

# **SCHOOL-BASED ENTERPRISE Certification Program Guidelines 2009-2010**

## **Program Description**

The School-based Enterprise Certification Program was developed to provide recognition for outstanding achievement by school-based enterprises and to motivate SBEs to strive for excellence and to grow. The program provides SBEs with standards for model school store operation and provides recognition for school-based enterprises at three levels: bronze, silver and gold. The number and type of activities a school-based enterprise completes in each of the twelve sections will determine the level of certification awarded.

SBEs who achieve at the bronze or silver level will receive recognition at the state level. All SBEs who achieve at the gold level will be eligible to bring an advisor and 1 - 3 student manager(s) to the International Career Development Conference (ICDC), with approval of the State/Provincial Advisor. During ICDC, those SBEs who achieve gold level certification and those re-certifying at the gold level, will be recognized on stage and participate in the SBE Academy. ***All students who come on stage at ICDC to receive an award must be wearing a DECA blazer.*** SBEs who are unable to attend ICDC will receive their award by mail.

SBEs must claim credit for achievement by submitting a report consisting of a description of achievement for each standard (description of format provided on page 7) and additional documentation (photos, reports, news articles, letters, etc.) as needed. The description of achievement must use the format that is provided. Additional documentation should be clearly labeled and must follow the appropriate standard and level documentation – not placed as an appendix at the end. SBEs must submit their documentation to DECA Inc. (1908 Association Drive, Reston, VA 20191) ***postmarked no later than January 15, 2010***, for verification of the award achievement level. ***SBEs must also include a copy of the documentation on a USB/flash drive/ CD, which will be kept by DECA Inc.***

After the documentation has been reviewed, DECA Inc. will submit a list to State/Provincial Advisors of SBEs that achieve certification, along with the appropriate award certificates. Chapter advisors will also receive official notification from DECA Inc. via email regarding the level of achievement.

Gold level certified SBEs may remain certified at that level for a total of 5 years by completing the requirements for re-certification annually. The guidelines for certification and re-certification, along with sample Gold Level manuals, can be found on DECA's SBE Web site ([www.schoolbasedenterprises.org](http://www.schoolbasedenterprises.org)). After five years, the SBE must complete the original certification process to be eligible for the gold level award.

***We request that advisors review the documentation prior to submitting to DECA, as certification will be awarded based on the information provided with no opportunities for adding information once the manual is submitted. Achievement of standards must be clearly documented for the level to be awarded. Make sure your documentation clearly demonstrates achievement of the complete standard.***

## Certification Guidelines and Format

Your documentation **must** follow these specifications.

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

- School-Based Enterprise Certification Program
- Level of Certification Applying For
- Name of DECA Chapter
- Chapter Advisor
- School Address
- City/State/Zip
- School Phone Number
- School Fax Number
- Advisor E-mail Address
- Date

**SBE Description:** Include a 1-page description/summary of your school store - not a numbered page.

**Table of Contents:** The third page is the Table of Contents, which must list every heading of every section and the page on which that section starts. The Table of Contents may be single-spaced and may be one or more pages long. This page(s) will not be numbered.

**Body of SBE Certification Documentation (Should include written description of achievement for each standard in format provided, plus any additional documentation):** The body of the entry starts with Curriculum/Student Achievement, and must continue in the sequence outlined in these guidelines, ending with Marketing Mix. You must follow the outline and sequence found in these guidelines when writing your documentation. The first page of the body is numbered 1 and all following pages are numbered in sequence. A description of required documentation format is included on page 7. SBEs must claim credit for achievement by submitting a report consisting of the written description of achievement in the required format (for each level of each standard) and additional documentation (photos, reports, sample forms, news articles, letters, etc.) as needed for strength or clarity. Additional documentation should follow the appropriate section – not placed as an appendix at the end. Use sub-headings with each standard to identify Bronze, Silver and Gold Level documentation. For those sections where you are selecting topics from a list, the selected topics become your sub-headings. Documentation must be submitted in a 1 or 2 inch DECA binder (not DECA folio). **Be sure each section/standard is presented in the order found in the guidelines and numbered and labeled so reviewer knows exactly what is being documented.** Tabs may be used to divide sections. Please spell check and proof your documentation before submitting.

