



# 2013 School-based Enterprise Re-certification Program Guidelines

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**Otis Spunkmeyer Inc.**

A **school-based enterprise** (SBE) is an entrepreneurial operation in a school setting that provides goods/ services to meet the needs of the market. SBEs are managed and operated by students as hands-on learning laboratories that integrate National Curriculum Standards in Marketing, Finance, Hospitality or Management. SBEs provide realistic and practical learning experiences that reinforce classroom instruction. SBEs can sell to consumers through a permanent location, a mobile kiosk or through internet marketing. Products may include school spirit wear, food and beverage items, school supplies, signs and banners and more, while other SBEs provide services such as creative design, advertising sales and more.

## Program Description

When a school-based enterprise achieves certification at the gold level, they can apply to be gold re-certified for four additional years (years do not have to be consecutive) by submitting the appropriate documentation for each of the six standards outlined in these guidelines. After the fourth re-certification, the SBE must complete the original gold certification process to be eligible for the gold certification level award. There is no option for re-certifying at the bronze or silver level. The re-certification documentation is limited to 40 pages and must follow the format in these re-certification guidelines.

Please note that there are several differences between the revised re-certification guidelines and the certification guidelines. The first five standards of the re-certification guidelines are pulled directly from the certification guidelines. The sixth standard will change every year and be chosen and developed by the SBE Advisory Council. The topic of the sixth standard for the 2012-2013 school year is "Social Responsibility." Also new this year is the reflection portion following the performance indicators of each standard. Following the completion of each standard, members must explain how their SBE has changed or grown in that particular area across the past year. For example, the reflection portion following "Financial Analysis" might include a discussion on the introduction of a new system for financial records, accepting additional forms of payment or other changes made.

## Procedure

Members are to prove adherence to the achievement standards listed in these guidelines in order for the school-based enterprise to achieve re-certification for the 2012-2013 school year. Adherence is proven through documentation of performance indicators within each of the six standards. The number of performance indicators to be documented varies from standard to standard and will be specified under the heading of each. For some standards, members can choose to document a certain number of performance indicators from a list. Other standards require members to document a combination of mandatory and chosen performance indicators. Those SBEs awarded gold re-certification will be eligible to bring one advisor and one to three student manager(s) to the 2013 SBE Academy at the International Career Development Conference (ICDC) in Anaheim, California, with approval of their chartered association advisor.

Chapters must prove adherence to the performance indicators within each standard through documentation of member work in the school-based enterprise. The documentation must follow the format specified on page 3 of these guidelines. SBEs must submit their documentation to DECA Inc. (1908 Association Drive, Reston, VA 20191) with a **postmark of no later than January 11, 2013** for certification review. ***Please spell check and proofread your documentation before submitting. SBEs must also include a copy of their documentation on a***

**USB/flash drive/CD which will be kept by DECA Inc.** Be sure to label the USB/flash drive/CD with your school name, state and the level of certification desired.

**We strongly encourage advisors to review their students' documentation prior to submission to DECA Inc., as re-certification will be awarded based on the information provided with no opportunities for adding information once the manual is submitted.**

## Review and Recognition

After the documentation has been reviewed, DECA Inc. will submit a list to chartered association advisors of SBEs that have been awarded certification and re-certification, along with the appropriate award certificates. Chapter advisors will also receive official notification from DECA Inc. via email regarding the level of certification awarded. Manuals for gold certified and gold re-certified chapters will be available for pick-up at the SBE Academy at ICDC.

## Knowledge and Skills Assessed

- Financial Analysis
- Operations
- Product/Service Management
- Promotion
- Selling
- Social Responsibility

## Common Career Technical Core

The introduction of the Common Career Technical Core (CCTC) is an excellent opportunity for school-based enterprises to evaluate their adherence not only to DECA's re-certification guidelines, but also to common CTE-accepted standards. The standards that members will be demonstrating through the completion of this re-certification are presented below. Please note that the CCTC standards do not require additional documentation beyond that requested for DECA re-certification; as members document their work in the school-based enterprise they will simultaneously be proving their adherence to the CCTC standards.



### **Business Management & Administration Career Cluster™ (BM)**

Business Information Management Career Pathway (BM-BIM)

- Plan, organize and manage day-to-day business activities to sustain business functioning.

Operations Management Career Pathway (BM-OP)

- Describe and follow laws and regulations affecting business operations and transactions.



### **Finance Career Cluster™ (FN)**

Accounting Career Pathway (FN-ACT)

- Describe and follow laws and regulations to manage accounting operations and transactions.
- Utilize accounting tools, strategies and systems to plan, monitor, manage and maintain the use of financial resources.

