Starting a Chapter

Resource Guide

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1. **GET SUPPORT FROM YOUR INSTITUTION**

Establish a mission and strategy to approach faculty in supporting a new chapter.

- Learn about the process for beginning an organization on campus
- Connect with your student activities advisor to learn the most effective way to begin a chapter on campus
- Find an advisor for your chapter (professors, business advisors, etc)

**EMAIL TEMPLATE:**

Hello,

My name is ________________ and I am a (year) at (school). I am interested in creating a Collegiate DECA chapter on campus. DECA is an international, student-led business organization that aims to help students prepare for the real world. This organization offers an annual international competition, as well as many other great resources and connections. I believe that this would be an incredible organization to have on campus.

Therefore, how can I learn more about beginning a club on campus? I would like to learn more about the application process, officer team and member guidelines, and finding an advisor. Also, are there important dates that I should be aware of in order to begin this organization? Such as application deadlines and the involvement fair.

Thank you for your help,
Name
Contact Information
DEVELOP A STRONG OFFICER TEAM

Establish how to develop a strong guiding coalition that will serve as your leadership.

- Find other students via clubs, classes, the school of business, etc that may be interested in DECA
- Promote the fact that this is also a leadership opportunity
- Reach out to your DECA association advisor to find out what high school alumnus may be attending your college

HOW CAN I FIND MY ASSOCIATION ADVISOR?

Visit the DECA, Inc website to find the chartered associations list: https://www.deca.org/about/chartered-associations-directory/

SAMPLE:

NEW JERSEY

Dr. Jeffrey Victor
1000 Morris Avenue
Union, NJ 07083
(908) 737-3942
jvictor@njdeca.org

Officer Roles & Responsibilities

PRESIDENT

- Facilitates executive board meetings
- Liaison between the team and the state association
- Maintains contact with advisor; this includes contacting their college's administration when appropriate
- Maintains connections with alumnus and professionals
- Assists executive officers when needed
- Delegates organization's tasks to officers and Collegiate DECA members
**VICE PRESIDENT OF LEADERSHIP**

- Assumes duties of the President in their absence
- Assists President in necessary tasks and duties
- Directs constitutional editions
- Serves to ensure that all other officers are effectively carrying out their tasks
- Necessary scheduling for meetings and events
- Works to recruit new members and/or volunteers

**VICE PRESIDENT OF CHAPTER MANAGEMENT**

- Obtains appropriate facilities for Collegiate DECA events and activities
- Keeps record of members and organization activities
- Aids in preparing an agenda with other officers for every meeting
- Records minutes of all executive board and member meetings
- Maintains meeting attendance
- Prepares and develops all necessary documents

**VICE PRESIDENT OF FINANCE**

- Keeps record of all financial accounts
- Provides financial statements when necessary
- Collects organization dues
- Prepares annual budget
- Aids President in presenting the budget
- Maintains the financial history of their chapter
- Prepares purchase orders, supply requests, etc.

**VICE PRESIDENT OF CHAPTER DEVELOPMENT**

- Assists in the development of recruitment ideas and activities
- Continuously works to improve the chapter
- Works to make all DECA events and meetings interesting
- Director of career development
- Maintains business and potential internship contacts
- Manages preparation materials and activities for the annual DECA, Inc competition
**OTHER POSSIBLE OFFICER POSITIONS**

- Vice President of Hospitality- Makes DECA events and meetings interesting and fun
- Vice President of Marketing- Creates marketing and/or advertising material for events and the chapter
- Vice President of Career Development- Focuses on preparing members for the annual DECA Inc competition
- Vice President of Community Service- Develops community service ideas and goals, facilitates and organizes related events
- Historian- Maintains record of the Collegiate DECA year (photos, scrapbook, documents, etc)

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**CREATE A CONSTITUTION**

*Develop an effective and clear constitution that will guide your chapter throughout the next year.*

- Almost all institutions require a constitution to officially begin a campus organization
- Constitution guidelines may vary from each institution

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**USUAL SECTIONS OF A CONSTITUTION:**

