



Chartered Association Officer Guide





OUR
MISSION

DECA PREPARES EMERGING
LEADERS AND ENTREPRENEURS IN
MARKETING, FINANCE,
HOSPITALITY AND MANAGEMENT

OUR GUIDING PRINCIPLES

DECA'S COMPREHENSIVE LEARNING PROGRAM

INTEGRATES INTO CLASSROOM INSTRUCTION

An integral component of classroom instruction, DECA activities provide authentic, experiential learning methods to prepare members for college and careers.

DECA members put their knowledge into action through rigorous project-based activities that require creative solutions with practical outcomes.

APPLIES LEARNING

CONNECTS TO BUSINESS

Partnerships with businesses at local and broader levels provide DECA members realistic insight into industry and promote meaningful, relevant learning.

As in the global economy, a spark of competition drives DECA members to excel and improve their performance.

PROMOTES COMPETITION

DECA PREPARES THE NEXT GENERATION TO BE

ACADEMICALLY PREPARED

DECA members are ambitious, high-achieving leaders equipped to conquer the challenges of their aspirations.

Recognizing the benefit of service and responsibility to the community, DECA members continually impact and improve their local and broader communities.

COMMUNITY ORIENTED

PROFESSIONALLY RESPONSIBLE

DECA members are poised professionals with ethics, integrity and high standards.

DECA members are empowered through experience to provide effective leadership through global setting, consensus building and project implementation.

EXPERIENCED LEADERS




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GREETINGS

Introduction

Hello Association Officer:

This guide has been crafted with the sole purpose of aiding you throughout your term in office. We understand that stepping into a new role can be both exciting and challenging, and that's why this guide is committed to being a go-to source for information throughout your year of service. Whether you have questions about supporting new chapters, need assistance organizing events or seek advice on effective leadership, this guide is here to provide answers and encourage your growth, enhance your skills and ensure your term is as successful and fulfilling as possible.

Remember, you are not alone in this journey; you are part of a vibrant community of like-minded individuals, all dedicated to making a positive impact. Together, we will make a difference in the lives of our members and the communities we serve.

For even more information, download the full Association Officer Playbook in the Empower section of deca.org/emergingleaders.

Let's get started!

This guide was created by the 2023-2024 DECA
High School Division Executive Officer Team.

A photograph of two young women, members of DECA, standing next to a table set up for outreach. They are both wearing white t-shirts with the DECA logo and the text 'THE ERAS'. The table features a large DECA logo, a sign that says 'JOIN REMIND!' with a QR code and text instructions, and several smaller photos and posters related to DECA activities. The background is a brick wall with a 'RESTROOMS' sign.

DECA MEMBER OUTREACH

Membership is the core of DECA; the driving force behind its success. DECA's diverse membership base includes students, advisors, alumni and professionals. Together, we form a powerful network that fosters personal growth, mentorship and career development. Recruitment and connection with all members are essential for the organization to thrive.



Member Outreach

Whether you are recruiting new members or retaining current ones, emphasizing DECA's unique benefits is crucial. Make sure to advertise all the opportunities and benefits available to DECA members. By doing so, you'll create a community of passionate students who are excited to collaborate.

RECRUITMENT

Recruitment involves actively seeking and attracting new members or participants to join an organization.

Focus: The primary focus of recruitment is bringing in new members who are not currently affiliated with the organization.

Goals: The main goals of recruitment are to increase the membership base, expand your chapter's reach, promote longevity and bring fresh perspectives, skills and ideas.

Tips:

- Explain the mission of DECA to potential members, along with opportunities associated with the organization.
- Mention the diverse range of competitive events available to members for skill development.
- Be clear on the requirements, costs and steps required to join DECA.
- Highlight projects and community involvement in chapters, associations and the organization.

RETENTION

Retention is about maintaining and preserving existing members within a chapter over a sustained period. You've done the work to recruit members; now ensure they return each year.

Focus: The primary focus of retention is nurturing and engaging current members, ensuring their continued participation and satisfaction.

Goals: The main goals of retention are to strengthen member loyalty, promote ongoing engagement and prevent member attrition.

OUTREACH TEMPLATES

While recruiting and retaining members, ensure that you are effectively spreading the word through social media, announcements, hand-out materials, etc. Use DECA's Brand Resource Center for a wealth of recruitment resources, including flyer and brochure templates.

■ Download member outreach resources including a flyer and brochure template at deca.org/brand.

MEMBERSHIP CAMPAIGNS

Brainstorm

What goals are you wanting to accomplish as an association? How can chapters assist in those goals? If you want to increase membership, create a goal for each chapter to recruit more members. If you want to increase participation, create a goal for chapters to have more competitors.

Look at Past Campaigns

Modeling your campaign after the international campaign or past campaigns is a great idea. Make sure your campaign is clear and concise. If it is similar to past campaigns from your association, it will make it easier for advisors to understand and know how to participate.

Define Levels

Different levels of achievement create competition, which will foster participation. By creating tiers like bronze, silver and gold, chapters will strive to achieve the best and be more willing to participate.

Define Specifics

Keep in mind that chapters come in all sizes. Create a goal that requires a chapter to gain 20 new members or increase their membership by 20%. This way, everyone can participate, and the campaign is not just limited to certain chapters.

