

BE A  
**HERO!**

**I AM DECA**

**PROFESSIONAL  
LEARNING**

SERIES

powered by

 **DECA**

# WELCOME!

Dear New DECA Chapter Advisor,

Welcome to one of the best and most rewarding experiences of your professional career. As a DECA advisor you will join a network of 5,000 educators who enrich their classrooms and extend their student's learning through DECA.

DECA is the ideal classroom partner because our programs integrate into classroom instruction, apply learning, connect to business and promote competition. DECA's incredible learning programs, including competitive events, leadership series and online challenges, tie directly to national curriculum standards and reinforce 21st Century Skills like creativity, problem solving, self-direction, social responsibility and technology fluency.

You are making a great decision to provide the DECA experience to your students and to enhance teaching and learning. Likewise, DECA is committed to helping you begin this rewarding endeavor, and this training is just one of the many resources your association and DECA provide to lead you to a successful year.

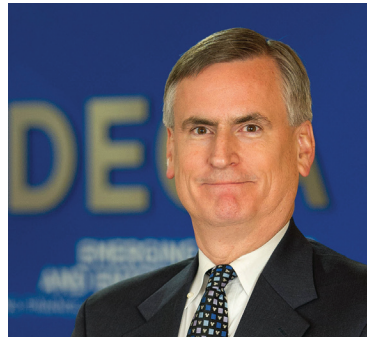
On behalf of a dedicated team, we look forward to helping you and your students get the most out of DECA.

Sincerely,



Paul A. Wardinski  
Executive Director  
DECA Inc.

 [@decapaw](https://twitter.com/decapaw)



## YOUR MENTOR

### SANDRA TUCKER

Assistant Director, High School Division

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(703) 860-5000, ext. 254.

 [@stuckerdeca](https://twitter.com/stuckerdeca)



# INTRODUCTION

## DESCRIPTION

DECA advisors are often the teachers who students remember long after graduating high school. Learn how you can be a hero in the eyes of your students by sharing the DECA experience with them through classroom instruction. Get an overview of DECA's structure, your role as an advisor, how to manage your chapter, DECA programs and how to gain support for your chapter. Discover resources that will help you integrate DECA into classroom instruction, apply learning, connect to business and promote competition.

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## OBJECTIVES

At the conclusion of this workshop, you will be able to:

- Understand DECA's organization, mission and guiding principles
- Identify roles and responsibilities of a DECA advisor
- Implement a variety of programs that DECA offers to enhance teaching and learning

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## SHARE YOUR SUCCESS!

Share with DECA your experiences and successes throughout the year. Tell us and show us what you're up to with your chapter members.



[facebook.com/decainc](https://facebook.com/decainc)



[pinterest.com/decainc](https://pinterest.com/decainc)



[twitter.com/decainc](https://twitter.com/decainc)  
[#IAMDECA](https://twitter.com/decainc)



[linkd.in/decainc](https://linkd.in/decainc)



[instagram.com/decainc](https://instagram.com/decainc)  
E-mail your photos to  
[communications@deca.org](mailto:communications@deca.org)



[youtube.com/decainc](https://youtube.com/decainc)

# LET'S TALK ABOUT DECA

NOTES

COOL IDEAS

RESOURCES



Be a Hero Book <http://bit.ly/1jD5h8Z>  
New Advisor Resources <http://bit.ly/decanewadvisor>

# PUTTING IT ALL TOGETHER

Insights I gained from discussion and activities during this session:

Ways I can use these ideas and processes in my classroom and chapter:

Ideas I want to consider, think more about, or explore:

People to talk to:

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## ACTION PLAN



## CREATE CONVERSATION

TWEET about one chapter activity that would represent a Guiding Principle.

[#IAMDECA](#)

# ADVISOR'S ROLE

## NOTES

## COOL IDEAS

## RESOURCES



New Advisor 101 E-learning Opportunities <http://bit.ly/1dsQcc1>

Tips for Making Your Advisor Happy <http://bit.ly/1fbzP3J>

Fundamentals of Recruiting <http://bit.ly/17JqXbS>

**DEVELOPING YOUR PHILOSOPHY—QUESTIONS TO CONSIDER:**

How are you preparing members for college and careers – both now and in the future?

How will you integrate DECA into the classroom and apply learning?

How will you incorporate aspects in your program to prepare members to become academically prepared, community oriented, professionally responsible, experienced leaders?

