



SCHOOL-BASED ENTERPRISES CHAPTER RE-CERTIFICATION

SCHOOL-BASED ENTERPRISES SBE

A **School-based Enterprise (SBE)** is an entrepreneurial operation in a school setting that provides goods/ services to meet the needs of the market. SBEs are managed and operated by students as hands-on learning laboratories that integrate National Curriculum Standards in Marketing, Finance, Hospitality or Management. SBEs provide realistic and practical learning experiences that reinforce classroom instruction. SBEs can sell to consumers through a permanent location, a mobile kiosk or through internet marketing. Products may include school spirit wear, food and beverage items, school supplies, signs and banners and more, while other SBEs provide services such as creative design, advertising sales and more.

PROGRAM DESCRIPTION

When a school-based enterprise achieves certification at the gold level, they can apply to be gold re-certified for four additional years by submitting the appropriate documentation as outlined in these guidelines. After five years (year of initial gold certification plus four additional years of re-certification), the SBE must complete the original gold certification process to be eligible for the gold level certification award. There is no option for re-certifying at the bronze or silver level. The re-certification documentation is limited to 25 pages and must follow the format in these guidelines.

When submitting the Chapter Re-Certification project, SBEs must indicate whether they specialize in Food Operations or Retail Operations. Utilize the following information to determine how to categorize your SBE:

FOOD OPERATIONS:

- product assortment includes food or beverage items prepared or assembled by students in the SBE, or hot food items prepared off-site and brought in to the SBE to sell
- food items account for largest percentage of items sold in the SBE and/or largest percentage of gross sales (either packaged foods or prepared foods)
- typical Food Operations SBEs might include coffee shops, snack shops, convenience style shops selling predominately packaged snacks, restaurants, cafes, lunch counters, etc.

RETAIL OPERATIONS:

- product assortment consists primarily of merchandise that is not food (school supplies, spirit wear, gifts, etc.)
- non-food items or services account for the largest percentage of items sold in the SBE and/or account for the largest percentage of gross sales
- pre-packaged snack foods might be a part of the product assortment, but do not account for the majority of product sales
- the SBE specializes in a service (graphic design, screen printing, credit union, consulting, etc.)

PROCEDURE

Members are to prove adherence to the achievement standards listed in these guidelines in order for the school-based enterprise to achieve re-certification for the 2025-2026 school year. Adherence is proven through documentation of all performance indicators within each of three standards.

SBEs must submit their documentation to DECA Inc. via the online submission site sbe.decaregistration.com no later than 11:59 p.m. on January 13, 2026. **All submissions must be uploaded via the website. Mailed submissions will not be accepted.**

KNOWLEDGE AND SKILLS DEVELOPED

Participants will demonstrate knowledge and skills needed to address the components of the project as described in the content outline and evaluation forms.

National Curriculum Standards Instructional Areas:

- Operations
- Marketing-Information Management
- Selling

21st Century Skills

- Critical Thinking and Problem Solving
Reflect critically on learning experiences and processes
- Collaboration and Teamwork
Assume shared responsibility for collaborative work, and value the individual contributions made by each team member
- Communication
Use Communication for a range of purposes (e.g. to inform, instruct, motivate and persuade)
- Creativity and Innovation
Be open and responsive to new and diverse perspectives; incorporate group input and feedback into the work

STATEMENT OF ASSURANCES

The statement of assurances will be acknowledged electronically via the submission site. Please review the language below with your students. Upon submitting the project online, advisors will be asked to confirm that their students understand and agree to abide by the requirements set by DECA.

1. The contents of this entry are the results of my work or the work of current members of this DECA chapter.
2. No part of this entry has previously been entered as part of the School-based Enterprises Certification Program.
3. Credit for all secondary research has been given to the original author through the project's bibliography, footnotes or endnotes.
4. All activities or original research procedures described in this entry are accurate depictions of my efforts or the efforts of my chapter.
5. All activities or original research described in this entry took place during this school year or the timeline specified in the Certification Guidelines.
6. I understand that DECA has the right to publish all or part of this entry. 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 submission.

Advisors are strongly encouraged to review their students' documentation prior to submission to DECA Inc., as certification will be awarded based on the information provided with no opportunities for adding information once the project is submitted. Projects determined to have previously been entered as part of the SBE Certification Program will not be accepted and the SBE will automatically be disqualified from earning a re-certification for 2026.

REVIEW AND RECOGNITION

After the documentation has been reviewed, DECA Inc. will submit a list to chartered association advisors of SBEs that have been awarded re-certification. Chapter advisors will also receive official notification from DECA Inc. via email regarding the level of certification awarded. Judge evaluations will be accessible via the submission website after the certification results have been provided to all advisors.

