



Washington State High School DECA Chapter Officer Handbook

Table of Contents

- 1. Introduction**
- 2. Roles and Responsibilities**
 1. *President*
 2. *Vice President of Community Service*
 3. *Vice President of Competition*
 4. *Vice President of Hospitality*
 5. *Vice President of Marketing (Social Media)*
 6. *Vice President of Finance*
 7. *Vice President of Communications (Outreach)*

As you embark on your roles within the DECA chapter, remember that this handbook is a flexible guide meant to be tailored to your chapter's specific needs. Feel free to adapt the strategies and use the provided resources as a starting point for your unique initiatives and your chapter's needs. If you have any questions or need support, reach out to your chapter advisor or fellow officers. Together, you can all make your WA DECA chapter thrive and leave a lasting impact!

Section: President

I. Introduction: Welcome to the prestigious role of President for your WA DECA High School Chapter! As the leader of the chapter, your position is pivotal in steering the chapter towards success and fostering a positive and inclusive environment. This handbook provides comprehensive guidance to help you fulfill your duties as President and contribute to the overall success of your DECA chapter.

II. Roles and Responsibilities

A. Leadership and Vision

1. Strategic Planning:

- Develop a strategic vision and plan for the DECA chapter in collaboration with the officer team.
- Ensure alignment of chapter goals with DECA's mission and objectives.

2. Officer Coordination:

- Facilitate effective communication and collaboration among officers to ensure a cohesive team.
- Delegate responsibilities based on each officer's strengths and expertise.

3. Decision-Making:

- Make informed and timely decisions to address challenges and opportunities.
- Seek input from officers and members when making key decisions.

B. Membership Engagement

1. Inclusive Leadership:

- Foster a sense of inclusivity and belonging within the DECA community.
- Encourage open communication and active participation among all members.

2. Member Recognition:

- Implement a recognition program to acknowledge member achievements and contributions.
- Celebrate milestones and successes of individual members and the chapter as a whole.

III. Tips and Strategies

A. Leadership and Vision

1. Goal Setting:

- Establish SMART goals for the chapter to provide a clear direction for the officer team.
- Regularly assess progress and adjust strategies as needed to achieve objectives.

2. Effective Meetings:

- Conduct well-organized and productive officer meetings.
- Encourage input from officers to foster a collaborative decision-making process.

B. Membership Engagement

1. Communication Platforms:

- Utilize various communication channels to keep members informed and engaged.
- Leverage social media, newsletters, and announcements to create a sense of community.

2. Feedback Mechanism:

- Establish an open feedback system for members to share ideas, concerns, and suggestions.
- Use feedback to continuously improve chapter activities and initiatives.

IV. Resources

A. Templates and Guides

1. Strategic Planning Template:

- A guide to assist in developing and implementing the chapter's strategic plan.

2. Recognition Program Guide:

- A resource for creating and implementing a recognition program for member achievements.

B. Contact List

- Maintain an updated contact list for key stakeholders, including school administrators, DECA advisors, and district representatives.

V. Conclusion

As the President, your leadership sets the tone for the entire DECA chapter. Your commitment to a shared vision, effective communication, and inclusive engagement will not only elevate the member experience but also contribute to the continued success of the DECA chapter. If you have any questions or need additional support, feel free to reach out to the chapter advisor or other officers. Together, let's lead our DECA chapter to new heights!

Section: VP of Community Service

I. Introduction: Welcome to the impactful role of Vice President of Community Service for your WA DECA High School Chapter! Your position is crucial in promoting community engagement and social responsibility within the DECA chapter. This handbook provides comprehensive guidance to help you fulfill your duties as Vice President of Community Service and contribute to the overall success of your DECA chapter.

II. Roles and Responsibilities

A. Community Outreach

1. Identifying Opportunities:

- Research and identify meaningful opportunities for the DECA chapter to engage with the local community.
- Evaluate the impact and relevance of potential service projects and partnerships.

2. Coordination and Planning:

- Plan and coordinate community service events, ensuring alignment with DECA's values and goals.
- Collaborate with officers and members to execute service initiatives effectively.