How will your program align with your local school's philosophy and state and national initiatives?

How do you plan to connect to business?

What relationship will you foster with postsecondary institutions?

How will you brand and promote your program?

**ACTION PLAN**



**CREATE  
CONVERSATION**

TWEET about what you learned.

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# MANAGING YOUR CHAPTER

## NOTES

## COOL IDEAS

## RESOURCES



**Program of Work: The Foundation of Your Chapter** <http://bit.ly/15L5Msf>  
**Student Leader Resource Guide** <http://bit.ly/studentleaderguide>  
**Start Your Engines—It's Time to Get DECA Started** <http://bit.ly/getdecastarted>  
**Summertime is for Trying New Things** <http://bit.ly/1gmMPmd>



# PUTTING IT ALL TOGETHER

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Ideas I want to consider, think more about, or explore:

People to talk to:

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## ACTION PLAN



## CREATE CONVERSATION

TWEET about one goal you have for managing your chapter.

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# DECA'S COMPREHENSIVE LEARNING PROGRAM

**NOTES**

**COOL IDEAS**

**RESOURCES**



# PUTTING IT ALL TOGETHER

Insights I gained from discussion and activities during this session:

Ways I can use these ideas and processes in my classroom and chapter:

Ideas I want to consider, think more about, or explore:

People to talk to:

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## ACTION PLAN



## CREATE CONVERSATION

TWEET about one program you are excited to participate in.

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# DECA'S COMPETITIVE EVENTS

## NOTES

## COOL IDEAS

## RESOURCES



**21st Century Skills Crosswalks** <http://bit.ly/decacompetition>

**Gaining Success at DECA's Competitive Events** <http://bit.ly/1l1k1jC>

**Tips to Help You Make It On Stage** <http://bit.ly/KaRtWT>

**A Student's Guide to Understanding Performance Indicators** <http://bit.ly/1cRRc7T>

# PUTTING IT ALL TOGETHER

Insights I gained from discussion and activities during this session:

Ways I can use these ideas and processes in my classroom and chapter:

Ideas I want to consider, think more about, or explore:

People to talk to:

## ACTION PLAN



## CREATE CONVERSATION

TWEET about one competitive event you plan to integrate into your instruction.

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# GAINING SUPPORT

## NOTES

## COOL IDEAS

## RESOURCES



DECA Advocacy <http://bit.ly/1eeuZll>  
Increasing Chapter Awareness with Social Media <http://bit.ly/18P3qMs>  
Marketing Your DECA Chapter <http://bit.ly/1dsQMgJ>

# PUTTING IT ALL TOGETHER

Insights I gained from discussion and activities during this session:

Ways I can use these ideas and processes in my classroom and chapter:

Ideas I want to consider, think more about, or explore:

People to talk to:

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## ACTION PLAN



## CREATE CONVERSATION

TWEET about one way your chapter will gain support this year.

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# COOL IDEAS

Brainstorm a list of cool ideas and best practices that you can implement in your classroom. Come up with at least one idea that relates to each of the following categories:

- Community Service
- Fundraising
- Celebrate DECA Month
- Membership/Recruitment
- Best Practices



# PUTTING IT ALL TOGETHER

Insights I gained from discussion and activities during this session:

Ways I can use these ideas and processes in my classroom and chapter:

Ideas I want to consider, think more about, or explore:

People to talk to:

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## ACTION PLAN



## CREATE CONVERSATION

TWEET about one cool idea you will implement.

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# ADVICE

NOTES

COOL IDEAS

RESOURCES

# NEXT STEP

There are three key steps a new advisor should take:

- Contact your association (state/provincial) advisor
- Find a mentor
- Contact DECA's New Advisor Resource

# ACTION PLAN



## CREATE CONVERSATION

TWEET about one piece of advice you would give another new advisor.

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# WRAP IT UP!

## LET'S TALK ABOUT DECA

Set a goal for integrating a cool idea you learned from this session.

Set the timeframe in which you will reach this goal.

## ADVISOR'S ROLE

Set a goal for integrating a cool idea you learned from this session.

Set the timeframe in which you will reach this goal.

## MANAGING YOUR CHAPTER

Set a goal for integrating a cool idea you learned from this session.

Set the timeframe in which you will reach this goal.

# DECA'S COMPREHENSIVE LEARNING PROGRAM

Set a goal for integrating a cool idea you learned from this session.

Set the timeframe in which you will reach this goal.

