

2020-2021 PROGRAM OF LEADERSHIP

DECA's executive officer team is excited to announce this year's #NextLevel program of leadership, focused on increasing communication and empowering members through new resources.

MEMBER ENGAGEMENT

- Highlight DECA's outstanding members, chapters and partners on social media through frequent **spotlights**.
- Share **competitive event tips** and advice from DECA members.

ADVOCACY

- Publish a **DECA Outreach Guide** to introduce members to advocacy and support their efforts within their school, community and government.
- Create a centralized online location for members to access **advocacy resources** throughout the year.

COMMUNICATION

- Host a series of **monthly video calls** for DECA members to interact and stay informed (One DECA, Regional Calls and Presidents Council).
- Create a **Student Leader Portal** for members to easily locate Executive Officer information, video call information and helpful leadership resources.