Define Incentives

The best way to get chapters to participate is to offer incentives. See what the chapters in your association like. You can offer things like blazer gift card drawings, preferred seating at conferences, ICDC registration slots, banners, DECA swag and so much more!

Promote

To get the most participation in your campaign, promote it on all channels. Email advisors, post it on your association website, share it on social media and discuss it at conferences. From members to advisors, everyone takes part in completing a membership campaign.

NEW CHAPTER SUPPORT

Starting a chapter can be very difficult, but with the right encouragement, new chapters grow to support your association. When supporting a new chapter, think about these three things:

Communication

Make sure you know who to contact. The new advisor and officer team will need your support, and you will need a way to share resources and important events. Make sure you can easily communicate with the new chapter.

Check in with this chapter to ensure they have the necessary information to succeed. Some example questions to ask are:

- How are you recruiting members?
- Do you know how to access DECA resources?
- Do you know how to register for events?

Remember, if you don't know the answer to a question, that is ok! You can always respond to a question with "I am working on finding that answer for you" or "Reach out to this person (chartered association advisor, DECA Inc. staff, etc.) for the answer to that question."

Resources

New chapters need resources on competition, membership recruitment, event registration and more. DECA has incredible resources on DECA.org and DECA Direct Online. Help get them connected to the information they need.

Support

Make sure new chapters know you are there for them. If it's possible to offer a chapter visit—whether in person or virtually—it is a great way for you to support new chapters as they grow.

POTENTIAL CHAPTERS

Have students reached out to you regarding starting a new chapter? Direct them to your Chartered Association Advisor.

■ Learn more about the process at deca.org/start.



DECA COMMUNICATIONS + TEAMWORK

Discover tips and tricks to become a skilled communicator and a collaborative leader, essential leadership qualities in the dynamic world of DECA. Master public speaking, decode body language and create compelling social media content. Then, explore the intricacies of team development and conflict resolution.



Communications

PUBLIC SPEAKING

As a leader, one of your most powerful tools is your voice. Your ability to speak eloquently, passionately and confidently is crucial to your role.

Be Confident

Act with confidence and competence regardless of how nervous you feel. The members listening to you and working with you will only be able to see the person you choose to present in front of them.

Make Eye Contact

Depending on the size of your audience, there may be so many people in the crowd that if you focus on making eye contact with as many of them as possible, you'll barely make eye contact with any one person for more than a few seconds. However, doing this will make you seem engaged and comfortable with your audience.

Know Yourself and Your Reactions

If you are aware of how you react to things, you can better understand how to prepare yourself for different situations and find your natural speaking voice.

Memorize or Not?

Memorizing may work for some and help them speak more confidently, but memorization sometimes causes people to sound robotic. So, if you feel you sound robotic, bullet out the points or phrases you need to hit and practice speaking naturally. When practicing speaking without memorizing a script, make sure to time yourself to familiarize yourself with what specific periods of time feel like and speak different versions of the same speech to practice improving on the spot.