Business Finance Career Pathway (FN-BFN)

- Manage the use of financial resources to ensure business stability.



### **Marketing Career Cluster™ (MK)**

Marketing Communications Career Pathway (MK-COM)

- Apply techniques and strategies to convey ideas and information through marketing communications.
- Obtain, develop, maintain and improve a marketing communications product or service mix to respond to market opportunities.
- Communicate information about products, services, images and/or ideas to achieve a desired outcome.

Marketing Management Career Pathway (MK-MGT)

- Plan, manage and organize to meet the requirements of the marketing plan.
- Determine and adjust prices to maximize return and meet customers' perceptions of value.

Marketing Research Career Pathway (MK-RES)

- Design and conduct research activities to facilitate marketing business decisions.
- Use information systems and tools to make marketing research decisions.

Merchandising Career Pathway (MK-MER)

- Move, store, locate and/or transfer ownership of retail goods and services.
- Create and manage merchandising activities that provide for client needs and wants.

## SBE Re-certification Format

**Signed Statement of Assurances:** This page (page 11 of this document) should precede the title page and not be numbered.

**Title Page:** The first page of the actual documentation is the title page, which will not be numbered and will list the following:

School-based Enterprise Re-certification Program  
Year current gold level status was awarded  
Name of DECA Chapter  
Name of Chapter Advisor  
School Street Address  
City/State/Zip Code  
School Phone Number  
Advisor E-mail Address  
Date Submitted

**SBE Description:** The second page is a one-page description/summary of your school store. This is not a numbered page.

**Table of Contents:** The third page is the table of contents, which must list the name of every standard and the page on which the documentation for that standard begins. The table of contents may be single-spaced and may be one or more pages long. This is not a numbered page.

**Body of SBE Re-certification Documentation:** The first page of the body is numbered "1" and all other pages are numbered in sequence. Use the format provided online at [www.deca.org/sbe/certification/](http://www.deca.org/sbe/certification/) when assembling your documentation. The performance indicators within each standard are listed on the left side of the page; a corresponding question or task for each performance indicator is listed on the right side. Use the standard being documented as your heading for each sub-section, and use the performance indicators as your sub-headings.

**Bibliography:** Include a bibliography **if necessary**. This is not a numbered page.

**SBE Photo:** Include one photo of your SBE in JPG, EPS or TIF format for possible publication on the DECA SBE Web site on the USB/flash drive/CD submitted with your manual.

## Checklist Standards

- The entry must be submitted in an official 1-inch DECA binder or DECA folio. These items are available from DECA Images. No markings, tape or other material should be attached to the binder (other than that which is used to secure USB/flash drive/CD).
- A signed Statement of Assurances must be submitted with the entry. This precedes the title page and is not numbered.

- The body of the written entry cannot exceed 40 pages. This excludes the signed Statement of Assurances, title page, summary page, table of contents page and bibliography page (if necessary), which are not numbered pages.
- The pages of the body must be numbered in sequence, starting with “Financial Analysis” and ending with “Social Responsibility.” The signed Statement of Assurances, title page, summary page, table of contents page and bibliography page (if necessary) should not be numbered.
- Include chapter name and state in left footer and page numbers in right footer throughout document.
- Major content of the written entry must be double-spaced and use size 12 font. Figures and exhibits, headings, lists, sample forms, etc. may be single-spaced.
- The entry must be typewritten or word-processed. Charts and graphs may be handwritten.
- Foldouts, attachments, paste-ups, photographs, tabs, etc. may be used.
- A copy of documentation on USB/flash drive/CD must be included. Be sure to label the USB/flash drive/CD with your school name, state and the level of certification applied for and tape/secure to manual.
- SBE photo (JPG, EPS or TIF format) is included on USB/flash drive/CD submitted with documentation.
- Include bibliography page (if necessary).
- Do not use plastic page protectors.

Standards and Performance Indicators	Questions and Documentation
<b>Standard 1: Financial Analysis</b>	
<i>Must document all 4 starred (*) performance indicators plus 2 more, plus reflection on growth and change.</i>	
*Explain the nature of balance sheets (FI:093) (SP)	Include balance sheet and explain its significance to your SBE.
*Describe the nature of income statements (FI:094, FI LAP 4) (SP)	Include profit and loss statement and explain its significance to your SBE.
*Maintain financial records (FI:069) (CS)	Discuss the importance of storing, either physically or electronically, financial records for reference (daily sales reports, monthly sales reports, other examples).
*Prepare cash flow statements (FI:092) (MN)	Include cash flow statement and explain its significance to your SBE.
Demonstrate the wise use of credit (FI:071) (CS)	Discuss credit as it pertains to your SBE—did you obtain a loan to cover the initial costs of your SBE that you must pay back with interest? Do you use a school store credit card to make purchases? Do you take credit cards as a form of payment?
Explain the need for accounting standards (GAAP) (FI:086) (CS)	Does your SBE employ a regularized system for compiling its financial reports (QuickBooks, accounting journal, Excel spreadsheet, other examples)? Explain.
Prepare cash drawers/banks (OP:194) (CS)	Explain the purpose of a petty cash fund.
Open/Close register/terminal (OP:195) (CS)	Include daily sales sheet, if applicable, and explain its significance to your SBE.

