



2027 BEST SCHOOL BASED ENTERPRISE IN MONTANA

The Best School Based Enterprise in Montana competition, Sponsored by Valley Federal Credit Union recognizes outstanding school stores that demonstrate excellence in student leadership, business operations, creativity, innovation, and service to their school community. Participating schools are invited to showcase what makes their school-based enterprise exceptional and why it deserves to be recognized as The Best School Based Enterprise in Montana.

WHAT SHOULD THE VIDEO HIGHLIGHT?

Schools are encouraged to focus on the qualities that make their enterprise unique. Possible areas include:

- **Student Leadership** – How students manage, operate, and lead the enterprise.
- **Innovation** – New ideas, products, services, technology, or business practices.
- **Creativity** – Unique marketing, branding, merchandising, promotions, or customer experiences.
- **Entrepreneurship** – How students identify opportunities, solve problems, and make business decisions.
- **School Impact** – How the enterprise contributes to the school, students, staff, and community.
- **Customer Experience** – What makes shopping at the school store special.
- **Products & Services** – Unique or successful products and services offered.
- **Marketing & Promotion** – Creative ways the enterprise attracts and engages customers.
- **Community Involvement** – Partnerships, service projects, fundraising, or community connections.
- **Business Success** – Growth, accomplishments, sales initiatives, or other measurable successes.
- **Career Readiness** – Skills students develop through their experience operating the enterprise.
- **Creativity & Innovation**

Think beyond a traditional promotional video! Entries are encouraged to use creative storytelling and innovative production techniques to capture the attention of the judges. Schools may incorporate interviews, demonstrations, student testimonials, customer reactions, humor, storytelling, music, graphics, or other appropriate creative elements. The goal is not simply to show the store—it is to show why your store stands out.

POWERED BY:



ENTRY REQUIREMENT

Each participating School Based Enterprise must submit a promotional video highlighting why its school store is the best in Montana. Additionally, the participating school must be an active Montana DECA Chapter, and submit for DECA SBE Certification/Re-Certification, or currently be a certified or re-certified DECA SBE.

VIDEO REQUIREMENTS

Maximum Length: 3 minutes

The video should tell the story of the enterprise and demonstrate the unique qualities, accomplishments, and impact that set the store apart. Video must be created by the participating School Based Enterprise and feature its students, store, programs, products, services, or accomplishments. The video should clearly communicate why the school store deserves to be named the Best School Based Enterprise in Montana. Creativity and originality are strongly encouraged. Videos should be appropriate for a school and professional competition setting. The video should be submitted in a commonly accessible digital video format. Only videos submitted by the competition deadline will be considered.

UPLOAD DEADLINE

January 15, 2027

www.mtdeca.org/scdc

PRIZE

\$2,000 Travel Scholarship to the SBE Academy at the DECA International Career Development Conference.

JUDGING CRITERIA

Entries will be evaluated using the following criteria:

- Clearly communicates why the enterprise is the best
- Creativity and originality
- Innovation and entrepreneurship
- Student leadership and involvement
- Impact on school/community
- Overall presentation and effectiveness

SUGGESTED STRUCTURE

Schools may use any format they choose. One possible approach is:

- 0:00–0:30 — Grab Their Attention
Start with an engaging introduction that immediately demonstrates what makes your enterprise unique.
- 0:30–1:30 — Tell Your Story
Show the people, products, services, and experiences that make your school store successful.
- 1:30–2:30 — Show Your Impact
Highlight innovation, student leadership, accomplishments, community impact, and measurable successes.
- 2:30–3:00 — Make Your Case

Finish with a memorable statement answering the question:

“Why are we the Best School Based Enterprise in Montana?”

IMPORTANT CONSIDERATIONS

Judges will consider the overall effectiveness of each video rather than production quality alone. A high-cost production is not required to win. Judges are looking for authentic student involvement, compelling storytelling, creative ideas, innovation, and evidence of what makes the enterprise exceptional.

The strongest entries will make the judges think:

“This is what makes this school store the best in Montana!”

AWARD

One School Based Enterprise will be selected as the Best School Based Enterprise in Montana. Recognition may also be given for exceptional creativity, innovation, student leadership, or other outstanding qualities demonstrated through the competition. The result will be announced on-stage at the Annual Montana DECA State Career Development Conference!