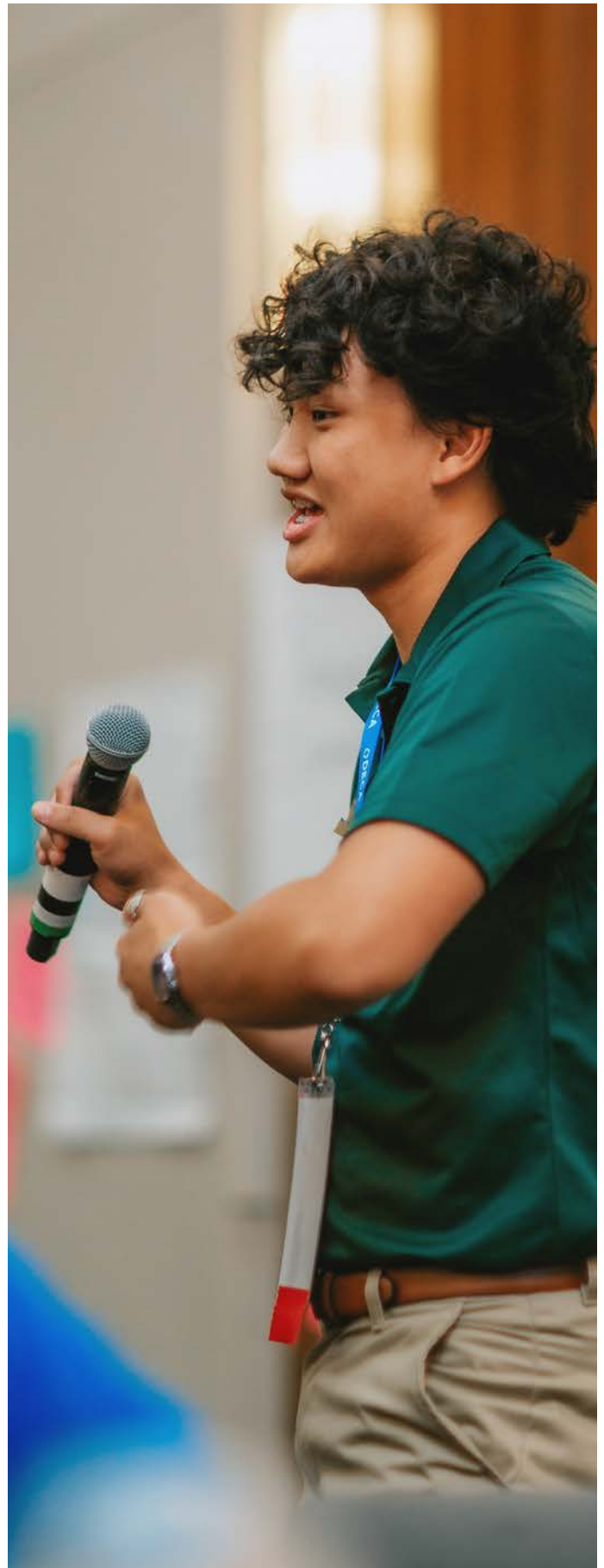
Show Your Personality

The most engaging public speakers let some aspects of their personality come through in how they talk. Allow your personality to come through in ways such as interacting with the audience and varying your tone. For example, occasionally going slightly off-topic to relate to your audience and reel them in. An excellent public speaker always converses *with* their audience instead of speaking at them.

Cater Body Language to Your Style

Ask yourself these questions to navigate your body language:

- What helps you feel most confident when speaking?
 - Using your hands
 - Walking around
 - Staying mainly still and in one place
- What is the setup of the place where you will be speaking?
 - Lectern/podium
 - Hand-held microphone
 - Microphone stand
 - No microphone
- How will I prepare my body language in this set-up?
 - Instead of using my hands, I will walk around.
 - Instead of walking around, I will use my hands.
 - I will practice using my expressions to compensate for being unable to use my hands or walk around.



SOCIAL MEDIA

In today's digital age, social media proficiency is essential. Whether you're posting for DECA Month or for a fun event, these tips and practical advice will help you navigate the ever-evolving world of social media effectively.

Quality Over Quantity

- Focus on creating high-quality content that provides value, educates, entertains or solves a problem for your audience.
- Avoid over-posting, as it can overwhelm your audience, leading to a loss of followers.

Visual Content Matters

- Use eye-catching visuals like images, videos, infographics and GIFs to capture attention and convey your message effectively.
- Use graphic design tools like Canva or Adobe Express to keep your content cohesive and fun.

Collaborate and Network

- Partner with local chapters or other officers for cross-promotion.
- Utilize the Instagram co-collaborator function to share posts with multiple audiences.
- Join or create groups and communities related to your niche for networking opportunities.
- Don't be afraid to create group chats; some of the best networking opportunities are online.

Storytelling

- Share authentic stories about your personal experiences to connect with your audience on a deeper level.
- Use storytelling techniques to make your content more engaging and relatable.
- Keep up with current trends, news and events. Incorporating trending topics when appropriate to stay relevant and show your expertise is a great way to create engaging, fun content.

Posting Ideas

- Behind-the-Scenes
- A Day in the Life
- Themed Hashtag Days
- Caption this Photo
- Fill in the Blank

CONTENT CALENDARS

A social media content calendar is a strategic plan that organizes upcoming posts for all social channels by publish date and time. It can include links, tags and media, such as images and video. This calendar can be created using a digital calendar, spreadsheet or a social media management platform. It helps to stay organized, streamline workflows, improve collaboration and track metrics. Planning content in advance saves time, widens team bandwidth and contributes to a successful social media plan.

Step 1: Define Your Goals and Audience

- **Set Clear Goals:** Determine the purpose of your content. Are you aiming to educate, entertain, promote or engage your audience? Establish specific goals to guide your content strategy.
- **Identify Your Audience:** Understand your target audience's demographics, interests and preferences. This knowledge will help tailor your content to their needs.

Step 2: Choose a Calendar Tool

- **Select a Platform:** Choose a tool that suits your needs. Examples include Google Calendar, Trello, Asana, Excel and specialized content management systems.

Step 3: Plan Content Themes and Topics

- **Brainstorm Ideas:** Create a list of potential content topics aligned with your goals and audience. Consider using keyword research, competitor analysis and member feedback to generate ideas.
- **Define Content Categories:** Categorize topics to maintain variety and ensure a balanced content mix. For example, you could have categories like educational, promotional user-generated, etc.

Step 4: Set a Posting Schedule

- **Frequency:** Decide how often you'll publish content. Consider factors like your resources, audience engagement and the platform.
- **Consistency:** Choose specific days and times for posting. Consistency builds audience expectations and helps increase engagement.

Step 5: Create a Calendar Template

- **Format:** Create a template for your content calendar. It could be a weekly or monthly view, depending on your posting frequency.
- **Columns:** Add columns for essential information like content title, topic, target audience, format (blog post, video, infographic, etc.) and status (planned, in progress, published).

Step 6: Populate Your Calendar

- **Assign Dates:** Slot your content ideas into the calendar, considering seasonality, holidays and important events relevant to your niche.
- **Content Creation Timeline:** Break down tasks for each piece of content, including research, writing, designing, editing and promotion. Assign deadlines for each stage.