Gold re-certified SBEs will receive a certificate and medallion. Gold certified and gold re-certified SBEs are also eligible to bring up to two student manager(s) to the 2026 SBE Academy at the International Career Development Conference (ICDC) in Atlanta, Georgia, with approval of their chartered association advisor. During the SBE Academy, students experience professional development sessions, network with other SBE managers and compete in front of judges with a prepared oral presentation based on one of the instructional areas covered in the chapter certification project.

Gold certified SBEs may remain certified at that level for a total of five years by completing the requirements for re-certification for a total of four years after initial gold certification. The guidelines for certification and re-certification, along with sample gold level manuals, can be found at www.deca.org/sbe. After earning four re-certifications, the SBE must complete the original gold certification process to be eligible for the gold level certification award.

RE-CERTIFICATION FORMAT

Each online submission should include the following which may be combined into 1 file or may be 2 separate files uploaded to the submission website (may be in PDF, Word Doc, or JPEG format):

1. Re-certification Manual (including title page, SBE description page, table of contents and body of report)
2. Photo of SBE

The Re-certification Manual should be formatted in the following sequence:

TITLE PAGE. The first page is the title page, and should list the following:

SCHOOL-BASED ENTERPRISE CERTIFICATION PROGRAM

Level of Certification Desired

Name of DECA Chapter

Name of Chapter Advisor

School Street Address

City/State/Zip Code

School Phone Number

Advisor E-mail Address

Date

Food Operations or Retail Operations submission

SBE DESCRIPTION. The second page is a one-page description/summary of your school-based enterprise.

This page should be a general overview of your SBE and briefly address the following:

- target market
- revenue
- product mix
- location
- strategic goals for the school year

TABLE OF CONTENTS. The third page is the table of contents, which must list the name of every standard and the page on which the documentation for each standard begins. The table of contents may be single-spaced and may be one or more pages long.

BODY OF SBE CERTIFICATION DOCUMENTATION. Use the standard being documented as the heading for each section, and use the specific performance indicators as your sub-headings. Include photos, graphs, charts and related supplemental information within each corresponding sub-section. (Supplemental documentation is optional unless otherwise indicated as mandatory within each standard.)

BIBLIOGRAPHY. If applicable.

CHECKLIST STANDARDS

- ☐ The entry must be submitted by the chapter advisor online at sbe.decaregistration.com. The username and password to access the site are the same as the advisor log-in information for the DECA membership system. Step-by-step submission instructions can be found at www.deca.org/sbe.
- ☐ Body of report is 25 pages or less.
- ☐ Include chapter name and state in footer with page numbers.
- ☐ Major content of the written entry must use size 12 font. Figures and exhibits, headings, lists, sample forms, etc. may use smaller font. The content of the written entry may be single spaced or double spaced.
- ☐ SBE photo included (preferably uploaded to the submission site as its own file—but embedded within the manual is also acceptable.)

STANDARD 1: OPERATIONS

GOLD LEVEL: COMPLETE ALL

Open/Close register/terminal.

- Describe how the SBE opens and closes business each day, including student responsibilities.
- Explain the significance of proper opening and closing tasks and the significance to your SBE.

Follow instructions for use of equipment, tools and machinery.

- Describe in detail the types of equipment, tools and machinery used in the SBE, including the location, use and student responsibilities regarding equipment and machines.
- Discuss training and checks and balances in regard to equipment used in the SBE.
- Discuss how students are trained to use equipment and tools necessary for the SBE. Describe who is responsible for the training and what steps are taken to ensure safety.

Describe health and safety regulations in business.

- Describe in detail the health and safety regulations set forth by the school, district, county and/or state in regard to operation of your SBE.
- Include food safety, fire and emergency safety, and other precautions/trainings and regulations that must be addressed and practiced. If applicable, provide additional information on occurrences that have arisen and what action has been taken.

Explain routine security precautions.

- Discuss in detail the routine measures that ensure overall security in the SBE, including advisor and student responsibilities.
- Describe activities and tasks that are required by the SBE, school and district that have a positive or negative impact on the SBE.
- Discuss the impact of student learning in regard to operational safety procedures and regulations.

OPTIONAL SUPPORTING DOCUMENTS

- Include optional photos, charts, graphs, etc. to further illustrate Operation Standards.

STANDARD 2: MARKETING INFORMATION MANAGEMENT

GOLD LEVEL: COMPLETE ALL

Describe the need for marketing data.

- Describe data-driven marketing. Include the advantages and challenges that can impact the SBE.
- Discuss the marketing data the SBE collects and provide examples of how the information is used.