# DECA'S COMPETITIVE EVENTS

Set a goal for integrating a cool idea you learned from this session.

Set the timeframe in which you will reach this goal.

# GAINING SUPPORT

Set a goal for integrating a cool idea you learned from this session.

Set the timeframe in which you will reach this goal.



**CREATE  
CONVERSATION**

TWEET your favorite thing about DECA  
[#IAMDECA](#)

# I AM A CHAPTER MEMBER

## CHAPTER CAMPAIGNS

■ [deca.org/page/campaigns](http://deca.org/page/campaigns)

**CELEBRATE DECA  
MONTH IN NOVEMBER**

### MEMBERSHIP CAMPAIGN

Guide your membership efforts by meeting these goals.

DEADLINE



**20**

MORE STUDENTS  
THAN LAST YEAR

**20**

ALUMNI

**20**

PROFESSIONALS

Earn **ACHIEVEMENT LEVEL** by meeting the requirements in any **ONE** of the categories (students, alumni and professionals) of the Membership Campaign and receive a pennant and certificate.

Earn **THRIVE LEVEL** by meeting the requirements in any **TWO** of the categories of the Membership Campaign and receive a pennant, plaque, flag and three allocations to attend the **THRIVE ACADEMY** at ICDC!

### GLOBAL ENTREPRENEURSHIP WEEK CAMPAIGN

Activities must occur during November 17-23, 2014. Chapter must be registered with Global Entrepreneurship Week prior to the week.

**3**

IDEA  
CHALLENGE  
ENTRIES



**3**

SUCCESS STORIES  
OF ALUMNI  
ENTREPRENEURS



**3**

SCHOOL/  
COMMUNITY  
OUTREACH  
ACTIVITIES

Earn **ACHIEVEMENT LEVEL** by meeting the requirements in any **ONE** of the three DECA Month Chapter Campaigns (Global Entrepreneurship Week Campaign, Promotional Campaign, and Community Service Campaign) and receive a pennant and certificate.

Earn **THRIVE LEVEL** by meeting the requirements in any **TWO** of the three DECA Month Chapter Campaigns (Global Entrepreneurship Week Campaign, Promotional Campaign, and Community Service Campaign) and receive a pennant, plaque, flag and three allocations to attend the **THRIVE ACADEMY** at ICDC!

### PROMOTIONAL CAMPAIGN

Conduct these activities from the beginning of your school year through DECA Month.

**3**

SCHOOL  
OUTREACH  
ACTIVITIES



**3**

SUCCESS  
STORIES OF  
ALUMNI



**3**

COMMUNITY  
OUTREACH  
ACTIVITIES

### COMMUNITY SERVICE CAMPAIGN

Conduct community service activities from the beginning of your school year through DECA Month.

**1**

OR MORE  
COMMUNITY  
SERVICE ACTIVITIES



**75%**

OR MORE  
PARTICIPATION  
OF YOUR DECA  
MEMBERS



**1**

FORM OF  
PUBLICITY OR  
PROMOTION



DEADLINE

### ADVOCACY CAMPAIGN

Advocate during Career and Technical Education Month in February.

DEADLINE



**3**

SCHOOL  
OUTREACH  
ACTIVITIES



**3**

PUBLIC  
POLICYMAKERS  
OUTREACH



**3**

COMMUNITY  
OUTREACH  
ACTIVITIES

Meet the requirements in the Advocacy Campaign during February and receive a pennant, special plaque from DECA's Congressional Advisory Board and a letter of recognition sent to your school administrator and government officials.

# **IAM** A NETWORKER

## DECA CONFERENCES

■ [deca.org/conferences/highschool](http://deca.org/conferences/highschool)

### INNOVATIONS AND ENTREPRENEURSHIP CONFERENCE

NOV. 21-23, 2014 | WASHINGTON, D.C.

#### WRLC

NOV. 13-15, 2014  
ANAHEIM

#### POWER

NOV. 21-23, 2014  
WASHINGTON, D.C.

#### CRLC

DEC. 5-7, 2014  
MINNEAPOLIS

### THE NEW YORK EXPERIENCE

DECEMBER 3-7 AND 10-14 | NEW YORK CITY

### SPORTS AND ENTERTAINMENT MARKETING CONFERENCE

FEBRUARY 4-8, 2015 | ORLANDO

### INTERNATIONAL CAREER DEVELOPMENT CONFERENCE

APRIL 25-28, 2015 | ORLANDO



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