Requirements for achieving at each award level (bronze, silver or gold) are outlined below by section. For some sections (i.e. 1, 3, 5, 9 and 10), the standards you are required to document are different at each of the three levels. However, for these sections SBEs working on silver certification must also complete the standard for bronze, and SBEs working on gold level certification must complete the silver and bronze standards as well. For some sections, (i.e. 4, 6, 7, 8, and 11) the level of achievement will be determined by the number of items you choose to document from a list. Use sub-headings to identify which topic you are documenting from the list. There are 2 sections (i.e. 2 and 12) where the requirement is the same for all achievement levels. Use the requirements outlines in those two sections as your sub-headings.

**Documentation on USB/flash drive/CD:** Along with your written documentation in the DECA binder, you must also include a copy of your documentation on a USB/flash drive/CD, which will be kept by DECA Inc.

**Vendor List:** Please include a 1 page vendor list (with contact information and general description of product lines) at the end of your documentation – not a numbered page.

**SBE Photo:** Please submit one (only 1) photo of your SBE in a JPG format for the web site and other recognition.

*All documentation will consist of a written description of achievement (presented in the format found on page 7) for each level of each standard and other documentation (photos, forms, etc.) as appropriate/needed in the exact sequence as outlined below. Use sub-headings to identify what is being documented. Additional documentation must be labeled.*

## **1. CURRICULUM/STUDENT ACHIEVEMENT**

*Bronze Level Standard* - Utilizes curriculum that includes National Marketing Education Standards and specialized retail competencies

*Silver Level Standard* - Provides realistic and practical learning experiences through applications in SBE (*plus standard for bronze*)

*Gold Level* - Utilizes community resources to compliment the curriculum and SBE (*plus standards for bronze and silver*)

## **2. ACCOUNTING MEASURES**

*Bronze, Silver & Gold Levels* - Develop viable accounting system to obtain a financial overview of store. Documentation must include (narrative and samples):

- Balance sheet
- Income statement/profit-loss statement
- Inventory (perpetual/physical)
- Z tapes/journal tapes
- Daily/shift reports
- Deposits

## **3. SPACE, FACILITIES & EQUIPMENT**

*Bronze Level* - Adheres to local & state requirements for store operation, such as health codes, fire codes and sales license

*Silver Level* - Utilizes space to maximize sales and facilitate store operations (*plus standard for bronze*)

*Gold Level* - Incorporates current technology and equipment (e.g. Security system, POS systems) (*plus standards for bronze and silver*)

## **4. LOCATION & ACCESSIBILITY**

*Bronze Level* - Must achieve at least 2 of the following standards

Silver Level - Must achieve at least 4 of the following standards

Gold Level - Must achieve at least 5 of the following standards

Describe how your SBE operates/handles the following:

- High traffic area
- Accessible to Marketing Education classroom
- High visibility
- Hours of operation conducive to student schedule
- Easily accessible for shipping/receiving and vendors
- Meets Americans with Disabilities (ADA) requirements

## **5. PERFORMANCE MEASUREMENTS**

Bronze Level - Demonstrates a positive cash flow

Silver Level - Understands the relationship between pricing strategies, sales & profits (*plus standard for bronze*)

Gold Level - Demonstrates that SBE earnings are favorable in relation to:

- Square footage,
- Student population,
- Hours of operation,
- Number of product lines offered, and
- Location

*(plus standards for bronze and silver)*

## **6. ENDORSEMENT/SUPPORT**

Bronze Level - Must have at least 1 example/letter of endorsement from 3 of the groups listed below

Silver Level - Must have at least 1 example/letter of endorsement from each of the 4 groups listed below

Gold Level - Must have at least 6 examples/letters of endorsement, which includes at least 1 from each of the groups listed below

Your documentation should first show a list of who the letters are from, their title and the category.

