



DECA CHAPTER STRATEGY

DECA
**EMERGING
LEADER**
SERIES



DECA CHAPTER STRATEGY

Strategy is essential to any successful enterprise and entrepreneurial leader. How people, ideas and resources come together to achieve results for stakeholders is the key job of the DECA executive leader. Understanding the core elements of a successful DECA Chapter Strategy is the first step toward realizing the full potential of your chapter. And, the first step of strategy is understanding and believing in the importance of the mission.

strat-e-gy

[stráttejee]

definition:

planning in

any field: a

carefully devised plan of action to achieve a goal, or the art of developing or carrying out such a plan



DECA CHAPTER STRATEGY

definition: The masterful alignment of fantastic advisors and talented emerging leaders who enthusiastically bring together the right people at the right time with the right resources to achieve awesome results!

ARRANGEMENT

Individual DECA GOALS are grouped and arranged according to the DECA mission. This arrangement allows for a double impact alignment—goals set according to each DECA Mission area which in turn is aligned with DECA officer positions. This double impact alignment ensures goals are set which address the whole DECA mission with a clear identification of which executive team officer position and directors will be responsible for the goal.

DECA GOALS DEFINED

D _____

E _____

C _____

A _____

In DECA, the naming of our goal ranges reflect our name and brand. DECA GOALS stands for Duty, Exceptional, Champion, Actual.

The first level baseline expectation for a goal is called the **“Duty”** goal—think of this as the minimal acceptable and relatively easy level of success for your chapter.

The next progressive level is called the **“Exceptional”** goal. Think of this as the goal that could be achieved if your chapter is really organized, committed, and well trained.

The high end of the goal range is called the **“Champion”** level goal. Think of this goal level as “best in class.” The Champion level is where DECA’s best chapters in the world operate relative to your chapters size, setting, and situation. The champion level DECA GOAL is achievable, but it will take extraordinary leadership to get there.

The final element of DECA GOALS is the **“Actual”** level. This is where your chapter currently stands toward pursuing your greater goals. The Actual level should be updated and reported frequently so officers and members know where you are at relative to your stated DECA GOALS.

DECA GOALS WORKSHEET

Instructions: The DECA GOALS is a menu template for chapter goal setting. You do not need to set all of these goals! Instead follow these steps:

- Review the list of goals with your Advisor and DECA Executive Team.
- Choose the goals most relevant for your chapter this year by placing an “X” next to that menu item.
- Once you’ve selected your chapter’s goals, establish a range of success for each of them using these levels as guidance:
 - Duty = Absolute lowest level of success your chapter will accept.
 - Exceptional = The real goal you are seeking as a team.
 - Champion = Your chapter’s “stretch goal” which would place your chapter among the DECA elite.
- Once you’re done setting the goals, use the “Actual” column to write down your current level of achievement and track your chapter’s progress at each DECA Executive Team meeting throughout the year.

DECA CHAPTER GOALS	DUTY	EXCEPTIONAL	CHAMPION	ACTUAL
MEMBERSHIP				
Student Members				
Advisor Members				
Professional Members				
Total Chapter Members				
LEADERSHIP				
DECA Membership Campaign				
DECA Advocacy Campaign				
DECA Promotional Campaign				
DECA Global Entrepreneurial Week Campaign				
DECA Community Service Campaign				
Attendance at DECA Region Leadership Conference				
Attendance at Career Development Conference				
Attendance at International Career Development Conference				
Total Chapter Hours of School/Community Service				
Funds Raised for School/Community Service				
Total Number of DECA Scholarships Awarded				
Number of cumulative hours of training for members				
State Career / Leadership Training Activities Held in the Chapter				
CAREER DEVELOPMENT				
Number of Area Challenge Teams				
Number of Stock Market Game Teams				
Number of Entrepreneurship Challenge Teams				
Number of FDM Challenge Teams				
Number of Excel-It Challenge Teams				
Number of Virtual Business Challenge Teams Entered				
Number of Events at Career Development Conference				
Number of Top 5 Winners at Career Development Conference				
Number of Top 5 Winners at District Career Development Conference				
Number of Enklers at District Career Development Conference				
Number of Competition Qualifiers to ICDC				
Number of Pre-Award Events at ICDC				
Number of Top Ten Winners at ICDC				



DECA GOALS

We all have big dreams of what we want to achieve in our lives and in our DECA chapters. Setting measurable goals helps bring definition to those dreams. This definition allows you to better explain what you want to accomplish, coordinate your team efforts, track your progress, inspire your team members, and continue refining your action plans to increase chances of success.

