CALIFORNIA DECA™

PRESIDENTS COUNCIL

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As a statewide organization with over 8,000 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 presidents, or chapter representatives, of each local chapter for regular updates and communication. The presidents of each chapter 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 competitive events, 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 California DECA chapter shall designate one or two students, typically the chapter president(s), to serve as its representative(s) on the California DECA Presidents Council. Throughout this document, the term "president" refers to the individual(s) designated by the chapter to serve as its Presidents Council representative(s), regardless of the student's elected chapter office.

Each chapter's designated President(s) Council representative(s) and contact information must be submitted online using the link below:

CLICK TO ACCESS THE PRESIDENTS COUNCIL FORM

The State Officer Team will follow up with each chapter's designated representative and provide additional information about Presidents Council participation. The Presidents Council meets throughout the year through two primary formats: virtual meetings and in-person meetings. In-person meetings will only be held in conjunction with scheduled California DECA conferences and will not be conducted separately. Meeting details for in-person sessions will be provided throughout the year. Virtual meetings will be held from **7:30 to 8:30 p.m.** on the following dates:

Unless otherwise noted, virtual Presidents Council meetings will be held on the first Monday of each month.

- September 14, 2026 (week after Labor Day)
- October 5, 2026
- November 2, 2026
- December 7, 2026
- January: at district conferences
- February 1, 2027

California DECA uses a free video conferencing platform that allows participants to join by computer or telephone. Prior to each meeting, the State Officer Team will distribute the meeting date, time, web link, call-in number, and passcode.

CLICK TO ACCESS VIDEO CONFERENCE

JOIN BY PHONE:
+16699006833,,89560726305#,,,,*693340# US (San Jose)
+16694449171,,89560726305#,,,,*693340# US

Each virtual Presidents Council meeting begins with all chapter presidents participating together for statewide announcements, updates, and discussion. The meeting then transitions into district breakout sessions led by the respective District Vice Presidents, allowing chapters to discuss district-specific initiatives, upcoming events, and other relevant topics. All members of the State Officer Team participate in and support the Presidents Council throughout the year.

In addition to virtual and in-person meetings, Presidents Council members can expect to receive regular email communications, meeting reminders, and post-meeting recap summaries from the State Officer Team. Email, virtual meetings, and in-person meetings held in conjunction with California DECA conferences serve as the primary methods of communication for the Presidents Council.

GENERAL ROLES AND EXPECTATIONS FOR PRESIDENTS COUNCIL MEMBERS

In addition to participating on the Presidents Council, one of the representative's most important responsibilities is communicating information back to their chapter. Chapters are encouraged to include a Presidents Council update as a regular part of chapter meetings, providing the chapter president with an opportunity to share important announcements, upcoming opportunities, and key takeaways from the most recent Presidents Council meeting.

Specific expectations of the Presidents Council members include:

- Support the state officer team as invited in planning and implementing elements of DECA conferences, including on-site execution of key projects.
- Communicate relevant information to their chapter officer team and members in a timely and effective manner.
- Promote participation in DECA programs, events, and opportunities discussed during Council meetings.
- Serve as a representative of their chapter to the district and state leadership.
- Share their chapter's insights, challenges, and best practices with the Council to support statewide improvement and innovation.
- Be open to adopting new ideas or strategies learned through the Council in their local chapter.
- Attend each Council conference call (or designate a representative if they are unable to attend).
- Participate in Council meetings held at DECA conferences, if they are already registered to attend the event.

ROLES AND EXPECTATIONS AT CONFERENCES FOR PRESIDENTS COUNCIL MEMBERS

California DECA encourages each president to participate in every Presidents Council meeting whenever possible. However, California DECA does not provide funding for Presidents Council members to attend conferences or events. Presidents Council members may attend California DECA conferences only as registered participants with their local chapter and under the supervision of their chapter advisor.

Our hope for presidents at conferences/events is to:

- Be a valuable resource and partner of the state officers 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

Although Presidents Council members are not California DECA State Officers, they are expected to serve as ambassadors for the association by setting a positive example for other members. Presidents Council members are expected to uphold and comply with all California DECA policies, rules, and expectations, including, but not limited to, the Code of Conduct, dress code, and curfew requirements.

The Presidents Council does not have an operating budget and may not incur expenses or make financial commitments on behalf of California DECA unless expressly authorized in advance by the State Director.

Responsibilities of Presidents Council members will vary based on the conference, district, and needs of the State Officer Team. In general, Presidents Council members can expect to assist with the following responsibilities at California DECA conferences:

District Career Development Conferences:

- Attend Presidents Council meeting
- Assist the state officers in presenting awards on-stage as needed and when invited to do so
- 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

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) when invited to do so
- 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

Each chapter advisor is responsible for submitting the name, email address, and phone number of the chapter's designated president(s) using the 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

Robert Flores
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Katherine Ong
Vice President of Leadership
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Kyra Zhang
Vice President of Southern California/ Career Development
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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

- Overview of the Presidents Council Program
- Introductions
- Program of Leadership Presentation (POL)
- Chapter & Membership Campaigns Overview
- Virtual Business Challenge Overview
- Chapter Visits
- Candidate Guides
- Chapter Resources Center
- Best Practices: Membership Recruitment & Fundraising

October

- Chapter Visits
- DECA Month Preparation
- Chapter Advocacy Plan
- ICDC Spirit Item Design Contests
- Discuss Strategic Communication Plan
- Best Practices: DECA Campaigns
- Running for State Office

November

- DECA Month
- DECA Idea Challenge
- Chapter & Membership Campaigns Reminders
- Competitive Event Changes
- Best Practices: DECA Month Activities

December

- District CDC Previews
- New CDC updates
- Chapter Campaign Reminders
- Best Practices: Competition Preparation

At respective District Conferences

- District conference reminders and general information
- Q&A for Conference
- State Officer Candidate Deadline & Reminders
- Best Practices: Content Marketing

February

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