



EFFECTIVENESS + EFFICIENCY CHECKLIST

SAM CONFERENCE | AUGUST 12-14, 2010

Name: _____

The effectiveness and efficiency checklist is designed to help association managers record the great ideas and action steps they should take that invariably come up during seminars and networking but are somehow lost after the conference.

The 2010 DECA State Association Management Conference has been designed around three themes, your division meeting and a best practices session that are critical to a successful DECA year. The checklist allows you to record your ideas in real time and then use it as a guide after the conference is completed.

FALL CONFERENCE PREVIEW

GOAL: Promote the fall conference experience to DECA chapter advisors and members.

ACTION STEPS	ITEMS ALREADY DONE	TO DO
Link to the conference promotional video.		
Update state/provincial website with key information.		
Distribute registration packet to chapter advisors and invite them to attend via e-mail.		

DIVISION MEETING

GOAL: Communicate updates and important information to local chapter advisors.

ACTION STEPS	ITEMS ALREADY DONE	TO DO
Engage national officers in state/provincial activities.		
Link to DECA's Facebook, Twitter, YouTube and LinkedIn pages.		
Link to DECA's conferences from state/provincial websites.		
Update chapter membership records. Work to reactive chapters and maintain struggling chapters.		
Develop membership campaign within your state/province.		
Communicate new advisors and new chapters to DECA for outreach, support and materials.		
Engage state/provincial officers in a membership building strategy.		
Register as a Global Entrepreneurship Week/USA partner.		
Link to www.gewusa.org		
Communicate benefits of participation on Global Entrepreneurship Week/USA to chapter advisors.		

DECA'S BRAND ESSENCE

GOAL: Develop a state/provincial communications plan to leverage DECA's new brand and build strong chapters and programs.

ACTION STEPS	ITEMS ALREADY DONE	TO DO
Update key messages in state/provincial documents with new logo, mission statement and guiding principles.		
Communicate new brand to key stakeholders (advisors, officers, business partners, administrators, counselors).		
Download letterhead and powerpoint templates from DECA website.		
Participate in DECA's group purchase of business cards and display materials.		
Select promotional cards to assist in promoting your state/provincial association.		
Update state/provincial website with links to key pages on DECA Inc. website.		
Develop strategy to recruit new chapters.		
Interact with other division (HS or collegiate) in your state/province to develop a win-win strategy for partnering.		
Collaborate with key state/provincial education leaders for update on education initiatives.		
Communicate DECA's alignment with Programs of Study to key stakeholders (advisors, state administrators, counselors).		
Contact DECA Images to outfit your state officer team.		
Purchase conference materials from DECA Images.		
Contact DECA Images about participating in the state/province conference display kit program		

USING DATA TO INCREASE ACHIEVEMENT

GOAL: Develop strategies for using data to increase student achievement and promote the impact of DECA.

ACTION STEPS	ITEMS ALREADY DONE	TO DO
Log on to NRCCUA's Dashboard to generate reports for your state/province.		
Use Dashboard reports to promote your association with teachers, administrators and business partners.		
Link DECA's website on competitive events to your state/province page.		
Link DECA's website online challenges to your state/province page.		
Work with DECA Inc. staff to develop, implement and offer state/provincial transcripts.		

ASSOCIATION MANAGEMENT

GOAL: Utilize tools and resources to improve the management of your association.

ACTION STEPS	ITEMS ALREADY DONE	TO DO
Complete state/provincial advisor survey.		
Encourage chapter advisors to complete chapter advisor survey.		
Provide input to electronic professional development by completing the webinar survey.		
Review policies and procedures for traveling with students in state/province and make sure they are adequate.		
Communicate the ease of the new online membership registration.		
Update the registration link on state/province website: http://www.decaregistration.com/hs http://www.decaregistration.com/collegiate		
Refer to SAM thumb drive for chapter ID information.		