GOAL SETTING RANGE

DECA GOALS reflect a corporate style of goal setting. Corporate goal setting assigns a goal range or “targets” that everyone is striving to achieve. Setting ranges of success for goals helps define the “base line” expectation as well as the next progressive levels of success the chapter is aiming to achieve. Goals are like a map on your chapter’s success journey. They tell you where you are currently, define your ultimate destination, and show your milestones or rest stops along the way.



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- Once you’re done setting the goals, use the “Actual” column to write down your current level of achievement and track your chapter’s progress at each DECA Executive Team meeting throughout the year

X	CHAPTER GOALS	DUTY	EXCEPTIONAL	CHAMPION	ACTUAL
X	MEMBERSHIP				
	Student Members				
	Alumni Members				
	Professional Members				
	Total Chapter Members				
X	LEADERSHIP				
	DECA Membership Campaign				
	DECA Advocacy Campaign				
	DECA Promotional Campaign				
	DECA Global Entrepreneurship Week Campaign				
	DECA Community Service Campaign				
	Attendees at DECA Region Leadership Conference				
	Attendees at Career Development Conference				
	Attendees at International Career Development Conference				
	Total Chapter Hours of School/Community Service				
	Funds Raised for School/Community Service				
	Total Number of DECA Scholarship Applications				
	Number of cumulative hours of training for members				
	Total Career / Leadership Training Activities Held in the Chapter				
X	CAREER DEVELOPMENT				
	Number of Idea Challenge Teams				
	Number of Stock Market Game Teams				
	Number of Entrepreneurship Challenge Teams				
	Number of FIDM Challenge Teams				
	Number of Finish Line Challenge Teams				
	Number of Virtual Business Challenge Teams Entered				
	Number of Finalists at Career Development Conference				
	Number of Top 3 Winners at Career Development Conference				
	Number of Top 3 Winners at District Career Development Conference				
	Number of Finalists at District Career Development Conference				
	Number of Competition Qualifiers to ICDC				
	Number of Mini-Awards/Finalists at ICDC				
	Number of Top Ten Winners at ICDC				

It's not about the number of goals you set. DECA success is about the number of goals you go and get!



X	CHAPTER GOALS	DUTY	EXCEPTIONAL	CHAMPION	ACTUAL
X	CAREER DEVELOPMENT				
	Number of Top 3 Overall Winners at ICDC				
	Number of Competition Prep Sessions Held				
	Number of Chapter Practice Competition Events Held				
	Number of Performance Indicators Studied				
X	MARKETING				
	Number of Brand New DECA Members Recruited				
	Number of Social Media messages posted				
	Number of Followers on social media				
	Number of contributions to DECA Direct				
	Number of Presentations to School/District Officials				
	Number of Community Outreach Activities				
	Number of Press Releases sent to News Media				
	Number of News Articles Covering Chapter Activities				
	Number of Visitors to Chapter Website				
X	FINANCE				
	Total Funds raised for the chapter				
	Number of Presentations to Prospective Partners				
	Number of Stakeholders Reached through Advocacy Efforts				
	Funds raised from Partners				
	Funds raised from Member Fundraising Activities				
	Funds raised from School/Community				
	Funds raised from School-based Enterprise				
X	HOSPITALITY				
	Number of Chapter Meetings Held				
	Average Attendance at Chapter Meetings				
	Number of Chapter Networking/Social Events Held				
	Number of New Members Oriented				
	Number of Chapter Outings/Excursions/Tours/Trips Held				
	Number of Meetings Participated in Online/Google Hangout/Skype				
	Number of Alumni/Professional Member Connections Made				

ELEMENT	DEFINITION
DECA MISSION AREA	The core goal areas begin with your DECA mission and positions : _____, Career Development, _____, Finance, and _____.
GOAL VISION STATEMENT	What does success “look like” for each Goal Area? See the _____ first!
EXECUTIVE TEAM LEAD(S)	Who is the team member in charge of this goal? Begins with your _____ & _____ from the DECA Executive Team
KEY PROJECT INITIATIVES	What activities and initiatives will you do to achieve your goal? The initiatives make the _____ reach success.
SUCCESS CRITERIA	How will you measure the success of this initiative? This addresses _____ and _____.
TIME FRAME	When will this action take place? This specifies both a _____ and an _____.
PROJECT LEADER(S)	Who is leading this specific project and reporting success to the _____?
DECA EPIC PROJECT MANAGEMENT PLAN	This is the process that all officers and leaders follow! Stands for _____, _____, _____, and _____.

DECA CHAPTER PROGRAM OF LEADERSHIP EXAMPLE

DECA MISSION AREA: 1. Leadership 2. Career Development 3. Marketing 4. Finance 5. Hospitality

GOAL VISION STATEMENT

Become the source of great leadership on campus through 100% member participation in at least one DECA leadership program.

