



**Local Chapter Officer  
Training Program**



## **Local Chapter Officer Training Program Outline**

Activity # 1: Two Truths & A Lie

Activity # 2: Why are you here?

Goose Story

Chapter Officer Responsibilities

Activity # 3: Alphabet Soup

Conducting a Sample Meeting

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Developing a Program of Work

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Activity # 6: Create Program of Work for DECA Chapter

Activity # 7: Develop Local Calendar of Activities for the Year

Developing a Local Chapter Budget

Activity # 8: Develop Local Chapter Budget

Activity # 9: Essence Circle

The Future of DECA Leadership

Activity # 10: Create a bulletin board or a display promoting your DECA chapter

Activity # 11: Recognition at the Fall Leadership Development Conference

## **Local DECA Chapter Officer Training – Activity # 1**

### **ICEBREAKER**

#### **TWO TRUTHS & A LIE**

Have each local chapter officer tell two truths and a lie about themselves. Ask the officer group to guess which one the lie is. This will allow the officers to become better acquainted with each other.

## Local DECA Chapter Officer Training – Activity # 2

### WHY ARE YOU HERE?

**Why did you want to be a local chapter officer?** List the three most important reasons you wanted to be part of this team. **BE HONEST!!!**

A.

B.

C.

**What Do You See as Your Most Important Responsibilities as an Officer?**

A.

B.

C.

Read the following quote:

***“The servant-leader is servant first... It begins with the natural feeling that one wants to serve, to serve first. Then the conscious choice brings one to aspire to lead.”***

*– Robert K. Greenleaf, author of The Servant As Leader*

Take a few moments and brainstorm some ideas of how this quote is related to being an officer and part of this team. List your ideas below.

What are three ways you personally will be of service to your team, chapter, and community?

1.

2.

3.



*Next time you see geese heading south for the winter – flying along in the “V” formation – you might consider what science has discovered as to why they fly that way.*

***As each bird flaps its wings, it creates “uplift” for the bird following. By flying in a “V” formation, the whole flock adds at least 71% greater flying range than if each bird flew alone.***

WHAT LESSON CAN WE LEARN FROM THIS? People who share a common direction and sense of community can get where they are going quicker and easier because they are traveling on the trust of one another!

***When a goose falls out of formation, it suddenly feels the drag and resistance of trying to fly alone and quickly gets back into the formation to take advantage of the “lifting” power of the bird immediately in front.***

WHAT LESSON CAN WE LEARN FROM THIS? By staying in formation with those who are headed where we want to go, we will make our own individual lives more pleasant.

***When the lead goose gets tired, it rotates back into the formation and lets another goose fly point.***

WHAT LESSON CAN WE LEARN FROM THIS? It pays to take turns doing the hard tasks and sharing in leadership – with people, as with geese – interdependent with each other!

***The geese in formation honk from behind to encourage those up front to keep up their speed.***

WHAT IS THE LESSON HERE? We must ask ourselves what we are saying from behind. Is our “honking” is encouraging ... or is it something less helpful?

***When a goose gets sick or wounded, two geese drop out of formation and follow him down to help and protect him. They stay with him until he is either able to fly again or dies. Only then do they launch out on their own to join another formation or to catch up with their own flock.***

WHAT LESSON CAN WE LEARN FROM THIS? We must stand by each other ... Soaring with one another we can accomplish almost anything!

**BOTTOM LINE: If we have as much sense as geese – and I’m sure we do – we’ll pay heed to the wisdom of our geese friends ...**

***REMEMBER: WE’RE NOT SILLY GEESE!***

# Chapter Officer Duties

## Chapter Officer Responsibilities

It is important for the development of each chapter to have a well-qualified and dependable team of officers. With capable officers, the business of the chapter will be conducted in proper parliamentary fashion, an effective program of work that includes all members will be maintained, records and minutes will be up-to-date and complete, good publicity will be generated and all members will grow professionally.

Good judgment should be exercised by the membership when electing qualified officers. It is a mistake to look only for the most popular members. Qualifications for the position to which the individual will be elected should be the prime consideration. It is highly recommended that you review the responsibilities of each office with all chapter members before officer nominations begin. Be sure you have nominated a slate of officers who are willing to work hard to perform the duties and responsibilities of each office and who possess leadership qualities.

Chapter officers should be the chapter leaders. A leader is one who can communicate ideas and feelings, yet who is willing to listen and understand the need for democratic procedures. A good leader respects the rights, abilities and dignity of every member and is able to convey enthusiasm and inspire confidence. A good leader has the courage of convictions, but is open-minded. A leader is vitally interested in everything that concerns the chapter and the community and is willing to put the good of the chapter before personal desires.

## President

### *Overall Responsibilities*

1. Presides over and conducts chapter meetings in accordance with accepted parliamentary procedure.
2. Keeps the meeting to its order of business.
3. Sees that time limits are observed.
4. Handles the discussion in an orderly way:
  - a. Gives every member who wishes a chance to speak.
  - b. Tactfully keeps all speakers to rules of order and to the question.
  - c. Gives pro and con speakers alternating opportunities to speak.
5. Does not enter into discussion.
6. States each motion before it is discussed and before it is voted upon.
7. Puts motions to a vote and announces the outcome.
8. Maintains impartiality by voting only on ballot votes or to cast the deciding vote.
9. Should be familiar enough with parliamentary law to inform the assembly on proper procedures.
10. Appoints committees when authorized to do so.
11. Suggests motions (e.g., for adjournment) but may not make them.

### ***Other Duties and Responsibilities***

1. Represents the chapter at special school events, civic clubs and other out-of-school organizations.
2. Coordinates and guides the efforts of all chapter officers.
3. Serves as ex-officio member of chapter committees.
4. Consults regularly with the chapter advisor on the progress of the chapter's program of work.
5. Determines the need for special chapter meetings and calls them.
6. Promotes energetic activity on the part of chapter members by displaying enthusiasm.
7. Conducts himself/herself at all times in a manner that reflects credit upon the chapter.
8. Counsels with other chapter officers concerning their duties and responsibilities.

During a chapter meeting, the president can remain seated during the meeting except at these times:

1. To call the meeting to order
2. To put a question to vote
3. To give his/her decision on a point of order
4. May stand to recognize speakers (particularly if assembly is large)

The president should stay seated while others speak in debate unless his/her view of the speaker is obstructed.

In speaking to the assembly, the president refers to himself/herself as "the chair."

### **Vice President**

#### ***Overall Responsibilities***

1. Assists the president in the discharge of his/her duties and responsibilities.
2. Presides over chapter and executive committee meetings in the absence of the president.
3. Assumes the full duties and responsibilities of the president should he/she be absent for a long period of time or leave the chapter permanently.
4. Coordinates and guides the efforts of all chapter committees, serving as an ex-officio member.

#### **Suggestions for the President and Vice President When Conducting a Meeting**

1. Begin the meeting on time (with two taps of the gavel). Members will be there if they know the meeting will begin at a specified time. Start your first meeting even if only a few members are present. They will be on time for the next meeting knowing you're going to start on time because they won't want to miss anything.
2. Be sure a quorum (51%) is present before beginning the business portion of the meeting. A quorum is the minimum number of members required to be present at an assembly or meeting before it can validly proceed to transact business.