Step 7: Collaborate and Review

- **Collaboration:** Share the calendar with your team to ensure everyone is on the same page.
- **Regular Review:** Schedule regular check-ins to assess progress, adjust plans as needed and brainstorm new ideas.

Step 8: Incorporate Analytics and Feedback

- **Measure Performance:** After publishing, track metrics like engagement, reach, conversions and feedback. Analyze what works and adjust your strategy accordingly.
- **Adapt Based on Insights:** Use analytics to refine your content strategy. Focus on content that resonates with your audience and revisit your calendar periodically to optimize it.

DISCOVER RESOURCES

- Find communications and social media resources at deca.org/resources.

LINKEDIN

LinkedIn is not just for experienced professionals. You and your association can benefit from establishing a presence on this platform. Here's a guide to help you create a strong LinkedIn profile and start building your professional brand online.

Create Your Profile

- **Use a professional headshot:** Choose a clear, professional-looking photo.
- **Write a compelling headline:** Describe yourself in a concise way that reflects your aspirations. (Example: "Aspiring Entrepreneur" or "Student at East High School")
- **Write a strong summary:** Highlight your passions, goals and any relevant achievements or skills.
- **Customize your URL:** Make it simple and professional ([linkedin.com/in/yourname](https://www.linkedin.com/in/yourname)).

Educational Achievements

- **List your high school:** Include your school name, location and number of years attended.
- **Highlight honors and awards:** If you've received academic awards or recognition, mention them.

Extracurricular Activities

- **Showcase leadership roles:** Mention any clubs, organizations or groups you are a part of, along with positions of responsibility. This includes DECA!
- **Highlight volunteer work:** Share your experiences and contributions to the community.

Skills

- **Add relevant skills:** Include skills you possess or are actively developing, such as coding, languages or public speaking.
- **Get endorsed:** Seek endorsements from teachers, mentors or peers for your listed skills.

Projects and Achievements

- **Create a dedicated section:** Showcase personal projects, academic achievements or competitions you've participated in.
- **Describe your role:** Provide details about your contributions and the impact of each project.

Posts and Engagement

- **Share content:** Share articles, insights or thoughts related to your interests or future career.
- **Engage with others:** Comment on and share posts that align with your aspirations.

Networking

- **Connect thoughtfully:** Send personalized connection requests to teachers, mentors, peers and professionals you meet.
- **Alumni connections:** Reach out to alumni from your high school who are now in fields you're interested in.
- **Research careers:** Use the platform to learn about different professions and industries.
- **Conduct informational interviews:** Reach out to professionals for insights into their careers.

Privacy and Safety

- **Adjust privacy settings:** Customize who can see your profile information.
- **Be cautious:** Only connect with people you know or those with legitimate professional reason to connect.

Continuous Updates

- **Keep your profile current:** Regularly update your profile with new achievements, skills and experiences.
- **Use status updates:** Share your progress and successes with your network.

FOLLOW DECA INC.

- Follow DECA Inc.'s LinkedIn page at [linkedin.com/company/deca-inc](https://www.linkedin.com/company/deca-inc).



TEAM BUILDING

Try these interactive activities with your association officer team to build teamwork skills as you initially enter the Forming stage.

Escape Room Challenge

Divide the team into smaller groups and send each into a virtual escape room. The goal is to solve puzzles, riddles and challenges within a set time to “escape” from the room. This activity promotes problem-solving, critical thinking and effective communication as team members must work together to decipher clues and complete tasks.

Rose/Thorn/Bud

Reflection is often one of the best ways to grow as a team. An easy way to reflect on your time together is to have each team member share their Rose (the thing they loved the most), Thorn (the thing they struggled with) and Bud (the thing they are most looking forward to).

Sell It Challenge

Give each member of your team an object that they have one minute to sell. The catch... they aren’t allowed to say the name of the object. This is a great way for your team to think on their feet and cheer each other on as they find creative ways to sell ordinary objects.

Minute-to-Win-It Games

Minute to Win It games are fun and challenging one-minute challenges using everyday household items. Your team must complete the tasks within 60 seconds to win. Examples include stacking cups, moving cookies from forehead to mouth without hands or balancing ping pong balls on a ruler. The games test skill, precision and speed, providing quick and team-building competitive challenges for your team.

Group Juggling

Have each teammate stand in a circle and start juggling soft objects like beanbags or tennis balls around the circle. Gradually introduce more objects into the circle. This activity enhances focus, coordination, communication and teamwork, as your team has to work together to keep the objects in the air.

CONFLICT RESOLUTION

Conflicts are a natural part of any team or relationship. Addressing them promptly and constructively is essential for maintaining a healthy environment. Follow these steps to resolve conflicts effectively:

Stay Calm & Listen

- While it may be difficult, remain composed and avoid reacting impulsively.
- Actively listen to all parties involved, allowing them to express their perspectives without interruption.

Identify the Issue

- Clearly define the problem and focus on the specific points of contention.
- Encourage everyone to share their perceptions of the situation.

Seek Common Ground

- Identify areas of agreement and shared interests.
- Emphasize the team's collective goals and the importance of collaboration.

Brainstorm Solutions

- Encourage open discussion to generate potential solutions.
- Explore both immediate fixes and long-term strategies to prevent future conflicts.
- Assess the pros and cons of each proposed solution.
- Select the option that best addresses the issue while considering the team's well-being.

