

SCHOOL-BASED ENTERPRISE Certification Program 2004-2005

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. The Certification Program will provide 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 categories will determine the recognition level. A sample gold level SBE manual can be found on DECA's SBE web site (www.schoolbasedenterprises.org)

SBEs who achieve at the bronze or silver levels 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, with approval of the State Advisor. During ICDC, those SBEs who achieve gold certification and those re-certifying at the gold level, will be recognized and receive an award. 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 Documentation Report Form for each standard (Copy of two forms provided) and additional documentation (photos, reports, news articles, letters, etc.) as needed. You may use the format of either of the Documentation Report Forms that are provided. Additional documentation should follow the appropriate Documentation Report Form – not placed as an appendix at the end. SBEs will submit their documentation to DECA Inc. *no later than January 10, 2005* for verification of the award achievement level. DECA Inc. will then submit a list to State Advisors of SBEs that achieve certification, along with the appropriate award certificates. Chapter advisors will receive official notification from DECA Inc. regarding the level of achievement.

Gold level certified SBEs may remain certified at that level for 5 years by completing the requirements for re-certification annually. Those SBEs who complete gold level re-certification will also be recognized at ICDC. The requirements for re-certification are outlined in these guidelines. After five years, the SBE must complete the original certification process to be eligible for the gold level award.

Guidelines for the Format of the SBE Certification Program

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
- Desired Level of Achievement (Bronze, Silver, Gold or Gold Re-certification)
- Name of DECA Chapter
- Name of High School
- Chapter Advisor
- School Address
- City/State/ZIP
- Phone Number
- Fax Number
- E-mail Address
- Date

Table of Contents: The second 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 (Documentation Report Form plus any additional documentation for each standard). The body of the entry starts with Curriculum/Student Achievement, and

must continue in the sequence outlined in these guidelines, ending with Marketing Mix. Follow this outline and sequence when writing your documentation. The first page of the body is numbered 1 and all following pages are numbered in sequence. A copy of the Documentation Report Form is included in these guidelines. SBEs must claim credit for achievement by submitting a report consisting of the Documentation Report Form, for each standard and additional documentation (photos, reports, sample forms, news articles, letters, etc.) as needed. Additional documentation should follow the appropriate Documentation Report Form – not placed as an appendix at the end.

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 a SBE 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 the list. There are 2 sections (i.e. 2 and 12) where the requirement is the same for all achievement levels.

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, including but not limited to:

- Balance sheet
- Income 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 4 groups listed below

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

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

District - Board of Education, superintendent

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

Community - Community leaders, parents, advisory committee, former graduate

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

Set obtainable goals for SBE relating to:

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

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
- Other (General Business Practices)

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 student mentors
- Utilizes organizational chart and job descriptions

10. MERCHANDISING/PROMOTION/DISPLAY

Bronze Level - Utilizes variety of promotional activities to appeal to target market

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

Gold Level - Demonstrates that merchandising/promotional activities impact sales and/or 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
- Utilizes marketing research for business decisions
- Identifies ways the SBE competes with price and nonprice factors
- Marketing activities support defined mission statement & operating standards
- Other (High Performance Factors)

12. MARKETING MIX

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

- Product
- Price
- Place
- Promotion

SCHOOL-BASED ENTERPRISE Gold Level Re-Certification Guidelines

Once a School-based Enterprise is certified at the gold level, they can be re-certified annually by submitting documentation for five of the sections outlined below. The re-certification documentation should follow the same format and program entry checklist included in the certification guidelines, with the exception of the page limit requirements. Documentation for re-certification is limited to 40 pages and must be submitted to DECA Inc. **no later than January 10, 2005.**

Gold level certified SBEs may remain certified at that level for 4 additional years by completing the requirements for re-certification annually. Those SBEs who complete gold level re-certification will also be recognized at ICDC. After the fourth year of re-certification, the SBE must complete the original certification process to be eligible for the gold level award.

1. 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

Set obtainable goals for SBE relating to:

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

2. 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 regarding:

- Store training
- Safety practices
- Security procedures
- Customer service
- Social and civic responsibility
- Other (General Business Practices)

3. 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 student mentors
- Utilizes organizational chart and job descriptions

4. MERCHANDISING/PROMOTION/DISPLAY

Bronze Level - Utilizes variety of promotional activities to appeal to target market

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

Gold Level - Demonstrates that merchandising/promotional activities impact sales and/or build store image (*plus standards for bronze and silver*)

5. 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
- Utilizes marketing research for business decisions
- Identifies ways the SBE competes with price and nonprice factors
- Marketing activities support defined mission statement & operating standards
- Other (High Performance Factors)

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. No markings, tape or other material should be attached to the binder.
- ❑ Sheet protectors must be used.
- ❑ The body of the written entry has a limit for numbered pages (including Documentation Report Forms and any photos, forms, reports, etc. used as additional documentation) but excluding the title page and the table of contents page. Page limits for each award level are:

- ❑ Bronze - not to exceed 30
- ❑ Silver - not to exceed 55
- ❑ Gold - not to exceed 85

- ❑ ***Gold level re-certification – not to exceed 40***

- ❑ The pages must be numbered in sequence, starting with Curriculum/Student Achievement and ending with Marketing Mix. The title page and the table of contents page need not be numbered.