3. Always keep the meeting under control. Be fair. Limit discussion by any one individual. Do not let one person dominate the conversation. If one person does, let that individual know you are calling on others in order to allow everyone the opportunity to express their views. Use the gavel of authority when necessary.
4. Conduct your meeting according to parliamentary law.
5. Refer to yourself as “the chair.”
6. Be impartial at all times.
7. Always stand when presenting business or directing the group in action. It is permissible to sit down while business is being transacted or matters are under discussion on the floor.
8. When you want to enter the debate, leave the chair and make your comments from the floor. If you want to make or discuss a motion personally—and occasionally this may be necessary—you should leave the chair and do so from the floor. (You may give information, but not opinions, while in the chair.)
9. Always remember that when you leave the chair, the meeting must be turned over to the vice president or other person whom you designate.
10. If some member wants to suspend the regular order of business, it must be done by formal motion and carried by a 2/3 vote. This helps many times to keep the members “on the ball.”
11. Recognize any member who wishes to speak.
12. Do not permit discussion until a motion is made, seconded and stated by the chair.
13. Sit down after granting the floor to a member and remain seated while the member discusses the question.
14. State a motion clearly and, before taking a vote, be sure that all members understand the question.
15. Announce the result of the vote.
16. The chair does not vote except in the case of a tie.
17. Require all remarks to be addressed to the chair. (Do not permit members to discuss the question among themselves or address questions or remarks to one another.)
18. Permit the vice president, or maker of the motion, to put a question to a vote if the question concerns the president alone.
19. Close the meeting on time, but not too abruptly, with one tap of the gavel.

## **Secretary**

### ***Overall Responsibilities***

The secretary of a DECA chapter is responsible for keeping an official record of all chapter meetings and participation in any other DECA activities, as well as for all chapter communications and general record keeping.

1. Takes notes and prepares adequate minutes of each regular and called meeting of the chapter. Include the following in your minutes:

- a. Kind of meeting (regular, special or adjourned)
  - b. Name of society or assembly
  - c. Date, hour and place of meeting
  - d. Name and title of officer presiding and presence of quorum
  - e. Approval of previous minutes
  - f. Record of reports
  - g. Record of each main motion (unless withdrawn) with name of person who made it
  - h. Record of points of order and appeals
  - i. Record of all other motions (unless withdrawn)
  - j. Record of counted votes
  - k. Time of adjournment
  - l. Signature and title of secretary
2. Answers all incoming chapter correspondence.
  3. Keeps a proper file of copies of all outgoing and incoming correspondence.
  4. Prepares all necessary chapter records.
  5. Protects any and all permanent records of the chapter.
  6. Is responsible for the posting of items of common interest and benefit to members on the classroom and/or school bulletin boards and Web sites.
  7. Reads letters and/or other communications at chapter meetings.
  8. Keeps a proper record of votes cast—especially on important issues.
  9. Before each meeting, provides a list of pending and potential business (agenda) for the chairperson.
  10. Is prepared at every meeting. Has at hand minutes of previous meetings, a record of committees and their past reports, the chapter's program of work, and a copy of a state and national DECA Handbook.
  11. Is prepared at every regular meeting to keep a roll of members present and gives the chapter information about any unfinished business or any new business.

### ***Suggestions for the Secretary***

1. Be sure to record the minutes of all meetings—informal, formal and called meetings. Your record is very important.
2. Record in your minutes what is done—not what is said.
3. Always record the exact wordings of motions, whether they are carried or lost in the voting, and make a record of who made the motion.
4. If you cannot get the exact wording of the motion, you have every right to halt the proceedings long enough to record the motion by asking the presiding officer to have the motion repeated slowly enough for you to make a record of it.

5. Your minutes should always show the names of members who have been appointed to committees—with the name of the chairperson, if any is designated.
6. If the Treasurer's Report is not included in your minutes as read, you should have a copy of the report attached to your minutes.
7. Minutes are important enough to be written in the permanent minutes book. They should be typed up following the meeting and distributed at the next meeting to all members so that they may offer corrections or accept the minutes as written.
8. The signature of the presiding officer should be at the bottom of the minutes. This is the official acknowledgment that the minutes are correct as noted. This completes the record.
9. Organize all minutes, correspondence and other chapter records into a divided loose-leaf notebook. Keep this notebook at school where it is accessible to others if you are absent from a meeting.

### ***Writing the Minutes***

Record what is done—not what is said. Keep notes together in a special notebook. Organize the notes into clear, concise statements and record them in a permanent minute book to be read at the next meeting. Record each motion in a separate paragraph. Minutes should be read and approved at the next regular or adjourned meeting. If the organization is not scheduled to meet for several months, a committee may be appointed to approve the minutes when they are in permanent form.

### ***Final Form of the Minutes***

Should be typewritten or legibly written in permanent ink.

Should not be defaced. (Corrections should be made by bracketing the erroneous portions and stating corrected information in the wide margin.)

Should be kept in book form. If in longhand, a bound book should be used; if typewritten, a loose-leaf notebook. If a loose-leaf notebook is used, each page should be signed or initialed by the secretary and one other officer to guard against substitution of pages.

Should be recorded with wide margins for corrections.

Minutes, when approved, should be signed by the secretary and, if desired, by the president.

## **Treasurer**

### ***Overall Responsibilities***

The treasurer of a DECA chapter is responsible for all financial transactions in and out of the chapter account.

1. Receives an account for all funds that come into the chapter treasury.
2. Assists in the preparation of a statement of estimated receipts and expenditures for the year.
3. Keeps financial records neat, accurate and up-to-date.
4. Collects all individual state and national chapter fees and becomes responsible for their disbursement to the state and/or national treasury.

5. Pays out funds on authorization of the chapter.
6. Protects the financial reputation of the chapter by seeing that payment obligations are promptly met.
7. Helps plan and execute the ways and means of providing for chapter income.
8. Prepares necessary statements of receipts and expenditures.
9. Serves as an ex-officio member on the finance committee.

### ***Suggestions for the Treasurer***

1. Organize chapter funds in cooperation with the school treasurer's office.
2. Keep your records in a permanent ledger.
3. Record all receipts by name of member or name of other source.
4. List all money paid out by date, listing the individual or organization and reason for payment.
5. Never pay out any of the chapter's money without proper authority; always obtain a receipt from the person to whom money is paid.
6. Keep your records current at all times. Do not put off making the entries in your book.
7. Be prepared to make an accurate report to the members at every regular meeting.
8. Be prepared to give a receipt for money received.

### **Parliamentarian**

*(May be appointed by the president or elected)*

#### ***Overall Responsibilities***

The parliamentarian of a DECA chapter is responsible for being knowledgeable about parliamentary procedures, and for ensuring that proper parliamentary procedure is followed for all DECA meetings in accordance with *Robert's Rules of Order, Newly Revised*.

1. Assists in learning proper parliamentary procedure.
2. Advises the presiding officer and other chapter members on points of parliamentary procedure during meetings.
3. Has reference material pertaining to acceptable parliamentary procedure available to refer to should the need arise.
4. Recognizes and calls the chair's attention to significant irregularities in procedures.
5. If needed, explains any irregularity and its effect on the fair and equal rights of all chapter members.

#### ***Suggestions for the Parliamentarian***

1. Make sure chapter meetings are conducted in an orderly manner.
2. Know parliamentary law. Be familiar with *Robert's Rules of Order, Newly Revised*.
3. Protect the rights of each individual member.
4. Preserve a spirit of harmony within the group.

5. Make sure the will of the majority is carried out and the rights of the minority are preserved.

## **Reporter**

*(May be appointed by the president or elected)*

### ***Overall Responsibilities***

1. Sends chapter news and happenings to the state reporter and to the DECA Headquarters.
2. Prepares articles for publication in school and local newspapers, and DECA Dimensions.
3. Contacts and acquaints the editors of school and local newspapers with the aims and purposes of marketing education and DECA's role in preparing students for careers in marketing, management and entrepreneurship.
4. Keeps a cumulative file of clippings, pictures, charts, copies of special programs, etc., and assists in building the chapter's public relations manual.

### ***Suggestions for the Reporter***

1. Gather and organize all DECA news. Keep everything.
2. Work with an English or communications instructor, in addition to the chapter advisor, when preparing articles for publication in local, state and national news media.
3. Develop a working relationship with local media personnel and supply them with DECA news. Ask them what is newsworthy.
4. File clippings, pictures, etc., on all DECA activities and maintain all records.
5. Create an online newsletter.
6. Maintain a chapter Web site.

