment and income, investing, risk and insurance and financial decision making.
 - Examples include organizing and implementing seminars for students (elementary, middle, high and post-secondary), tax preparation assistance, retirement planning, and student loan workshops.
- The projects used at ERHS involved:
 - Creating Financial Literacy Forum with partners from the Local banks
 - Create a Stocks and Bond Informational forum with community financial advisors

ERHS Students Financial Literacy Project receives 4th place in the State at Florida DECA Career Development Conference.



DECA Project Management

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Financial Literacy Project



FINANCIAL LITERACY FORUM
2018

JOIN US

Our future is money. Our future is finance. Our financial forum will help teens learn the importance of saving money, as well as, how to use debit cards, direct deposit, and tips for future investments.

OUR SPEAKER

WELLS FARGO

TIME: 9:30AM - 10:30AM
DATE: December 11th, 2018
WHERE: East Ridge High School Auditorium

MUST SIGN UP FOR FLEXTIME WITH MRS. SEATON

DECA

DECA Project Management

DECA provides “real-world” activities for students which will enhance their growth and benefit our communities

Sales Project

- The Sales Project uses the project management process to raise funds for the local DECA chapter.
 - Examples include sports tournaments, t-shirt sales, 5K's, school merchandise sales, catalog sales, sponsorship development initiatives, fashion shows, pageants, restaurant nights, value cards, and yearbook sales..
- The projects used at ERHS involved:
 - Creating a business to sell shirts to clubs and organization on campus
 - Creating a mask business using the cricut
 - Selling class jackets

ERHS Students Sales Project receives 2nd and 5th place in the State at Florida DECA Career Development Conference.



DECA Project Management

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Sales Project



PRE-ORDER CLASS JACKETS
KNIGHTS MARKET
BETWEEN BUILDINGS 2 & 4
FOR ALL CLASSES!
\$45 - JACKET \$50 - JACKET W/ NAME

DEC.6 through DEC.20

KNIGHTS ARMOR APPAREL

BUILD YOUR IMAGE
CUSTOMIZABLE APPAREL FOR
ALL CLUBS AND
ORGANIZATIONS

EMAIL: ERHSKNIGHTSARMOR@GMAIL.COM
PHONE: SIMONE SEATON
352-242-2080 (EXT) * 4672



Student Testimonials

DECA has impacted students lives and have given them the foundations for success after high school

Hayden Rieves - 2016 Graduate

DECA has helped me become the person I am today through confidence. As I began to apply for colleges I had to pick my major. Thanks to DECA my choice was a no brainer, I was going to major in marketing. Marketing has so many different types of job opportunities which truly gets me excited for internships and finding my job someday. By being in the marketing course in high school and DECA I have grown passionate about marketing because I realized I was actually good at it. DECA wasn't just a club to me it was a lifestyle that even when I graduated I would be using the same material that I had learned in the high school classroom.



The skills I had achieved are endless. I always used to look forward to presentation days so that I could wear business dresses and heels. In high school I had attended many job interviews, I always felt prepared because I knew what business attire was and I could always mention DECA and marketing which set me apart from others applying. I truly learned how to present throughout my time in DECA. Going into high school I thought presenting was just reading off of a PowerPoint, I was so wrong. Just after months in DECA I was so used to not relying on the PowerPoint and actually knowing the content of what I was presenting. DECA also instilled organization and urgency in me. I always was competing in the paper competitions so deadlines were crucial and so were the rubrics to make sure nothing was left out.