Letters (signed) must show evidence of how the following groups support the program, the school store and its benefits:

District - Board of Education, superintendent, State Dept. of Education

School - Principal, department chair, faculty/staff (other than DECA advisor)

Community - Community leaders, parents, advisory committee, graduate of the school

Business - Vendors, local merchants

## **7. GOALS**

Bronze Level - Must achieve at least 2 of the following standards

Silver Level - Must achieve at least 4 of the following standards

Gold Level - Must achieve at least 5 of the following standards

State your SBE's specific, obtainable goals (stated first) followed by your plans for reaching these goals for the following topics:

- Inventory turnover
- Sales/profit
- Full revenue versus discounts
- Ability to manage multiple product lines
- Proper product mix
- Marketing plan
- Healthy alternatives

*(Documentation must include specific, obtainable goals for each topic selected)*

## **8. GENERAL BUSINESS PRACTICES**

Bronze Level - Must achieve at least 3 of the following standards

Silver Level - Must achieve at least 4 of the following standards

Gold Level - Must achieve all 5 of the following standards

Applies general business practices to the SBE operation regarding:

- Store training
- Safety practices
- Security procedures
- Customer service
- Social and civic responsibility

## **9. STUDENT ACCOUNTABILITY/INVOLVEMENT**

Bronze Level - Must achieve both of the following standards:

- Documents student work in SBE (e.g. hours, activities, jobs held)
- Utilizes student employee evaluation process

Silver Level - Practices job rotation (*plus standard for bronze*)

Gold Level - Must achieve both of the following standards: (*plus standards for bronze and silver*)

- Provides (peer to peer) student mentors
- Utilizes organizational chart and job descriptions

## **10. MERCHANDISING/PROMOTION/DISPLAY**

Bronze Level - Utilizes a variety of promotional activities to appeal to target markets

Silver Level - Utilizes creative displays to attract buyers (*plus standard for bronze*)

Gold Level - Demonstrates that merchandising/promotional activities:

- Impact sales and
- Build store image

*(plus standards for bronze and silver)*

## **11. HIGH PERFORMANCE FACTORS**

Bronze Level - Must achieve at least 1 of the following standards

Silver Level - Must achieve at least 2 of the following standards

Gold Level - Must achieve at least 4 of the following standards

- Demonstrates a creative approach to marketing functions (distribution, financing, marketing information management, pricing, product/service management, promotion, and selling)
- Utilizes marketing research for business decisions
- Identifies ways the SBE competes with price and non-price factors
- Defines how marketing activities support mission statement & operating standards
- Utilizes creative approach to healthy alternatives regulations

## **12. MARKETING MIX**

Bronze, Silver & Gold Levels - Decisions are made about SBE marketing mix:

- Product
- Price
- Place
- Promotion

## **Documentation Format**

Each section of the written documentation must be presented in the format shown below, starting with the section number and section title, followed by the description of achievement. The length of documentation will vary for each standard and for each level. Any additional documentation for a standard should be included immediately following the written description of achievement for the standard –not as an appendix at the end. Photos can be used within the description of achievement or placed immediately following the standard and should be labeled.

Label/identify each level of documentation for each standard with sub-headings so it is clear what standard and what level (or topic) is being documented. For those standards where you are choosing from a list of topics, the topics selected will then become your sub-headings.

**Submit Documentation to DECA Inc., 1908 Association Drive, Reston, VA 20191  
Deadline for submitting is January 15, 2010 (postmarked)**

**Section (# and title) \_\_\_\_\_**

**Bronze Level**

**(Description of Achievement)**

**Silver Level**

**(Description of Achievement)**

**Gold Level**

**(Description of Achievement)**

Note – Include Chapter Name and State in footer with the page numbers.

## **SCHOOL-BASED ENTERPRISE CERTIFICATION**

### **Program Entry Format Guidelines**

In addition to following the outline and sequence provided in these guidelines, observe the format described below:

- ❑ The entry must be submitted in an official DECA binder, (*not* a DECA folio). Binders are available from DECA Images. Please use either a 1 or 2 inch binder – no larger please. No markings, tape or other material should be attached to the binder.
- ❑ Sheet protectors must be used.
- ❑ The body of the written entry cannot exceed 85 pages. This excludes the title page, summary page, table of contents page and vendor list, which are not numbered pages.
- ❑ The pages must be numbered in sequence, starting with Curriculum/Student Achievement and ending with Marketing Mix. The title page, summary page, table of contents page and vendor list should not be numbered.
- ❑ Major content of the written entry must be double-spaced. 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. All material must be enclosed in the sheet protectors.
- ❑ A copy of documentation on USB/flash drive/CD is included.
- ❑ Vendor list is included at end of documentation.
- ❑ SBE photo (JPG format) is included on USB/flash drive/CD with documentation.