## **Historian**

### ***Overall Responsibilities***

The historian of a DECA chapter is responsible for the following:

1. Produces (with the help of fellow members) a scrapbook or videotape of all chapter events and activities of the current year.
2. Works closely with the secretary and reporter on chapter activities by sharing ideas, notes and other data.
3. Keeps accurate records on all events and activities.
4. Prepares a summary report of the end of the year to pass to the next year's chapter, paying particular attention to significant changes in chapter operations or activities.

### ***Suggestions for the Historian***

1. Maintain files and records on chapter activities.
2. Establish and follow a year-round schedule for completing a chapter scrapbook/video.
3. Work with the advisor to be sure a camera is available to record all chapter activities.

## ALPHABET SOUP A Teamwork Exercise

Instructions: Divide in the groups of 10 or fewer. Each problem below contains the initials of words that will make the equation correct. You have 5 minutes to work alone solving these problems. Then, work for 5 minutes as a team to finish the exercise.

Example:  $16 = \text{O. in a P.}$        $16 = \text{Ounces in a Pound}$

1.       $26 = \text{L. of the A.}$
2.       $7 = \text{W. of the A. W.}$
3.       $1001 = \text{A. K.}$
4.       $12 = \text{S. of the Z.}$
5.       $54 = \text{C. in a D. (with the J.)}$
6.       $9 = \text{P. in the S. S.}$
7.       $88 = \text{P. K.}$
8.       $13 = \text{S. on the A. F.}$
9.       $32 = \text{D. F. at which W. F.}$
10.      $18 = \text{H. on a G. C.}$
11.      $90 = \text{D. in a R. A.}$
12.      $200 = \text{D. for P. G. in M.}$
13.      $8 = \text{S. on a S. S.}$
14.      $3 = \text{B. M. (S. H. T. R.)}$
15.      $4 = \text{Q. in a G.}$
16.      $24 = \text{H. in a D.}$
17.      $1 = \text{W. on a U.}$
18.      $5 = \text{D. in a Z. C.}$
19.      $57 = \text{H. V.}$
20.      $11 = \text{P. on a F. T.}$
21.      $1000 = \text{W. that a P. is W.}$
22.      $80 = \text{D. A. the W.}$

## Key

1. 26 = Letters of the Alphabet
2. 7 = Wonders of the Ancient World
3. 1001 = Arabian Nights
4. 12 = Signs of the Zodiac
5. 54 = Cards in a Deck (with the Jokers)
6. 9 = Planets in the Solar System
7. 88 = Piano Keys
8. 13 = Strips on the American Flag
9. 32 = Degrees Fahrenheit at which Water Freezes
10. 18 = Holes on a Golf Cart
11. 90 = Degrees in a Right Angle
12. 200 = Dollars for Pass Go in Monopoly
13. 8 = Sides on a Stop Sign
14. 3 = Blind Mice (See How They Run)
15. 4 = Quarts in a Gallon (or Quarters in a Game)
16. 24 = Hours in a Day
17. 1 = Wheel on a Unicycle
18. 5 = Digits in a Zip Code
19. 57 = Heinz Variety
20. 11 = Players on a Football Team
21. 1000 = Words that a Picture is Worth
22. 80 = Days Around the World

# Sample Agenda

## Jefferson High School DECA Chapter

**October 15**

- |                                     |                        |
|-------------------------------------|------------------------|
| 1. Call to Order                    | President              |
| 2. Invocation (optional)            | Chapter Officer        |
| 3. Pledge of Allegiance             | Chapter Officer        |
| 4. DECA Creed                       | Chapter Officer        |
| 5. Roll Call (can be done silently) | Secretary              |
| 6. Reading/Approval of Minutes      | Secretary/President    |
| 7. Officers' Reports                | Each Officer           |
| 8. Committee Reports                | Committee Chairpersons |
| a. Finance                          |                        |
| b. Promotions                       |                        |
| c. Social                           |                        |
| d. Special Committees               |                        |
| 9. Unfinished Business              | President              |
| 10. New Business                    | President              |
| 11. Program (optional)              |                        |
| 12. Announcements                   | President              |
| 13. Adjournment                     | President              |

## Sample Meeting Script

This sample meeting script will give inexperienced officers an idea of the flow of a meeting and help build their confidence before that all-important first meeting.

### 1. Call to Order

President: "I now declare the October 15th meeting of the Jefferson High School DECA chapter to be in session." (rap gavel twice)

### 2. Invocation (optional by chapter officer)

### 3. Pledge of Allegiance

Chapter officer: "Will you please stand for the Pledge of Allegiance. I pledge . . ."

### 4. DECA Creed

"Please remain standing as we recite the DECA Creed."

### 5. Roll Call

President: "Will the secretary please take roll?"

Secretary: Call each member's name and record if they are in attendance. After roll has been taken, state whether quorum has been established. "Mr./Ms. President, there are \_\_\_ members present and a quorum has/has not been established."

Note: Roll call can be done as members file in for the meeting or as the meeting is in progress. This does not have to be an official part of the agenda.

### 6. Approval of the Minutes

President: "Will the secretary read the minutes of the last meeting?"

Secretary: Reads the minutes.

President: "Are there any additions or corrections to the minutes?" (Members give corrections if there are any.) "If there are no (further) corrections or additions to the minutes, I will ask for a motion to approve the minutes as read (corrected)."

Member: "I move to approve the minutes as read (corrected)."

Another chapter member: "I second the motion." (There is no discussion on this motion.)

President: "All those in favor, say 'aye.'" "All those opposed, say 'nay.'"

President: Announce if the motion passed or not.

### 7. Officer Reports

President: "We will now ask for each officer to make a brief report."

President: Gives his/her report. Then moves on to other officers until all reports have been given.

### 8. Committee Reports

Same procedure is followed for committee reports.

## 9. **Unfinished Business**

President: "We will now move on to unfinished business. Is there any unfinished business to be discussed today?"

## 10. **New Business**

President: "We will now move on to new business. Is there any new business?"

## 11. **Program**

President: Introduces the program speaker if one has been planned (or other activity or event).

## 12. **Announcements**

President: "Are there any announcements?" (Chapter members are called on if they have any announcements.)

## 13. **Adjournment**

President: "If there is no further business, I will ask for a motion to adjourn the meeting."

Member: "I move to adjourn the meeting."

Another chapter member: "I second the motion." This is nondebatable; proceed to vote.

President: (If approved) "I now declare the October 15th meeting of the Jefferson High School DECA chapter to be adjourned." (Rap gavel once.)

Note: If the chapter wishes to adjourn the meeting before all the business has been completed, the meeting must be adjourned by a motion.

## **Local DECA Chapter Officer Training – Activity # 4**

### **60 Second Speeches**

Focus: Getting to Know One Another, Speaking Skills

Have different topics pre-written on pieces of paper about all sorts of different things (candy, state advisors, television, summer, DECA blazers, parents). One by one, participants will pick a topic from you and must give a 60 second speech however they would like. The only rule is that they must not stop talking or hesitate for the entire minute. You'll be amazed at what some people end up talking about in just one minute!

# Chapter Tips for a Successful Year

## Membership

The lifeblood of any DECA chapter is membership. Great ideas will not get past planning stages if your chapter does not have a strong membership base of eager and active students, advisors, alumni members and professional members. Make it a goal to increase your membership in each of these areas this year. Many chapters increase membership annually by having contests between advisors and classes to see who can register the most DECA members.

Involve all chapter members throughout the school year in event planning, competitive events, fund-raisers, etc. Advisors and chapter officers should serve as leaders of the organization but should not be responsible for doing all of the work. Chapter members that are asked to help with tasks early in the year are more likely to become active members during the year. Active members are more likely to attend meetings, participate in social events, participate in community service projects and compete in DECA's Competitive Events Program.

