

Managing the Chapter

Making the decision to form a DECA chapter is critical. Just as critical is the commitment that you make to manage your new organization. The Management process will involve several ongoing activities, promoting the organization, and evaluating the year's activities.

Chapter Officers

Effective student leadership is essential to the success of your DECA chapter. If an organization is to grow, both the advisor and the members should recognize the importance of choosing officers who can handle their responsibilities effectively. It is important to avoid an election process that resembles a popularity contest in which officers are elected with little or no consideration given to leadership characteristics. As an advisor, how can you lay the groundwork for the wise selection of officers while providing students with the opportunity to participate in a democratic process?

Take time in class to study and discuss characteristics of leadership and how these can be developed. Have students study and discuss the qualifications and specific responsibilities of the various offices recommended.

The actual election of officers should take place at a regularly scheduled meeting. Each member should be made aware of his/her responsibility to vote in a serious manner.

Program of Activities

Planning a program of activities is a vital step in the successful operation of a DECA chapter. Written in outline form, the program of activities should represent the combined thinking of a majority of the members and should be clearly stated and understood by the members. For assistance in developing your chapter's program of activities, you can refer to the sample calendar of activities in this handbook. In general, you will find that chapter activities and projects may be classified into five areas: professional, financial, civic, service, and social. Examples of activities that fall into each category are as follows:

Professional: To gain a deeper understanding of the field of marketing and management. Professional activities would include inviting outside speakers to chapter meetings; taking field trips to reinforce marketing concepts taught in the classroom; participating in business-sponsored internships; participating in marketing research projects; and participating in district, state, or national DECA conferences.

Financial: To support other chapter activities, such as field trips; donations to service organizations; employer/employee appreciation banquets; and travel and/or lodging to the district, state, or national DECA conferences.

Civic: To become involved in the student organization's civic responsibilities to the school and the community. Civic activities might include presentations to civic groups, assisting with community education projects, etc.

Service: To participate in projects intended to benefit the school, community or the country. Service activities might include donating time or money to recognized, approved, local, state or national service organizations or participating in school and community projects.

Social: To build social skills through participation in social and public relations-based activities. These might include DECA-sponsored school assemblies, newspaper articles, television appearances and radio interviews, employer/employee appreciation banquets, open houses, parent appreciation gatherings, etc.

Some of the steps that chapters may utilize in preparing a program of activities include:

- Review as a total chapter the goals and objectives of your organization.
- Brainstorm a list of possible activities for each objective area. Decide on two or three activities that will definitely be included.
- Select a program of activities committee with sub-committees for each objective area. It should be the duty of this committee to study the suggestions already offered and set up a tentative program of activities, including the goals, objectives, activities, time-line, responsibility, cost, and evaluation procedures.
- Have the committees report back to the chapter.
- Put the total program of activities into writing.
- Secure the members' acceptance of the program by adopting the program in a regularly scheduled meeting.
- Present the program of activities to the proper school authorities and make any changes that may be necessary to secure approval.
- Appoint permanent committees to be responsible for each major activity, assign duties to the members, and get to work!

Sample Calendar of DECA Chapter Activities

September

- DECA Orientation
- Screening and Nominating Committee interviews of candidates
- Meet the Candidates Night (social for candidates to meet delegates)
- Election of New Officers
- Officer and Membership Installation Dinner (new officers, members, parents, administrators, etc.)
- DECA Open House – Initiate a DECA Boosters Organization
- Fundraising Project

October

- Promotion of National DECA Week
- Leadership Training for Local Officers
- DECA Yard Sale
- State Officer Election and Leadership Conference (send candidates and voting delegates)
- News Release (publicity)
- DECA Update Luncheon for Counselors
- State Officer Training Conference
- DECA Chapter Advisory Committee (assist with written and chapter competitive events)

November

- Marketing Field Trip
- Members speak to a civic or trade organization
- Thanksgiving project for low-income families

December

- Central Region Leadership Conference
- DECA Christmas store
- News Release
- DECA Christmas toy drive
- DECA Christmas party

January

- “Ask Me About Marketing Education” Day
- Inventory for a Local Department Store
- Refreshment Sales at a School Function
- News Release

February

- District Career Development Conference

Entrepreneurship Day (shadowing of area entrepreneurs)
News Release
Business Forum (panel of business experts discussing marketing/management issues)
Valentine's Day Sucker and Message sale

March

Presentation to a local civic group
Mall Takeover Day (shadowing at the retail management level)
State Career Development Conference
News Release

April

Community or school beautification project
Career seminar
National Career Development Conference
Chapter picnic

May

Employer Appreciation Banquet
Plan Alumni Activities
Evaluation of Year's Activities
Senior Roast (social activity to recognize graduating members)