3. Impact Measurement:

- Establish mechanisms to measure and communicate the impact of community service activities.
- Share success stories and outcomes to inspire continued involvement and support.

B. Collaboration and Partnerships

1. Building Relationships:

- Cultivate positive relationships with local organizations, charities, and community leaders.
- Identify opportunities for long-term partnerships that align with DECA's community service mission.

2. Interchapter Collaboration:

- Collaborate with other student organizations and chapters to create joint community service initiatives.
- Promote cross-participation and collective impact within the school community.

III. Tips and Strategies

A. Community Outreach

1. Member Involvement:

- *Encourage active member participation in community service activities.*
- *Facilitate volunteer opportunities that cater to diverse interests and skills.*

2. Regular Communication:

- *Maintain regular communication with members about upcoming community service events.*
- *Utilize various channels, including social media, to maximize outreach.*

B. Collaboration and Partnerships

1. Leveraging Skills:

- *Identify and leverage the skills and talents of DECA members for impactful service projects.*
- *Foster an environment where members can contribute their unique strengths.*

2. Recognition and Appreciation:

- *Acknowledge and appreciate the efforts of members involved in community service.*
- *Implement a recognition program to highlight individual and collective contributions.*

IV. Resources

A. Templates and Guides

1. Event Planning Checklist for Community Service:

- *A comprehensive guide to planning and executing successful community service events.*

2. Impact Assessment Toolkit:

- *Tools for measuring and reporting the impact of community service activities.*

B. Contact List

- *Maintain an updated contact list for local charities, community organizations, and potential partners.*

V. Conclusion

As the Vice President of Community Service, your dedication to community engagement will have a lasting impact on both DECA members and the broader community. Your leadership in organizing meaningful service projects and fostering partnerships reflects the values of DECA. If you have any

questions or need additional support, feel free to reach out to the chapter advisor or other officers. Together, let's make our DECA chapter a catalyst for positive change in the community.

Section: VP of Competition

I. Introduction Welcome to the dynamic role of Vice President of Competition for your WA DECA High School Chapter! As the key player in competition-related activities, your position is vital in preparing and supporting DECA members in achieving success at various levels. This handbook provides comprehensive guidance to help you fulfill your duties as Vice President of Competition and contribute to the overall success of your DECA chapter.

II. Roles and Responsibilities

A. Competition Logistics

1. Event Coordination:

- Collaborate with the officer team to plan and execute DECA competitions, ensuring smooth logistics.
- Provide detailed information to participants about competition guidelines and expectations.

2. Resource Management:

- Manage resources such as practice materials, study guides, and mock exams for competition preparation.
- Coordinate with officers to facilitate study sessions and workshops.

3. Support for Participants:

- Offer guidance and support to members participating in competitions.
- Organize peer mentorship programs to connect experienced competitors with newcomers.

B. Communication and Networking

1. Information Dissemination:

- Communicate competition-related updates, deadlines, and announcements to all DECA members.
- Utilize various channels, including social media and newsletters, to keep participants informed.

2. Networking Opportunities:

- Foster relationships with DECA alumni, industry professionals, and judges.
- Arrange networking sessions and workshops to connect members with experts in relevant fields.

III. Tips and Strategies

A. Competition Logistics

1. Timeline Planning:

- *Develop a comprehensive timeline for competition preparation, including registration deadlines and practice schedules.*
- *Ensure that participants are well-prepared leading up to competition events.*

2. Feedback Loop:

- *Establish a feedback mechanism to gather insights from participants after competitions.*
- *Use feedback to enhance preparation strategies and address challenges.*

B. Communication and Networking

1. Social Media Engagement:

- *Leverage social media platforms to build excitement and engagement around upcoming competitions.*
- *Share success stories and achievements to motivate participants.*

2. Alumni Engagement:

- *Involve DECA alumni in sharing their competition experiences and insights.*
- *Create opportunities for alumni to mentor current members in competition preparation.*

IV. Resources

A. Templates and Guides

1. Competition Preparation Checklist:

- *A detailed checklist to guide members through the various stages of competition preparation.*

2. Networking Event Planning Guide:

- *Resources for organizing networking events and workshops to enhance participants' industry connections.*

B. Contact List

- *Maintain an updated contact list for industry professionals, DECA alumni, and competition-related contacts.*

V. Conclusion

As the Vice President of Competition, your leadership is instrumental in ensuring DECA members are well-prepared, confident, and successful in competitions. Your dedication to effective

communication, resource management, and networking opportunities will contribute significantly to the chapter's success. If you have any questions or need additional support, feel free to reach out to the chapter advisor or other officers. Together, let's make our DECA chapter stand out in competitions and empower members for success!