Andrew Martell - 2016 Graduate

DECA to me was vastly more important than a standard high school club. It prepares individuals for the professional world ahead of them, education with a real practical application. DECA has something for everyone. Regardless of your prowess in marketing or your level of participation, everyone can be involved with and learn from DECA. For example, there are social gatherings that facilitate networking among your peers, allowing you to make connections that can benefit you in the future. Furthermore, one can adopt a diligent and punctual state of mind allowing you to be as efficient as possible. Before DECA, I was desperately unorganized and through the skills received through the program I was able to compete and make it to nationals. Additionally, I was able to secure a potential career with Loews Hotels. My advisor Simone Seaton never failed to provide me with the utmost attention and support despite the massive workload allotted to a single advisor of such a large chapter. She constantly motivated me and helped prepare me for my adult life. I am confident I wouldn't be where I am today in my professional life if it wasn't for her and DECA.

Student Testimonials

DECA has impacted students lives and have given them the foundations for success after high school



Reagan Lausier – 2017 Graduate

DECA has given me skills that will help me succeed in my college career and beyond. Throughout my four years of being involved in this club I became comfortable with giving presentations, developed my professional people skills, and mastered the art of improvisation. Even though I am pursuing a degree in engineering and not marketing or business, these skills will still help make me a better-rounded individual. For example, at a recent career fair I knew exactly how to dress professionally, prepare a resume, and give an elevator speech thanks to DECA. This set me apart from the other students at Georgia Tech and I was one of the only freshman to receive an internship offer. I wouldn't give up my memories in DECA for the world.

Daniela Miranda – 2017 Graduate

DECA has taught me an immense amount of life long skills I will be able to carry throughout my professional career. As a freshmen, I was shy, nervous, and reserved. DECA gave me the confidence I needed to become a leader. Having the honor of being a DECA member and a chapter officer has equipped me with a high school experience unlike any other. The opportunities DECA offered such as traveling, competing, and learning professionalism will aid me in future endeavors. In result, DECA has awarded me many successes. I have traveled over the nation to compete against top professional level high school students, have had multiple internships, and attended the college of my dreams – The University of Florida. Without the skills and lessons DECA has taught me, I am sure I would not have been able to achieve the level of success I did as a high school student.

Student Testimonials

DECA has impacted students lives and have given them the foundations for success after high school



Elizabeth Rogers – 2018 Graduate

Being involved in DECA on the high school level not only prepared me for college and career but shaped me into the person I am today. DECA gave me memories I will never forget and friends for a lifetime, but also helped me decide both the university I would attend and the major I'd be in. DECA opened my eyes as a young student to the world of marketing and hospitality while helping me discover my passions and changing me into the leader and student I am. While competition and having fun was my main focus at the time, looking back on my time in the organization I now see how important DECA was in the outcome of my high school career. I would recommend DECA to any student looking to get involved in high school as it is the most welcoming and fun organization on campus and taught me an enormous amount of useful skills I am now using as a student at the University of Central Florida.

Zach Marin – 2018 Graduate

As a young adult I pride myself on being accomplished and I owe much of my success to DECA. Recently graduated, I already have received two promotions within my current career position, and I am on my way to earn my Associates Degree only 3 semesters out of high school. DECA has not only taught me business/professional demeanor and how to represent myself in a specialized environment, but I have also created a mindset and resume that presents the necessary tools for achievement. Learning how to handle myself in front of my superiors and acting above my age has put me ahead of the competition in the workforce and among my peers. DECA also gifts you with inquiry you cannot gain anywhere else as a high school student. The skills and knowledge I have collected through DECA is truly priceless and will not only speed up your future goals/aspirations but grant you success in areas you did not know you could achieve.

Student Testimonials

DECA has impacted students lives and have given them the foundations for success after high school

Chloe Dougherty – 2019 Graduate



As a member of DECA for all four years of high school, it was hard to leave such a phenomenal organization behind. Although, I will never have the chance to attend weekly meetings again or compete for just one more time, I will never leave behind the memories or the skills I was taught. It is because of DECA I was able to attend the University of Florida’s Career Fair for the College of Journalism and Communications without fear. Before attending, I knew what needed to be in my resume and how to prepare for interviews. At the fair, I was able to network with business professionals without hesitation and saw myself as I leader, even when surrounded by my much more accomplished peers. I owe this ability to the many times I was told I was an “emerging leader” and was taught to never give up on myself at the many DECA conferences I attended. Ultimately it is because of DECA, I was able to connect my passions for communicating, writing, and creating, and was lead to study Public Relations. The impact DECA has had on my life is immeasurable and I will never fail to appreciate all of which I gained through the organization.

