

THIS IS HOW we do DECA



DECA Advisor Hub
deca.org/advisors

EMERGING LEADERS AND ENTREPRENEURS

IN MARKETING, FINANCE, HOSPITALITY AND MANAGEMENT

GET STARTED WITH DECA

- 1 **Let's Talk About DECA**
Familiarize yourself with everything DECA by reviewing "This Is How We Do DECA," the ultimate DECA guidebook.
- 2 **Get Connected**
Connect with your association advisor for information specific to your association.
- 3 **Understand Advisor Roles + Responsibilities**
Learn about some roles and responsibilities that are special to DECA and how you can make the most impact as a DECA advisor.
- 4 **Recruit Members**
DECA members are the key to DECA chapters. Additionally, use DECA's Chapter Campaigns to guide your chapter's member recruitment activities.
- 5 **Submit Your Roster**
Make your chapter members official by putting them in DECA's online membership system and submitting their dues.
- 6 **Select Student Leadership Team**
Structure, select and train your student officers to help guide your chapter's members.
- 7 **Develop a Program of Leadership**
Design your chapter's program of leadership to bring together your leadership team, DECA goals and action items for the school year.
- 8 **Implement Your Program of Leadership**
Take action on your chapter's program of leadership to engage your members and achieve your yearly goals through meetings and activities.
- 9 **Integrate Competitive Events into the Classroom**
Develop a framework to use DECA's Competitive Events Program in your classroom while also preparing your members for competition.
- 10 **Attend Educational Conferences**
Extend learning beyond the classroom by registering your members to participate in DECA's educational conferences at all levels. Check with your association advisor for local and association opportunities.

MONTH-BY-MONTH CHECKLIST

The following calendar serves as a guideline of suggested activities for each month. Consult your association's calendar for additional dates and deadlines that impact your chapter.

JULY

- Develop your strategic plan, DECA calendar and budget.
- Examine the DECA Guide and new offerings from Shop DECA.
- Participate in Professional Learning Series activities.
- Put chapter activity and conference dates on your school calendar and begin to request permission to attend.
- Review DECA programs and determine how you can incorporate them into your classroom instruction.

AUGUST

- Connect or reconnect with local DECA leaders, your association advisor and new advisors.
- Introduce DECA to your students.
- Meet with the chapter leadership team to develop the annual program of leadership.
- Verify your information in the online membership system.

SEPTEMBER

- Begin chapter campaigns, show the membership video and recruit student, alumni and professional members.
- Introduce DECA's Competitive Events Program to your members and begin work on written events.
- Log in to the online membership system and submit members' names.
- Participate in DECA's online events and activities.
- Plan participation in DECA's Promotional Campaign, Ethical Leadership Campaign and Community Service Campaign.
- Register to attend DECA conferences.
- Celebrate DECA's "New Member Week"

OCTOBER

- Continue working on your program of leadership goals.

- Ask your association advisor about the competitive events process and how to qualify to attend your association career development conference.

NOVEMBER

- Celebrate DECA Month.
- Attend DECA's educational or regional conferences.
- Continue training and practice for competitive events.
- Participate in Global Entrepreneurship Week.

DECEMBER

- Begin working with your members to gather information to complete scholarship applications.
- Conduct a mid-year evaluation of your chapter's progress.
- Plan and execute a chapter social activity.
- Touch base with your association advisor to determine registration procedures for your association's career development conference.

JANUARY

- Ask business professionals to help your members prepare for competitive events.
- Log in to the online membership system and submit members' names by your association's deadline.
- Make plans to attend your association's career development conference.
- Participate in DECA's online events and activities.
- Polish and submit student scholarship applications.
- Recruit members who have joined your class during the second semester.
- Submit DECA Emerging Leader Honor Award applications.

FEBRUARY

- Celebrate Career and Technical Education Month®.
- Participate in DECA's Advocacy Campaign.

- Promote DECA for next year's class registration.
- Verify that all DECA members are on a paid roster.

MARCH

- Make plans now to attend advisor professional learning activities in the summer by submitting requests, securing funding and applying for scholarships.
- Continue preparing to attend DECA's International Career Development Conference by arranging travel, raising funds and ensuring competitors have official DECA blazers.

APRIL

- Attend DECA's International Career Development Conference, including the Advisor Professional Learning Series.
- Celebrate success from ICDC.
- Thank sponsors and mentors for their contributions to your members who attended ICDC.

MAY

- Conduct an annual evaluation of your DECA chapter with your chapter leadership team.
- Encourage graduating DECA members to explore Collegiate DECA.
- Recognize business and community partners.
- Recognize members' contributions and achievements.
- Download DECA transcripts for ICDC competitors.
- Select new chapter leadership team members.

JUNE

- Schedule a meeting with your outgoing and incoming chapter leadership teams for a training and transition session.
- Send an end-of-year report and pride points to faculty, counselors, administrators and business partners.
- Train new chapter leadership team members.



New Advisor Resource Center
deca.org/newadvisors



Competitive Events
deca.org/compete



Online Membership
deca.org/register



DECA Direct Online
decadirect.org



Chapter Campaigns
deca.org/campaigns



DECA Brand Guidelines
deca.org/brand



Chapter Strategy
deca.org/elevate



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