School \_\_\_\_\_ Reviewer \_\_\_\_\_  
State \_\_\_\_\_ Level Achieved \_\_\_\_\_

## **SBE CERTIFICATION PROGRAM**

### **Verification of Award Achievement Level Checklist**

*DECA Inc. will verify to assure that SBEs have adhered to the following format and guidelines.*

- \_\_\_\_\_ Documentation followed these format specifications
  - Title Page
  - SBE Summary Page
  - Table of Contents
  - Body of SBE Certification Documentation (Description of Achievement plus any additional documentation for each level for each standard/section)
  - Vendor List
  
- \_\_\_\_\_ Submitted in (1 or 2 1/2 inch) official DECA binder (not DECA folio)
  
- \_\_\_\_\_ No markings, tape or other material attached to binder
  
- \_\_\_\_\_ Number of pages limited to 85 (excluding title page, summary page, table of contents and vendor list)
  
- \_\_\_\_\_ Pages numbered in sequence, starting with Curriculum/Student Achievement and ending with Marketing Mix – title page, summary page, table of contents and vendor list should not be numbered
  
- \_\_\_\_\_ Major content is double-spaced - figures and exhibits, headings, lists, sample forms, etc. may be single-spaced
  
- \_\_\_\_\_ Entry typewritten or word-processed - charts and graphs may be handwritten
  
- \_\_\_\_\_ All material enclosed in sheet protectors - foldouts, attachments, paste-ups, photographs, etc. may be included
  
- \_\_\_\_\_ A copy of documentation on USB/flash drive/CD included
  
- \_\_\_\_\_ Vendor list included at end of documentation
  
- \_\_\_\_\_ Documentation follows sequence as outlined in the Guidelines
  
- \_\_\_\_\_ SBE photo (JPG format) included on USB/flash drive/CD with documentation.

*SBE documentation for the following sections should consist of a written description of achievement (in the format described on page 7) and other documentation as appropriate/needed.*

## **1. CURRICULUM/STUDENT ACHIEVEMENT**

\_\_\_\_\_ Meets Bronze Level Standard  
*(Utilized curriculum that included National ME standards and specialized retail competencies)*

\_\_\_\_\_ Meets Silver Level Standard  
*(Provided realistic and practical learning experiences through applications in SBE)*

\_\_\_\_\_ Meets Gold Level Standard  
*(Utilized community resources to compliment the curriculum and SBE)*

## **2. ACCOUNTING MEASURES**

\_\_\_\_\_ Meets Bronze, Silver and Gold Level Standard  
*(Developed a viable accounting system to obtain financial overview of SBE)*

Must include (Narrative and samples):

- Balance sheet
- Income statement
- Inventory (perpetual/physical)
- Z tapes/journal tapes
- Daily/shift reports
- Deposits

## **3. SPACE, FACILITIES & EQUIPMENT**

\_\_\_\_\_ Meets Bronze Level Standard  
*(Adhered to local & state requirements for store operation)*

\_\_\_\_\_ Meets Silver Level Standard  
*(Utilized space to maximize sales and facilitate store operations)*

\_\_\_\_\_ Meets Gold Level Standard  
*(Incorporated current technology and equipment)*

## **4. LOCATION & ACCESSIBILITY**

\_\_\_\_\_ Meets Bronze Level Standard  
*(Achieved at least 2 standards from list)*

\_\_\_\_\_ Meets Silver Level Standard  
*(Achieved at least 4 standards from list)*

\_\_\_\_\_ Meets Gold Level Standard  
*(Achieved at least 5 standards from list)*

Describe how your SBE operates/handles the following:

- High traffic area
- Accessible to Marketing Education classroom
- High visibility