Communicate Effectively

- Clearly articulate the chosen solution to all parties.
- Address any concerns or questions and ensure everyone understands the plan.

Implement and Monitor

- Put the chosen solution into action.
- Regularly evaluate progress and make adjustments as needed.

Reflect and Learn

- After the resolution, reflect on the experience to identify lessons learned.
- Use the insights gained to improve communication and prevent future conflicts.



DECA FUNDRAISING

Fundraising is pivotal for empowering the chapters of your association by providing essential financial support. Fundraising generates annual income, allowing you to contribute proceeds to your organization's benefit.



Fundraising

FUNDRAISING METHODS

Internal

Internal fundraising refers to the process of raising funds within the organization itself. This can involve various methods, such as student-led fundraisers, seeking contributions from teachers and staff or hosting events like bake sales and car washes within on-site premises to support DECA, projects, charitable causes, etc.

External

External fundraising entails seeking financial support from sources outside your organization. This includes approaching local businesses, parents, alumni and the broader community for funds through events, sponsorships, crowdfunding, donations or grants. External fundraising broadens the chapter's or association's financial base and facilitates community involvement in supporting educational projects and initiatives.

Third-party

Third-party fundraising involves individuals or groups raising funds to assist a pre-existing event or campaign. This can include community events, sponsorships, online campaigns and grants from external organizations, expanding financial support beyond the organization's reach.

ACTION STEPS

Event Hosting

- ☐ To host a successful fundraising event, define a clear goal and budget.
- ☐ Next, plan the event logistics, including date, venue and format (e.g., bake sale, auction marathon, etc.).
- ☐ Promote the event through various channels—flyers, social media, email and local media.
- ☐ Finally, ensure a seamless experience for attendees, provide opportunities for ultimate profit gain, and express gratitude to supporters after the event to maximize fundraising impact.

Sponsor/Donor Outreach

- ☐ When securing sponsors/donors for your cause, create a compelling pitch highlighting the importance, benefits and sponsorship opportunities.
- ☐ Identify potential sponsors and reach out through personalized emails, calls or meetings. Clearly communicate the impact of their support and offer recognition opportunities.
- ☐ Follow up consistently, express appreciation and maintain strong relationships to ensure a sponsorship or donation.

DISCOVER RESOURCES

- Download a DECA sponsorship proposal template at deca.org/resources.

MIRACLE MINUTES

Miracle Minutes are a great way to raise money during an event! Whether you plan to raise funds for your association or your community, here are the steps for a successful miracle minute.

- **Communicate:** Make sure everyone knows the Miracle Minute is happening, and that they must bring cash or spare change to contribute. Share this information via email, social media, or any other communication channel.
- **Collect:** Have multiple people stationed around the room with bags to collect money or have one bag per school or area. If you have Venmo, this is an excellent option for people who forgot to bring cash. Have a Venmo QR code handy.
- **Clock:** Give students one minute or the length of one song to collect as much money as possible.
- **Competition:** At the end of the miracle minute, recognize the school, area or bag that collected the most money.



WANT MORE IDEAS?

Visit DECA Direct Online for more fundraising ideas for your association and chapters.

■ Discover ideas at decadirect.org/fundraising



DECA COMMUNITY OUTREACH

Community outreach plays a crucial role in fostering connections and understanding within your association. Community outreach initiatives create a sense of belonging and empowerment, encouraging individuals to actively participate in DECA.



Community Outreach

COMMUNITY SERVICE

Engaging in community service is an enriching experience that supports the community and association. Follow this guide to plan and execute meaningful community service activities:

Identify Organizations

- Assess the interests and passions of your association.
- Research your community to identify areas where help is needed.

Plan Activities

- Brainstorm creative community service ideas that cater to your association's strengths or the interests of your chapters.
- Some examples include:
 - Make dog toys
 - Write cards to retirement homes
 - Create tie blankets
 - Put together homeless bags
 - Organize a 5K or 10K

Set Clear Goals

- Define the specific goals of each community service activity.
- Goals could include the number of people you aim to help, service hours or a quantifiable impact.
- To track these goals, create a spreadsheet or document that organizes your success.

Collaborate With Organizations

- Reach out to local nonprofits, schools or other community organizations.
- Discuss potential partnership opportunities with other organizations within your association.

Plan Logistics

- Determine the date, time and location for each activity.
- Assign roles for the members of your officer team, including logistics coordinator, volunteer coordinator and communication coordinator.

Promote the Event

- Create promotional materials such as posters, social media posts and announcements.
- Raise awareness about the community service activity within your association.

Stay Engaged

- Continue your commitment to community service throughout the school year.
- Plan various activities to keep members engaged and excited about giving back.

ALUMNI CONNECTIONS

Retaining alumni members is of paramount importance for any organization. These individuals represent a valuable network of former members who have already experienced the benefits of DECA. By nurturing and engaging with alumni, you can tap into their expertise, mentorship potential and financial support, bolstering DECA's reputation and resources. Alumni can serve as ambassadors, helping to attract prospective members and donors, and their success stories can inspire current members. A strong alumni community fosters a sense of belonging and loyalty, enhancing DECA's long-term sustainability and ensuring a lasting legacy of excellence.