Section: VP of Hospitality

I. Introduction

Welcome to the warm and welcoming role of Vice President of Hospitality for your WA DECA High School Chapter! Your position is pivotal in creating a positive and inclusive atmosphere within the chapter. This handbook provides comprehensive guidance to help you fulfill your duties as Vice President of Hospitality and contribute to the overall success of your DECA chapter.

II. Roles and Responsibilities

A. Event Planning and Coordination

1. Hospitality Suite:

- Organize and oversee the hospitality suite during DECA events, creating a comfortable space for members.
- Ensure the suite is well-stocked with refreshments and provides a welcoming environment for networking.

2. Member Recognition:

- Develop initiatives to recognize and appreciate the efforts of DECA members.
- Coordinate celebrations, acknowledgments, or small gestures to boost morale.

3. Guest Services:

- Extend a warm welcome to guests and speakers attending DECA events.
- Coordinate with officers to provide necessary information and support to guests.

B. Member Engagement

1. Social Events:

- Plan and execute social events to foster camaraderie among DECA members.
- Organize mixers, team-building activities, or themed events to enhance the chapter's sense of community.

2. Inclusivity Initiatives:

- Implement strategies to ensure inclusivity and make all members feel valued.
- Foster a culture of hospitality that embraces diversity within the DECA community.

III. Tips and Strategies

A. Event Planning and Coordination

1. Detailed Planning:

- *Plan the hospitality suite logistics well in advance of DECA events.*
- *Consider dietary preferences and restrictions when selecting refreshments.*

2. Recognition Program:

- *Establish a recognition program that highlights the achievements and contributions of members.*
- *Personalize recognition efforts to make each member feel valued.*

B. Member Engagement

1. Communication Channels:

- *Utilize various communication channels to promote upcoming social events.*
- *Encourage participation and create a sense of anticipation for these gatherings.*

2. Inclusive Programming:

- *Plan events that cater to a diverse range of interests and preferences.*
- *Solicit input from members to ensure events align with their preferences.*

IV. Resources

A. Templates and Guides

1. Hospitality Suite Checklist:

- *A comprehensive guide to planning and organizing the hospitality suite during DECA events.*

2. Recognition Ideas Catalog:

- *A resource catalog with creative ideas for recognizing and appreciating DECA members.*

B. Contact List

- *Maintain an updated contact list for guests, speakers, and other key stakeholders attending DECA events.*

V. Conclusion

As the Vice President of Hospitality, your commitment to creating a welcoming environment is crucial for fostering a sense of community within the DECA chapter. Your efforts in organizing engaging events and recognizing member contributions contribute significantly to the overall success and positive atmosphere of the chapter. If you have any questions or need additional support, feel free to reach out to the chapter advisor or other officers. Together, let's make our DECA chapter a home for all members!

Section: VP of Marketing

I. Introduction

Welcome to the dynamic role of Vice President of Marketing (Social Media) for your WA DECA High School Chapter! Your position is instrumental in shaping the chapter's online presence and effectively communicating with members and the broader community. This handbook provides comprehensive guidance to help you fulfill your duties as Vice President of Marketing and contribute to the overall success of your DECA chapter.

II. Roles and Responsibilities

A. Social Media Management

1. Content Creation:

- Curate engaging and relevant content for DECA's social media platforms.
- Develop a content calendar to ensure consistent posting and variety in content types.

2. Audience Engagement:

- Foster interaction and engagement with DECA members through social media channels.
- Respond promptly to comments, messages, and mentions to create an interactive online community.