Your chapter may earn a spot on stage at this year's ICDC by participating in the DECA Membership Campaign. Visit [www.deca.org/membershipcampaign.html](http://www.deca.org/membershipcampaign.html) for more information.

## Competitive Events

DECA's Competitive Events Program provides DECA members opportunities to showcase their marketing and business skills in a variety of events. First-year DECA members should consider participating in a Principles of Business Administration Event. Second-year members should consider participating in a Team Decision Making Event or a Business Operations Research Event. Upper-level members would be well-served participating in a Written Event, Chapter Event or Entrepreneurship Event. Visit [www.deca.org/celisting.html](http://www.deca.org/celisting.html) for a complete listing of all DECA events, guidelines and rules. This site will also give you access to sample DECA exams, role-play scenarios and written events.

DECA is a co-curricular organization and should be incorporated into classroom instruction. Competitive events make this easy to accomplish by using role-plays and written events as classroom activities or assignments. Teachers will find helpful resources for integrating DECA competitive events into their lessons by visiting [www.deca.org/chapteradvisor.html](http://www.deca.org/chapteradvisor.html).

Chapters that have students active in competitive events often see membership growth in future years. Once your chapter begins placing students on stage at the district, state and international conferences, you will see your chapter strengthen.

## Publicity

Your DECA chapter does many wonderful things during the course of a school year. Do not forget to spread the news about all of the terrific community service your chapter has performed, the scholarships your members have earned or the awards your members attained at the different levels of competition. Chapter advisors and officers should make it a point to publicize DECA news whenever possible. Great outlets are:

- School newspaper
- Local newspaper and television
- School Web site
- School yearbook

- PTSA newsletters
- Community newsletters
- DECA Dimensions
- Invite school administrators and counselors to attend DECA conferences and events

For more information on publicizing your chapter, visit [www.deca.org/pdf/prtoolkit.pdf](http://www.deca.org/pdf/prtoolkit.pdf).

## **Social Events**

Successful DECA chapters know how to have fun while also learning. When planning events for the school year, be sure to include several social events for members. Social events do not have to be elaborate and expensive to be effective. Ice cream socials and tailgates prior to football games do not cost a lot of money, but are lots of fun and also serve as a promotional opportunity. Other exciting social events are laser tag outings and chapter picnics. If possible, try not to charge members to attend these functions. The cost of social events can be built into the cost of chapter membership dues at the beginning of the year.

## **Conferences**

DECA offers members several opportunities to attend professional and leadership conferences. In the fall consider attending your regional conference or participating in the New York Experience. In the winter members will be able to compete at district conferences and have the opportunity to participate in the Sports & Entertainment Marketing Conference in Orlando. In the spring, your state will host its State Leadership Conference and each April chapters have the opportunity to send members to the International Career Development Conference.

DECA conferences are great for networking and developing leadership skills. After attending a DECA conference your members will come back to school raving about how fun and rewarding the experience was. For more information on conferences visit

[www.deca.org/conferenceoverview.html](http://www.deca.org/conferenceoverview.html).

## **Community Service**

Community service should be an important component of every chapter's program of work. DECA members should understand that giving back time and resources to the community is part of being a proud and productive citizen. Each year DECA chapters across the country conduct countless community service projects in their local communities. This year, plan a community service project for your chapter members to implement. After the project is complete, develop it into a written report that can be submitted for competition as a Community Service Project. Previous successful projects include:

- Food drives for local food banks
- Disaster relief efforts
- Cleaning and landscaping local parks
- Coat drives for local less fortunate families
- "Buddy Up" programs with students with Down's Syndrome
- Volunteering with Habitat for Humanity
- Assistance at MDA Summer Camp

## **Fund-raising**

All chapters have grand ideas for the school year. The problem—it is hard to do these things without funds in the chapter account. Fund-raising should be a major component of your

program of work throughout the year. Try to conduct several different fund-raisers during the year. Offer a variety of products to your customers, and they will be more likely to support your efforts. There are countless ways to raise funds for your chapter that will help reduce costs for members to participate in conferences and field trips. Previous successful fundraisers include:

- Candle sales
- Selling advertising space in your school's athletic program
- Sponsoring a school talent show
- Otis Spunkmeyer cookie sales
- Car washes

Visit [www.deca.org/mainsmpage.html](http://www.deca.org/mainsmpage.html) for a list of DECA's Sales and Marketing Companies—many of which offer great fund-raisers that can be customized for your chapter.

### **Engage the Community**

Encourage local businesses and organizations to become active with your chapter. Many businesses would be excited to help chapter members with research projects, interviewing skills, presentation skills, etc. They can also serve as guest speakers or host career development field trips. The problem is that these businesses are rarely asked for help. Do not be shy about asking for help from outside organizations. Once one local business member discovers that DECA is a great educational tool, word will spread to others in the area. Be sure to invite any business partners to chapter functions such as awards ceremonies, induction ceremonies, and employer banquets.

Parents of chapter members are terrific resources. Consider forming a DECA Booster Club for your chapter. Your athletic department has boosters. Your school band has boosters. Your drama department has boosters. Why shouldn't DECA have boosters, too? Parent volunteers and supporters can assist with fundraising efforts, chaperoning duties, publicizing chapter highlights, and so much more. Don't be afraid to ask parents for help.

Throughout the school year, encourage your chapter members to make professional contacts. Networking is vital in the business world and this will be a good skill for students to develop while in your program.

## **Local DECA Chapter Officer Training – Activity # 5**

### **Leadership Quotes:**

Each officer will review various leadership quotes. He/she will pick their favorite quote which will inspire them this year and then share with the group their quote, why they chose it and how it will motivate them to be a motivated, committed chapter officer.

# Leadership Quotes

OnlineLeadershipDevelopmentTool-Kit

(IN ALPHABETICAL ORDER)

## ABILITY

- "It is a fine thing to have ability, but the ability to discover ability in others is the true test."  
- Elbert Hubbard
- "A man with ability and the desire to accomplish something can do anything."  
- Donald Kircher
- "He is able who thinks he is able."  
- Buddha
- "Great ability develops and reveals itself increasingly with every new assignment."  
- Baltasar Gracian, The Oracle

## AMBITION

- "A person who aims at nothing is sure to hit it."  
- Anon
- "We are told never to cross a bridge until we come to it, but this world is owned by men who have 'crossed bridges' in their imagination far ahead of the crowd."  
- Anon
- "No bird soars too high if he soars with his own wings."  
- William Blake
- "Shoot for the moon. Even if you miss, you'll land among the stars."  
- Les Brown
- "You can't build a reputation on what you're going to do."  
- Henry Ford
- "To accomplish great things, we must not only act, but also dream; not only plan, but also believe."  
- Anatole France
- "The best way out is always through."  
- Robert Frost

# AMBITION

- "The entrepreneur is essentially a visualizer and an actualizer... He can visualize something, and when he visualizes it he sees exactly how to make it happen."  
- Robert L. Schwartz
- "The roots of true achievement lie in the will to become the best that you can become."  
-Harold Taylor
- "Keep away from people who try to belittle your ambitions. Small people always do that, but the really great make you feel that you, too, can become great."  
- Mark Twain
- "If you can imagine it,  
You can achieve it.  
If you can dream it,  
You can become it."  
- William Arthur Ward

# ATTITUDE

- "The tears that you spill, the sorrowful, are sweeter than the laughter of snobs and the guffaws of scoffers."  
- Kahlil Gibran, "A Handful of Sand on the Shore"
- "No pessimist ever discovered the secret of the stars, or sailed to an uncharted land, or opened a new doorway for the human spirit."  
- Helen Keller
- "A will finds a way."  
- Orison Swett Marden
- "Every exit is an entry somewhere."  
- Tom Stoppard
- "The cynic knows the price of everything and the value of nothing."  
- Oscar Wilde, "Lady Windemere's Fan"
- "You can complain because roses have thorns, or you can rejoice because thorns have roses."  
- Ziggy
- "Attitude produces character, and character produces hope."  
- Mark Brunett

