

# THIS IS HOW we do DECA



DECA Advisor Hub  
deca.org/advisors

## EMERGING LEADERS AND ENTREPRENEURS

IN MARKETING, FINANCE, HOSPITALITY AND MANAGEMENT

### GET STARTED WITH DECA

- 1 Let's Talk About DECA**

Familiarize yourself with everything DECA by reviewing "This Is How We Do DECA," the ultimate DECA guidebook.
- 2 Get Connected**

Connect with your association advisor for information specific to your association.
- 3 Understand Advisor Roles + Responsibilities**

Learn about some roles and responsibilities that are special to DECA and how you can make the most impact as a DECA advisor.
- 4 Recruit Members**

DECA members are the key to DECA chapters. Additionally, use DECA's Chapter Campaigns to guide your chapter's member recruitment activities.
- 5 Submit Your Roster**

Make your chapter members official by putting them in DECA's online membership system and submitting their dues.
- 6 Select Student Leadership Team**

Structure, select and train your student officers to help guide your chapter's members.
- 7 Develop a Program of Leadership**

Design your chapter's program of leadership to bring together your leadership team, DECA goals and action items for the school year.
- 8 Implement Your Program of Leadership**

Take action on your chapter's program of leadership to engage your members and achieve your yearly goals through meetings and activities.
- 9 Integrate Competitive Events into the Classroom**

Develop a framework to use DECA's Competitive Events Program in your classroom while also preparing your members for competition.
- 10 Attend Educational Conferences**

Extend learning beyond the classroom by registering your members to participate in DECA's educational conferences at all levels. Check with your association advisor for local and association opportunities.

### MONTH-BY-MONTH CHECKLIST

The following calendar serves as a guideline of suggested activities for each month. Consult your association's calendar for additional dates and deadlines that impact your chapter.

#### JULY

- ❑ Develop your strategic plan, DECA calendar and budget.
- ❑ Examine the DECA Guide and new offerings from Shop DECA.
- ❑ Participate in Professional Learning Series activities.
- ❑ Put chapter activity and conference dates on your school calendar and begin to request permission to attend.
- ❑ Review DECA programs and determine how you can incorporate them into your classroom instruction.

#### AUGUST

- ❑ Connect or reconnect with local DECA leaders, your association advisor and new advisors.
- ❑ Introduce DECA to your students.
- ❑ Meet with the chapter leadership team to develop the annual program of leadership.
- ❑ Verify your information in the online membership system.

#### SEPTEMBER

- ❑ Begin chapter campaigns, show the membership video and recruit student, alumni and professional members.
- ❑ Introduce DECA's Competitive Events Program to your members and begin work on written events.
- ❑ Log in to the online membership system and submit members' names.
- ❑ Participate in DECA's online events and activities.
- ❑ Plan participation in DECA's Promotional Campaign.
- ❑ Register to attend DECA conferences.

#### OCTOBER

- ❑ Continue working on your program of leadership goals.
- ❑ Ask your association advisor about the competitive events process and how to qualify to attend your association career development conference.
- ❑ Plan participation in DECA's Community Service Campaign.

#### NOVEMBER

- ❑ Celebrate DECA Month.
- ❑ Attend DECA's educational or regional conferences.
- ❑ Continue training and practice for competitive events.
- ❑ Participate in DECA's Global Entrepreneurship Week Campaign.

#### DECEMBER

- ❑ Begin working with your members to gather information to complete scholarship applications.
- ❑ Conduct a mid-year evaluation of your chapter's progress.
- ❑ Plan and execute a chapter social activity.
- ❑ Touch base with your association advisor to determine registration procedures for your association's career development conference.

#### JANUARY

- ❑ Ask business professionals to help your members prepare for competitive events.
- ❑ Log in to the online membership system and submit members' names by your association's deadline.
- ❑ Make plans to attend your association's career development conference.
- ❑ Participate in DECA's online events and activities.
- ❑ Polish and submit student scholarship applications.
- ❑ Recruit members who have joined your class during the second semester.
- ❑ Submit DECA Emerging Leader Honor Award applications.

#### FEBRUARY

- ❑ Celebrate Career and Technical Education Month.
- ❑ Participate in DECA's Advocacy Campaign.
- ❑ Promote DECA for next year's class registration.
- ❑ Verify that all DECA members are on a paid roster.

#### MARCH

- ❑ Make plans now to attend advisor professional learning activities in the summer by submitting requests, securing funding and applying for scholarships.
- ❑ Continue preparing to attend DECA's International Career Development Conference by arranging travel, raising funds and ensuring competitors have official DECA blazers.

#### APRIL

- ❑ Attend DECA's International Career Development Conference, including the Advisor Professional Learning Series.
- ❑ Celebrate success from ICDC.
- ❑ Thank sponsors and mentors for their contributions to your members who attended ICDC.

#### MAY

- ❑ Conduct an annual evaluation of your DECA chapter with your chapter leadership team.
- ❑ Encourage graduating DECA members to explore Collegiate DECA.
- ❑ Recognize business and community partners.
- ❑ Recognize members' contributions and achievements.
- ❑ Download DECA transcripts for ICDC competitors.
- ❑ Select new chapter leadership team members.

#### JUNE

- ❑ Schedule a meeting with your outgoing and incoming chapter leadership teams for a training and transition session.
- ❑ Send an end-of-year report and pride points to faculty, counselors, administrators and business partners.
- ❑ Train new chapter leadership team members.



New Advisor Resource Center  
deca.org/newadvisors



Competitive Events  
deca.org/compete



Online Membership  
deca.org/register



DECA Direct Online  
decadirect.org



Chapter Campaigns  
deca.org/campaigns



DECA Brand Guidelines  
deca.org/brand



Chapter Strategy  
deca.org/elevate



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