

# GEORGIA DECA 2011-2012 PROGRAM OF WORK

## ASPIREHIGHER



**Taylor Wingard**  
*President*



**Desteni Barnett**  
*Executive Secretary*



**Teara Mayfield**  
*VP of Public Relations*



**Hunter Gibbs**  
*VP of Business Partnerships*



**Ellie Forrester**  
*VP of Finance*



**Elizabeth Smith**  
*Officer Assistant*



**KayLynn Samples**  
*Executive Vice President*



**Sabine Jean-Baptiste**  
*VP of Civic Consciousness*



**Lauren Calvert**  
*VP of Chapter Development*



**Deborah Howard**  
*VP of Competitive Events*

- Break Georgia DECA records for Fall Community Service Project
- Build stronger relations with selective Community Service Projects and Georgia DECA
- Get more involvement of chapters in Community Service and Public Relations projects
- Create new DECA scholarship for members who have overcome disabilities or obstacles
- Increase Georgia DECA membership in existing chapters as well as start new chapters in high schools that do not currently have a DECA chapter.
- 12,000 members in 2012
- Create incentives for professional members
- Increase growth in student, professional, and alumni membership divisions.
- Utilize Social networking opportunities to encourage greater communication between State Action Team and DECA members statewide
- Network with former alumni and professional members
- Develop quarterly newsletters and video posts to be displayed on gadeca.org in order to educate members statewide about DECA events and updates.
- Create competitive event podcast
- Provide Local chapters with the necessary tools for competitive events success
- Form new business partners
- Communicate with business partners through newsletters and holiday cards
- Host fundraisers to support the Georgia DECA Foundation
- Coordinate Georgia DECA memorial Scholarship Fund and Blazer Program
- Encourage potential DECA members for State Action Team candidacy
- Support leadership development among DECA chapters
- Host a college fair at Fall Leadership Development Conference