CHAPTER OFFICER DUTIES AND STRUCTURE

Advisors	CEO [Advisor]				
DECA Student Leader	President				
President Position Overview	*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.*				

Model Chapter Executive Team	VP of Leadership	VP of Career Development	VP of Marketing	VP of Finance	VP of Hospitality
Position Overview	*Practices the "Emerging Leaders" element of the DECA Mission. Responsible for all non-competitive event career and leadership activities.*	*Practices the "Careers" element of the DECA mission. Responsible for chapter participation, preparation, and performance in Competitive Events*	*Practices the "Marketing" element of the DECA mission. Responsible for initial member recruitment, branding, promotions.*	*Practices the "Finance" element of the DECA Mission. Responsible for chapter budgeting, accounting and fund development efforts.*	*Puts into practice the "Hospitality" element of the DECA Mission. Responsible for connecting members to a welcome, value-filled, fun educational experience.*
Team Structure	Leadership Team	Career Development Team	Marketing Team	Finance Team	Hospitality Team
Sample Project Manager/ Leadership Positions *These could be appointed positions to committees or positions that fit your chapter size, goals and interests.*	• 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	• 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	• 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	• Partnerships Director • Local Advocacy Director • Event Fundraising Director • Member Fundraising Director • School-based Enterprise Director • Budget Director • Accounting Director	• New Member Director • Member Experiences Director • Chapter Meetings Director • Chapter Events Director • Alumni & Professional Member Director • Ambassador Director • DECA Mentor Director

DECA GOALS WORKSHEET

Instructions: The DECA GOALS is a menu template for chapter goal setting. You do not need to set all of these goals! Instead follow these steps:
- Review the list of goals with your Advisor and DECA Executive Team.
- Choose the goals most relevant for your chapter this year by place an "X" next to that menu item
- Once you've selected your chapter's goals, establish a range of success for each of them using these levels as guidance:
  - Duty = Absolute lowest level of success your chapter will accept
  - Exceptional = The real goal you are seeking as a team
  - Champion = Your chapter's "stretch goal" which would place your chapter among the DECA elite
- Once you're done setting the goals, use the "Actual" column to write down your current level of achievement and track your chapter's progress at each DECA Executive Team meeting throughout the year

X	CHAPTER GOALS	DUTY	EXCEPTIONAL	CHAMPION	ACTUAL
X	MEMBERSHIP				
	Student Members				
	Alumni Members				
	Professional Members				
	Total Chapter Members				
X	LEADERSHIP				
	DECA Membership Campaign				
	DECA Advocacy Campaign				
	DECA Promotional Campaign				
	DECA Global Entrepreneurship Week Campaign				
	DECA Community Service Campaign				
	Attendees at DECA Region Leadership Conference				
	Attendees at Career Development Conference				
	Attendees at International Career Development Conference				
	Total Chapter Hours of School/Community Service				
	Funds Raised for School/Community Service				
	Total Number of DECA Scholarship Applications				
	Number of cumulative hours of training for members				
	Total Career / Leadership Training Activities Held in the Chapter				
X	CAREER DEVELOPMENT				
	Number of Idea Challenge Teams				
	Number of Stock Market Game Teams				
	Number of Entrepreneurship Challenge Teams				
	Number of FIDM Challenge Teams				
	Number of Finish Line Challenge Teams				
	Number of Virtual Business Challenge Teams Enterered				
	Number of Finalists at Career Development Conference				
	Number of Top 3 Winners at Career Development Conference				
	Number of Top 3 Winners at District Career Development Conference				
	Number of Finalists at District Career Development Conference				
	Number of Competition Qualifiers to ICDC				
	Number of Mini-Awards/Finalists at ICDC				
	Number of Top Ten Winners at ICDC				

"
It's not about the number of goals you set. DECA success is about the number of goals you go and get!
"