Identify data monitored for marketing decision-making.

- Describe in detail the decisions made based on marketing data. Include product decisions, price decisions, place (distribution) decisions and promotion decisions.
- Include student decision-making responsibilities and how these decisions have impacted the SBE.

Track trends (e.g., social, buying, social media, advertising agency, etc.).

- Describe the importance of tracking trends in business, provide examples of types of industry trend analysis. Include how the SBE monitors trends.
- Discuss the challenges and opportunities of tracking trends in the SBE.

Analyze customer behavior (e.g., media-consumption, buying, etc.).

- Explain the importance of customer behavior to drive business decisions. Include customer acquisition, customer retention and customer growth.
- Provide examples of student decision-making in analyzing customer behavior and the impact of their decisions on the SBE.

OPTIONAL SUPPORTING DOCUMENTS

- Include optional photos, charts, graphs, etc. to further illustrate Marketing-Information Management Standards.

STANDARD 3: SELLING

GOLD LEVEL: COMPLETE ALL

Determine customer/client needs.

- Discuss how students determine customer/client needs and the actions students have taken to address these needs.
- Share how employees engage with customers, particularly indecisive and/or unhappy customers, so that their needs are met.

Establish relationship with customer/client.

- Discuss how employees build customer/client relationships. Include information beyond initial greeting and thanking customers.
- If SBE is virtual, provide information and examples of establishing an online relationship with customers/clients.

Demonstrate suggestion selling.

- Discuss how routine suggestive selling techniques are provided. Include student training opportunities for increasing customer sales.
- Describe how negative customers might impact sales and policies for addressing customer complaints.

Process sales documentation.

- Explain the process for documenting sales and how the tracking of sales impacts the SBE.
- Describe a typical customer transaction in your SBE.

Process returns/exchanges.

- Discuss the SBE return policy and the impact it has on the business. Include information that is being considered for future operation of the SBE.
- Share how a recent change or update in the return policy affected the SBE, if applicable.

OPTIONAL SUPPORTING DOCUMENTS

- Include optional photos, charts, graphs, etc. to further illustrate Selling Standards.



VERIFICATION OF AWARD ACHIEVEMENT LEVEL CHECKLIST

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

___ Documentation included the following (may be combined into one file or individual files uploaded to submission site):

- ☐ Title Page
- ☐ SBE Summary Page
- ☐ Table of Contents
- ☐ Body of SBE Certification Documentation (written documentation plus any additional documentation for each of the necessary performance indicators within each standard)

___ Documentation follows sequence as outlined in the guidelines

___ Number of pages limited to 25 (excluding title page, summary page, table of contents and appendix)

___ Major content of the written entry must use size 12 font. Figures and exhibits, headings, lists, sample forms, etc. may use smaller font. The content of the written entry may be single spaced or double spaced.

___ Entry typewritten or word-processed

___ SBE photo (JPG, PDF or Word Doc format) included as separate file or embedded within body of report

JUDGE SCORING

A maximum score of “**Exceeds Expectations**” in any category means that, in the judge’s opinion, the information is presented effectively and creatively; nothing more could be expected for that performance indicator.

A “**Meets Expectations**” rating means that the information is presented well. Though there may be a few minor problems or omissions, they are not significant. Creativity, however, is not shown to any great degree.

A “**Below Expectations**” score means that the information presented does not meet minimum standards of acceptability.

A “**Little/No Value**” score means either that some major flaw has been noted that damages the effectiveness of the information (this may be a major omission, a serious misstatement, poor writing or any other major flaw) or that the information presented is of no value (does not address the performance

SBE documentation for the following sections should consist of a written description of achievement and other documentation as appropriate/needed. Reviewer's assessment of documentation appears to the right of each performance indicator.

1. OPERATIONS

PERFORMANCE INDICATOR	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS
Open/Close register/terminal				
Follow instructions for use of equipment, tools and machinery				
Describe health and safety regulations in business				
Explain routine security precautions				

___ Meets Gold Level Standard (Must achieve all performance indicators)

2. MARKETING-INFORMATION MANAGEMENT

PERFORMANCE INDICATOR	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS
Describe the need for marketing data				
Identify data monitored for marketing decision-making				
Track trends (e.g., social, buying, social media, advertising agency, etc.)				
Analyze customer behavior (e.g., media-consumption, buying, etc.)				

___ Meets Gold Level Standard (Must achieve all performance indicators)

3. SELLING

PERFORMANCE INDICATOR	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS
Determine customer/client needs				
Establish relationship with customer/client				
Demonstrate suggestion selling				
Process sales documentation				
Process returns/exchanges				

___ Meets Gold Level Standard (Must achieve all performance indicators)