

Employment Partnership Opportunities

One of DECA's most successful tools for creating local linkages is the Employment Partnership Program. The components of this program combine the promotion of your company and/or products to young people and assist with recruitment of DECA members for appropriate jobs within your organization. Each component of the program serves to reinforce both concepts while building strong, effective, local partnerships between your local store managers and DECA chapter advisors.

The Employment Partnership will be introduced by sending a brochure, along with a letter, directly to local DECA advisors and your local store managers encouraging them to work together.

The program will include two brochures prepared by DECA and your company staff. The first, targeted at local DECA advisors, will introduce your company and will be sent to every local DECA chapter advisor, along with a cover letter from DECA's executive director supporting the partnership. The letter would direct the DECA advisors to go to your company's Web site to find their local manager(s) for linking locally.

A second brochure, targeted at your store managers, will introduce DECA and describe how to build a relationship with local DECA advisors. This brochure would be submitted to your company in a PDF format so the corporate office can email it to the managers, along with a cover letter from one of your company executives supporting the partnership. DECA would provide our mailing list to the company so your store managers could use it for connecting locally.

To reinforce their partnership, both DECA and your organization will seek other opportunities to increase interaction between local DECA advisors and your store managers. In addition to what is outlined above, DECA staff will:

1. Assist your staff in developing a seminar or workshop training package for your store manager(s) that focuses on building a relationship with their local DECA chapter advisors.
2. Assist with preparing an article profiling DECA for inclusion in your company's internal publications.
3. Assist your staff in developing articles profiling your company for *dimensions*, DECA's membership publication.

If your company would like to connect with over 185,000 career minded, high school and college students who already have marketing skills, contact DECA about developing an Employment Partnership.