Reaching Out to Past Alumni

Work with your chartered association advisor to learn how to contact your association's official alumni members. Try to figure out if there is a particular college/university in your state/province that many DECA alumni tend to attend. Be in contact with chapters with large alumni membership and see how they can help connect you with their alumni. Reach out to past association officers.

When reaching out to alumni, have a clear purpose of what you would like from them (workshop, sponsorship, keynote, internships for members, interview on how DECA affected their life, etc.) Introduce who you are, why this opportunity is helpful to your association and them and why you specifically reached out to them. Do not make your outreach sound generic; make them feel important, and they will be more likely to help you. Be respectful of the schedule of their life and do not get discouraged if they do not respond immediately. Be sure to let them know how much you appreciate their time.

Creating Connections with Current Senior Members

Send out Google forms to chapter advisors within your association and ask them to forward the form to their senior members. The form should include the member's full name, current chapter, personal email address and career/college plans.

SCHOOL ADMINISTRATORS

Having the support of school administrators is crucial for DECA chapters and associations. Here are some tips to keep in mind.

Build Relationships

Because there will be times when you will miss school for educational conferences as an association officer, it is important to develop a good relationship with your school administrators. It's important to connect with your school administrators and ensure they are aware of your involvement with DECA. Schedule a meeting, send an email and have conversations with your administration to build a positive relationship.

OUTREACH STRATEGIES

When reaching out to stakeholders, start by introducing yourself, stating the purpose of the outreach and expressing your interest in establishing a connection. It's also helpful to mention any mutual connections or common interests.

Personalizing the introduction is key to engaging the recipient. Use one of DECA's templates as a starting point, then customize it for each outreach. The goal is to create a positive first impression and encourage further communication.

DOWNLOAD TEMPLATES

Find outreach templates for potential workshop presenters, keynote speakers, internship opportunities and partners in DECA's Resource Center.

■ Download at deca.org/resources.



DECA CONFERENCE PREPARATION

As an association officer, you and your fellow officers play an integral role in planning and hosting conferences. Discover strategies for attendee engagement and mastering professional dress.



Conference Preparation

ATTENDEE ENGAGEMENT

Do you need help finding vibrant events and workshops where creativity meets community engagement? Find some inspiration from the ideas below:

Examples of engaging workshops/events:

- **Skill-Based Workshops:** Provide DECA members with fun, hands-on, interactive workshops that help them develop their knowledge and skills.
- **Speed Networking Events:** Offer opportunities for attendees to connect with others and develop their networking and communication skills.
- **Photo Booths:** Set up photo booths for fun and instant social media sharing.
- **Interactive Games and Activities:** Incorporate interactive games, team-building activities or challenges to encourage interaction amongst your attendees.
- **Social Media Challenges:** Develop fun and interactive challenges that can be completed by members within your association who may not be attending your event in person.
- **Organize a Scavenger Hunt or Goosechase Game:** Have interested members form groups to complete challenges and answer clues. Establish time limits to encourage excitement and urgency.
- **Community Service Events:**
 - **Donation Drive:** Organize a donation drive for clothing, food, pet or school supplies for a local charity.
 - **Thank-You Card Creation:** Provide materials for attendees to create thank-you cards for retirement homes, local first responders, healthcare workers or deployed military personnel.
 - **Volunteer Hour:** Coordinate a volunteer hour for your conference attendees to clean up a local park, volunteer at a nearby animal shelter or volunteer at an after-school program.
 - **Care Package Assembly:** Set up a station to assemble care packages for individuals in need or deployed military.
 - **Interactive Storytelling:** Host an interactive storytelling event at a local nursing home, community center or elementary school.



Dress for Success

Individuality + Identity:

In professional settings, members may feel they lose their individuality as they think that fitting in and not standing out is the norm when these same members probably have a distinguished sense of casual style. Their casual style reflects aspects of their identity, and they should have this same level of complexity and comfort with their professional attire.

DECA members should feel they can keep their individual style while dressing professionally. Incorporating stylish accessories that represent you or your culture is one way to make your outfit stand out.

As an association officer, encourage your members to explore their professional style by setting the example yourself. Use social media to show members how to personalize professional dress so they feel confident before judges and while networking.

Affordability

Invest in basics before buying statement items.

- Create a capsule wardrobe that allows you to maximize your outfits with the least amount of items needed to purchase.

