



CALIFORNIA ASSOCIATION OF DECA
WWW.CALIFORNIADECA.ORG

CHAPTER TOOLKIT

STARTING THE DECA YEAR
STRONG

2021-2022

CHAPTER OFFICER TOOLKIT

TABLE OF CONTENTS

STARTING THE DECA YEAR STRONG	1
2021-2022	1
HEALTHY TEAM DYNAMIC.....	3
DECA LEADERSHIP TEAM.....	5
MARKETING STRATEGY	6
<i>Methods of Marketing.....</i>	<i>6</i>
Social Media Marketing.....	6
Print Marketing	6
Sales Marketing	6
Goals of Marketing for DECA Chapters	6
CHAPTER MEETING TEMPLATES.....	7
<i>Running a Chapter Meeting.....</i>	<i>7</i>
<i>Possible Meeting Topics.....</i>	<i>8</i>
August & September	8
October.....	8
November (DECA Month).....	8
December	8
January	8
February (CTE Month)	8
March	8
April	8
May	8
{Chapter Name} DECA CHAPTER MEETING AGENDA.....	9
BEGINNING OF THE SCHOOL YEAR RESOURCES	10
<i>Presidents Council.....</i>	<i>10</i>
<i>Chapter Visits.....</i>	<i>10</i>
CONTACT THE STATE OFFICERS.....	10



HEALTHY TEAM DYNAMIC

Having a good team dynamic is one of the most important keys to having a successful chapter officer team. Check the box next to growth opportunities your DECA Team wants to improve this year:

	MISSION Can everyone on your team recite the DECA Mission from memory?
	TEAM SIZE Studies show the optimal leadership team size is six. How large are your DECA teams?
	INVENTORY Inventory the DECA Styles on your team. Are all four DECA Styles represented?
	GROUND RULES Has your team identified 5-10 rules of engagement to foster openness, respect, belonging, and grow through the stages of team development?
	FEEDBACK ORDERS When seeking feedback on a new idea, ask for input in the following order: Analyzers, Caretakers, Energizers, and finally Drivers. Drivers are naturally tuned into thinking about “the plan” and will do the best job of summarizing everyone’s ideas into actionable steps.
	APPRENTICESHIP What is your team doing to apprentice and intentionally mentor younger leaders? Great teams look out for this year and next year and ensure there is a pipeline of trained emerging leaders to take their place. Identify them by name, ensure they get trained, attend team meetings, and get introduced to responsibility.
	MEET OFTEN Does your team meet frequently (weekly) with a specific agenda? Agendas should include social time for everyone to reconnect and build deeper relationships. Team agendas should include a way to grow leadership, updates on the latest from DECA, and status reports on EPIC DECA Projects.
	MAIN THING Is your team “keeping the main thing, the main thing?” Does your team review its DECA GOALS at each meeting to assess progress and make changes to the Program of Leadership as needed?
	SHARING Does your team have a central shared location to store documents, collaborate, and keep its work that everyone can access?
	PLUG IN Who is assigned from your chapter team to interface with your association and executive officer teams? Are your key leaders “walking websites” and experts on DECA?
	UP TO DATE Who is assigned from your team to keep track of new programs, opportunities, and recognition from your association and DECA Inc.?



	CEO ENGAGEMENT How does your team interact with the chapter advisor (CEO) to keep them informed, connected, and supporting your chapter?
	CHEER! How often does your team celebrate accomplishments, individual/team triumphs, or the success of chapter members? TIP! Seek out and celebrate members living out the DECA values.
	UNIFORM Can every chapter officer share a compelling I AM DECA Story?
	I AM DECA STORY Can every chapter officer share a compelling I AM DECA Story?



DECA LEADERSHIP TEAM

CEO [Advisor]
Chapter President
<p>Practice the "Entrepreneurial" and "Management" elements of DECA's Mission Statement. Responsible for connecting with Chartered Association Officers and establishing chapter vision, management, and organization that ensures each chapter officer has the training, support, accountability, and resources to deliver a powerful DECA experience for each DECA member.</p>

VP of Leadership	VP of Career Development	VP of Marketing	VP of Finance	VP of Hospitality
<p>Practices the "Emerging Leaders" element of the DECA Mission. Responsible for all non-competitive event career and leadership activities.</p>	<p>Practices the "Careers" element of the DECA mission. Responsible for chapter participation, preparation, and performance in Competitive Events</p>	<p>Practices the "Marketing" element of the DECA mission. Responsible for initial member recruitment, branding, promotions.</p>	<p>Practices the "Finance" element of the DECA Mission. Responsible for chapter budgeting, accounting and fund development efforts.</p>	<p>Puts into practice the "Hospitality" element of the DECA Mission. Responsible for connecting members to a welcome, value-filled, fun educational experience.</p>

