



NEW CHAPTER BUNDLE



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BEING A CHAPTER OFFICER IS NO EASY TASK! THIS BUNDLE IS AIMED AT SUPPORTING YOU WITH TASKS THAT YOU HAVE AS A CHAPTER OFFICER. THE STATE OFFICER TEAM HOPES THAT YOU CAN USE THE TIPS AND TRICKS HERE TO HAVE A FUN, REWARDING, AND EMPOWERING TERM AS A CHAPTER OFFICER.

#1

Creating an Officer Team



Creating an Officer Team, Working with your advisor, getting people to join DECA

So the year has begun! Every DECA chapter needs an advisor, officer team, and of course members! How do you create a strong officer team, work with your advisor, and get people to join DECA?

Finding the right people | Look for the dedicated, eager members to lead your chapter. You can identify these people by...

- Talking to the people in your marketing, economics, entrepreneurship, and similar classes about being a part of DECA
- Friends with similar interests
- Ask members of similar clubs at school (e.g. finance club members, stock market club members, etc.)

Planning the new DECA chapter

- Fill out all necessary forms at school to establish the chapter
- Find an advisor to support the club - typically this advisor teaches a subject related to marketing
- Use this bundle to support you throughout the year!

#2

Working with your Advisor



Things to take care of

- Meeting time, location, date
- Finalizing the Officer team
 - Recommended officer positions: President, VP of finance (treasurer), VP of marketing (social media), VP of communications, Secretary
- Preparing for Area Conference registration

A timeline of the year ahead

- The lap tracker/roadmap on wadeca.org
- Washington DECA Calendar - www.wadeca.org/calendar

Advisor Support - Your advisor can contact WA DECA leaders at any time!

- The Advisor Newsletter (advisors should email nicole@wadeca.org for more info)
- Ms. Marian Morris - Washington DECA staff member who supports advisors
- Connecting with the Area Leader (www.wadeca.org/area-leaders)
- Connecting with the school's CTE Director/Leader

Setting Expectations

- The relationship between the advisor and officer team
- Goals for the year



#3

Getting people to join DECA (membership)

- **Advertising in the school:**

- Morning Announcements / School-wide email(s)
- Physical Posters to hang up on the walls
- Social Media Posts to post on your chapter's Instagram and/or ASB Instagram account
- Word of mouth reference
- Presenting about DECA during CTE classes (marketing, business, finance, entrepreneurship, and similar classes)
- Present at the club fair (search: "DECA club fair" for ideas) - but note... DECA isn't a club!

- **Advertising outside of the school:**

- Submitting article(s) about DECA in the local PTSA newsletter/Principal email/School district newsletter/Similar forms of communication
- District and/or school social media account
- CTE Director

Running meetings successfully

#4



Meetings have started! How can they be run most successfully, and how can social media be used to maximize impact? Icebreakers & Energizers (involve all your chapter members and approve your activities with your advisor beforehand). Here's a list of activities:

- Kahoots about DECA (readily available on kahoot.it)
- Informational Sessions about the Competitive Events
- Everything about Roleplays
- Everything about Written Events
- Everything about Virtual Events
- Mock competitions
- DECA Conferences - FLC, Area Conference, SDCC, ICDC
- Study sessions during the meeting
- Mock interviews
- Future careers exploration
- Community Service Opportunities (WA DECA's statewide community service project partner is Bloodworks Northwest and Vitalant this year)
- Interviews with business professionals
- Learn DECA day - A meeting guided by LearnDECA's materials
- Resources day - resources to support members (including DECA+ as all chapters have free membership, leadDECA on wadeca.org, quizlets)

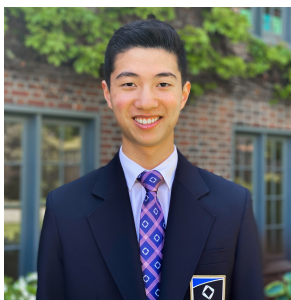
And don't forget to conclude your meeting! You may need to include call-to-actions, sign-ups for events, exit questions, etc.