3. Promotion of Events:

- Effectively promote DECA events, competitions, and activities through social media.
- Create visually appealing and informative posts to maximize attendance and participation.

B. Branding and Visual Identity

1. Consistent Branding:

- Maintain a consistent visual identity for DECA across all social media platforms.
- Ensure that posts align with DECA's branding guidelines to build brand recognition.

2. Graphic Design:

- Create eye-catching graphics, images, and other visual content for social media posts.
- Collaborate with designers or use design tools to enhance the visual appeal of marketing materials.

III. Tips and Strategies

A. Social Media Management

1. Content Variety:

- *Diversify content types, including images, videos, polls, and infographics, to keep the feed engaging.*
- *Share member testimonials, success stories, and behind-the-scenes content to humanize the DECA experience.*

2. Analytics and Insights:

- *Regularly analyze social media analytics to understand audience behavior.*
- *Use insights to refine content strategies and optimize posting schedules.*

B. Branding and Visual Identity

1. Template Usage:

- *Establish templates for recurring content types to maintain a cohesive visual theme.*
- *Ensure templates are easily adaptable for different events and campaigns.*

2. Collaboration with Officers:

- *Collaborate with other officers to incorporate branding into all aspects of DECA's activities.*
- *Share visual assets and guidelines with officers for consistent branding across channels.*

IV. Resources

A. Templates and Guides

1. Social Media Content Calendar:

- *A pre-designed calendar template to plan and schedule social media posts efficiently.*

2. Branding Style Guide:

- *A comprehensive guide outlining DECA's branding elements and visual identity.*

B. Contact List

- *Maintain an updated contact list for graphic designers, content contributors, and key contacts for event promotion.*

V. Conclusion

As the Vice President of Marketing (Social Media), your role is vital in creating a vibrant online presence for the DECA chapter. Your creativity, engagement strategies, and commitment to consistent branding contribute significantly to the chapter's success. If you have any questions or

need additional support, feel free to reach out to the chapter advisor or other officers. Together, let's elevate the DECA chapter's online presence and effectively communicate our shared passion for excellence!

Section: Vice President of Finance

I. Introduction

Welcome to the dynamic role of Vice President of Finance for your WA DECA High School Chapter! As the financial steward of the chapter, your position is integral in ensuring the chapter's fiscal responsibility and sustainability. This handbook provides comprehensive guidance to help you fulfill your duties as Vice President of Finance and contribute to the overall success of your DECA chapter.

II. Roles and Responsibilities

A. Financial Management

1. Budget Oversight:

- *Develop and manage the annual budget in collaboration with the Treasurer and other officers.*
- *Ensure adherence to budgetary constraints and seek approval for any necessary adjustments.*

2. Transaction Handling:

- *Oversee financial transactions, including fundraising activities, membership fees, and event-related expenses.*
- *Collaborate with the Treasurer to maintain accurate financial records.*

3. Reporting:

- *Generate regular financial reports to update the officer team on the chapter's financial status.*
- *Present financial updates during officer meetings and general chapter gatherings.*

B. Fundraising and Sponsorship

1. Strategy Development:

- *Work with the Fundraising Chair and other officers to develop effective fundraising strategies.*
- *Identify potential sponsors and partners to support DECA activities financially.*

2. Record Keeping:

- *Maintain detailed records of fundraising initiatives, income generated, and expenses incurred.*
- *Provide transparent reports on the financial outcomes of each fundraising campaign.*

III. Tips and Strategies

A. Financial Management

1. Transparent Communication:

- *Keep members informed about the chapter's financial health through regular updates.*
- *Encourage transparency in financial matters to build trust among members.*

2. Expense Planning:

- *Plan and allocate funds thoughtfully, considering the diverse needs of the chapter.*
- *Prioritize expenses based on the impact they will have on achieving DECA's goals.*

3. Collaboration with Treasurer:

- *Establish a strong collaboration with the Treasurer for accurate financial tracking.*
- *Conduct periodic reviews to ensure financial goals align with the overall chapter objectives.*

B. Fundraising and Sponsorship

1. Diversify Fundraising Methods:

- *Explore various fundraising methods to appeal to different interests and demographics.*
- *Innovate and adapt strategies based on the success of previous campaigns.*