X	CHAPTER GOALS	DUTY	EXCEPTIONAL	CHAMPION	ACTUAL
X	CAREER DEVELOPMENT				
	Number of Top 3 Overall Winners at ICDC				
	Number of Competition Prep Sessions Held				
	Number of Chapter Practice Competition Events Held				
	Number of Performance Indicators Studied				
X	MARKETING				
	Number of Brand New DECA Members Recruited				
	Number of Social Media messages posted				
	Number of Followers on social media				
	Number of contributions to DECA Direct				
	Number of Presentations to School/District Officials				
	Number of Community Outreach Activities				
	Number of Press Releases sent to News Media				
	Number of News Articles Covering Chapter Activities				
	Number of Visitors to Chapter Website				
X	FINANCE				
	Total Funds raised for the chapter				
	Number of Presentations to Prospective Partners				
	Number of Stakeholders Reached through Advocacy Efforts				
	Funds raised from Partners				
	Funds raised from Member Fundraising Activities				
	Funds raised from School/Community				
	Funds raised from School-based Enterprise				
X	HOSPITALITY				
	Number of Chapter Meetings Held				
	Average Attendance at Chapter Meetings				
	Number of Chapter Networking/Social Events Held				
	Number of New Members Oriented				
	Number of Chapter Outings/Excursions/Tours/Trips Held				
	Number of Meetings Participated in Online/Google Hangout/Skype				
	Number of Alumni/Professional Member Connections Made				

DECA EPIC PROJECTS BREAK IT DOWN

PROJECT PHASE	KEY QUESTIONS FOR LEADERS
PROJECT INITIATION – [WHAT ARE WE DOING?] Identify which element(s) of DECA's mission the project will advance. If you're team has aligned officer positions with DECA's mission, you will easily be able to identify the officers who should be project leaders. Great project identify a deadline for completion as well as a start line to begin. Identify members or teams who will be involved and impacted. EPIC DECA projects involve seeing the vision of what could be in advance and identifying key goals (refer to the DECA Goals Dashboard) that will be attained and who will own the project.	• Who owns this project? • When do we start? • When is it over? • What do we believe is possible? • When do we finish? • What action steps are required? • Why is this important to DECA? • Who needs to be involved in the approval process?
EVALUATION [BEGIN WITH THE END IN MIND] Evaluation is where ideas turn from concepts to projects. Once a project idea is approved, define what success looks like. DECA leaders look out into the future, identify what they are trying to achieve and describe the performance measures. Once the project is completed, leaders LOOK at the project process and actual results. Evaluating projects before and after while observing and seeking learning opportunities differentiates DECA officers from other student leaders.	• What does success look like if this project is properly executed? • What did you observe while the project was underway? • What would you repeat and/or fix in the future? • Did we hit the mark? • Who do we share with? When?
PLANNING [SEE THE FUTURE IN DETAIL] EPIC DECA Projects are dreams with doables and deadlines. A Bull Survey reports that 39% of failed projects were due to lack of planning. Defining the customer and what they consider value is vital in planning. Determining the project leader and securing expertise and experience are key ingredients. Projects require leadership, training, resources, and approvals/support to be epic. Identifying obstacles and scheduling conflicts is key.	• Who is the customer? • What do customers value? • Who needs to buy in and support this project? • Who is involved and how do we coordinate? • What training is necessary? • Who needs to approve this project? • What budget and resources are necessary?
IMPLEMENTATION [3..2..1...LAUNCH!] Work work work until all your work is done! Delegation, training, and monitoring is happening. Setup and logistics are underway. Stakeholder involvement and/or updates are occurring. Backup plans, alternative action, or adjustments may be necessary. Regular reports share project status, modifications, and forecasts. Underestimation of project complexity is a factor in 35% of project shortfalls according to IBM. Managing implementation closely is the key job of EPIC DECA leaders!	• When and what will you report to whom? • What support do team members need? • How are you monitoring and following up? • What adjustments are necessary? • Who is the backup? • Who are we apprenticing to lead next time? • Are we on track?
COMMUNICATION [BRINGING TOGETHER] The root word of communication is "commune" meaning "bring together." The leading cause of failed projects is poor communication. According to a Bull study, 57% projects fail to bring people together to turn potential into reality. EPIC DECA leaders are skilled at selecting the right message (refer to Crazy 8 Communication). They are organized and disciplined to deliver key messages at the right time, to the right people, using the right medium (e.g. presentation, letter, visit, proposal, social media, etc.).	• Who do we notify and invite? • What's the best communication medium? • Who can craft messages people care about? • Who do we engage? • What's the media angle?

EPIC DECA PROJECT PLANNING WORKSHEET

PROJECT INITIATION

Project Name		Start Line	
DECA Mission Area		Deadline	
DECA Goal(s)		Approver	

Vision	Project Leader(s)

Action Items		Due	Leader	Backup/Apprentice
EVALUATION				
PLANNING				
IMPLEMENTATION				
COMMUNICATION				

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