

Aligning DECA with the Curriculum

Up to this point you have been given information relevant to the purpose, organization, and management of DECA. Hopefully, you have been sold on the value of integrating this valuable tool into your curriculum. All that remains is to tell you how to begin this process of integration. To assist in getting started, a sample outline for a DECA instructional unit has been provided and will help in planning a comprehensive plan for integrating DECA into your marketing and cooperative education curriculum.

A listing of DECA activities and the instructional areas they are related to is included. It is recommended that you review the Missouri Curriculum in order to identify the specific competencies that can be addressed using DECA as an instructional tool.

Please keep in mind that the activities of a vocational student organization should be student-centered and student-directed. The activities will be most useful and beneficial if they are implemented by the members themselves.

Sample Instructional Outline

In order for students to maximize the value of their involvement in a DECA program of activities, it is important that they understand DECA's history, purpose, organization, and activities. The following instructional outline will assist advisors in planning DECA activities that correlate with instructional units throughout the year.

Integrating DECA Into the Curriculum – DECA Instructional Unit Outline

- I. DECA Knowledge/Orientation
 - A. National DECA
 - B. Missouri DECA
 - C. Local DECA

- II. Chapter Officers/Management Team
 - A. Characteristics of Effective Leaders
 - B. Election Procedures/Requirements
 - C. Roles/Responsibilities of Officers
 - D. Committee Structure

- III. Chapter Meetings
 - A. Parliamentary Procedure
 - B. Meeting Format and Agendas
 - C. Responsibilities of Officers, Members, and Committees

- IV. Program of Activities
 - A. Purpose/Importance
 - B. Guidelines for Developing P.O.A.
 - C. Developing the Chapter Budget
 - D. Evaluation of Activities

- V. Membership Initiation/Officer Installation
 - A. Purpose/Importance
 - B. Guide for a Chapter Installation
 - C. Format for Member Initiation

- VI. Leadership Training and Development
 - A. Chapter Activities
 - B. State Activities/Conferences
 - C. National Activities/Conferences

- VII. Competency-Based Competitive Events
 - A. Purpose/Importance
 - B. Series Events
 - C. Written Events
 - D. Chapter Events
 - E. Participating Events

- VIII. Sales Projects
 - A. Purpose/Importance
 - B. State-Approved Sales Project Guidelines
 - C. Special Activities Guidelines

- IX. Social Development Activities
 - A. Purpose/Importance
 - B. Activities Guidelines for Developing Social Etiquette

- X. Civic Consciousness Activities
 - A. Purpose/Importance
 - B. Activities Guidelines

- XI. Public Relations Activities
 - A. Purpose/Importance
 - B. DECA Dimensions Articles
 - C. Writing News Releases
 - D. National DECA Week
 - E. Membership Recruitment
 - F. Employer Appreciation Events

- XII. Vocational Understanding Activities
 - A. Purpose/Importance
 - B. Activities Guidelines

Activity**Related Instructional Areas**

Membership Recruitment

Leadership, Communications, Human Relations, Management

Chapter Officers/Management Team

Leadership, Communications, Human Relations, Advertising/Promotion

Chapter Meetings

Leadership, Communications, Human Relations, Management

Fundraising

Selling, Communications, Human Relations

Program of Activities

Management, Leadership, Communications, Human Relations

Leadership and Career Development

Leadership, Human Relations, Communications

Membership Initiation/Officer Installation

Leadership, Management, Communications, Human Relations

Civic Consciousness

Human Relations, Communications, Economics, Marketing, Advertising/Promotion

Employer Orientation

Leadership, Management, Communications, Human Relations, Promotion

Employer Appreciation

Leadership, Promotion/Public Relations, Human Relations, Communications, Management

National DECA Week

Advertising/Promotion, Human Relations, Communications, Management