



Georgia DECA 2026-2027 Strategic Plan

Mission

DECA prepares emerging leaders and entrepreneurs for careers in marketing, finance, hospitality and management in high schools and colleges around the globe.

Strengths, Weaknesses, Opportunities & Threats

This strategic plan addresses the following key strengths, weaknesses, opportunities, and threats for Georgia DECA:

Strengths	Weaknesses	Opportunities	Threats
Strong History	Lack of Name Recognition	Growing Occupations	Sustainable financial backing
Focus on Marketing	Not available in all schools	Address issues not in any other curriculum	Loss of teachers/turnover
One of the top 10 largest membership Internationally	Colleges do not promote organization well	Labor shortage	Future of CTAE/Legislative effects
Promote individual growth	Teachers do not have CTSO experience	More training	Lack of contacts and partners
Direct access to students	Retention of teachers	Partnerships	Society not recognizing the importance of marketing
Community Service	Business/Industry Support	National organization membership	Not understanding the purpose of DECA

Goals

The following goals will be achieved by Georgia DECA during the 2026-2027 school year.

Goal #1: Strengthen Teacher Support

Strategy/Tasks:

- Develop programs for teachers
- New Advisor Workshops
- Advisor Mentor Program and Sister Chapter Support
- Competition workshops with classroom integration
- Develop a Program of Leadership for District Officers to help provide support to District Board Members and Advisors

Timeline: Annually (July to January)

Lead Role: Board of Directors

Measurement: Retention of Teachers and Participation in Conferences and Events.

Resources: website, handouts, workshop materials, competition demonstrations, webinars

Goal #2: Membership- To continue to increase overall membership and number of chapters.

Strategy/Tasks:

- Provide Membership incentives and awards
- Participate in related organization meetings (Administrator Conference, GACTE/DOE)
- Update website and utilize Georgia DECA social media.
- Provide quality programs and services that meet the needs and interests of members and advisors
- Enhance member engagement and retainment strategies

Time Line: Ongoing

Lead Role: Shannon Aaron, Board of Directors, Executive Officer Team

Measurement: Total Yearly Membership increase by January 2027

Resources: website, awards

Goal#3: Increase Business/Administration/Stakeholder Support

Strategy/Tasks:

- Encourage Local Advisory Board Committees
- Host Partnership Workshops at Conferences
- Encourage and Promote Professional and Alumni Membership
- Encourage Participation in Community Service Project
- Enhance Judge Mentorship
- Promote Friends of Georgia DECA

Timeline: July-February

Lead Role: Shannon Aaron, DECA Advisors, Executive Officer Team, Board of Directors

Measurement: Overall increase in participation of business and industry partners and broaden awareness

Resources: website, advisor handouts, social media, conference app, CTAERN

Goal #4: Maintain Financial Security

Strategy/Tasks:

- Enforce payment policies
- Monitor financial investments
- Create and maintain budgets for every conference/event
- Seek sponsorships when applicable

Timeline: Ongoing

Lead Role: Shannon Aaron, Board of Directors

Measurement: Secure and Sound Financial Records & Reports throughout the year

Resources: quickbooks, CPA, Policies & Procedures Manual, updated registration sites