<table>
<thead>
<tr>
<th>Name</th>
<th>Voting Rules</th>
<th>Amendments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mission</td>
<td>Presidential Council Advisory Board</td>
<td>Rules, Regulations, and By-Laws</td>
</tr>
<tr>
<td>Organization</td>
<td>Meetings</td>
<td>Leadership Team Structure</td>
</tr>
<tr>
<td>Officer Team Terms Positions</td>
<td>Dues</td>
<td>Officer Duties</td>
</tr>
<tr>
<td>Membership</td>
<td>Conduct</td>
<td>Logo</td>
</tr>
</tbody>
</table>

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**TEMPLATE:**

https://docs.google.com/document/d/e/2PACX-1vT87XYr2_ZRCpvcnb6DAY54y1mcu-QnaV-1H5Bw9TEbje1LkQleTzr933Cce_Bm70nEmz9nYMqqD/pub
PROMOTE YOUR CHAPTER

Promote your chapter through all possible and effective vehicles.

- Social Media
  - Focus on platforms that are popular for members
  - Dedicate an officer to social media
  - Social media campaigns (can raise money for a non-profit or your chapter via Venmo)

- School Newsletters
  - School of Business
  - Various business and entrepreneurship institutes
  - Undergrad business learning communities

- Flyers
  - Can send these to newsletters
  - Post around public school areas
  - Use for promotional events

FLYER SAMPLES:
• School Involvement Fair
  ○ Typically held once a semester
  ○ Sign interested students up on an email chain
  ○ May be virtual
    ▪ Stay informational
    ▪ Contact information
    ▪ Intriguing images

• Ask to speak about your new campus organization in freshman university classes or introductory business classes
  ○ Develop a presentation
  ○ Hand out flyers (or email)
  ○ DECA elevator pitch

DEVELOPING EFFECTIVE MEETING PLANS

Decide on an efficient method for holding meetings.

WHEN: Weekly, biweekly, or monthly meetings?

WHERE: In person, outdoor, or Zoom meetings?

• Hold an introductory meeting post-involvement fair (should not commit students)

• Remember to include an icebreaker for your first few meetings

• Pre-plan meetings far in advance based on planned events and activities for that month

ICEBREAKER IDEAS

Personal Quizlets
Desert Island
2 Truths and a Lie
Jenga Questions
CREATE YOUR NEXT LEVEL YEAR

This outline will provide your chapter with a month by month guide on what you may want to do for the next DECA year.

SEPTEMBER

<table>
<thead>
<tr>
<th>Focus Topics and Suggestions</th>
<th>Ideas and Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Recruitment:</strong> Involvement Fair, walk-in meeting, ask to present in freshman university classes or introductory business classes, officer team recruitment challenges</td>
<td></td>
</tr>
<tr>
<td><strong>Promotion:</strong> Social media, posters within classrooms and the institution, online newsletters, school of business emails</td>
<td></td>
</tr>
<tr>
<td><strong>First Meeting(s):</strong> Introduce what DECA is, business-related opportunities, if there are any leadership opportunities within your chapter, events and activities that your team would like to execute, promote DECA Inc conferences</td>
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OCTOBER

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<tr>
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<tr>
<td><strong>Promotion:</strong> Continue promotional efforts via social media, email chains, newsletters, etc.</td>
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</tr>
<tr>
<td><strong>Make an Impact with Social Media:</strong> Since your chapter is officially beginning meetings and activities, be sure to continuously capture important chapter moments to post on social media</td>
<td></td>
</tr>
<tr>
<td><strong>Raise Funds for Your Chapter:</strong> Start fundraising for future DECA events and/or conferences</td>
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**CREATE YOUR NEXT LEVEL YEAR**

**NOVEMBER**

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<tr>
<th>Focus Topics and Suggestions</th>
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<tr>
<td>• <strong>DECA Month:</strong> Follow the DECA Month calendar to know what's coming up this month, post on social media and tag @collegiatedeca</td>
<td></td>
</tr>
<tr>
<td>• <strong>Membership &quot;Be Active&quot; Campaign:</strong> Submit your chapter membership (can also submit throughout the year as well)</td>
<td></td>
</tr>
<tr>
<td>• <strong>Intuit Innovation Challenge:</strong> Involve the entire chapter by creating something extraordinary out of something ordinary</td>
<td></td>
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<tr>
<td>• <strong>Global Entrepreneurship Week:</strong> Celebrate and promote entrepreneurship, invite entrepreneurs as guest speakers</td>
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**DECEMBER**

