

ADVOCATE DURING CAREER AND TECHNICAL EDUCATION MONTH IN FEBRUARY

It's as easy as 1, 2, 3!

1: OUTREACH TO PUBLIC POLICYMAKERS

Work with your campus leadership to ensure that key public policymakers understand the importance of career and technical education specifically, and higher education in general. The most impactful advocacy is when these influential leaders and decision-makers see the outcome of their support—student leaders. It can be as simple as meeting with a state senator, or sending a letter to a U.S. Senator or member of the U.S. House of Representatives.

2: COMMUNITY OUTREACH

Support from your community, financial or otherwise, should be the outcome of a year-round advocacy program focused on the benefits your Collegiate DECA chapter brings to your community. Ask your campus administrators to share their goals for connecting your campus to the community. Through activities such as community service projects, your Collegiate DECA chapter can spotlight your campus as a positive community partner.

3: CAMPUS OUTREACH

The outcome of campus advocacy might be the use of classroom space to hold mock competitions, approval to make up classes or exams to attend conferences, and financial support to allow more members to participate. Find out how you can leverage Collegiate DECA to spotlight your program area to other areas on campus.

Complete at least one activity for each of the three categories above.

DECA RESOURCES

DECA BRANDING + MESSAGING

■ bit.ly/decacomm

DECA BRANDED MATERIALS

■ bit.ly/deca_brand

ADVOCACY RESOURCES

■ www.ctsos.org

DECA SUPPORTERS

■ bit.ly/decasupporters

CONGRESSIONAL ADVISORY BOARD

■ bit.ly/deca_cab

CONNECT WITH YOUR LEGISLATORS

■ bit.ly/legislators_

DECA DIRECT: COLLEGIATE EDITION

■ bit.ly/decasignup

VOLUNTEER OPPORTUNITIES

■ bit.ly/deca_volunteer



Meet these requirements and your chapter will be recognized at the Collegiate DECA International Career Development Conference.



In addition to submitting a brief description of each outreach activity, your chapter must submit at least one article to be published on DECA Direct. The article can be focused on one outreach activity, summarize all of your chapter's outreach, or anywhere in between. Check out decadirect.org for sample articles.



While your advocacy efforts will be focused around your Collegiate DECA chapter, look for ways to reach beyond DECA in your advocacy.