**Reflection:** Describe the growth and change of your SBE in the area of **financial analysis** over the past year.

Standards and Performance Indicators	Questions and Documentation
<p><b>Standard 2: Operations</b></p> <p><i>Must document 4 performance indicators, plus reflection on growth and change.</i></p> <p>Devise/Enact merchandise security measures to minimize inventory shrinkage (OP:172) (SP)</p> <p>Follow instructions for use of equipment, tools, and machinery (OP:006) (PQ)</p> <p>Follow safety precautions (OP:007, RM LAP 2) (PQ)</p> <p>Describe health and safety regulations in business (OP:004) (PQ)</p> <p>Explain routine security precautions (OP:013, RM LAP 4) (CS)</p>	<p>Do you have an anti-theft convex mirror? A security camera? Describe security measures employed by your SBE to reduce theft.</p> <p>Are instructions for equipment (food heating stations, POS systems, other examples) conveniently displayed? Are SBE employees trained on proper use of equipment? Explain why proper adherence to equipment instructions is important.</p> <p>Describe procedures in place in case of an emergency.</p> <p>Describe the health and safety regulations (federal/state/district food safety guidelines, fire escape routes, other examples) followed by your SBE.</p> <p>Describe measures routinely taken to ensure overall security in your SBE. (Lock up merchandise, lock door when not in use, count cash after hours, other examples.)</p>

**Reflection:** Describe the growth and change of your SBE in the area of **operations** over the past year.

Standards and Performance Indicators	Questions and Documentation
<b>Standard 3: Product/Service Management</b>	
<p><i>Must document all 4 starred (*) performance indicators plus 3 more, plus reflection on growth and change.</i></p>	
<p>*Select mix of brands (PM:256) (MN)</p>	<p>Describe the brand assortment in your store. Do you notice products of certain brands turning over more quickly than others? What is the value of a brand name?</p>
<p>*Develop seasonal assortment strategies (PM:230) (MN)</p>	<p>What, if any, seasonal products do you introduce throughout the year? Explain the significance of varying your product mix by season.</p>
<p>*Plan reductions (e.g., anticipated markdowns, employee/other discounts, stock shortages) (PM:063) (SP)</p>	<p>When and why does your merchandise go on sale? Do you offer discounts? Have you seen a correlation between markdowns and quicker inventory turnover? Explain.</p>
<p>*Determine stock turnover (PM:224) (SP)</p>	<p>What is the average turnover for your different product lines? How do you avoid overstocking, and, conversely, inadequate inventory levels?</p>
<p>Determine quality of merchandise to offer (PM:223) (SP)</p>	<p>What factors affect the quality of merchandise you can offer in your store?</p>
<p>Plan merchandise assortment (e.g., styling, sizes, quantities, colors) (PM:254) (SP)</p>	<p>What are your product lines? How did you decide what products to offer? Describe the width and depth of your various product lines.</p>
<p>Determine when to buy/reorder (PM:262) (SP)</p>	<p>Describe your reordering process. Do you reorder product at specified times throughout the school year or when inventory runs low?</p>
<p>Choose vendors (PM:263) (SP)</p>	<p>What questions do you ask when considering new vendors for your store? What questions do you ask when considering new merchandise?</p>
<p>Identify components of a retail image (PM:243) (SP)</p>	<p>How do customers view your SBE? (As a community-oriented, service-oriented or price-oriented business?) What aspects of your business contribute to how customers view it?</p>

**Reflection:** Describe the growth and change of your SBE in the area of **product/service management** over the past year.