2. Sponsorship Proposal:

- *Develop a compelling sponsorship proposal outlining the benefits of supporting DECA.*
- *Highlight the positive exposure and community impact sponsors can achieve.*

IV. Resources

A. Templates and Guides

1. Budget Template:

- *A pre-designed template for creating and managing the chapter's budget effectively.*

2. Fundraising Campaign Planner:

- *A guide to plan and execute successful fundraising campaigns.*

B. Contact List

- *Maintain an updated contact list for potential sponsors, donors, and key financial stakeholders.*

V. Conclusion

As the Vice President of Finance, your strategic financial management will significantly contribute to the chapter's growth and success. Your dedication to fiscal responsibility ensures that DECA can continue to thrive and offer valuable experiences to its members. For any questions or additional support, don't hesitate to reach out to the chapter advisor or fellow officers. Together, let's secure the financial foundation for our DECA chapter's success!

Section: Vice President of Communications (Outreach)

I. Introduction

Welcome to the exciting role of Vice President of Communications (Outreach) for your WA DECA High School Chapter! Your position is crucial in fostering effective communication within the chapter and reaching out to the wider community. This handbook provides comprehensive guidance to help you fulfill your duties as Vice President of Communications and contribute to the overall success of your DECA chapter.

II. Roles and Responsibilities

A. Internal Communication

1. Member Engagement:

- Foster a sense of belonging and enthusiasm among chapter members.
- Regularly communicate upcoming events, meetings, and initiatives through various channels, including social media, newsletters, and announcements.

2. Meeting Coordination:

- Collaborate with the President and other officers to plan engaging and informative chapter meetings.
- Ensure all members are well-informed about meeting agendas and any relevant updates.

3. Feedback Mechanism:

- Establish a system for collecting feedback from members on chapter activities.
- Use feedback to continuously improve communication strategies and chapter experiences.

B. External Communication

1. Public Relations:

- Develop and maintain positive relationships with school administrators, teachers, and other student organizations.
- Promote DECA's activities and achievements to the school community.

2. Media Presence:

- Manage the chapter's social media accounts, ensuring consistent and engaging content.
- Create multimedia materials, including posters, videos, and graphics, to promote DECA events.

3. **Community Outreach:**

- Identify opportunities for the DECA chapter to engage with the local community.
- Coordinate participation in community events and service projects.

III. Tips and Strategies

A. Internal Communication

1. **Utilize Multiple Platforms:**

- Diversify communication channels to accommodate different preferences. Use platforms like social media, emails, and in-person announcements to reach all members effectively.

2. **Interactive Meetings:**

- Make meetings interactive by incorporating activities, guest speakers, or workshops. Engaged members are more likely to stay informed and actively participate.

3. **Calendar of Events:**

- Maintain a shared calendar outlining all DECA events, deadlines, and important dates. Share this calendar regularly to keep everyone on the same page.

B. External Communication

1. **Consistent Branding:**

- Ensure a consistent visual identity for the DECA chapter across all communication materials. This builds brand recognition within the school and community.

2. **Storytelling Techniques:**

- Share success stories, personal experiences, and impactful moments to make communications more relatable and compelling.

3. **Networking:**

- Attend school events and network with other student leaders. Collaborate on initiatives and promote cross-participation between chapters.

IV. Resources

A. Templates and Guides

1. **Social Media Content Calendar:**

- A pre-designed calendar template to plan and schedule social media posts efficiently.

2. **Meeting Agenda Template:**

- A guide for structuring effective meeting agendas.

3. Event Promotion Checklist:

- A checklist to ensure comprehensive promotion for DECA events.

B. Contact List

- Maintain an updated contact list for school administrators, teachers, and other student leaders for efficient communication.

V. Conclusion

As the Vice President of Communications (Outreach), you play a pivotal role in shaping the image of your DECA chapter. Your dedication to effective communication will not only enhance the member experience but also elevate the chapter's standing within the school and community. If you have any questions or need additional support, feel free to reach out to the chapter advisor or other officers. Together, let's make our DECA chapter thrive!