Gold level re-certification sequence should start with Goals and end with High Performance Factors.

- ❑ Major content of the written entry must be at least double-spaced (not space-and-a-half). 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.

**School-Based Enterprise
Certification Program
*Documentation Report Form***

(Duplicate or recreate on computer and use for each standard in each section)

Section _____ Standard _____

Must write documentation in format outlined on this form, but length of documentation may vary. Any additional documentation for a standard should be included immediately following the documentation report form for the standard. Label/identify each level of documentation for each section so it is clear what standard is being documented.

Description of Achievement

Chapter

Advisor

**Submit to DECA Inc., 1908 Association Drive, Reston, VA 20191
Deadline for submitting is January 10, 2005**

**School-Based Enterprise
Certification Program
*Documentation Report Form***

(Duplicate or recreate on computer and use for each standard /_section)

Section_____ Standard_____

Must write documentation in format outlined on this form, but length of documentation may vary. Any additional documentation for a standard should be included immediately following the documentation report form for the standard. Label/identify each level of documentation for each section so it is clear what standard is being documented.

Bronze (Description of Achievement)

Silver (Description of Achievement)

Gold (Description of Achievement)

Chapter

Advisor

**Submit to DECA Inc., 1908 Association Drive, Reston, VA 20191
Deadline for submitting is January 10, 2005**

SBE CERTIFICATION PROGRAM
Verification of Award Achievement Level Checklist

DECA Inc. will verify to assure that SBEs adhered to the following guidelines.

- _____ Documentation followed these format specifications
 - Title Page
 - Table of Contents
 - Body of SBE Certification Documentation (Documentation Report Form plus any additional documentation for each standard in each section)

- _____ Submitted in official DECA binder (not DECA folio)

- _____ No markings, tape or other material attached to binder

- _____ Number of pages limited for each award level (excluding title page and table of contents)
 - Bronze not to exceed 30
 - Silver not to exceed 55
 - Gold not to exceed 85
 - Gold re-certification not to exceed 40**

- _____ Pages numbered in sequence, starting with Curriculum/Student Achievement and ending with Marketing Mix – title page and table of contents need not be numbered – **gold level re-certification should start with Goals and end with High Performance Factors**

- _____ Major content at least double-spaced - figures and exhibits, headings, lists, sample forms, etc. may be single-spaced

- _____ Entry typewritten is word-processed - charts and graphs may be handwritten

- _____ All material enclosed in sheet protectors - foldouts, attachments, paste-ups, photographs, etc. may be included

SBE documentation for the following sections will consist of Documentation Report Forms 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)

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)

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 included at least 1 example from each group)

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)

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 at least 5 of the standards from list)

9. STUDENT ACCOUNTABILITY/INVOLVEMENT

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

_____ Meets Silver Level Standard
(Practiced job rotation)

_____ Meets Gold Level Standard
(Utilized student mentors, organizational chart & job descriptions)

10. MERCHANDISING/PROMOTION/DISPLAY

_____ Meets Bronze Level Standard
(Utilized variety of promotional activities to appeal to target market)

_____ 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)

12. MARKETING MIX

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

SBE CERTIFICATION PROGRAM
Verification of Gold Re-certification Checklist

DECA Inc. will verify to assure that SBEs adhered to the following guidelines.

- _____ Documentation followed these format specifications
 - Title Page
 - Table of Contents
 - Body of SBE Certification Documentation (Documentation Report Form plus any additional documentation for each standard in each section)

- _____ Submitted in official DECA binder (not DECA folio)

- _____ No markings, tape or other material attached to binder

- _____ Number of pages (excluding title page and table of contents) not to exceed 40 pages

- _____ Pages numbered in sequence, starting with *Goals and ending with High Performance Factors* - title page and table of contents need not be numbered

- _____ Major content at least double-spaced - figures and exhibits, headings, lists, sample forms, etc. may be single spaced

- _____ Entry typewritten is word-processed - charts and graphs may be handwritten

- _____ All material enclosed in sheet protectors – foldouts, attachments, paste-ups, photographs, etc. may be used

SBE documentation for the following sections will consist of Documentation Report Forms and other documentation as appropriate/needed.

1. 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)

2. 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 of the standards from list)

3. STUDENT ACCOUNTABILITY/INVOLVEMENT

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

_____ Meets Silver Level Standard
(Practiced job rotation)

_____ Meets Gold Level Standard
(Utilized student mentors, organizational chart & job descriptions)

4. MERCHANDISING/PROMOTION/DISPLAY

_____ Meets Bronze Level Standard
(Utilized variety of promotional activities to appeal to target market)

_____ 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)

5. 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)