



PERSONAL FINANCIAL LITERACY

PERSONAL FINANCIAL LITERACY PFL

Sponsored by National Association State Procurement Officials



DECA's **Personal Financial Literacy Event** measures the personal finance knowledge and skills that K–12 students should possess. The Personal Financial Literacy Event is designed to measure the student's ability to apply reliable information and systematic decision making to personal financial decisions.

The Personal Financial Literacy Event is designed for DECA members who are enrolled in personal finance and financial literacy courses.

Many organizations have defined “personal finance” and “financial literacy.” The following, a distillation of the views of several sources, are the definitions underlying the National Standards:

- Personal finance describes the principles and methods that individuals use to acquire and manage income and assets.
- Financial literacy is the ability to use knowledge and skills to manage one's financial resources effectively for lifetime financial security.

PERSONAL FINANCIAL LITERACY

KNOWLEDGE AND SKILLS DEVELOPED

Participants will demonstrate knowledge and skills described by the National Standards for Personal Financial Education, developed by the Council for Economic Education and the Jump\$tart Coalition for Personal Financial Literacy. Broadly, students will be assessed on their knowledge of areas such as:

- Earning Income
- Spending
- Saving
- Investing
- Managing Credit
- Managing Risk

Complete lists of performance indicators are available at deca.org. Participants in these competitive events are not informed in advance of the performance indicators to be evaluated.

Participants will also develop many 21st Century Skills, in the following categories, desired by today's employers:

- Communication and Collaboration
- Creativity and Innovation
- Critical Thinking and Problem Solving
- Flexibility and Adaptability
- Information Literacy
- Initiative and Self-direction
- Leadership and Responsibility
- Media Literacy
- Productivity and Accountability
- Social and Cross-cultural Skills

Many Common Core Standards for Mathematics and English Language Arts & Literacy are supported by participation in DECA's competitive events.

EVENT OVERVIEW

- The Personal Financial Literacy Event consists of two major parts: a **financial literacy exam** and a **role-play scenario**. A second role-play event will be given to finalists. The financial literacy exam items and the content interview situations are selected from a list of performance indicators identified in the National Standards for Personal Financial Education, developed by the Council for Economic Education and the Jump\$tart Coalition for Personal Financial Literacy.
- The participant will be given a 100-question, multiple-choice, **financial literacy exam**.
- The participant will be given a written scenario to review. In the **role-play**, the participant must accomplish a task by translating what they have learned into effective, efficient and spontaneous action.
- A list of three performance indicators specific to the role-play is included in the participant's instructions. These are distinct tasks the participant must accomplish during the role-play. The judge will evaluate the participant's performance on these tasks, follow-up questions and 21st Century Skills.
- The participant will have **10 minutes** to review the scenario and to develop a professional approach to the role-play scenario. Participants may use notes made during the preparation time during the role-play.
- Up to **10 minutes** are then allowed for the participant to interact with a judge and explain the designated concepts. The judge is a qualified business executive. Following the role-play, the judge evaluates the participant's responses and records the results on an evaluation form developed especially for each role-play event.
- The participant may not bring printed reference materials, visual aids, etc., to the competitive event. The participant may use a four-function calculator during the exam and preparation period. Scientific/graphing calculators, cell phones/smartphones, iPods/MP3 players and iPads/tablets may not be used.
- Materials appropriate for the situation may be handed to or left with the judge. Materials handed to the judge must be created using materials provided during the designated preparation period.
- If any of these rules are violated, the adult assistant must be notified by the judge.
- The maximum score for the evaluation is 100 points. The presentation will be weighed at twice (2 times) the value of the exam score. The exam score carries forward into the final round of competition.

PRESENTATION JUDGING

The participant will be evaluated according to the Evaluation Form associated with the role-play.

The participant will have a 10-minute preparation period and may make notes to use during the role-play.

After introductions, the judge will begin the 10-minute role-play. Following the participant's response to the role-play, the judge will ask the questions related to the scenario that are provided in the event. These questions will cause the participant to think and respond beyond the performance indicators provided.

The judge will close the role-play by thanking the participant for his/her work. Then the judge will complete the Evaluation Form, making sure to record a score for all categories. The maximum score for the evaluation is 100 points.



