



2019-2020 PROGRAM OF LEADERSHIP

LEADERSHIP PASSPORT PROGRAM

Revamp the Leadership Passport Program to increase member engagement.



Create an actionable program that immerses members and chapters in all aspects of Collegiate DECA.



Develop easily accessible resources to assist members and chapters completing their Leadership Passport.

MEMBER ENGAGEMENT + RESOURCES

Increase the number of Collegiate DECA resources available to members.



Refresh Collegiate DECA resources for starting a chapter, recruiting members and preparing for competition.



Utilize Collegiate DECA's social media channels, DECA Direct and the DECA website to share valuable resources.