



COMPETITION UNIVERSITY CHAPTER CLIMB CHALLENGE

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Sponsored by Competition University



In this challenge, teams of two to four students will collaborate to create a chapter program to build knowledge and confidence in the chapter's competitors.

Driving Question or Challenge:

How can DECA chapters create a comprehensive program that maximizes member recruitment, preparation, and celebration while building a culture of competitive excellence?

CHALLENGE OVERVIEW

- This challenge is open to high school DECA members who put together a recruitment campaign, review and select resources for chapter competition preparation, and propose a program of chapter activities.
- Each entry will be composed of **two to four members** of a DECA chapter. Chapters may only submit ONE entry for consideration.
- The chapter advisor must complete and submit the online registration form for the team at [Competition University](#). Teams will be given access to a private demonstration area of Competition University showcasing strategies and content for guided chapter and independent competition preparation.
- Submissions must include a PDF of a **10-15 slide pitch deck**, highlighting the chapter's proposed plans.
- The pitch deck must use a 16:9 aspect ratio.
- The participants must fully complete and submit their proposed plans at [Competition University](#) no later than **October 15, 2025 at 11:59 p.m. ET** to be eligible for awards.
- Late entries and entries not meeting the **10-15 slide pitch deck** criteria will not be accepted.
- Competition University will evaluate all submitted presentations and select the top three overall teams. From the final three teams, an overall winning team will be selected.
- DECA Inc. and Competition University are not responsible for lost, damaged, mislabeled, or misdirected entries.

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.

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
- Initiative and Self-direction
- Media Literacy

PRESENTATION GUIDELINES

The participants will submit their chapter's proposed plans to judges in a 10-15 slide pitch deck converted to a PDF. All pitch decks must include the following components.

I. Teams will:

- Plan an activity or promotional campaign for recruiting members for competitive events
- Review and select the best resources to build confidence and knowledge for each chapter member's efforts in role-plays, exams, and prepared events
- Plan a program of activities for preparing and celebrating all competitors' efforts

II. The 10-15 slide pitch deck should include but is not limited to the following three components:

- Chapter recruitment activity or campaign to encourage members to participate in DECA competitive events
- Review and develop a selection process for chapter preparation resource(s)
- Program of activities for chapter members to select their best event, prepare and practice, document and celebrate action steps for preparation and overall performance
- Branded for the local Chapter's Climb

III. Entry should include:

- The review of two or more preparation resources with one being Competition University
- Explain your review and evaluation process and a prospective plan for acquiring and implementing a preparation resource
- Show clear, creative details for a program of activities specifically designed to prepare and celebrate competitors
- Propose the use of any form of media or reminder app used by the chapter

For evaluation details, please see the Presentation Evaluation Form.

PRESENTATION JUDGING

Judges will select the top three overall teams. From the final three teams, the overall winning team will be selected.

AWARDS

In partnership with Competition University the following awards will be provided:

- 1st Place Team - \$1,500
- 2nd Place Team - \$1,000
- 3rd Place Team - \$500

The top three teams will be recognized on stage during DECA's International Career Development Conference in Atlanta, Georgia. Eligibility to attend DECA ICDC is determined by the chartered association advisor based on their policies. Finalists should consult with their chartered association advisor for eligibility guidelines and gain approval from their school advisor to attend the conference.

The top three teams will also receive a Competition University Chapter Enrollment for the current year beginning November 15, 2025 or credited for the next school year if already a subscribing Competition University Chapter

TIMELINE

Challenge begins	September 2025
Challenge submission deadline	October 15, 2025
Top 3 teams announced	November 15, 2025
Top 3 teams recognized at ICDC (Atlanta, GA)	April 25-28, 2026



2-4 PARTICIPANTS



10-15 SLIDE
PITCH DECK



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PITCH DECK EVALUATION FORM

Name of School: _____ City: _____ State: _____

Team Member Names: _____

Did the participating team...		Little/No Value	Below Expectation	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the role of promotion as a marketing function?	0-1	2-3-4-5	6-7-8-9	10	
2.	Explain the concept of marketing strategies?	0-1	2-3-4-5	6-7-8-9	10	
3.	Coach others?	0-1	2-3-4-5	6-7-8-9	10	
4.	Analyze product information to identify product features and benefits	0-1	2-3-4-5	6-7-8-9	10	
5.	Write persuasive messages?	0-1	2-3-4-5	6-7-8-9	10	
10-15 SLIDE PITCH DECK						
6.	Develop creative and unique recruitment activities that maximize AIDA (attention, interest, desire, action) and are properly timed for competition?	0-1	2-3-4-5	6-7-8-9	10	
7.	Review multiple resources, provide rationale for selection and present acquisition plan?	0-1	2-3-4-5	6-7-8-9	10	
8.	Create strategically crafted program with creative promotional plan and effective documentation?	0-1	2-3-4-5	6-7-8-9	10	
9.	Design and create a visually appealing pitch deck that effectively communicates key messages?	0-1	2-3-4-5	6-7-8-9	10	
10.	Demonstrate consistent and effective branding throughout pitch deck?	0-1	2-3-4-5	6-7-8-9	10	
TOTAL SCORE (100 points)						