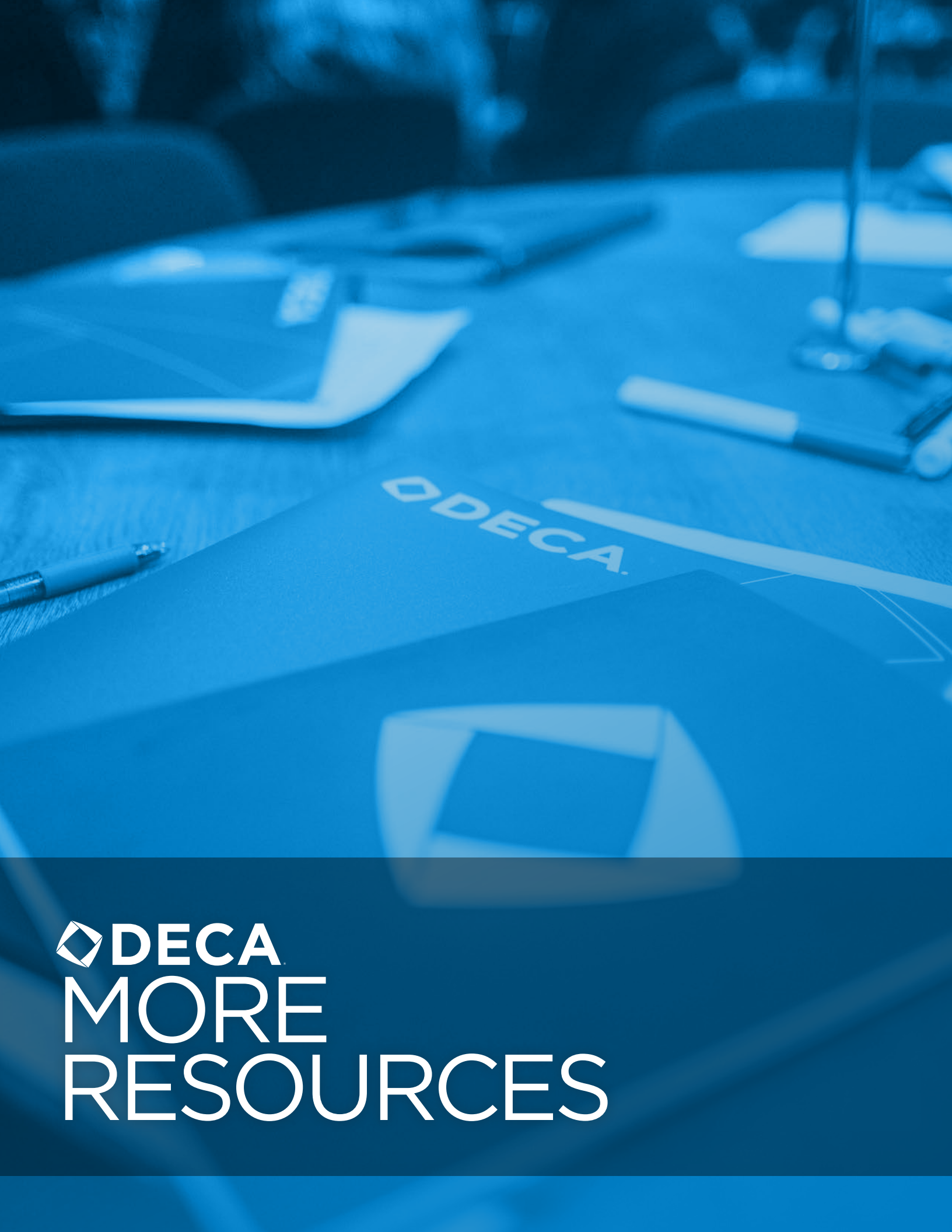
- For example:
 - Select white button-downs and blouses instead of printed/colored ones.
 - Select gray, khaki, black or navy pants instead of statement-colored pants.
 - Invest in different colored ties and ascots to make the same outfit “new.”

When to Shop

- Shop during seasonal transitions and popular vacation times (July/August and March/April); professional clothing will likely be on sale.
- Shop during the weekdays, as there are generally better sales.

Where to Shop

- The clearance section always has amazing deals. You can almost always find items marked down 50% or more.
- Stores such as TJ Maxx and Marshall’s often have a good selection of professional clothing.
- Outlet stores always have reduced prices on items. Check out stores like Nordstrom Rack, Saks off 5th, J Crew Factory and more.



 **DECA**
MORE
RESOURCES



Advice from Former Officers

Read advice from past DECA association officers.

Enjoy It

“Take every opportunity, meet as many people as you can, be (extra) enthusiastic and enjoy every moment; this is one of the best experiences you can have!”

Be Creative

“Make the most of your time and be creative! The best ideas come from the creativity and passion of your heart.”

Be Yourself

“Always be true to yourself and be authentic with others. Show people your passion for your association in hopes of inspiring theirs.”

Set Standards

“As an association officer, we’re not only leading members; we’re leading leaders. The best officers will focus on mentoring and empowering their members to become effective leaders themselves, fostering a culture of growth and collaboration.”

Members First

“Have a member-oriented mindset. With every decision, every question and every situation, ask yourself what the members would want. They are what drive the growth of the organization, and they are what make DECA spectacular.”

Personalize It

“It’s crucial to remember that you represent the members of your association. Take the time to communicate with them, get to know them and understand their goals. Use your position to amplify their voices and make meaningful connections.”

It’s Just a Title

“Lead as an approachable, personable leader whom members regard as an equal. Be someone they can depend on during conferences and on a daily basis since it is the most rewarding type of leadership—and possibly friendship.”

Stay Focused

“Goals are great, but results are better! Focus on quality over quantity for your goals to truly have the biggest impact on members. They will remember their experience, not your Program of Leadership.”

Be Extra

“If you ever think that going that extra mile is just a little too much, *it’s not!* Go that extra mile and showcase your drive and passion to your members and teammates.”