Leadership Team	Career Development Team	Marketing Team	Finance Team	Hospitality Team
<ul style="list-style-type: none">• DECA Campaigns Director• Community Service Director• School Service Director• Conference Director• Recognition/Scholarships Director• Leadership Training Director• Freshman Class Director• Sophomore Class Director• Junior Class Director• Senior Class Director	<ul style="list-style-type: none">• DECA Challenges Director• Principles Events Director• Series Events Director• Written Events Director• Online Events Director• Principles of Business Administration Events Director• Management Team Decision Making Events Director• Individual Series Events Director• Business Operations Research Events Director• Chapter Team Events Director• Marketing Representative Events Director• Professional Selling Events Director	<ul style="list-style-type: none">• Creative Director• Member Recruitment Director• Digital Media Director• Public Relations Director• School Relations Director• Community Relations Director• Social Media Director• Website Director• Chapter Newsletter Director	<ul style="list-style-type: none">• Partnerships Director• Local Advocacy Director• Event Fundraising Director• Member Fundraising Director• School-based Enterprise Director• Budget Director• Accounting Director	<ul style="list-style-type: none">• New Member Director• Member Experiences Director• Chapter Meetings Director• Chapter Events Director• Alumni & Professional Member Director• Ambassador Director• DECA Mentor Director



MARKETING STRATEGY

METHODS OF MARKETING

SOCIAL MEDIA MARKETING

1. A short disclaimer: Social Media Marketing (Instagram, Twitter, Facebook, even Snapchat or Tiktok) was extremely vital during the COVID-19 pandemic and quarantine, because many ordinary DECA recruitment methods such as Print Marketing and Sales Marketing were unavailable due to the pandemic.
2. While social media marketing is still incredibly important, especially today, one must prioritize other methods now that we're in person. These cause greater impact and lead to greater one-on-one interaction, which is a key part of recruitment.

PRINT MARKETING

3. Put up some posters around school! Get some banners! Pass out flyers! Students going up and down the halls are chatting with their friends and checking their phones, but there's a high probability that they'll look at the walls or the pillars, and that's the type of repeated viewership and recognition of brand that you need!
4. You'll want to have a basic headline that'll attract their attention, a nice illustration, a "copy" (text on the actual print advertisement for them to read), and a signature (your chapter's DECA logo, or the California DECA logo).

SALES MARKETING

5. Is there a "club rush" or a "CTE fair" at your school? Sign your chapter up for it! That type of personal interaction is *invaluable* to chapter recruiting. Get a trifold cardboard board, print out some virtually designed materials, maybe even get your chapter members to bring in trophies from past conferences! Show off what DECA is *truly* about!

GOALS OF MARKETING FOR DECA CHAPTERS

1. The big one is recruitment, obviously. DECA chapters are always seeking to get more and more members because it allows them to have a greater presence at conferences, create a larger officer team, and build up a bigger team!
2. A secondary goal is spreading awareness. While questions about "what's DECA" are always inevitable, a good goal is to have as many students as possible knowing what DECA actually is (a business organization that prepares emerging leaders & entrepreneurs in marketing, finance, hospitality and management in high schools and colleges around the globe).
3. And finally, a good tertiary goal is building up connections with your school and district administration, and local businesses. By improving your chapter, you'll spread the good word of what you're doing, and whenever you need the support of school administration or local businesses in causes like chapter campaigns, they'll actually know who you are and what you do; there's an advantage there.



CHAPTER MEETING TEMPLATES

RUNNING A CHAPTER MEETING

1. Pre-Planning:

Prior to any chapter meeting, chapter officers should have a meeting with their advisor(s) to discuss the topics of the upcoming meeting. This should be where officers discuss who will address specific topics and set time limits for each item.

2. Agenda:

The meeting should follow an agenda that the chapter officers make prior to the meeting. The agenda should be visible to all members present, and topics should be crossed off as discussed. Sample agendas and templates are available from the California DECA website under the resources tab, then under Document Library.

3. Call to Order:

To start the meeting, the President, or presiding officer, should call the meeting to order and state the date and time. Example: "The meeting is called to order at 12:30 p.m. on September 15, 2017."

4. Notes:

A designated person should take notes on what happens during the meeting. This duty should either be assigned to different members at each meeting, or the chapter should have a secretary position for the year. These meeting notes, sometimes called "Meeting Minutes," should be placed in an online folder or physical binder where all members can have access. Alternatively, they can be uploaded to the chapter's website to be viewed by any members who were not present. Downloadable meeting minute templates are available from the California DECA website under the resources tab, then under Document Library.

5. Discussion:

Chapter officers should allow a little time at the end of each topic for any questions or comments that the members may have.

6. Group Reminders:

Group reminder services such as Remind or Cel.ly are a great way for members to get updated on current news and become aware of sudden meeting changes.

