

RETURNING 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

Maximizing your Officer team



It's another DECA year! What are some ways to carry over the success your chapter experienced in previous years? How can you make sure that the relationship with your advisor is ready to accelerate for a whole new year?

- Ideas for board positions:
 - President
 - VP of Community Service (chapter events including community service)
 - VP of Competition (competitive success)
 - VP of Hospitality (creating a strong culture)
 - VP of Finance (treasurer)
 - VP of Communications (outreach)
 - VP of Marketing (social media)
 - Secretary
- Create a social media content calendar (schedule for posting)
- Create small teams that each officer leads across all members
- Conduct periodic board meetings to check-in

Strengthening the relationship with
your Advisor

#2

- Periodic check-ins (monthly check-ins are recommended)
- Coordinating school events and Washington DECA calendar events with the chapter's activities
- Building trust
 - Be reliable in preparing for meetings
 - Act as a role-model for members
 - Show your passion for DECA!



#3

Transitioning from the Previous Year

Here are some tips to help you smoothly transition into a new year of DECA, and new team of leaders!

• Summer Planning

- Meet after the school year ends and before the school year begins
- Engage in bonding activities with the officer team
- Plan for the first month of the school year
- Develop social media plans

• Platforms for Success

- Onedrive or google drive with previous year's materials (powerpoints, documents, etc.)
- Copy of files for rechartering clubs at your school (if applicable)
- Have a virtual shared space with all members (e.g. Microsoft teams, Slack, GroupMe)
- Providing DECA+, LearnDECA, Quizlet, Kahoot, and other resources for members

• Involving underclassmen & non-seniors

- Decorate the DECA classroom
- Getting feedback from previous new DECA members to elevate the experience

Increasing membership

#4



The officer team is a crucial part of any successful DECA chapter. What are some ways to maximize the team to increase membership, broaden competitive success, and create a better experience for members?

• 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

#5

Top Tier Meetings

Meetings are well on their way! What's the best way to have top tier meetings? How can your chapter accelerate DECA participation? What about creating a culture of DECA at your school?

- **Before the Meeting**
 - Communication with members
 - Social media marketing
 - Decorating the meeting location
 - Creating a welcoming community
- **During the Meeting**
 - Content is King
 - Participation & Involvement
- **After the Meeting**
 - The follow-up
 - Social media marketing

#6

DECA Participation

- **Incentivizing participation**
 - Fun reward systems (e.g. the DECA diamond award - four members monthly recognized for four central values of DECA; Power 5 - five members who contribute greatly during meetings; monthly giveaways - participation increases the chance of winning)
 - Developing activities-based meetings in addition to presentation-based meetings for member involvement
- **Consistent participation**
 - Lead by example - Chapter Officers should regularly participate in meetings as well
 - Celebrate those who regularly contribute
 - Create opportunities for participation - with built-in pauses, Q+A sessions, and activities
- **Leading by example**
 - As chapter officers, participate in any way you can
 - Be positive and have fun!

#7

Creating a culture of DECA: Ideas for your chapter!

- **School event**
 - Connect with your ASB to be featured in assemblies
 - Have a DECA stand at home football games selling items
 - Collaborate with other clubs at school (e.g. joint potlucks, meetings, etc.)
- **Social media presence**
 - Celebrate your chapter's successes
 - Create a content calendar and post regularly
 - Get featured on your school's ASB account
 - Include your members in posts
- **DECA spirit**
 - Theme your meetings (e.g. "DECA Blue", "member recognition day")
 - Wear DECA gear to meetings



#8

Getting that #DECAGLASS

It's time to accelerate to the next level. DECA glass is the pinnacle of competitive success. Are you ready to experience success at Area, State, and ICDC? What are some ways that you can ensure competitive success both now and in the future?

- **Mock competitions** | Recruiting judges
 - Create a network of your DECA chapter's alumni with contact info
 - Parents, teachers in the CTE department, administration, the district staff, past board officers
- **Using the correct resources**
 - DECA+ videos of example roleplays (each chapter has free access for the 23-24 year!)
 - LearnDECA
- **Chapter resources**
 - Business plans and mock roleplays from members who have qualified to SCDC

Building Towards the Future

#9



The Past

- Connect with previous DECA Officers. What worked for them? What advice do they have to give?
- Ask upperclassmen for their recollection of the DECA program in the past

The Present

- Find a way to save all your club resources - including PowerPoints, meeting plans, and club activities
- Recruit underclassmen to join the Officer team
- Inform local middle schools about your DECA program

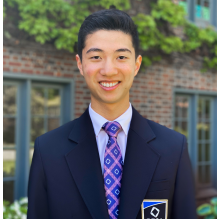
The Future

- With your chapter officer team, develop goals, plans, and action steps for your DECA Chapter one month, year, and three years from now. Make sure to get input from members!
- Explore chapters on social media and their DECA activities. What could you implement in your chapter?
- Share conversations with your DECA advisor, school principal, and school board members. What will Career and Technical Education support look like in the near future? What are their goals?

#10

Maximizing your Relationship with your Area President

Your Area President has a plethora of resources that can be valuable for you and your chapter. They are excited to hear from you. How do you maximize this relationship? What's the best way to navigate the WA DECA website to realize its many benefits?



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[Email your Area President](#)

[Request a Chapter Visit](#)

• Chapter Visits

- Schedule near the beginning of the school year and/or before conferences
- Connect members with the Area President and post on social media for greater visibility

• Periodic check-ins

- Chapter Presidents may be a part of a groupchat with the Area President
- Ask questions to your Area President - the line of communication is always open!

• Connecting through social media

- Follow the Area President and Washington DECA Instagram accounts
- Regularly engage with the Area President's content
- Tag the Area President and State President in all posts - we love to see your chapter's success and achievements!

#11

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](#)

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

[Learn DECA](#)

[Resource Center for Competition and Professional Development](#)

Email info@wadeca.org for the password to both sites!

As a Chapter Officer, you play a special role in continuing the legacy of DECA. You get to directly impact the members that are a part of the chapter and make the DECA experience unique for all.

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

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