Always Plan

“Serving your association is a rewarding experience. Make the most out of this opportunity by planning out your tasks because it will make sure you hit all your tasks and plans for your term.”



Key Contacts

EXECUTIVE OFFICER TEAM

As our primary student brand ambassadors, DECA's Executive Officers represent our student members to a variety of key stakeholders, including fellow members, advisors, education administrators, business partners, public policymakers and more.

■ [Learn more about the team at deca.org/officers](https://deca.org/officers)

High School Division President

hspresident@decaofficers.org

Central Region Vice President

decacrvp@decaofficers.org

North Atlantic Region Vice President

decanarvp@decaofficers.org

Southern Region Vice President

decasrvp@decaofficers.org

Western Region Vice President

decawrvp@decaofficers.org

HELPFUL RESOURCES

DECA Website

deca.org

DECA Direct Online

decadirect.org

DECA Guide

deca.org/guide

Association Officer Playbook

deca.org/emergingleaders

Calendar of Events

deca.org/calendar

Brand Resource Center

deca.org/brand

Chapter Strategy

deca.org/elevate

Student Video Calls

deca.org/studentcalls

Chartered Associations

deca.org/associations

DECA Glossary

BUSINESS ADMINISTRATION CORE

The foundational knowledge and skills that are part of National Curriculum Standards.

CAREER AND TECHNICAL EDUCATION (CTE)

An instructional program that is delivered through comprehensive programs of study to help students succeed in education and careers.

CAREER AND TECHNICAL STUDENT ORGANIZATION (CTSO)

DECA is one of eight CTSOs recognized by Congress and the United States Department of Education.

CAREER CLUSTERS

An initiative by Advance CTE: State Leaders Connecting Learning to Work, career clusters provide a way for schools to organize instruction and student experiences around 16 broad categories that encompass all occupations. The four career clusters relating to DECA are marketing, business management and administration, finance, and hospitality and tourism.

CAREER DEVELOPMENT CONFERENCE (CDC)

These conferences provide a venue for DECA's Competitive Events Program as well as additional career and leadership development programs.

CAREER PATHWAY

Occupations within a career cluster are grouped according to shared commonalities such as knowledge and skill sets or common roles.

CHAPTER

Any unit within a school, chartered by an association, consisting of individual DECA members and at least one advisor.

CHAPTER ADVISOR

The adult charged with the responsibility of providing guidance and counsel for managing and operating the chapter.

CHARTERED ASSOCIATION

Chartered by DECA Inc., these organizations have the authority to operate DECA programs and manage chapters in a geographical region — usually a state, province or territory.

COLLEGIATE DECA

The postsecondary division of DECA.

COMPREHENSIVE LEARNING PROGRAM

DECA's learning programs that integrate into classroom instruction, apply learning, connect to business and promote competition.

CONFERENCES

The official term for district, association or international meetings of DECA.

DECA

DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management in high schools and colleges around the globe. DECA is not an acronym.

DECA INC.

The legal identity of the adult group responsible for the student programs of DECA.

DECA MEMBER

A high school or college student with career interests in marketing, finance, hospitality and management. DECA members hold membership at the local, association and DECA Inc. levels.

DECA TRANSCRIPT

A document that shows evidence of learning based upon performance in the competitive events program at the International Career Development Conference.

INSTRUCTIONAL AREA

Performance indicators are grouped by similar knowledge and skills known as an instructional area.

INTERNATIONAL CAREER DEVELOPMENT CONFERENCE (ICDC)

This is the pinnacle event of the year for more than 22,000 high school students, advisors, businesspeople and alumni. More than 13,000 competitors vie for the title of international champion in DECA's Competitive Events Program. DECA members not competing may participate in DECA's Emerging Leader Series, designed to equip them to be successful leaders and to obtain success in their college and career pursuits.

NATIONAL ADVISORY BOARD (NAB)

Includes representatives from more than 50 businesses, foundations, associations and colleges and universities. NAB partners provide financial resources, advocacy and a network of professionals to support DECA activities in an advisory capacity at all levels.

NATIONAL CURRICULUM STANDARDS

Specific academic and technical content within a career cluster developed through a project led by Advance CTE: State Leaders Connecting Learning to Work.

PERFORMANCE INDICATOR (PI)

A specific knowledge/skill categorized by instructional area used in DECA's Competitive Events Program.

SCHOOL-BASED ENTERPRISE (SBE)

An entrepreneurial operation managed by members as a hands-on learning laboratory used to supplement, reinforce and enhance the knowledge and skills required for careers in marketing, finance, hospitality and management.

SHOP DECA

The official source for DECA-related products, apparel and curriculum materials. DECA Inc. operates Shop DECA from DECA headquarters in Reston, VA.



YOUR ULTIMATE MEMBER HUB

Your go-to source for the latest DECA news, tips and ideas to fuel your membership



CAREER
INSIGHTS



CHAPTER
STRATEGY



COLLEGE
SUCCESS



CONFERENCES
+ EVENTS



COMPETITION
TIPS + TRICKS



MEMBER
SPOTLIGHTS



LEADERSHIP
ADVICE



PARTNER
NEWS + OFFERS



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