

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 12, 2007.**

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

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)

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)