EXECUTIVE TEAM LEAD(S)

VP of Leadership

KEY PROJECT INITIATIVES

SUCCESS CRITERIA

TIME FRAME

PROJECT LEADER(S)

School Service

Visible, recognized, physical activity

December 1-15

School Service Director

Community Service

Raise at least \$1,000 for MDA

January 1-30

DECA Campaigns

All campaigns!
Dominate DECA Month

Attend Fall Leadership Conference

DECA CHAPTER PROGRAM OF LEADERSHIP

DECA MISSION AREA: 1. Leadership 2. Career Development 3. Marketing 4. Finance 5. Hospitality

GOAL VISION STATEMENT

EXECUTIVE TEAM
LEAD(S)

VP of Leadership

KEY PROJECT
INITIATIVES

SUCCESS CRITERIA

TIME FRAME

PROJECT LEADER(S)

DECA CHAPTER PROGRAM OF LEADERSHIP

DECA MISSION AREA: 1. Leadership **2. Career Development** 3. Marketing 4. Finance 5. Hospitality

GOAL VISION STATEMENT

**EXECUTIVE TEAM
LEAD(S)**

VP of Career Development

**KEY PROJECT
INITIATIVES**

SUCCESS CRITERIA

TIME FRAME

PROJECT LEADER(S)

KEY PROJECT INITIATIVES	SUCCESS CRITERIA	TIME FRAME	PROJECT LEADER(S)

DECA CHAPTER PROGRAM OF LEADERSHIP

DECA MISSION AREA: 1. Leadership 2. Career Development 3. Marketing 4. Finance 5. Hospitality

GOAL VISION STATEMENT

EXECUTIVE TEAM LEAD(S)

VP of Marketing

KEY PROJECT INITIATIVES

SUCCESS CRITERIA

TIME FRAME

PROJECT LEADER(S)

DECA CHAPTER PROGRAM OF LEADERSHIP

DECA MISSION AREA: 1. Leadership 2. Career Development 3. Marketing 4. Finance 5. Hospitality

GOAL VISION STATEMENT

EXECUTIVE TEAM LEAD(S)

VP of Finance

KEY PROJECT INITIATIVES

SUCCESS CRITERIA

TIME FRAME

PROJECT LEADER(S)

DECA CHAPTER PROGRAM OF LEADERSHIP

DECA MISSION AREA: 1. Leadership 2. Career Development 3. Marketing 4. Finance 5. Hospitality

GOAL VISION STATEMENT

Blank space for the Goal Vision Statement.

EXECUTIVE TEAM LEAD(S)

VP of Hospitality

KEY PROJECT INITIATIVES

SUCCESS CRITERIA

TIME FRAME

PROJECT LEADER(S)

KEY PROJECT INITIATIVES	SUCCESS CRITERIA	TIME FRAME	PROJECT LEADER(S)

DECA CHAPTER PROGRAM OF LEADERSHIP

DECA MISSION AREA: 1. Leadership 2. Career Development 3. Marketing 4. Finance 5. Hospitality

GOAL VISION STATEMENT

EXECUTIVE TEAM LEAD(S)	President		
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KEY PROJECT INITIATIVES	SUCCESS CRITERIA	TIME FRAME	PROJECT LEADER(S)
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DECA CHAPTER PROGRAM OF LEADERSHIP

DECA MISSION AREA: 1. Leadership 2. Career Development 3. Marketing 4. Finance 5. Hospitality

GOAL VISION STATEMENT

EXECUTIVE TEAM
LEAD(S)

KEY PROJECT
INITIATIVES

SUCCESS CRITERIA

TIME FRAME

PROJECT LEADER(S)

DECA EPIC PROJECTS OVERVIEW

DECA IS EPIC! Reaching epic levels as an organization does not occur because of any one major initiative. It's built on a combination of little acts of excellence throughout the entire DECA system that ushers in super success. Delivering projects and activities with intentional acts of planning, implementation, communication, and evaluation makes the mission of DECA come to life.

97% of organizations believe project management is critical to business performance and organizational success.