# C H A R A C T E R

- “Character is the real foundation for all worthwhile success”  
- John Hays Hammond
- “Character is power; it makes friends, draws patronage and support, and opens a sure way to wealth, honor, and happiness.”  
- John Howe
- “Personality can open doors, but only character can keep them open.”  
- Elmer G. Letterman
- "Our character is what we do when we think no one is looking."  
- H. Jackson Brown, Jr.
- "To measure the man, measure his heart."  
- Malcolm Stevenson Forbes
- "The true test of character is not how much we know how to do, but how we behave when we don't know what to do."  
- John Holt
- "Many a man's reputation would not know his character if they met on the street."  
- Elbert Hubbard
- "Character cannot be developed in ease and quiet. Only through experience of trial and suffering can the soul be strengthened, ambition inspired, and success achieved."  
- Helen Keller
- "A loving person lives in a loving world. A hostile person lives in a hostile world. Everyone you meet is your mirror."  
- Ken Keys
- "The ultimate measure of a man is not where he stands in moments of comfort, but where he stands at times of challenge and controversy."  
- Martin Luther King, Jr.
- "Nearly all men can stand adversity, but if you want to test a man's character, give him power."  
- Abraham Lincoln
- "Bluntness is a virtue."  
- Allison Ling
- "The measure of a man's real character is what he would do if he knew he would never be found out."  
- Thomas B. Macaulay

# C H A R A C T E R

- "When you choose your friends, don't be short-changed by choosing personality over character."  
- W. Somerset Maugham

# G O A L S

- "If you don't know where you're going, you'll end up somewhere else"  
- Yogi Berra
- "Our aspirations are our possibilities"  
- Robert Browning
- "Concentrate on finding your goal, then concentrate on reaching it."  
- Col. Michael Friedsam
- "The journey of a thousand miles begins with one step."  
- Lao-Tzu
- "Determine that the thing can and shall be done, and then we shall find a way."  
- Abraham Lincoln
- "Shoot for the moon, even if you miss, you'll land among the stars."  
- Les Brown
- "Our goals can only be reached through a vehicle of a plan, in which we must fervently believe, and upon which we must vigorously act. There is no other route to success."  
- Stephen A. Brennan
- "Obstacles are those frightful things you see when you take your eyes off your goal."  
- Henry Ford
- "This one step -- choosing a goal and sticking to it -- changes everything."  
- Scott Reed
- "The indispensable first step to getting the things you want out of life is this: decide what you want."  
- Ben Stein

# H O N E S T Y

- "Honesty is the cornerstone of character."  
- B.C. Forbes
- "Honesty is the first chapter in the book of wisdom."  
- Thomas Jefferson

# H O N E S T Y

- "No legacy is so rich as honesty."  
- William Shakespeare
- "Each time you are honest and conduct yourself with honesty, a success force will drive you toward greater success. Each time you lie, even with a little white lie, there are strong forces pushing you toward failure."  
- Joseph Sugarman

# H O P E

- "Great hopes make great men."  
- Thomas Fuller
- "Hope is a waking dream."  
- Aristotle
- "The men who build the future are those who know that greater things are yet to come, and that they themselves will help bring them about. Their minds are illuminated by the blazing sun of hope. They never stop to doubt. They haven't time."  
- Melvin J. Evans
- "There is no medicine like hope, no incentive so great, no tonic so powerful as expectation of something tomorrow."  
- Orison S. Marden
- "Of all the forces that make for a better world, none is so indispensable, none so powerful, as hope. Without hope men are only half alive. With hope they dream and think and work."  
- Charles Sawyer
- "Aerodynamically, the bumble bee shouldn't be able to fly, but the bumble bee doesn't know it so it goes on flying anyway."  
- Mary Kay Ash
- "Most of the important things in the world have been accomplished by people who have kept on trying when there seemed to be no hope at all."  
- Dale Carnegie
- "If you have a lemon, make lemonade."  
- Howard Gossage
- "Hope is a state of mind, not of the world. Hope, in this deep and powerful sense, is not the same as joy that things are going well, or willingness to invest in enterprises that are obviously heading for success, but rather an ability to work for something because it is good."  
- Vaclav Havel

# LEADERSHIP

- “A leader is one who knows the way, shows the way, and goes the way.”  
- Author Unknown
- “A leader is a dealer of hope.”  
- Napoleon Bonaparte
- “Real leaders are ordinary people, with extraordinary determinations”  
- John Seaman Garns
- “Leadership is an action, not a position.”  
- Donald H. McGannon
- “A great leader never sets himself above his followers except in carrying responsibilities.”  
- Jules Ormont
- "A real leader faces the music, even when he doesn't like the tune."  
- Anon
- "Good leaders make people feel that they're at the very heart of things, not at the periphery. Everyone feels that he or she makes a difference to the success of the organization. When that happens people feel centered and that gives their work meaning."  
- Warren Bennis
- "I am certainly not one of those who need to be prodded. In fact, if anything, I am the prod."  
- Sir Winston Churchill
- "Effective leadership is putting first things first. Effective management is discipline, carrying it out."  
- Stephen Covey
- "The first responsibility of a leader is to define reality. The last is to say thank you. In between, the leader is a servant."  
- Max De Pree, "Leadership Is an Art"
- "Leadership is the art of getting someone else to do something you want done because he wants to do it."  
- Dwight D. Eisenhower
- "In simplest terms, a leader is one who knows where he wants to go, and gets up, and goes."  
- John Erksine, The Complete Life
- "One of the tests of leadership is the ability to recognize a problem before it becomes an emergency."  
- John Glassgow

# LEADERSHIP

- "The very essence of leadership is that you have to have a vision."  
- Theodore Hesburgh
- "The difference between a boss and a leader: a boss says, 'Go!' - a leader says, 'Let's go!'"  
- E.M. Kelly, Growing Disciples, 1995
- "The leader who exercises power with honor will work from the inside out, starting with himself."  
- Blaine Lee, The Power Principle
- "The great leaders are like the best conductors - they reach beyond the notes to reach the magic in the players."  
- Blaine Lee, The Power Principle
- "The final test of a leader is that he leaves behind him in other men the conviction and the will to carry on."  
- Walter Lippmann
- "The genius of a good leader is to leave behind him a situation which common sense, without the grace of genius, can deal with successfully."  
- Walter Lippman
- "To command is to serve, nothing more and nothing less."  
- Andre Malraux, Man's Hope
- "The ultimate leader is one who is willing to develop people to the point that they eventually surpass him or her in knowledge and ability."  
- Fred A. Manske, Jr.
- "Leadership is a combination of strategy and character. If you must be without one, be without the strategy."  
- Gen. H. Norman Schwarzkopf
- "No amount of study or learning will make a man a leader unless he has the natural qualities of one."  
- Archibald Wavell, "London Times", February 17, 1941

# OPPORTUNITY

- "A wise man will make more opportunities than he finds."  
- Francis Bacon
- "The way to miss success is to miss the opportunity."  
- Victor Chasles

# OPPORTUNITY

- “We are confronted with insurmountable opportunities.”  
- Walt Kelly
- “Opportunity has power over all things.”  
- Sophocles
- “An optimist sees an opportunity in every calamity, a pessimist sees a calamity in every opportunity.”  
- Sir Winston Churchill
- “If it exists, it’s possible.”  
- John P. Grier
- “Opportunities are usually disguised as hard work, so most people don't recognize them.”  
- Ann Landers
- “The golden opportunity you are seeking is in yourself. It is not in your environment; it is not in luck or chance, or the help of others; it is in yourself alone.”  
- Orison Swett Marden
- “Most successful men have not achieved their distinction by having some new talent or opportunity presented to them. They have developed the opportunity that was at hand.”  
- Bruce Marten
- “We are confronted with insurmountable opportunities.”  
- Pogo
- “The doors we open and close each day decide the lives we live.”  
- Flora Whittemore

