



DECA AT THE BELL CHALLENGE

DECA at the Bell Challenge
Sponsored by Stukent CTE



For this challenge, students will write and produce an episode of DECA at the Bell. Creativity is encouraged; what matters most is the ability to engage the audience while connecting something in the world of business to the world of DECA.

This event is open to any registered high school DECA member who wants to sharpen their content creation skills by writing scripts, storyboarding, and producing videos.

CHALLENGE OVERVIEW

- Teams will consist of two to four registered DECA members. Each DECA chapter may **submit up to two (2) entries**.
- Each video must include at least two hosts.
- The 2026 Challenge Topic/Theme is **Positioning**. The episode must align with the Performance Indicator MKC 10.09.05: **Position products/services to acquire desired business image**.
- The script submission:
 - PDF format only
 - Include a work cited in MLA format
- The video submission:
 - No more than **3:30 minutes** in length
 - **.MP4 format** only
 - Must include a **role-play prompt** that relates to the topic of the video.
 - Include the school and team member names within the video's credits.
- NEW THIS YEAR: Media Thumbnail Photo
 - Submit one (1) high-quality, landscape-oriented (16:9) talent photo (**PNG or JPEG format**) from the episode for Stukent CTE's social media channels and promotional publishing (if selected as a top three winning video).
- The participants must fully complete and submit the online [Submission Form](#) no later than October 30, 2026 to be eligible for awards. Late entries and entries over 3:30 minutes in length will not be evaluated and will not be eligible for awards.
- Entries must be submitted between **September 1, 2026 and 6:00 p.m. ET on Friday, October 30, 2026**.
- **IMPORTANT:** If either the video script or video is missing or inaccessible to judges, the submission will be disqualified
- Challenge winners will need permission from their parents/caregivers/legal guardians for Stukent CTE to release the video for DECA member viewing.
- DECA Inc., and Stukent 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 Career Competencies, in the following categories, desired by today's employers:

- Critical Thinking Thinks critically to understand and solve problems.
- Communication Communicates clearly, effectively, and with reason.
- Decision Making Considers the impacts of decisions.
- Collaboration Participates and advocates in groups of all sizes to achieve common goals.
- Innovation Demonstrates a creative and innovative mindset.
- Technology Ethically leverages technologies to enhance efficiencies, complete tasks, and accomplish goals.

PRESENTATION GUIDELINES

- DECA members will write and produce an episode of [DECA at the Bell](#).
- The topic must be relevant and appropriate for high school students.
- The 2026 Challenge's topic/theme is **Positioning**. The video and script must focus on a current event or case study that aligns to, helps explain, and gives real-world context to the topic.
- The episode must include an original role-play prompt **that explains the concepts and strategies for positioning products/services to achieve the desired business image**.
- All content must follow copyright and fair use laws, including proper citations.
- Teams may use external resources to research and develop content, but they must be properly attributed and cited.
- All team members must participate in writing and producing the video somehow. Team members may self-select out of being physically seen on camera.
- Participants are encouraged to incorporate humor, creativity, unique ideas for the style and structure, set design, and varying editing styles.
- **Participants must fact-check their research.**
- Participants may watch [DECA at the Bell episodes](#) for inspiration, but are not required to follow the same format and/or structure.
- The submissions must demonstrate high-quality scriptwriting, video talent, and creative video editing.
- Teams may not edit submissions after the official entry deadline.
- Students, not advisors, must create the video. Advisors may serve as consultants.
- Advisors must ensure the videos meet submission requirements.
- Participants may record their video using any available resources (smartphone, camera, etc.). Similarly, they may edit using whatever resources are available (Instagram Reels, iMovie, Adobe, etc.).
- If Stukent CTE determines the video or graphic assets need revision or re-filming, the submitting team is responsible for making the changes before the episode is shared with DECA members.

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 Stukent CTE \$2,000 (per team) for the top three teams in travel scholarship money will be awarded.

In addition, the top three teams will be recognized on stage during DECA's International Career Development Conference in Anaheim, California. 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.

TIMELINE

Challenge announced	September 1, 2026
Challenge submission/video posted deadline	October 30, 2026 at 6:00 PM ET
Top 3 teams announced	December 15, 2026
Top 3 teams travel to ICDC (Anaheim, CA)	April 17-20, 2027



2-4 PARTICIPANTS



3:30 MINUTES
PRESENTATION TIME



1 VIDEO
ENTRY



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PRESENTATION EVALUATION FORM

Name of School: _____ City: _____ State: _____

Team Member Names: _____

Did the participating team...		Novice	Developing	Proficient	Exemplary	Judged Score
SCRIPT CONTENT						
1.	Topic/Theme chosen is relevant, engaging, and focuses on a current event or case study.	0-1-2-3	4-5-6	7-8-9	10	
2.	The script is engaging, well-researched, clearly developed, and cohesive.	0-1-2-3	4-5-6	7-8-9	10	
3.	The script includes a role-play that is relevant to the topic and references the identified performance indicators.	0-1	2-3	4-5	6	
4.	The script has limited or no spelling, grammar, or punctuation errors.	0-1	2-3	4-5	6	
VIDEO CONTENT						
5.	The video clearly and persuasively explains the episode's topic/theme.	0-1-2-3	4-5-6	7-8-9	10	
6.	The video incorporates humor, creativity, and unique ideas.	0-1-2-3	4-5-6	7-8-9	10	
7.	The video displays engaging video talent performance.	0-1-2-3	4-5-6	7-8-9	10	
8.	The video includes a role-play prompt.	0-1-2-3	4-5-6	7-8-9	10	
9.	Audio (speaking, music, sound effects) is clear and adds to the conveyance of the content.	0-1-2-3	4-5-6	7-8-9	10	
10.	Appropriate lighting was used to showcase the talent.	0-1-2-3	4-5-6	7-8-9	10	
11.	Transitions are smooth and do not distract from the content.	0-1	2-3	4-5	6	
12.	Editing enhances the video.	0-1	2-3	4-5	6	
13.	The video includes various camera angles and shots.	0-1	2-3	4-5	6	
SUBMISSION						
14.	Topic/Theme chosen is appropriate for high school students.	0			10	
15.	The script and video were submitted by the deadline.	0			10	
16.	All team members participated in the video's writing, producing, and publishing somehow.	0			10	
17.	The school name, DECA Chapter number, and the participants' names were included in the video's body/credits.	0			10	
18.	The script and video properly cite sources (MLA) and follow copyright laws.	0			10	
19.	The content relates to the identified performance indicator(s).	0			10	
20.	The submission included a media photo.	0			10	
TOTAL POINTS SCORED						