#5

Connecting with your Area President

The year is well on its way! We recommend connecting with your Area President and/or State President. Ask your Area President about resources for chapter meetings, advice for competition success, and/or a chapter visit. The Washington DECA website has everything you may need. How do you navigate through everything?

State Officers are trained and equipped with resources to support your Chapter any time of the year. Virtually or in-person, request a chapter visit from your Area President! They are happy to provide activities, presentations, chapter officer team support and any resources necessary to help your chapter succeed!



William Chang
State President
IG: [@wadecaprez](#)



Kayla Suherman
Area 1 President
IG: [@area1deca](#)



Devan Harrison
Area 2 President
IG: [@area2deca](#)



Manya Pradeep-
Narayan
Area 3 President
IG: [@area3deca](#)



Sidhya Ganesh
Area 4 President
IG: [@area4deca](#)



Avianca Bauer
Area 5 President
IG: [@area5deca](#)



Navaj Nune
Area 6 President
IG: [@area6deca](#)



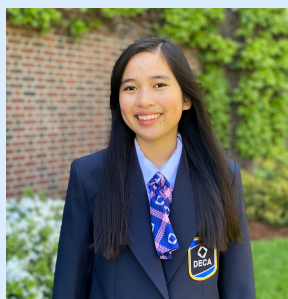
Ferrah Capas
Area 7 President
IG: [@area7deca](#)



Zach Song
Area 8 President
IG: [@area8deca](#)



Jay Gorrepati
Area 9 President
IG: [@area9wadeca](#)



Caitlin Pham
Area 10 President
IG: [@area10deca](#)



Audrey Tan
Area 11 President
IG: [@area11deca](#)

[Email your Area President](#)

[Request a Chapter Visit](#)

#6

Navigating the WA DECA Website

www.wadeca.org can provide...

[Major Conferences and Events](#)

[DECA Competitive Events List](#)

[Scholarships for Conferences](#)

[Fundraising for your Chapter](#)

[Learn DECA - Member Resource Center for Competition and Professional Development](#)

Email info@wadeca.org for the password

[Lead DECA - Chapter Officer Team Resources](#)

Email info@wadeca.org for the password



DECA Inc. Resources

#7

www.deca.org can provide...

[Calendar of Events](#)

[DECA Competitive Events](#)

[Scholarships](#)

[DECA Inc. Newsletter](#)

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#8

Social Media



Create a Chapter Instagram Account!

WA DECA posts reminders, events, shoutouts, and more on our Instagram account, and by your chapter having an IG, your members can learn about chapter events, new SBE products, and more!

Download the Instagram app, tap Create New Account, enter an email address or phone number (we recommend creating an email address for your chapter officers so the account can last after you are gone), enter confirmation code from email or phone number, create a password, go through all steps and start the chapter account!



Recommended Usernames

Examples: "schoolname_deca", "deca_schoolname".

If usernames are taken, be creative with punctuation! Commas and underscores can be used before, between, or after words.

Once your account is created, follow [@washingtondeca](#), the State President and your Area President!



Making Posts for your Instagram - Design & Editing

Create an account at www.canva.com. Consider creating a team account for all chapter officers to utilize throughout the year!

Take pictures of your members on a regular basis to recognize them!

Create engaging videos for better social media engagement!



The DECA Logo

The DECA logo can be used for your Instagram account's profile picture or as a branding tool when posting social media content.

[Download Logos](#)

[Guidelines to Use Logo](#)

Serving as a DECA Chapter Officer is a special opportunity that very few get to experience! Your roles allows you to directly impact members and make the DECA experience unique for all.

DECA exists because of officers like yourself, and thank you for committing to create an environment of success!

Should you ever have questions, reach out to your Area President or State President via email or on Instagram.

