



DECA Junior Project Management Sales Project

North Park Secondary School

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April 12th, 2021

TABLE OF CONTENTS

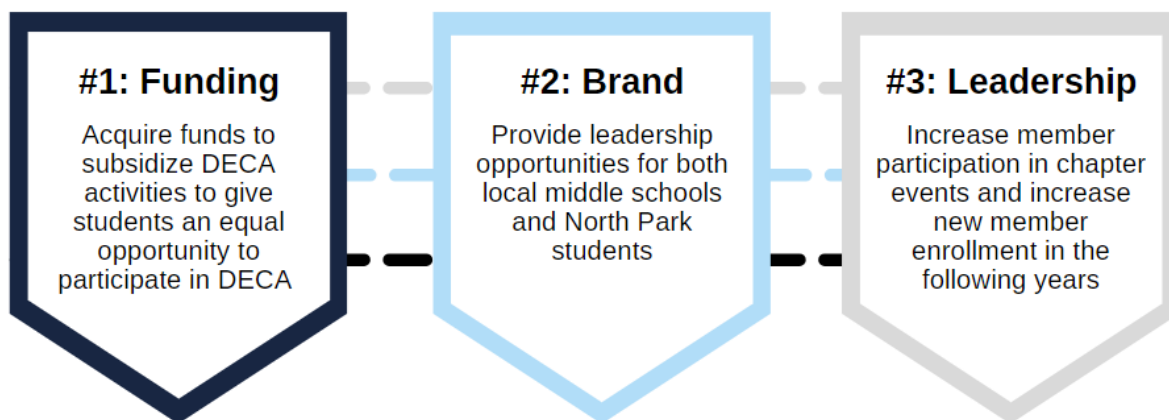
I. Executive Summary	1
II. Initiating	2
Subsection A: Statement of the Problem	2
Subsection B. Project Scope	2
III. Planning and Organizing	3
Subsection A : Project Goals	3
Subsection B : Human Resources Management Plan	4
Subsection C : Schedule	5
Subsection D : Quality Management Plan	7
Subsection E : Risk Management Plan	8
Subsection F : Proposed Budget	9
IV. Execution	10
Subsection A: Description and Documentation	10
V. Monitoring and Controlling	12
Subsection A: Monitoring	12
Subsection B: Controlling	14
VI. Closing the Project	15
Subsection A. Evaluation of Key Metrics	15
Subsection B. Lessons Learned	16
Subsection C. Recommendation for Future Projects	16
VII. Bibliography	18
VIII. Appendix	19



I. EXECUTIVE SUMMARY

According to the United Nations, we currently live in a world composed of 1.2 billion youth. Time and time again, this age demographic has proven to be a catalyst of change with its innovative ideas and forward-thinking mindset. Research has shown that youth involvement in community events contributes to their personal and social development. However, without sufficient support or opportunities, it is difficult for students to rise to their full potential. Hence, the DECA Junior conference was formed. A conference designed to empower today's youth to become the leaders of tomorrow.

DECA Junior was a student-led case competition and leadership development conference that engaged youth in team-building activities. These activities aimed to challenge and refine their critical thinking and communication skills. It placed participants in a fast-paced environment that replicated high school and had them work collaboratively to reach a common goal. Students also engaged in a condensed workshop and case competition that incorporated concepts from marketing, finance, and human resources. Aside from participants, DECA Junior also offered North Park DECA members an opportunity to discover and hone their leadership skills while raising funds to subsidize DECA events and fees. The goals of DECA Junior were as follows:



Once completed, the DECA Junior team and student volunteers successfully hosted over 236 students, filling 118% of available spots. The North Park DECA chapter was able to generate over \$4,000 in profits, which was used to subsidize future DECA events. Most importantly, all participants, regardless of whether they received an award, gained valuable business knowledge and leadership experience.

By coordinating DECA Junior, the team and volunteers were given the opportunity to raise money for their local DECA chapter while building everlasting experiences with peers and making a positive impact on youth in the community. This report will discuss the steps taken to coordinate DECA Junior and provide an overall review of the project.



II. INITIATING

A. Statement of the Problem

There are some issues that come with running a high school DECA chapter. First, coordinating a large-scale club like DECA requires significant funding which burdened North Park DECA members. For instance, the DECA International Career Development Conference cost approximately \$2,000 in merely travel and accommodation expenses. Expenses range from \$80 to \$2,300 based on individual progression in the competition; however, on average, annual costs amounted to over \$250. This disproportionately affected students of lower economic class that were unable to afford the costs. Through primary research, it was found that 1 in 20 North Park students hesitated to join DECA in 2019 because of its high costs. DECA Junior aimed to close this bridge and provide an equal opportunity for students of all backgrounds. The additional funding from DECA Junior substantially relieved student hesitance and gave chapter members an equal opportunity to participate in DECA.

Second, member recruitment is an ongoing activity that is a vital part of club activities. New DECA members foster growth, bring new ideas, and take over DECA leadership roles. However, due to limited experience and understanding of the club, there was a lack of student interest in DECA. Therefore, it was essential to increase chapter enrollment of current and future students. DECA Junior gave the club the opportunity to resolve this issue and improve its brand reputation within the school.

Third, student leadership opportunities are crucial to inciting a sense of responsibility and confidence within youth. However, limited positions on North Park club executive teams reduced available leadership opportunities. Hence, promoting student involvement through large-scale events was advantageous for North Park students. DECA Junior gave North Park students the opportunity to learn from challenging settings and build upon valuable leadership skills.

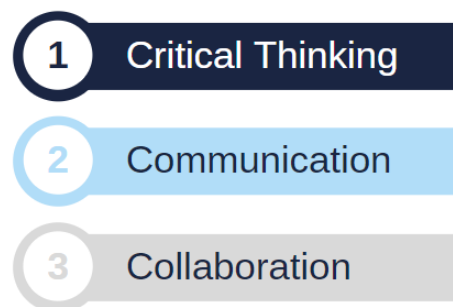
B. Project Scope

DECA Junior is a leadership development conference that aimed to develop and evaluate essential, 21st century skills through activities, workshops, and a case competition. It planned to draw over 15 schools and 200 attendees, generating over \$3,000 in profits that would be used to subsidize DECA events. Conference participants were expected to apply the leadership and business knowledge they acquired during the conference to

expand their community engagement and potentially seek involvement in their future high school DECA chapters.

Throughout the conference, students engaged in various team-building exercises with a group of approximately 10-15 other participants. The pre-planned activities challenged students to engage in critical thinking and understand the value of teamwork. During the group activities, participants also attended a business workshop that taught key marketing concepts. Lastly, students partook in a condensed case competition. This was followed by a closing award ceremony to recognize those who displayed an aptitude for case study analysis.

DECA Junior used a framework for success called “Three C Pillars,” which consisted of critical thinking, communication, and collaboration. As the leadership development conference progressed, students refined these interpersonal skills in a safe and structured environment. By participating in activities that demand analysis, teamwork, and quick response, students gained the skills necessary to work in a professional environment. North Park DECA chapter members also received the unique opportunity to guide younger students, which was an experience that helped them gain a deeper understanding of their respective strengths.



III. PLANNING AND ORGANIZING

A. Project Goals

DECA Junior operated with the desire to fulfill three fundamental goals. These strategic goals included obtaining funds to subsidize DECA activities for North Park DECA, developing student leadership in the school community, and strengthening the North Park DECA brand.

The first strategic goal of attaining funds was supported by two operational goals:



- Achieve 70% participation from existing DECA members to run activities and assist in operation of the event.
- Prior to registration deadlines, have 100% of the available spots filled by middle school students.