7. Schedule:

Meetings can be held as frequently or infrequently as the chapter desires, but it is a good idea to stick to a consistent weekly, bi-weekly, or monthly schedule.

8. Location:

Depending on the size of the chapter, a regular classroom may not fit all chapter members. In which case officers should work with their advisor(s) and school administration to book a venue suitable for the chapter, such as a gym or multi-purpose room.



POSSIBLE MEETING TOPICS

Different times of year will result in different focuses and priorities. Below outlines some potential focus areas throughout the year that you as a Chapter Officer Team can utilize!

AUGUST & SEPTEMBER

- Introduction to DECA (New Members)
- Conference Overview
- Chapter Rules and Guidelines
- Registration for District LDCs and LACE

- State Conference Registration
- Written Events
- Chapter Team Events
- CTE Month & Advocacy Plans

OCTOBER

- DECA Month Preparation
- District LDCs and LACE Preparation
- WRLC or Power Trip Registration
- DECA Virtual Business Challenge
- Chapter & Membership Campaigns
- Competition Preparation
- Fundraising

FEBRUARY (CTE MONTH)

- CTE Month Activities
- State Conference Preparation & Tips
- Written Project Editing
- Presentation Preparations
- Fundraising

MARCH

- State Conference Recap
- ICDC Registration
- ICDC Activities
- Registration Fundraising

APRIL

- ICDC Preparation & Tips
- Event Practice
- Fundraising

MAY

- ICDC Recap
- Officer Elections
- School Year Wrap-Up End of the Year Banquet or Party

NOVEMBER (DECA MONTH)

- DECA Month Activities
- WRLC or Power Trip Preparation
- Membership Campaign Reminders
- Chapter Campaign Reminders
- Competition Preparation
- Fundraising

DECEMBER

- District Conference Registration
- District Conference Preparation & Tips
- Fundraising
- DECA Scholarships

JANUARY

- District Conferences



{CHAPTER NAME} DECA CHAPTER MEETING AGENDA

Date: {MM/DD/YYYY}

Scheduled Start Time: {Scheduled start time}

Actual Start Time: {Actual start time}

Location: {Location of meeting}

AGENDA ITEM #1: {Topic you will be discussing}

Presenter: {Who will be leading the discussion of this topic}

Allocated Time: {How much time does the presenter have to discuss this topic}

Discussion points:

- {First main point the presenter will be covering}
- {Second main point the presenter will be covering}
- {Third main point the presenter will be covering}

AGENDA ITEM #2: {Topic you will be discussing}

Presenter: {Who will be leading the discussion of this topic}

Allocated Time: {How much time does the presenter have to discuss this topic}

Discussion points:

- {First main point the presenter will be covering}
- {Second main point the presenter will be covering}
- {Third main point the presenter will be covering}

AGENDA ITEM #3: {Topic you will be discussing}

Presenter: {Who will be leading the discussion of this topic}

Allocated Time: {How much time does the presenter have to discuss this topic}

Discussion points:

- {First main point the presenter will be covering}
- {Second main point the presenter will be covering}
- {Third main point the presenter will be covering}

Minutes will be recorded by: {name of officer or member that recorded minutes}

Next Meeting: {next meeting date}

BEGINNING OF THE SCHOOL YEAR RESOURCES

Here are some resources that will be extremely useful during the beginning of the school year!

1. DECA Membership Video – This video from National DECA can be very helpful to get current members excited and recruit new members!
<https://leadable.info/DECAPromo>
2. Chapter Affiliation Agreement - The purpose of this document is to outline the duties, roles, and expectations of DECA Advisors and the requirements for DECA Chapters Affiliation. This is done by the Advisor, but see if they need any help from the chapter officer team before it is submitted:
<https://leadable.info/CADECAAffiliation>
3. DECA Branding and Messaging Guidelines - A guide to learn about the rules and regulations regarding the DECA brand: <https://leadable.info/CADECABrand>
4. DECA Fast Facts - Learn more about DECA through these quick and informative facts:
<https://leadable.info/CADECAFastFacts>

PRESIDENTS COUNCIL

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.

Presidents Contact Form (each President must fill out):

<https://californiadeca.org/resources/presidents-council/>

Presidents Council Facebook Group (used for daily communication):

<https://www.facebook.com/groups/californiadeca>

CHAPTER VISITS

Each chapter is more than welcome to request a chapter visit, where the State Office Team can present on numerous topics that you specify. The team is happy to meet with the entire chapter or only the officer team.

Form to Request: <https://californiadeca.org/officers/request-a-visit/>

CONTACT THE STATE OFFICERS

The State Officer Team is always here to help! [Head to this page](#) on the website to find the contact information for all members of the State Officer team!