# STRENGTH

- “Whatever strengthens and purifies the affections, enlarges the imagination, and adds spirit to sense, is useful.”  
- Percy Bysshe Shelley
- “Greatness lies not in being strong, but in the right using of strength.”  
- Henry Ward Beecher
- “I learned that it is the weak who are cruel, and that gentleness is to be expected only from the strong.”  
- Leo Rosten

# STRENGTH

- "We deceive ourselves when we fancy that only weakness needs support. Strength needs it far more."  
- Madame Swetchine, The Writings of Madame Swetchine

# SUCCESS & FAILURE

- "Success requires the vision to see, the faith to believe, and the courage to do."  
- Author Unknown
- "Ambition, confidence, enthusiasm and success are produced by courage, faith, pride, and hard work."  
- Harry F. Banks
- "Success is not a matter of desire, but the product of hard work."  
- Jack Barringer
- "To succeed, one must possess an effective combination of ability, ambition, courage, drive, hard work, integrity, and loyalty."  
- Harry F. Banks
- "Never mind what others do; better than yourself, beat your own record from day to day, and you are a success."  
- William J.H. Boetckner
- "If you find it in your heart to care for somebody else, you will have succeeded."  
- Maya Angelou
- "They never fail who die in a great cause."  
- George Gordon Byron
- "The important thing to recognize is that it takes a team, and the team ought to get credit for the wins and the losses. Successes have many fathers, failures have none."  
- Philip Caldwell
- "I don't know the key to success, but the key to failure is to try to please everyone."  
- Bill Cosby
- "To laugh often and much; to win the respect of intelligent people and the affection of children; to earn the appreciation of honest critics and endure the betrayal of false friends; to appreciate beauty, to find the best in others; to leave the world a little better; whether by a healthy child, a garden patch or a redeemed social condition; to know even one life has breathed easier because you have lived. This is the meaning of success."  
- Ralph Waldo Emerson
- "The majority of men meet with failure because of their lack of persistence in creating new plans to take the place of those which fail."  
- Napoleon Hill

# S U C C E S S & F A I L U R E

- "Only those who dare to fail greatly can ever achieve greatly."  
- Robert Francis Kennedy
- "It's not failure, but low aim is crime."  
- Lowell
- "Success is that old ABC -- ability, breaks, and courage."  
- Charles Luckman
- "You may be disappointed if you fail, but you are doomed if you don't try."  
- Beverly Sills
- "The only time you don't fail is the last time you try anything -- and it works."  
- William Strong
- "Men are born to succeed, not to fail."  
- Henry David Thoreau
- "Defeat is not the worst of failures. Not to have tried is the true failure."  
- George E. Woodberry

## Essentials for a Successful Chapter

The program of work carried out at the local level is the most important phase of the chapter structure. It allows advisors, officers, and members to agree on a plan in order to achieve chapter goals. It also guides the chapter decisions and activities for the year. Both the state and international associations originated from the solid foundation of local chapters. The greatest amount of member participation occurs at the local level. Successful DECA chapters have:

- A challenging program of work
- Capable officers
- Active members
- Direct responsibility shared by all members
- Proper equipment and records
- Knowledge of DECA on the part of every member
- Effective communication

## Developing a Program of Work

The program of work is a plan of program (classroom and chapter) activities and costs associated with the activities for the year. Developing a program of work requires sound thinking and careful planning. The program of work also helps you evaluate and improve your program. Tips for developing a program of work include:

- Divide the program of work into sections.
  - Chapter meetings
  - Leadership conferences
  - Fund-raising
  - Career development field trips
  - Community service
  - Social activities
  - Competitive events
- Include the completed program of work on DECA sign-up forms for students and parents to see.

## Components of a Successful Program of Work

A successful program of work

1. Includes an outline of activities covering a definite period of time.
2. Identifies specific goals, a process for reaching them and adequate provision for monitoring accomplishments.
3. Is based on the needs of the members and the organization, with consideration given to the needs of the school and the community.
4. Represents the combined thinking of a majority of the members.
5. Presents a challenge to the members; however, new chapters should not undertake too elaborate a program the first year.
6. Is a well-planned and carefully worded document.

The advisor begins the process by identifying the goals of the program and chapter for the fiscal year. The goals should support the mission statement previously established by the local chapter. The mission statement and goals will guide the officer team as it creates a Program of Work. Once you have the goals make them SMART:

- S Specific**—Make sure that your goal is very explicit, with all of the necessary information attached.
- M Measurable**—Each goal should identify a singular, measurable result to be achieved by a target date.
- A Achievable**—Your goal needs to be achievable for your team, whether it is as big as you would want it or not.
- R Relevant**—If your goal does not have a significant and logical connection to what your team wants and/or needs to accomplish, then why would you do it?
- T Timely**—There must be a time/deadline by which your goal must be met so you can track the progress of the goal.

The first step in implementing a program of work is to make a list of regular and possible special chapter meetings for the year. The number of regular chapter meetings would, of course, be governed by the rules and regulations of the local chapter's by-laws. Special chapter meetings would be determined by specific and seasonal school, community and business activities.

After the schedule of chapter meetings for the year has been agreed on it is necessary to decide the specifics of regular and special meetings. When and where will the meetings be held? Who will be invited to the meetings? What is the purpose of the meeting? What is needed for the meeting? The actual shaping of the program of work begins here. At this time, specific committee and individual assignments should be made along with follow-through plans for each assignment.

Steps for building a program of work for a new chapter (or chapter that has not previously set forth a program of work):

1. Review as a total chapter the possible activities that support program goals in which the chapter might participate.
2. Secure copies of the program of work of other chapters and review for ideas.
3. Decide on two or three activities that will definitely be included.
4. Develop a list of possible additional activities.
5. Appoint a program of work committee, with sub-committees for each activity of the program. Additional activities suggested by the chapter will be turned over to this committee. The program of work committee is responsible for further surveying members and checking the feasibility of the suggestions offered, and for setting up a tentative plan that includes goals and processes necessary to carry out each activity.
6. Have the committee report back to the chapter for tentative approval.
7. Put the approved recommendations into a final written form.
8. Review the program of work with school officials and others concerned, asking for their input and approval (if required).
9. Adopt the program when completed. Appoint or elect permanent committees and committee chairs to be responsible for each major program area or project. Develop a

list of responsibilities for each committee so they can begin work on the program. Post the approved program of work, with committee appointments on the chapter calendar and bulletin board.

10. Use the program of work as a guide for developing chapter meetings. Example: An activity scheduled for January should be discussed at the November or December meeting, depending on the planning and set-up time needed.
11. Review and evaluate each activity. Make suggestions on how to improve the activity in the future.

Steps for building a program of work for the second and subsequent years:

1. Review the previous program of work at chapter meetings. Find out why certain items were successful and others were not successful. Discuss the present needs of the chapter, its membership and the community.
2. Select from the previous program of work items which support program goals and should be continued the present year. Add members' suggestions for possible activities for the year.
3. Appoint a program of work committee, with subcommittees for each activity of the program. Additional activities suggested by the chapter will be turned over to this committee, which is responsible for further surveying members and checking the feasibility of the suggestions offered, and for setting up a tentative plan that includes goals and processes necessary to carry out each activity.
4. Have the committee report back to the chapter for tentative approval.
5. Put the approved recommendations into a final written form.
6. Check the program of work with school officials and others concerned, asking for their input and approval (if required).
7. Adopt the program when completed and appoint or elect permanent committees and committee chairs to be responsible for each major program area or project. Develop a list of responsibilities with each committee so they can begin on the program.
8. Post the approved program of work, with committee appointments, on the chapter calendar or bulletin board.
9. Use the program of work as a guide for developing chapter meetings. Example: An activity scheduled for January should be discussed at the November or December meeting, depending on the planning and set-up time needed.
10. Review and evaluate each activity. Make suggestions on how the activity can be improved in the future.