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<tr>
<td>• <strong>Membership &quot;Be Strong&quot; Campaign:</strong> Submit membership with 25+ members</td>
<td></td>
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<tr>
<td>• <strong>Winter Break:</strong> Use the break to meet with your officer team and organize the next semester</td>
<td></td>
</tr>
<tr>
<td>• <strong>Social Media Campaign:</strong> Keep members intrigued by staying active on social media (raise money for a local non-profit organization, shout out members, post competition tips and tricks)</td>
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# JANUARY

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<tr>
<td>• <strong>Continuing Winter Break</strong>: Be sure to stay active on social media and engage with members, prepare for the next semester</td>
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<tr>
<td>• <strong>Welcome Back</strong>: Fun Welcome Back meeting, introduce next semester plan, decide on significant chapter field trips, events, and activities</td>
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<tr>
<td>• <strong>Competition</strong>: Begin preparing students for competition, organize a mock competition within the next couple of months, offer competition training, post competition tips and tricks regularly</td>
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# FEBRUARY

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<tr>
<td>• <strong>CTE Month</strong>: Educate members on the importance of CTE Month, integrate CTE education into a DECA meeting</td>
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<tr>
<td>• <strong>ICDC Registration</strong>: Must register one’s membership by February 15th to compete at ICDC (about 2 weeks left to encourage your chapter to compete)</td>
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<tr>
<td>• <strong>Plan a DECA Event</strong>: Host a DECA event or activity on campus for members or all students (community-service related, business competition, co-host an event with another organization)</td>
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## March

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<td>Membership &quot;Grow Your Chapter&quot; Campaign: Submit an increase in membership by March 1st</td>
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<tr>
<td>Advocacy Campaign: Outreach to Public Policy Makers (meet with a legislator, send letters), Community Outreach (community service project), Campus Outreach (DECA event, partner with another organization)</td>
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<tr>
<td>Competition: Continue to prep for competition and study</td>
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<td>ICDC Fundraising: Develop a chapter fundraiser to support members</td>
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## April

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<td>Online Testing: ICDC online testing ends April 1st</td>
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<td>Competition Presentations: Competing members should present in front of an audience before ICDC, ask members to fill out the proper rubric and give feedback, can ask your advisor or other professors to sit in to help prepare students</td>
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<td>Farewell Meeting: Plan a fun last DECA meeting for members, celebrate achievements, get feedback for what to change/develop for the next school year</td>
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**DON'T FORGET ABOUT...**

- **Leadership Passport Program**: Individual Leadership Passport Program and Chapter Leadership Passport Program
- **Stock Market Game**: Conducted online, students will be tested on their investment acumen, goal is to increase the value of the beginning portfolio
- **Scholarship Applications**: Remember to apply for DECA scholarships, promote to members via social media and meetings
- **Executive Officer Applications**: Apply for executive office for the 2021-22 school year (application due March 5th)
- **Intuit Innovation Challenge**: During Global Entrepreneurship Week, a hands on design project that challenges students to develop a solution for global warming
- **Virtual Business Challenge**: Students will operate a web-based business simulation with a competitive twist

**OTHER CHAPTER IDEAS**

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Calendar of Events (subject to change):

https://www.deca.org/about/calendar/

Contact Information

Reach out to your Executive Collegiate DECA officers to schedule biweekly or monthly Zoom calls. We want to connect with all of you to ensure an incredible year!

Gage Donovan
President
gage@decaofficers.org

Zetella Walker Gooch
Vice President
zetella@decaofficers.org

Shawn Matthijetz
Vice President
shawn@decaofficers.org

Caleb Nochumson
Vice President
caleb@decaofficers.org

Hannah Smolicz
Vice President
hannah@decaofficers.org