

Team 74 - Apprentice Program

Overview

Team 74 is proud to introduce a comprehensive guidance program designed to support our chapters in mentoring their first-year members. This initiative equips chapters with the tools and resources to create a supportive environment for new members. The Apprentice Program includes a week-by-week guide for chapters to implement, featuring mentorship pairings with experienced members, regular informational sessions covering core areas like marketing, finance, hospitality, and management, as well as roleplay and testing workshops to help new members navigate their first year with confidence. Team 74 hopes to help you all enhance your own membership engagement and retention to #BeTheOne this year!

Promotion

Encourage current members to share their positive experiences in California DECA, whether that be competitive success or fun at conferences. Host interactive events, such as workshops and one-on-one mentor meetings, to spark interest and attract new members. To keep the program strong, maintain regular check-ins between mentors and mentees, gather feedback to make continuous improvements, and celebrate member achievements. Recognition on social media platforms can also keep new members intrigued for their future years in this organization. By building a culture of support and excitement around your very own Apprentice Program, your chapter can create a lasting impact that drives both engagement and growth.

Key

Color	Key
	DECA + Business Academy meeting (either on Tuesday or Wednesday)
	Interactive and collaborative meeting
	Focused on upcoming/past events (BA centered not conferences)
	Lesson and educational meeting

First Semester

Week 1	Returning Members Meeting	<ul style="list-style-type: none"> - Host a meeting to get your past members signed up and informed for the new school year.
Week 2	New Members Meeting	<ul style="list-style-type: none"> - Talk about DECA, conferences, and have an interest form at the end to create a mailing list
—Start of Curriculum— Week 3	<input type="checkbox"/> [CA] Intro to BA (week 1)	<ul style="list-style-type: none"> - How can you participate as a BA member? - Games
Week 4	<input type="checkbox"/> [CA] What are Events and ...	<ul style="list-style-type: none"> - Brief intro to different events (esp ones that will be in minicon)
Week 5	<input type="checkbox"/> [CA] Tips for Roleplays	<ul style="list-style-type: none"> - DECA acronym - GNAPR - What are props?

		<ul style="list-style-type: none"> - Confidence - Statistics - Judge questions - 21st-century skills - Relatability/asking judge questions
Week 6	<input type="checkbox"/> [CA] Marketing Tips + Ch...	<ul style="list-style-type: none"> - Split into teams, each team has 10m to come up with a 1-2m presentation to sell a product we give them
Week 7	<input type="checkbox"/> [CA] Intro to Minicon	<ul style="list-style-type: none"> - What is included in a Minicon? - Why should you participate? - How to prepare
Week 8	<input type="checkbox"/> [CA] Lesson 3: What is testi...	<ul style="list-style-type: none"> - Touch upon different cluster tests and how that changes with event
Week 9	<input type="checkbox"/> [CA] SWOT + PEST	<ul style="list-style-type: none"> - Intro to SWOT and PEST - How to use these in roleplays - Why are they important for business skills
Week 10	Testing/MCQ Jeopardy !!!	<ul style="list-style-type: none"> - Split into groups and have them answer based on different clusters and difficulty - Password: deca2023
Week 11	<input type="checkbox"/> [CA] DECA Scoring	<ul style="list-style-type: none"> - Roleplay scoring (show rubric) - Testing scoring - Composite - How does it work with a

		<ul style="list-style-type: none"> partner - Go over what they got wrong in minicon
Week 12	<input type="checkbox"/> [CA] Brand Identity and us...	<ul style="list-style-type: none"> - Lesson on why brand identity matters + how to capture attention → acronyms - We give teams a description of a company and they come up with <ol style="list-style-type: none"> Logo Slogan Name
Week 13	<input type="checkbox"/> [CA] Above and Beyonds ...	<ul style="list-style-type: none"> - Go through a roleplay and work through all the “A” sections

SECOND SEMESTER

Conference: NorCal 1/17-19 - No meetings

Week 1	Intro to Minicon II Kahoot	
Week 2	Minicon recap II <i>(date subject to change)</i>	<ul style="list-style-type: none"> - What does the rest of the year look like?
3/4 - no meeting bc States or TBD		

Conference: States

Week 3	Officer application info	<ul style="list-style-type: none"> - Combined with DECA - How can you be an officer with just BA experience?
Week 4	Officer application and interview tips	<ul style="list-style-type: none"> - Combined with DECA



Spring Break

Week 5	Business Academy End of the Year meeting?	
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Credits and thank you to Amador Valley High School for the material and resources