



DECA PREPARES EMERGING LEADERS & ENTREPRENEURS

STRATEGIC
PLAN
2019-2022

DECA PROGRAM OF STUDY

Review of all dimensions of existing and potential program spanning the spectrum from middle school through post-secondary.

○ Develop a **Program of Study Taskforce** (two-year commitment, two in-person meetings per year) to propose a sequence of learning programs spanning the spectrum from middle school through post-secondary. (Year 1 & 2) The committee will exist of at least the following:

- Faculty member
 - Middle School
 - Secondary
 - College (two-year and four-year)
 - Teacher Education Program
- State Department of Education/State CTE Director
- Two chartered association advisors with classroom experience
- MBA Research
- Board Liaison
- DECA Staff

○ INITIATIVES

Strengthen value of proposition of DECA high school program.

- Utilize High Program Taskforce to conduct review and gap analysis of existing programs. (Year 2)
- Explore and implement virtual delivery and engagement systems.

Develop and strengthen DECA collegiate program in alignment with member needs.

- Utilize Collegiate Program Taskforce to conduct review and gap analysis of existing programs. (Year 2)
- Explore and implement virtual delivery and engagement systems.

Evaluate feasibility of middle school program.

- Based on the findings of the middle school program feasibility, a middle school council may be developed in year 2. Explore and implement virtual delivery and engagement systems.

DECA RESOURCES AND SUPPORT

Training, information and tools to support advisors at every level.

HIGH SCHOOL

Establish the **High School Program Taskforce** for a two-year term.

Year 1:

- Conduct a gap analysis and continue to develop
 - Competitive events resources (free and Shop DECA)
 - How to Prepare for... Event Guide
 - New advisor support
 - Access to past years' district role-plays and exams
 - Quick Start / Step by Step to:
 - Starting a Chapter
 - New Advisors
 - Why do teachers choose not to participate?
 - Chapter resources
 - Shop DECA items
- Evaluate and propose delivery system/method for resources
 - Explore opportunities to local delivery of train the trainer modules using incentives

Year 2:

- Review work from program of study committee and develop implementation plans.

Year 3:

- Implement and evaluate the work.

INITIATIVES

Foster a chapter-centric philosophy at all levels of the organization.

Optimize resources to ensure relevance and quality for all DECA audiences.

Ensure support and consistency in the on-boarding and training of DECA chapters/ advisors.

DECA RESOURCES AND SUPPORT

Training, information and tools to support advisors at every level.

COLLEGIATE

Convene the **Collegiate Program Taskforce** for a two-year term.

Year 1:

- Conduct a gap analysis and continue to develop
 - Competitive events resources (free and Shop DECA)
 - Chapter Start-Up Kit
 - Chapter Recruitment Kit
 - Advisor Support / Succession Planning
 - Chapter resources/support
- Evaluate and propose delivery system/method for resources

Year 2:

- Review work from program of study committee and develop plans for redesigned delivery model.

Year 3:

- Implement the redesigned model and evaluate the work.

INITIATIVES

Explore and implement virtual delivery and engagement systems.

Foster a chapter-centric philosophy at all levels of the organization.

Optimize resources to ensure relevance and quality for all DECA audiences.

DECA STRATEGIC PARTNERSHIPS

Engaging relevant stakeholders to create synergies that advance DECA's mission and vision.

○ Define purpose and role for DECA's National Advisory Board. Below are proposed ideas for the rebranding of DECA's strategic partnerships.

- DECA's Corporate Partnership Network
- DECA's Career Ready Partnership Network
- DECA's College Ready Partnership Network
- DECA's Sales and Resource Network

Identify tangible roles in which business partners can provide support to DECA Inc.

Develop a prospect kit for partnership opportunities.

- DECA's relationship to high quality, high demand careers

Develop a prospect list and conduct prospecting process.

Utilize new resources to continue prospecting, recruiting and retaining new partnerships.

- Resources/Fact Sheet for workforce development
- Resources/Fact Sheet for State CTE
- Resources/Fact Sheet for Corporate

Identify grants and partnerships to secure funding to help under served populations.

Develop an alumni campaign that connects to local chapters/association.

- Maintain a database
- Send quarterly e-mails (link to DECA Direct)
- Share magazine and other articles from business partners in DECA's Linked In Group.

INITIATIVES

Cultivate relevant industry partnerships to elevate DECA's reach and impact.

Effectively engage DECA alumni to support the mission.

Leverage strategic partnerships to increase access for under-served populations.

DECA ORGANIZATIONAL STRENGTH

Talent, technology and communication to support every dimension of DECA.

INITIATIVES

Evaluate and update communications system to ensure timeliness and relevance in all DECA communications.

- Review and enhance the structure for DECA Direct and DECA Direct Weekly.
- Develop an organizational content calendar.
- Develop a press kit.

Cultivate staff and volunteer talent and capacity to deliver on organization priorities.

- Hire staff based on organizational structure and strategic plan initiatives.
- Develop staff professional development plan.

Align and strengthen volunteer leadership structures to advance the organization.

- Governance structure review
- On-boarding/training plan for Board
- Board evaluation of the future DECA HQ facility
- Continued development of effective, ethical and forward-thinking volunteer leadership
- Judge training materials
- DECA's Corporate Partnership Network On-boarding Process
- Chartered Association Advisor On-boarding Process
- Executive Officer On-boarding Process



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DECA inc. is committed to creating and maintaining a healthy and respectful environment for all of our emerging leaders and entrepreneurs. Our philosophy is to ensure all members, regardless of race, color, religion, sex, national origin, age, disability, sexual orientation, or socio-economic status are treated equally and respectfully. Any behavior in the form of discrimination, harassment, or bullying will not be tolerated. It is the responsibility of all members to uphold and contribute to this climate.