



CALIFORNIA
DECA[™]

PRESIDENTS COUNCIL

2016 -2017



CALIFORNIA DECA PRESIDENTS COUNCIL

As a statewide organization with over 5,800 members, the success of the state rests in the success of the local chapters. In an effort to keep members and chapters informed and to ensure communication is strong within the state, the **California DECA Presidents Council** was established. The Presidents Council brings together the president, or a chapter representative, of each local chapter for regular updates and communication. The presidents of each region within California's three districts – Northern California, Southern California, and Silicon Valley – will meet via video conference and in-person at DECA conferences.

The Presidents Council was created to help build stronger chapters, create district unity, and ensure effective communication between the state association and local chapters. With regular and consistent communication, the state association will keep chapters informed of key state programs, events, and opportunities, and encourage greater participation and involvement. Most importantly, the Presidents Council brings local chapters together. Whether a new, emerging, or veteran chapter, the Presidents Council allows for direct, student-to-student communication and support.

Through the Presidents Council, California DECA will:

- Create opportunities for chapter leaders to assist the state officer team with planning and coordination of conference functions and activities, including serving as on-site ambassadors and assisting with conference duties.
- Keep chapters informed about state and national programs, initiatives, and opportunities (membership progress, advocacy updates, new chapters, service initiatives, etc.).
- Update chapter leaders on any changes to competitions, events and conferences, and other important updates.
- Provide opportunities for local chapters to report on their successes and progress towards chapter goals.
- Create an environment that encourages and promotes idea sharing and best practices so chapters can learn from each other for the benefit of the greater membership of California DECA.

The Presidents Council does not take the place of chapter visits and direct support to each chapter from the state officer team. The state officers are still excited to meet with each chapter individually! Please refer to page 5 for contact information.

PRESIDENTS COUNCIL STRUCTURE

Each chapter selects one member, typically the chapter president, to serve on the Presidents Council. The Presidents Council representative name and contact information is submitted online to the California DECA state officers using the link below:

 [CLICK TO ACCESS THE PRESIDENTS COUNCIL FORM](#)

The state officers will follow up with each chapter's representative and provide more information about Presidents Council involvement. The Presidents Council meets throughout the year in two primary formats: conference calls and in-person meetings (In-person meetings will only take place at scheduled DECA conferences. No in-person meetings will take place separate from or in addition to scheduled DECA conferences.). In-person meeting information will be provided throughout the year and video conference calls will be held as follows:

- September 13, 2016
- October 4, 2016
- November 15, 2016
- December 13, 2016
- January 10, 2017
- February 7, 2017

Each video conference is set up with a free system that allows participants to participate via webcam or phone. The state officers will distribute the conference date, time, web link, call-in number, and passcode prior to the call.

 [CLICK TO ACCESS VIDEO CONFERENCE](#)

 [JOIN BY PHONE: 646 558 8656 | MEETING ID: 818 882 570](#)

Primary involvement of the council occurs at the district level. With the exception of the State Career Development Conference, all conference calls and meetings are with presidents of each district. The state officers serving as vice president of each district are responsible for leading the Presidents Council with all state officers participating and being involved with the council.

In addition to the videos calls and meetings, representatives can expect to receive regular emails and post-meeting recap summaries from the State Officer Team. While California DECA supports and encourages alternative communication methods, including Facebook and text, the primary form of communication will be email, video conference calls, and meetings.

GENERAL ROLES AND EXPECTATIONS FOR PRESIDENTS COUNCIL MEMBERS

In addition to serving on the Presidents Council, one of the most important things a president can do is update and inform their chapter of the information discussed. Chapters are encouraged to include a Presidents Council update as part of their chapter meetings to provide presidents an opportunity to update members on what happened on the latest call or in the latest meeting.

Specific expectations of the Presidents Council members include:

- Aid and assist the state officer team in planning certain aspects of DECA conferences, including on-site implementation of projects
- Disseminate information to chapter officer team and members
- Encourage participation in programs/events/opportunities discussed
- Represent their chapter to the district and state
- Bring their chapter's insight and best practices to the council for the benefit of all
- Be open to implementing new ideas in their local chapter learned through the Presidents Council
- Attend each conference call (or send a representative in their place)
- Attend each meeting at DECA conferences (if the member is already registered to attend the conference)

ROLES AND EXPECTATIONS AT CONFERENCES FOR PRESIDENTS COUNCIL MEMBERS

While DECA encourages each president to attend every video conference and meeting, California DECA will not cover the expenses associated with Presidents Council member's attendance at a DECA conference or event (unless specifically outlined to the advisor and member by the state advisor).