FORMULA FOR EPIC DECA PROJECT SUCCESS

EVALUATION x PLANNING x IMPLEMENTATION x COMMUNICATION = BE EPIC

**WHAT ARE WE DOING?
WHY ARE WE DOING IT?
WHAT'S MY ROLE?**

Communicator Andy Stanley on the Big 3 Questions for Project Leaders

DECA EPIC PROJECT SAMPLE ACTION STATEMENTS

<ul style="list-style-type: none"> Identify Team Members Determine Roles Develop Org Chart Recruit Volunteers Train Team Members Recognize Team Members Develop Transportation Plan Order Supplies Determine Food Plan for Team Setup Registration System Secure Photographer Honor Participants Reserve Dates on Calendar Research Develop Invite List Coordinate Uniforms Get Permission Slips In 	<ul style="list-style-type: none"> Determine Agenda Determine Budget Track Receipts Secure Approval Secure Permits Reserve Facility Pay Deposit Request Check for Services Identify Setup Team Identify Cleanup Team Store Documents & Files Test AV Equipment Develop Clean Music Playlist Assign Hosts & Greeters Develop Layout Plan Get Absences Pre-Approved Apply for Grant 	<ul style="list-style-type: none"> Design Creative Elements Submit Press Releases Coordinate Sign Ups Write & Practice Speeches Send Reminders Get Signage Up Develop Promo Video Recruit Sponsors/Partners Develop Social Media Plan Develop Media Message Brief Team on Logistics Final Project Debrief Develop Report Send Handwritten Thanks Article to DECA Direct Apply for Recognition Celebrate Wildly!
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DECA EPIC PROJECTS BREAK IT DOWN

PROJECT PHASE	KEY QUESTIONS FOR LEADERS
<p>PROJECT INITIATION - [WHAT ARE WE DOING?] Identify which element(s) of DECA's mission the project will advance. If your team has aligned officer positions with DECA's mission, you will easily be able to identify the officers who should be project leaders. Great project identify a deadline for completion as well as a start line to begin. Identify members or teams who will be involved and impacted.</p> <p>EPIC DECA projects involve seeing the vision of what could be in advance and identifying key goals (refer to the DECA Goals Dashboard) that will be attained and who will own the project.</p>	<ul style="list-style-type: none"> • Who owns this project? • When do we start? • When is it over? • What do we believe is possible? • When do we finish? • What action steps are required? • Why is this important to DECA? • Who needs to be involved in the approval process?
<p>EVALUATION [BEGIN WITH THE END IN MIND] Evaluation is where ideas turn from concepts to projects. Once a project idea is approved, define what success looks like. DECA leaders look out into the future, identify what they are trying to achieve and describe the performance measures. Once the project is completed, leaders LOOK at the project process and actual results.</p> <p>Evaluating projects before and after while observing and seeking learning opportunities differentiates DECA officers from other student leaders.</p>	<ul style="list-style-type: none"> • What does success look like if this project is properly executed? • What did you observe while the project was underway? • What would you repeat and/or fix in the future? • Did we hit the mark? • Who do we share with? When?
<p>PLANNING [SEE THE FUTURE IN DETAIL] EPIC DECA Projects are dreams with doables and deadlines. A Bull Survey reports that 39% of failed projects were due to lack of planning. Defining the customer and what they consider value is vital in planning. Determining the project leader and securing expertise and experience are key ingredients. Projects require leadership, training, resources, and approvals/support to be epic. Identifying obstacles and scheduling conflicts is key.</p>	<ul style="list-style-type: none"> • Who is the customer? • What do customers value? • Who needs to buy in and support this project? • Who is involved and how do we coordinate? • What training is necessary? • Who needs to approve this project? • What budget and resources are necessary?
<p>IMPLEMENTATION [3..2..1...LAUNCH!] Work work work until all your work is done! Delegation, training, and monitoring is happening. Setup and logistics are underway. Stakeholder involvement and/or updates are occurring. Backup plans, alternative action, or adjustments may be necessary. Regular reports share project status, modifications, and forecasts. Underestimation of project complexity is a factor in 35% of project shortfalls according to IBM. Managing implementation closely is the key job of EPIC DECA leaders!</p>	<ul style="list-style-type: none"> • When and what will you report to whom? • What support do team members need? • How are you monitoring and following up? • What adjustments are necessary? • Who is the backup? • Who are we apprenticing to lead next time? • Are we on track?
<p>COMMUNICATION [BRINGING TOGETHER] The root word of communication is "commune" meaning "bring together." The leading cause of failed projects is poor communication. According to a Bull study, 57% projects fail to bring people together to turn potential into reality.</p> <p>EPIC DECA leaders are skilled at selecting the right message (refer to Crazy 8 Communication). They are organized and disciplined to deliver key messages at the right time, to the right people, using the right medium (e.g. presentation, letter, visit, proposal, social media, etc.).</p>	<ul style="list-style-type: none"> • Who do we notify and invite? • What's the best communication medium? • Who can craft messages people care about? • Who do we engage? • What's the media angle?

EPIC DECA PROJECT PLANNING WORKSHEET

PROJECT INITIATION

Project Name		Start Line	
DECA Mission Area		Deadline	
DECA Goal(s)		Approver	
Vision	Project Leader(s)		

Action Items	Due	Leader	Backup/Apprentice
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EVALUATION

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PLANNING

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IMPLEMENTATION

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COMMUNICATION

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PLANNING

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EVALUATION

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PLANNING

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IMPLEMENTATION

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COMMUNICATION

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