



## State Career Development Conference

Each March, over 1,000 Wisconsin DECA member/students and their advisors from all over the state attend the State Career Development Conference (SCDC) held in Lake Geneva. Students having excelled at the District level in January have opportunities to compete at SCDC.

Some members will compete in business role plays, testing critical thinking skills along with an exam component. An industry professional provides the role play evaluation. Others will compete by creating research projects, business prospectuses, and advertising campaigns.



Those DECA member/students with outstanding results will represent Wisconsin at the International Career Development Conference held at the end of April or beginning of May.

As an integral part of the classroom curriculum, DECA's industry-validated competitive events are aligned with the National Curriculum Standards in the career clusters of marketing, business management and administration, finance, and hospitality and tourism. DECA's competitive events directly contribute to every student being college and career ready when they graduate from high school.

