

DECA Recruitment 101

Recruiting Marketing students can be a fun and interesting project. The best way to introduce and recruit fellow students to DECA is through effective advertisements at your high school.

Below are some activities to do with your local high school to educate and inform students about their Marketing Education Program and DECA.

- Create a bulletin board to post in your high school to promote DECA. List the benefits of the program and indicate how to join DECA by enrolling in Marketing Education. Display pictures of students competing in DECA events along with the fun activities held at DECA conferences. These will be sure to get a student's attention and should help increase membership.
- Make announcements to the student body over the PA system to promote DECA. Announcements should be energetic and interesting. Below is an example of an announcement for students to inform them of DECA.
 - *"Do you want to start your own business? Are you interested in becoming a sports agent or fashion designer? If so, the Marketing Education Department has classes that will help you learn more about the career you wish to pursue. With these classes, you can join a student organization within the school known as DECA. In DECA, you can meet and network with business professionals and other students who wish to pursue marketing and management careers. DECA conferences are held throughout the year where students can network with other students (and DECA members) who attend schools throughout the country. Conferences are held in exciting cities such as Orlando, Florida; Anaheim, California; and New York City. If this sounds like an organization you would be interested in becoming a member, sign up for Marketing Education and join DECA. To learn more about Marketing Education and DECA, a meeting will be held on September 1, 2003 at 3:30 in Room 551. "*

When students attend a DECA meeting, make sure the meeting is interesting to convey the excitement students will have by becoming a DECA member and when attending DECA conferences. Have former members and State Officers present their experiences in DECA. Also mention the State's FLC, the National Regional Conference, and the State Career Development Conference. As an added bonus, students always appreciate seeing refreshments at a DECA meeting!

Another great method in recruiting students to Marketing Education (and DECA) is through their middle school. Before students register for classes in high school for the upcoming year, hold activities at middle schools to inform students of Marketing Education programs that are available to them, as well as DECA. During "Parent's Night," educate parents by showing a DECA promotional video showing parents the educational experiences and exciting things that are available through Marketing Education programs and DECA.

Other activities to promote DECA at middle schools might be:

- DECA dances for middle school students
- Volleyball games for potential DECA members

To further create interest for parents and students, after a DECA conference has been held, or a DECA chapter participates in a community project, send a press release to their local newspaper. Parents and students will see the various activities a DECA chapter participates in and will want to become part of it in the future.

Encourage alumni and local business partners to participate in civic consciousness activities. Local businesses can be recruited to provide co-op opportunities and jobs for DECA members.