

Team 63 Program of Work

The following is the general outline for the Program of Work of the 2008 – 2009 DECA National Officer Team. Team 63's detailed plan includes specific tactics and deadlines for each strategy.

- **Membership Development Goal:** The future of DECA relies on our ability to increase membership in existing chapters and recruit new chapters. Our goal is to increase membership by three percent, to ensure the continued success of the organization.
 - **Strategy 1:** Format our Dimensions articles, keynotes, and workshops to always incorporate the importance of membership development into the messages we deliver. The idea is that the more the importance of growth for the organization is emphasized, the more it will become part of the culture.
 - **Strategy 2:** Prepare an informative packet that includes the benefits of DECA and tips for recruiting new members to be displayed on the National Officer Tool Kit section of the DECA Web site and sent to state/provincial advisors and officers. State/provincial officers will be encouraged to use this packet as part of their monthly communications with chapter officers in a monthly newsletter or developed as a workshop.
 - **Strategy 3:** Develop the “Adopt-a-Chapter” program, which will encourage local chapters to become involved on a large scale by promoting the founding of new chapters, mentoring the first year of a new chapter, and the revitalizing inactive chapters. This program will give chapters the promotional tools needed to make informative presentations at neighboring schools.
 - **Strategy 4:** Promote a renaissance of the Alumni Division by marketing the benefits of being an alumni member.
- **Communication Goal:** Productive forms of communication promote a unified and efficient DECA. Our goal is to improve communication between the national and state/provincial officers and inspire communication among officer teams.
 - **Strategy 1:** Prepare a state/provincial officer directory that includes all volunteered contact information to be sent to state/provincial advisors and officers. The directories will list “best practices” of each team in order to provoke officers to communicate with each other to get advice.

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- Strategy 2: Provide monthly communication through surveys and updates to state/provincial officers by their respective regional officer.
- **National Officer Alumni Goal:** Past National Officers of DECA and Delta Epsilon Chi are an important resource for the experience they can bring to DECA members and programs; it would be a shame to lose touch with those who can contribute so much. Our goal is to create a venue for two-way communication with former national officers so that they are in touch with DECA events and we can use their expertise and experience when needed.
 - Strategy 1: Use the Facebook “HBO” site as a starting point to gather contact information about former national officers.
 - Strategy 2: Work with the Delta Epsilon Chi National Officers to make this a joint project involving past officers from both divisions.