

# Vision 2012

*Serving 250,000 high school and college members and advisors with high quality, innovative programs in marketing, management, hospitality and finance.*

## **Strategic Plan Summary**

The Vision 2012 Strategic Plan was developed in a year-long process led by Robert Brendt and Associates. The process included input from each of DECA's constituent groups including state association leaders, the National Advisory Board, teachers and DECA Inc. staff. A detailed implementation plan for each of the following strategies will be implemented during the next three years.

### **I. Build Organization Capacity Through Research**

- A. Implement a data collection program of 125,000 students and advisors at all state and national conferences.
- B. Organize and implement research activities to measure the impact of DECA on student success.
- C. Benchmark programs and services against leading student organizations.
- D. Initiate research projects to examine the needs and motivations of new advisors in order to assist in tailoring programs, services and outreach to involve these advisors more productively.
- E. Identify the tasks of chapter and state advisors and the skills needed to complete these tasks as the initial step in developing a professional development program for both groups.
- F. Develop a method to measure the impact of investments in DECA by business partners.
- G. Align DECA's message and brand to reflect the expanded programming and appeal to all constituent groups.

### **II. Build College Division Programs**

- A. Develop virtual chapters to promote expansion of individual membership on college campuses without a chapter.
- B. Expand institutional membership by emphasizing the value of fielding competitive teams in different majors.
- C. Seek partnerships with other student organizations for joint conferences or membership.
- D. Create on-line employment support programming that provides on-line resources for individual members and chapter members.

### **III. Build High School Division Programs**

- A. Build significant enrollment at the 9<sup>th</sup> and 10<sup>th</sup> grade levels leveraging the new national curriculum standards and the reorganization of high schools around career clusters.
- B. Develop support/promotional programs and material to build membership through chapter expansion and new chapter development.
- C. Add two new career specialty conferences focusing on entrepreneurship and sports & entertainment marketing.
- D. Implement a comprehensive competitive events program for the Marketing, Management, Hospitality and Finance Career Clusters.

### **IV. Build Professional Development Program**

- A. Train 500 college advisors.
- B. Train 3,000 high school advisors.
- C. Provide professional development experiences for state advisors and leaders.

### **V. Build Business/Education Partnerships**

- A. Organize and support business partners around employment opportunities, colleges, chapter vendors and service providers.
- B. Develop strategies to apply for and administer grants.
- C. Expand involvement with industry trade associations and their member companies.

### **VI. Build Management, Staff Development & Governance Capacity**

- A. Improve and sustain staff development.
- B. Enhance governance and its organizational impact.
- C. Sustain sound fiscal, administrative, and operational policies and practices.