1 PARTICIPANT



FINANCIAL
LITERACY EXAM



1 ROLE-PLAY



10 MINUTES
PREPARATION TIME



10 MINUTES
INTERVIEW TIME



PENALTY POINT CHECKLIST

WRITTEN ENTRY

	CHECKED	PENALTY POINTS ASSESSED	PAGE NUMBER
1. The Written Statement of Assurances and Academic Integrity must be signed by all participants and the chapter advisor and placed in front of the written entry. Only physical signatures or digital signatures will be accepted. Typed names in a font will not be accepted as signatures.	_____	15	_____
2. Limited to 20 pages (plus the title page and the table of contents).	_____	5 (per page)	_____
3. All pages are numbered in sequence starting with the executive summary and ending with the final page of the appendix. Do not use separate pages between sections or as title pages for sections.	_____	5	_____
4. The written entry follows the outline in the Written Entry Guidelines for the event. Additional subsections are permitted in the body of the written entry.	_____	5	_____
5. The entry must be typed and use a page size of 8½ inches x 11 inches. Handwritten correction, notes, charts and graphs will be penalized.	_____	5	_____

TOTAL PENALTY POINTS ASSESSED _____

*A check indicates that the item has been examined.
A circled number indicates that an infraction has been noted.
A page number indicates the location of the infraction.*

If the written entry must be submitted as a printed copy at district/region or association level competition, consult with your chartered association advisor regarding penalty points.

PITCH DECK

	CHECKED	PENALTY POINTS ASSESSED	SLIDE NUMBER
1. The Written Statement of Assurances and Academic Integrity must be signed by all participants and the chapter advisor and turned in with the pitch deck. Only physical signatures or digital signatures will be accepted. Typed names in a font will not be accepted as signatures.	_____	15	_____
2. Limited to 20 slides.	_____	5 (per slide)	_____
3. All slides are numbered in sequence starting with the cover slide and ending with the final slide of the appendix.	_____	5	_____
4. The pitch deck follows the outline in the Pitch Deck Guidelines for the event. Additional subsections are permitted.	_____	5	_____
5. The pitch deck must be typed and use a 16:9 aspect ratio at 1920 pixels wide by 1080 pixels tall. Handwritten correction, notes, charts and graphs will be penalized.	_____	5	_____

TOTAL PENALTY POINTS ASSESSED _____

*A check indicates that the item has been examined.
A circled number indicates that an infraction has been noted.
A slide number indicates the location of the infraction.*



PREPARED EVENT STATEMENT OF ASSURANCES AND ACADEMIC INTEGRITY

Research, report writing and presentation design 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, report writing and presentation design. To reinforce the importance of these standards, all written entries and pitch decks in DECA's Competitive Events Program must submit this statement as part of the entry. The statement **must** be signed by the DECA member(s) and the chapter advisor.

I understand the following requirements are set forth by DECA Inc. for all Competitive Event entries containing a written component or pitch deck. 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, in the case of a team project, the work of current members of this DECA chapter.
2. No part of this entry has previously been entered in competition.
3. This entry has not been submitted in another DECA competitive event.
4. Credit for all secondary research has been given to the original author through the project's bibliography, footnotes or endnotes.
5. All activities or original research procedures described in this entry are accurate depictions of my efforts or, in the case of team projects, the efforts of my team.
6. All activities or original research described in this entry took place between the 2025 Chartered Association Career Development Conference and the 2026 Chartered Association Career Development Conference.
7. I understand that DECA has the right to publish all or part of this entry. Should DECA elect to publish the entire entry, I will receive an honorarium from DECA. 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 April 1.

*This statement of assurances must be signed by all participants and the chapter advisor, and submitted with the entry, or the entry will be given 15 penalty points.
Only physical signatures or digital signatures will be accepted. Typed names in a font will not be accepted as signatures.
Place in front of the written entry or submit separately with the pitch deck. Do not count as a page.*

_____	_____	_____
Participant's Signature	Participant's Signature	Participant's Signature
_____	_____	_____
Participant's Name	Participant's Name	Participant's Name
_____	_____	_____
Competitive Event	School	Chartered Association (State/Province)

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.
Only physical signatures or digital signatures will be accepted. Typed names in a font will not be accepted as signatures.

_____	_____
Chapter Advisor's Name	Chapter Advisor's Signature

Chapter Advisor's Email	