

## **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  
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 (Should include 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 required 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 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 Documentation Report Form – not placed as an appendix at the end. **Be sure each section/standard is presented in the order provided in the guidelines and numbered and labeled so reviewer knows exactly what is being documented.**

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

Sets obtainable goals for SBE relating to:

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

*(Documentation should include 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
- 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