- Hours of operation conducive to student schedule
- Easily accessible for shipping/receiving and vendors
- Meets Americans with Disabilities (ADA) requirements

## 5. PERFORMANCE MEASURES

\_\_\_\_\_ Meets Bronze Level Standard  
*(Demonstrated positive cash flow)*

\_\_\_\_\_ Meets Silver Level Standard  
*(Understood relationship between pricing strategies, sales and profits)*

\_\_\_\_\_ Meets Gold Level Standard  
*(SBE earnings favorable in relation to square footage, student population, hours of operation, number of products offered and location)*

## 6. ENDORSEMENT/SUPPORT

\_\_\_\_\_ Meets Bronze Level Standard  
*(1 example from 3 different groups)*

\_\_\_\_\_ Meets Silver Level Standard  
*(1 example from 4 different groups)*

\_\_\_\_\_ Meets Gold Level Standard  
*(6 examples, which include at least 1 example from each group)*

Show evidence of how the following groups support the program, the school store and its benefits:

District - Board of Education, superintendent, State Dept. of Education

School - Principal, department chair, faculty/staff (other than DECA advisor)

Community - Community leaders, parents, advisory committee, graduate of the school

Business - Vendors, local merchants

## 7. GOALS

\_\_\_\_\_ Meets Bronze Level Standard  
*(Achieved 2 standards from list)*

\_\_\_\_\_ Meets Silver Level Standard  
*(Achieved 4 standards from list)*

\_\_\_\_\_ Meets Gold Level Standard  
*(Achieved 5 standards from list)*

State your SBE's specific, obtainable goals (stated first) followed by your plans for reaching these goals for the following topics:

- Inventory turnover
- Sales/profit
- Full revenue versus discounts

- Ability to manage multiple product lines
- Proper product mix
- Marketing plan
- Healthy Alternatives

## **8. GENERAL BUSINESS PRACTICES**

\_\_\_\_\_ Meets Bronze Level Standard  
*(Achieved at least 3 of the standards from list)*

\_\_\_\_\_ Meets Silver Level Standard  
*(Achieved at least 4 of the standards from list)*

\_\_\_\_\_ Meets Gold Level Standard  
*(Achieved all 5 standards from list)*

Applies general business practices to the SBE operation regarding:

- Store training
- Safety practices
- Security procedures
- Customer service
- Social and civic responsibility

## **9. STUDENT ACCOUNTABILITY/INVOLVEMENT**

\_\_\_\_\_ Meets Bronze Level Standard  
*(Students worked in SBE & utilized student employee evaluation process)*

\_\_\_\_\_ Meets Silver Level Standard  
*(Practiced job/task rotation)*

\_\_\_\_\_ Meets Gold Level Standard  
*(Utilized (peer to peer) student mentors, organizational chart & job descriptions)*

## **10. MERCHANDISING/PROMOTION/DISPLAY**

\_\_\_\_\_ Meets Bronze Level Standard  
*(Utilized variety of promotional activities to appeal to target markets)*

\_\_\_\_\_ Meets Silver Level Standard  
*(Utilized creative displays to attract buyers)*

\_\_\_\_\_ Meets Gold Level Standard  
*(Demonstrated that merchandising/promotional activities impact sales and build store image)*

## **11. HIGH PERFORMANCE FACTORS**

\_\_\_\_\_ Meets Bronze Level Standard  
*(Achieved at least 1 of the standards from list)*

\_\_\_\_\_ Meets Silver Level Standard  
*(Achieved at least 2 of the standards from list)*

\_\_\_\_\_ Meets Gold Level Standard  
*(Achieved at least 4 of the standards from list)*

- Demonstrates a creative approach to marketing functions (distribution, financing, marketing information management, pricing, product/service management, promotion, and selling)
- Utilizes marketing research for business decisions
- Identifies ways the SBE competes with price and nonprice factors
- Defines how marketing activities support mission statement & operating standards
- Creative approach to healthy alternatives regulations

## **12. MARKETING MIX**

\_\_\_\_\_ Meets Bronze, Silver and Gold Level Standard  
*(Demonstrated that decisions are made about SBE marketing mix – product, price, place and promotion)*