## **Suggested Chapter Activities for a Program of Work**

Chapters can best serve their schools and communities if they provide a variety of activities throughout the year. Your DECA chapter will be rewarded with member satisfaction and enthusiasm if it plans activities in each of the following recommended areas that represent each point of the DECA Diamond.

### **Civic Consciousness Activities (Community Service)**

Civic activities are conducted by many chapters to serve the school and the community. Civic projects can take many forms and are frequently conducted in cooperation with local business organizations, school organizations and civic groups. Participants may develop leadership characteristics, self-confidence, high ethical standards, effective interpersonal skills, and social and business etiquette. Perhaps most importantly, students learn to recognize and value the responsibilities of citizenship.

Suggested activities include:

- Assist businesses with inventories or surveys
- Assist a community organization in a clean-up project
- Conduct an anti-shoplifting campaign
- Build an access ramp for senior citizens or disabled individuals
- Participate in an MDA activity
- Visit a local children's ward of a hospital
- Visit a senior citizen's home at the holidays
- Adopt a grandparent at a senior citizen's home for the year
- Participate in a local blood drive; host a blood drive at your school
- Hold a Holiday or Halloween party for disabled children
- Participate in a local walk-a-thon or bowl-a-thon for charity

### **Vocational Understanding (Career Development)**

DECA provides a relevant and exciting platform to achieve industry performance standards and to explore and experience career fields of interest. Students enhance their technical understanding by participating in a variety of DECA activities, including competitive role-playing judged by industry partners, comprehensive exams, and research and team projects.

Suggested activities include:

- Schedule outside speakers.
- Attend business-related seminars.
- Arrange for officers or designated members to speak at local civic club meetings to tell the DECA story. Examples include Kiwanis, Rotary and Lions clubs.
- Conduct seminars on other campuses or in classrooms on such topics as free enterprise and job interview skills.
- Conduct a fashion show.
- Participate in Career Development Conferences on the local, district, regional, state and international levels.
- Participate in DECA mini-conferences.
- Spend a day at a local business offering careers in the students' area of interest.

## **Leadership Development**

Through these activities, DECA members are given an opportunity to participate in experiences designed to develop each member's leadership potential. Students learn to listen, deliberate, question and think critically while working in teams. They learn the importance of teamwork and cohesiveness in managing an organization.

Suggested activities include:

- Host a "mini" competitive events conference.
- Participate at local, state and international career development conferences.
- Conduct local officers training with other career and technical organizations.
- Host regional officer training with other DECA chapters.
- Participate in a DECA retreat.

## **Social Intelligence (Social Development)**

DECA provides numerous occasions for students to interact with peers and adults on professional and social levels, and to develop the poise and social skills that will benefit them in the business environment and in daily life. These important lifetime skills are constantly reinforced through discussion, demonstration and modeling.

Suggested activities include:

- Hold an installation/initiation banquet for officers and DECA members.
- Sponsor a school-wide dance.
- Have a back-to-school breakfast for teachers during in-service hosted by DECA members.
- Hold an employee/employer recognition breakfast/luncheon/banquet.
- Hold a spaghetti dinner.
- Have a picnic—perhaps inviting another DECA chapter in the area.
- Host a softball game for current DECA members and alumni members.
- Sponsor a senior graduation breakfast hosted by junior members.
- Host an end-of-the-year banquet for DECA members and parents.

Establishing your program of work gives you a framework for activities and allows you to evaluate your efforts from year to year. This planning aspect of the chapter's life is an invaluable lesson for every member. Any worthwhile accomplishment in life relies on adequate planning. Those who don't accomplish much usually lack the confidence that comes from learning how to implement a thoughtful plan.

## Sample Calendar of Chapter Activities

It is important not to schedule too many activities during any single month. Activities should be scheduled throughout the school year. This will ensure an active chapter and the involvement of all members. The following are possible monthly activities. Use this list as a guide to begin developing activities, and feel free to make changes and substitute to fit your school schedule and chapter goals.

- August** Advisors and new officers meet for training and planning
- September** Introduce students to DECA--give an overview  
Begin membership campaign ([www.deca.org/membershipcampaign.html](http://www.deca.org/membershipcampaign.html))  
Sign-up alumni members  
Sign-up professional members  
Collect and submit state and DECA Inc. dues  
Start Program of Work  
Plan sales project(s) for fall conferences  
Order membership items (educational materials, apparel, etc.)  
Hold DECA meeting(s)
- October** Installation ceremony for new member induction  
Sales project(s) for fall conferences  
Attend state fall conference(s)  
DECA Open House  
Community service activity  
Complete program of work planning  
Social activity  
Hold DECA meeting(s)  
Participate in DECA Week Promotion ([www.deca.org/campaignactivities.html](http://www.deca.org/campaignactivities.html))
- November** District/regional DECA conferences (check with your state advisor for the dates in your state)  
Thanksgiving project for the needy  
Attend regional leadership conferences ([www.deca.org/conferenceoverview.html](http://www.deca.org/conferenceoverview.html))  
Begin work on DECA written events and chapter events ([www.deca.org/celisting.html](http://www.deca.org/celisting.html))  
Begin fundraising activities  
Introduce first-year members to competitive events  
Hold DECA meeting(s)

- December** District/regional DECA conferences  
DECA holiday party  
DECA holiday toy drive for the needy  
Hold DECA meeting(s)
- January** Sales project (for spring conferences)  
District/regional DECA conferences  
Press release  
Promote DECA for next year class registration  
Start planning for employee/employer function  
Hold DECA meeting(s)
- February** Prepare for DECA International Career Development Conference  
District/regional DECA conferences  
Press release  
Hold DECA meeting(s)
- March** State DECA Conferences  
Press release  
Hold DECA meeting(s)
- April/May** Fashion show  
Press release  
International Career Development Conference ([www.deca.org/icdc.html](http://www.deca.org/icdc.html))  
Employee/Employer Recognition Ceremony  
Sign-up future alumni members  
End-of-the-year banquet/thank sponsors & mentors  
Present chapter awards  
Hold DECA meeting(s)
- May** Election of new officers  
Order officer pins  
Press release  
Installation ceremony for new officers
- June** End-of-the-year celebration/social event

## **Local DECA Chapter Officer Training – Activity # 6**

### **PROGRAM OF WORK**

Activity # 6: Create Program of Work for DECA Chapter

Working together as an officer team, create a program of work for the year with goals and objectives to accomplish.

## **Local DECA Chapter Officer Training – Activity # 7**

### **CALENDAR OF ACTIVITIES FOR THE YEAR**

Activity # 7: Develop Local Calendar of Activities for the Year

Working together as an officer team, plan your chapter's activities for the year to accomplish your given goals and objectives in your program of work.

## ***Managing Chapter Finances***

DECA provides great sales and marketing projects or fund-raisers for your local chapter or state association to try. Sales and marketing projects can be not only profitable financially but very educational as the marketing students and DECA members can practice inventory, the concepts of supply and demand and pricing, and the techniques needed to close a sale. Some great tips on Fund-raising include:

- Set a clear goal stating how much money needs to be raised and how these funds will be spent.
- Allow a reasonable time span for the fund-raiser to run.
- Encourage participants to have family members help. School administrators and faculty are also good people to include.

### **Planning Is Important**

Although local school policy will usually dictate how chapter finances are to be handled regarding the procedure for depositing and disbursing funds, it is up to the DECA chapter to determine how money will be raised and for what it will be used. If the DECA chapter members have already established a tentative program of work, information about each activity's financial requirements should be noted.

### **Developing a Budget**

One of the first essentials in a sound program of financing is developing a budget. The budget is an estimate of the amount of money needed by a chapter to carry out its intended activities, and must be in line with the amount of income projected from all sources of income including fund-raising activities. Much of the budget planning should be done while the committees are deciding on activities to include in the year's program of work. This will enable the committee members to see that the goals being set can be financed by the chapter. The budget should be presented at a chapter meeting, for the approval of chapter members.