Haley Dykstra – 2019 Graduate

DECA offered me an avenue in which I could push the limits of my knowledge and discover myself in new experiences. While at the time I believed that competition was the most notable aspect of DECA, truly it is the ability to interact with different perspectives and different people that DECA has given me. My participation in the organization helped me discover my true passions and dreams for my future. As a student studying in a different country, the skills I have on how to professionally present myself in an interview or class discussion or simply writing a proper email to my professor is because of the experiences I had as a member of DECA. The confidence and new abilities I have gained through my participation can truly create once-in-a-lifetime opportunities to achieve success.

Student Testimonials

DECA has impacted students lives and have given them the foundations for success after high school



Bianka Brooks – 2020 Graduate

DECA has been such a big impact on my life and one of the things I talk about the most when I talk about my success. With the help of DECA, I have been able to get into a good college and set goals for myself as well as get my first job right out of high school, despite COVID-19. While I am attending Lake Sumter State College, I am also in the Honors Program and plan to transfer to UCF after two years and I will be in their Honors College. DECA has taught me how to be professional in any scenario and to not be afraid to speak up about my passions and interests. In my college public speaking class, I can excel, and my teachers appreciate how I carry myself and how I uplift others. Without the help of DECA, I don't think I would have the confidence to be able to do many of the things I am doing right now and I am very happy with the progress I have made and how DECA has played a part in it. The skills and lessons I have learned are something I do not take for granted and I hope to share more of my experiences with people and show people how great DECA is and how it has made me the strong individual I am today.

Morgan Jones – 2020 Graduate

I joined DECA my freshman year having no idea what I was walking into and by the time I graduated, I can confidently say that I would not be where I am today if I never joined this amazing organization. DECA taught me everything from confidence to marketing terminology and completely changed the way I present myself. In my four years of DECA, I competed in many different categories and became familiar with different career paths such as Public Relations and the Hospitality realm. I didn't know it at the time but competing in DECA led me down the career path I am going towards today. DECA not only helped me find my passion, but I also found myself. As a natural-born leader, I was able to enhance my leadership skills through DECA and truly shine in a place I felt like I belonged. I learned what makes a good leader through my time in DECA and worked tirelessly to shape myself into a model of that. Thanks to DECA, I am attending the University of South Florida and studying Public Relations and Advertising in hopes of one day working in the music industry.

Important Links

What is DECA Video

<https://vimeo.com/174752401>

DECA Website for High School

<https://www.deca.org/high-school-programs/>

DECA Competitive Events

<https://www.deca.org/high-school-programs/high-school-competitive-events/>

Business Operations Guideline:

https://www.deca.org/wp-content/uploads/2021/07/HS_BOR_Guidelines.pdf

Project Management Guideline:

https://www.deca.org/wp-content/uploads/2021/07/HS_PM_Guidelines.pdf



Thank You

Simone Seaton



352-242-2080 *4672



seatons@lake.k12.fl.us



East Ridge High School

col·lab·o·ra·tion



Resources....

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Simone Seaton 
352-242-2080 *4672 
seatons@lake.k12.fl.us 
East Ridge High School 

GET THERE
Florida's Workforce Education Initiative

Thank You!

David Mueller
State Supervisor
*Architecture & Construction;
Energy;
Marketing, Sales & Service*

850-245-9016
David.Mueller@fldoe.org

Presentation will be available on the Career &
Technical Educator Resources page:
<https://www.fldoe.org/academics/career-adult-edu/cte-educator-resources/index.shtml#professional>

CTE Career Cluster Professional Learning Communities (Cluster PLCs)