The Chapter named the Best SBE in Montana will receive a \$2,000 travel scholarship for SBE management to attend the SBE Academy at the International Career Development Conference.

ABOUT THE DECA SBE PROGRAM

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 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.

School-based enterprises are effective educational tools in helping to prepare students for the transition from school to work or college. For many students, they provide the first work experience; for others, they provide an opportunity to build management, supervision and leadership skills. While some in the education community have only recently discovered the value of school-based enterprises, educators and DECA advisors have used them as a powerful teaching tool for more than four decades.

RALLY ORDER

In partnership with Rally Order, Valley Credit Union and Montana DECA are pleased to provide FREE Rally Order hardware for every Montana DECA Chapter for the 2026-27 Academic Year!



PREMIER SCHOOL-BASED ENTERPRISE (SBE) PARTNER · 2026-27

Your students run the store. The store runs on RallyOrder.

The only point-of-sale education platform for SBEs. Built to help students win, all the way to ICDC.



RING IT UP

Cash and card, students at the register, working a real lunch rush.

LIVING CLASSROOM

Store data brought to life in your classroom.

GO FOR GLASS

Spend all year getting competition ready.

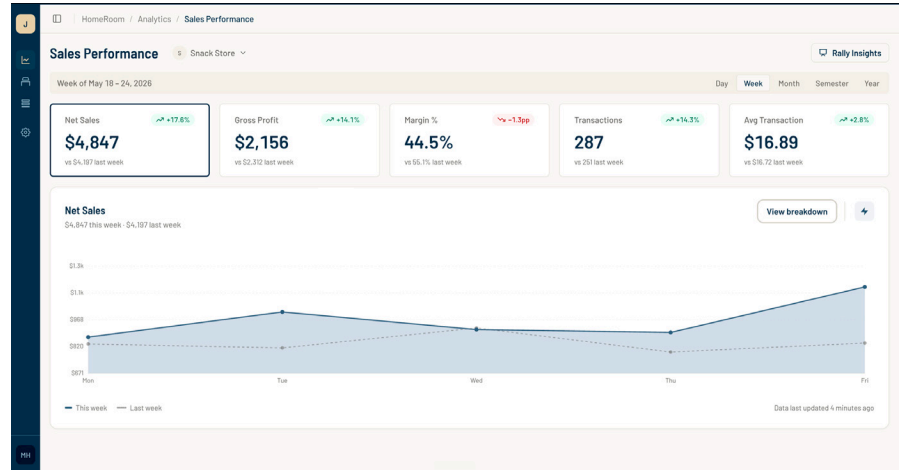
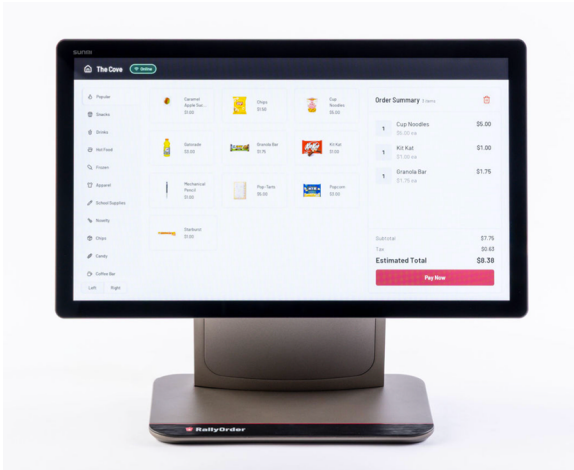
Free hardware for every Montana DECA store that signs up for the 2026-27 school year.

rallyorder.com



Scan for the offer

A point-of-sale education platform for high school **student-run stores.**



ONE PLATFORM, THREE CONNECTED PARTS

Students run a real store, learn the business behind it, and districts oversee every school.



The Store

Students ring up real sales on a professional POS platform. Cash, card, and even offline.



HomeRoom

The operating layer of the store. Inventory, pricing, analytics, all with an education-first approach.



FrontOffice

District Administrators have a dedicated portal to see sales, payouts, and compliance across every school.



LIVE NOW · COEUR D'ALENE HS DECA · GOLD CERTIFIED SBE

"RallyOrder is built to teach students how to run a real business."

Tony Carrico, CHS DECA Advisor, 11 years

FERPA & COPPA
Compliant

Merchant of record
The school, not the advisor

Daily payouts
To the school's bank

District View
Reporting and compliance