Our hope for presidents at conferences/events is to:

- Be a valuable resource and partner of the state officer's in the on-site execution of state officer projects and activities
- Network with their fellow chapter presidents and officers
- Ensure their chapter members understand the structure of the conference and where to be and when
- Support their chapter's achievements and encourage participation in all conference activities

While the Presidents Council members are not state officers, California DECA does expect council members to set the tone for the rest of the membership and lead by example. Presidents Council members are still required to abide by all California DECA policies, rules, and requirements, including but not limited to: dress code, curfew, and dance conduct. The Presidents Council does not have a budget and should not incur any expenses unless approved by the State Director.

Presidents' Council members will have specific roles that vary from conference-to-conference and district-to-district. However, in general, Presidents Council members can expect to have the following responsibilities at each conference:

District Career Development Conferences:

- Attend Presidents Council meeting
- Assist the state officers in presenting awards on-stage
- Work hand-in-hand with the state officer team in planning certain officer projects and activities as part of the district CDC, including offering their recommendations, insights, and ideas (within the scope of the project)
- Assist the State Officer Team in implementing California DECA programs and on site social activities including statewide community service project activities, advocacy and outreach efforts, membership campaign activities, etc.
- Assist with conference management functions and duties as assigned by the State Management Team
- Other items as they arise

State Career Development Conference:

- Attend Presidents Council meeting
- Work hand-in-hand with the state officer team in planning certain officer projects and activities as part of the State CDC, including offering their recommendations, insights, and ideas (within the scope of the project)
- Assist the State Officer Team in implementing California DECA programs and on site social activities including statewide community service project activities, advocacy and outreach efforts, membership campaign activities, etc.
- Assist with conference management functions and duties as assigned by the State Management Team
- Other items as they arise

EXPECTATIONS FOR CHAPTER ADVISOR

At the beginning/end of the year, or once elections are held, we ask each chapter advisor to submit the chapter president's name, phone number, and email address to the district vice president or through our Online Presidents Council Form below:

 [CLICK TO ACCESS THE PRESIDENTS COUNCIL FORM](#)

Local advisors will be copied on all Presidents Council emails and we encourage advisors to check in and discuss the council's meetings and plans with their president. The local advisors support of the Presidents Council is vital to its overall success.

PRESIDENTS COUNCIL CONTACTS

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State President
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Vice President of Southern California
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VIDEO CONFERENCE CALL MEETING OVERVIEW

To help Presidents Council members, advisors, and chapters best understand the information covered in each video conference call, a tentative brief overview of each meeting is included. More specific information will be conveyed with each conference call and meeting.

September 13, 2016

- Overview of the Presidents Council Program
- Registration for Leadership Development Conferences & LACE
- Chapter & Membership Campaigns Overview
- Online Press Kit
- Virtual Business Challenge Overview
- Chapter Visits
- Chapter Resources Center
- Universal Program of Work (POW)
- Upcoming Events
- Best Practices: Membership Recruitment

October 4, 2016

- Meet and Greet
- WRLC Preview
- Social Media Kits
- Online Press Kit
- LDC & LACE Previews
- Overview of Leadership Conferences
- Chapter Visits
- DECA Month Preparation
- Chapter Advocacy Plan
- Discuss Strategic Communication Plan
- Best Practices: DECA Campaigns

November 15, 2016

- DECA Month
- Membership Campaign Reminders
- Chapter Campaign Reminders
- Online Press Kit
- Competitive Event Changes
- Pin Design Contest
- Run for State Office
- Best Practices: DECA Month Activities

December 13, 2016

- Online Press Kit
- District CDC Previews
- State Officer Candidate Deadline & Reminders
- Best Practices: Competition Preparation

January 10, 2017

- District CDC Preparation
- SCDC Preview
- Advocacy + Outreach
- Online Press Kit
- State Officer Candidate Deadline & Reminders
- Best Practices: Content Marketing

February 7, 2017

- District CDC Reviews
- SCDC Preparation
- ICDC Preview
- CTE Month
- Online Press Kit
- State Officer Team Annual Report
- Best Practices: Membership Retention