Standards and Performance Indicators	Questions and Documentation
<b>Standard 4: Promotion</b>	
<i>Must document all 4 starred (*) performance indicators plus 2 more, plus reflection on growth and change.</i>	
*Plan special events (PR:360) (SP)	Describe a special event that your SBE planned.
*Explain types of display arrangements (PR:026) (CS)	What are the most common types of display arrangements? What display arrangement do you use in your store? Describe a display in your store in which you have placed merchandise for impact.
*Plan promotional strategy (PR:343) (MN)	What are your promotional objectives for the year? What is your promotional budget for the year? How do you incorporate the promotional mix?
*Measure success of promotional efforts (PR:339) (MN)	Provide an example of how you evaluated the effectiveness of a promotional strategy used by your SBE.
Prepare store/department for special event (PR:068) (SP)	Describe how you prepared for the event.
Explain the use of visual merchandising in retailing (PR:023) (CS)	How does the way products are displayed encourage or discourage customers to purchase the products?
Create promotional signs (PR:109) (SP)	Include photo(s) of recent promotional signs made for promotions run in your store. Where did you display this signage?
Use cross-merchandising techniques (PR:358) (SP)	How do you promote products from different categories to build sales?

**Reflection:** Describe the growth and change of your SBE in the area of **promotion** over the past year.

Standards and Performance Indicators	Questions and Documentation
<p><b>Standard 5: Selling</b></p>	
<p><i>Must document 5 performance indicators, plus reflection on growth and change.</i></p>	
<p>Establish relationship with customer/client (SE:110, SE LAP 101) (CS)</p>	<p>What tactics do salespeople in your SBE employ to establish customer relationships?</p>
<p>Determine customer/client needs (SE:111, SE LAP 114) (CS)</p>	<p>What routine questions do you ask customers? What questions help salespeople “hone in” on what an indecisive customer may be interested in?</p>
<p>Recommend specific product (SE:114, SE LAP 111) (CS)</p>	<p>What techniques do you use to channel what you know about a customer toward a specific product?</p>
<p>Demonstrate suggestion selling (SE:875, SE LAP 110) (SP)</p>	<p>How do you delicately suggest other products for purchase without seeming pushy or irritating the customer?</p>
<p>Process returns/exchanges (SE:162) (CS)</p>	<p>Describe your SBE’s return policy.</p>
<p>Process sales documentation (SE:117) (SP)</p>	<p>Do you provide a receipt for every transaction? Do individual employees track their sales? Explain why sales documentation is important.</p>

**Reflection:** Describe the growth and change of your SBE in the area of **selling** over the past year.

Standards and Performance Indicators	Questions and Documentation
<p><b>Standard 6: Social Responsibility</b></p> <p><i>Must document all 3 performance indicators, plus reflection on growth and change.</i></p> <p>*Explain the importance of company involvement in community activities (SP)</p> <p>*Propose community issues for company involvement (SP)</p> <p>*Participate in community outreach activities (SP)</p>	<p>Discuss the benefits of your SBE being involved with community activities. Why is it important for a business to give back to its community?</p> <p>Give examples of causes and issues in your community with which your SBE is involved.</p> <p>Describe past successes with community outreach.</p>

**Reflection:** Describe the growth and change of your SBE in the area of **social responsibility** over the past year.

## DECA School-based Enterprises Statement of Assurances, 2013

Research and report writing are important elements of modern business activities. Great care must be taken to assure that the highest ethical standards are maintained by those engaging in research and report writing. To reinforce the importance of these standards, all written entries in DECA's School-based Enterprises Re-certification Program **must** submit this statement as part of the entry. The statement **must** be signed by the school-based enterprise student manager and the chapter advisor.

I understand the following requirements are set forth by DECA Inc. for all School-based Enterprise Re-certification entries. These requirements are additional to the general rules and regulations published by DECA Inc. By signing this statement, I certify that all are true and accurate as they relate to this entry.

1. The contents of this entry are the results of my work or the work of current members of this DECA chapter.
2. No part of this entry has previously been entered as part of the School-based Enterprises Re-certification Program.
3. Credit for all secondary research has been given to the original author through the project's bibliography, footnotes or endnotes.
4. All activities or original research procedures described in this entry are accurate depictions of my efforts or the efforts of my chapter.
5. All activities or original research described in this entry took place during this school year or the timeline specified in the Re-certification Guidelines.
6. I understand that DECA has the right to publish all or part of this entry. Chapters or individuals with extenuating circumstances may appeal the right to publish the entry to the executive committee of the board of directors prior to submission.

***This statement of assurances must be signed by the school-based enterprise student manager and the chapter advisor, and submitted with the re-certification entry.***

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*School-based Enterprise Student Manager's Name*

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*School-based Enterprise Student Manager's Signature*

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*School/State*

To the best of my knowledge, I verify that the above statements are true and that the student's (students') work does not constitute plagiarism.

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*Chapter Advisor's Name*

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*Chapter Advisor's Signature*

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*Chapter Advisor's Email*

*Hole punch and place in front of the written entry. Do not count as a page.*