There is no one best way of developing a budget for the DECA chapter, but there are certain procedures that can be followed. Included in the development of the budget should be a review of the previous year's financial statements and program of work. Each committee should estimate the cost for the activities that are being proposed as part of the program of work. Generally, it is better to underestimate the income expected from fund-raising activities than to overestimate, which would require major cuts in expenditures or foregoing planned activities.

### **Income Sources**

Before planning any fund-raising activities, it is important to note what sources of income are available and determine how they may be used. Income may be derived from the following:

**Student Activity Funds:** To appropriate this source of funds, the DECA chapter advisor makes application to the school's student government or appropriate official, submitting a request for "x" amount of dollars to carry out its program of work. This income should be sought by the organization each year.

**Local Membership Dues:** Local dues can be used to generate cash flow for the new chapter so that activities may get underway immediately. Dues can also be used for purchasing general use items for the DECA chapter. They should not be used for financing major activities or as the sole source of income.

**Activity Fees:** For each activity, the financial requirements can be determined and chapter members assessed. This practice, although it is an income source, should be discouraged as it may cause the chapter leaders to be perceived as collection agents each time an activity is undertaken. In addition, assessing members may discourage them from planning new activities since they will have to pay for the activity from their personal income. Negative response to using this income source by both advisor and chapter members have shown this to be an ineffective and sometimes damaging tool for raising funds.

**Contributions from Business and Industry:** This income source should be pursued, but with some strategy. Soliciting funds just for the general purpose of funding the DECA chapter is not usually viewed with much enthusiasm by community business and industry leaders. However, if the chapter advisor and student-member representatives approach the business person with some specific activity for which the chapter needs financial support, the business leader is more likely to make a commitment. Financial support to members attending DECA conferences is a common activity where business will become involved. For example, if a student in the cooperative phase of the program is representing the local chapter in international competition, that student's employer may wish to contribute funds for his/her expenses. Other kinds of chapter activities may also generate business interest and support, such as a Creative Marketing Research Project.

# ***DECA Chapter Activity Budget***

20\_\_ to 20 \_\_ School Year

Anticipated Income:

Amount

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Total Anticipated Income:

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Anticipated Expenses: \_\_\_\_\_

Amount

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Total Anticipated Expenses:

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## **Local DECA Chapter Officer Training – Activity # 8**

### **CHAPTER BUDGET**

Activity # 8: Develop Local Chapter Budget

Working together as an officer team, create a chapter budget for the year with the goals and objectives in your Program of Work you would like to accomplish which encompasses your yearly calendar of activities.

## **Essence Circle**

Focus: Wrapping Up

This is great in the dark under a sky full of stars or at the end of a hard year of organizing. Everyone sits in a circle and puts their name into the middle (a hat or box). The person that begins chooses a name to describe but does not say the name. He doesn't describe the person's appearance or clothes; he describes the person's essence. He talks about how this person (trying not to reveal gender) always helps make everyone feel better, is always willing to take the time to listen, etc. After a good description, people can say who they think it is. (Try to describe in enough detail that it really singles them out, or at least narrows it down to a few people.) Then the person they were describing describes the essence of another and so on until everyone has been described. It's basically half an hour of compliments and can feel very motivating.

## The Future of DECA Leadership

Characteristics or skills associated with effective leadership:

- **Ability to communicate effectively**
  - Effective communication allows leaders to share their vision for the organization they are working with. It is essential for the successful completion of goals and objectives. Effective communication can be further broken down into the areas of written, verbal and nonverbal.
- **Effective problem solving**
  - An essential leadership skill in which leaders must be able to make decisions that will have a positive impact on their organization when it faces a challenge.
- **Effective team player**
  - This area includes the leader's appreciation of service and citizenship. An effective leader values the strength of the team and uses this strength to better the organization and achieve its goals.
- **Managing resources**
  - This area includes analyzing information and systems thinking. An effective leader is able to identify all his/her resources and use them in the most efficient manner to achieve the
- **Ability to acquire knowledge**
  - An effective leader has an excellent understanding of self and of his/her environment. This environment includes all aspects of his/her responsibilities as a leader of an organization. Leaders use the knowledge they acquire to benefit those they are serving.
- **Appreciation and understanding of ethics.**
  - Like any other skill, the practice of ethical behavior must be learned. This skill may be less substantive than the other five, but it influences all others. In other words, it should be put to practice in all that an effective leader does.

We are confident that a leadership program that develops these six essential leadership skills will greatly enhance the quality of a DECA member's experience with the organization and with life in general.

A program that focuses on these six areas will increase the involvement of DECA members within their school and community. While developing their personal skills and preparing for their future, they will be benefiting everyone around them. Thus the program will create a win-win situation for all involved.

A student who develops these six essential skills will increase his or her personal confidence. For many teenagers, lack of confidence is a major factor in their seemingly complacent attitude. Increasing confidence will improve your performance in almost everything they do.

An effective young leader will lay the groundwork for many future successes. By developing leadership skills at a young age, students will have a head start on their careers. Professional success is often a result of the development of leadership skills early in life.

If students master the six essential leadership skills, they will be more effective in performing their duties for their current employers.

Last, students who develop these skills will perform more effectively in the classroom. They will be more focused and better able to manage their time. They will understand the importance of acquiring knowledge, and they will apply the knowledge they gain in the classroom to the rest of their lives.

Good luck in your leadership role!

**Local DECA Chapter Officer Training – Activity # 10**

**PROMOTING YOUR CHAPTER**

Activity # 10: Create a bulletin board or a display promoting your DECA chapter

**Local DECA Chapter Officer Training – Activity # 11**

Activity # 11: Attendance at the Fall Leadership Development Conference



**2010**  
**Local Chapter Officer Training Award**  
**Verification Form**  
 (Documentation Dates: July 2010 – October 2010)

Chapter Officer Name: \_\_\_\_\_ DECA Chapter: \_\_\_\_\_

*Activities should reflect actual individual participation **AND** chapter participation as an officer team.*

ITEM	Date Completed	Signature Verification
<b>Leadership Development Activities</b>		
1. Two Truths & a Lie		
2. Why are you here?		
3. Alphabet Soup		
4. 60 Second Speeches		
5. Leadership Quotes		
6. Essence Circle		
7. Create a bulletin board or a display promoting your DECA chapter		
<b>Chapter Activities (attach copies of documents upon submission)</b> <i>Only one copy per chapter is required to be submitted.</i>		
8. Develop Local Chapter Program of Work	Date Submitted to GA DECA	Signature Verification
9. Develop Local Chapter Calendar of Activities		
10. Develop Local Chapter Budget		
<b>Becoming a Leader Instructional Pieces</b>		
11. Goose Story	Date Completed	Signature Verification
12. Chapter Officer Responsibilities		
13. Conducting a Sample Meeting		
14. Chapter Tips for a Successful Year		
15. Essentials for a Successful Chapter		
16. Developing a Program of Work		
17. Sample Calendar of Chapter Activities		
18. Developing a Local Chapter Budget		
19. Future of DECA Leadership		

- ◆ Application Fee is \$10.00. Remit to Georgia DECA, PO Box 1835, Dahlonega, GA 30533. Please mail student verification w/ required documents to: Georgia DECA, 3612 Ansley Pointe, Gainesville, GA 30506.
- ◆ DEADLINE FOR SUBMISSION IS SEPTEMBER 22<sup>nd</sup>. (**IN-HOUSE** DATE AND NOT A POSTMARK DATE)
- ◆ Students will receive a leadership pin, tshirt and certificate.

\_\_\_\_\_ Date  
 DECA Chapter Officer

\_\_\_\_\_ Date  
 Teacher Signature

\_\_\_\_\_ Date  
 Administrator Signature

DECA advisors must certify that the student participant attended and participated in all activities. Validation must include the signature of the advisor and the school administrator on this document.