

# EXPERIENCE *the* DIFFERENCE

ARIZONA COLLEGIATE DECA

## CHAPTER RESOURCES

2023-2024 Experience The Difference

CHAPTER PROGRAMMING

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# SUMMARY

As leaders in Collegiate DECA, one of the greatest responsibilities we hold is the creation and curation of content delivered to our chapters. Each chapter officer team has a unique opportunity to create a distinct brand and community at their institution. This resource guide will assist you in effectively answering each of these questions and creating your chapter's programming. Effective chapter programming allows you to hone in on your focus or focuses for the year while also keeping in mind association events, chapter traditions, and member feedback.

## CHAPTER PROGRAMMING

Each year, our officer teams must decide how they'd like to lead their respective organizations. With the assistance of last year's experience, our teams must take the time to meticulously mold their own program. In doing so, they must identify their program's strengths and areas that need improvement. That said, while each team will vary on what they provide their members, it is imperative that we all begin with a plan tailored to the leadership teams focus for the year and encourage member engagement and input.

# PLANNING MEETING

Over the summer your officer team might have established social media templates, team responsibilities, set deadlines and much more.

In addition, it is encouraged to set aside meetings solely dedicated to your chapter's programming. It is best to have these meetings scheduled at least two to three weeks prior to the start of the academic year. These meetings typically would last anywhere from two to three hours and would encompass the programming for the first (i.e., fall) semester.

For each meeting, it is a good idea to bring an agenda and calendar that would serve as the master schedule for the year. It is important to prioritize collaboration within these meetings. The unique perspective that each officer presents can make the difference in the content you deliver within your chapter. We recommend seeking feedback from officers who are newer to your team and chapter. Their viewpoint is especially important as they've experienced DECA with new eyes. Perhaps there was something that kept them returning to meetings. In contrast, there could have been an event they didn't enjoy or that caused them discomfort. You might also want to get your advisors involved, as they may have important logistical or institution knowledge that will impact decisions you make about events.

## CHAPTER PROGRAMMING

# FIRST SEMESTER

For some, tackling the entire semester is an intimidating task. To combat this obstacle, try to break the semester down into months. In doing so, try to highlight the specific yearly DECA events. For instance, LAUNCH happens each year in August, FLC in November, and ENGAGE by DECA, Inc. in November as well. Establishing this groundwork can spark ideas to assist our members in preparing for each of these events. You may dedicate September to introducing your members to DECA. In conjunction, you may use October to prepare your members for case competitions. Typically, teams may dedicate November to debrief or take the time to shift focus from DECA completely, such as taking the time to offer volunteer opportunities, allowing members to hold their own meetings, or bringing in guest speakers.

Furthermore, try to plan your content around key recruiting opportunities. For example, many colleges have club or recruitment fairs. These tend to be in the beginning of the semester, so reach out to your institution to see when these events are hosted. This is a great opportunity to find new members and grow your DECA chapter. Always be sure to consider the members perspective! What might they prioritize when joining a club? What can we best do to keep them engaged?

After considering all of these questions, you will be able to walk away with a tentative schedule for the semester. You can find a sample schedule on the following page.

# SAMPLE FALL SEMESTER SCHEDULE

## August - LAUNCH

September 5th - DECA Social with Games & Food

September 12th - Meeting #1: What is DECA?

September 19th - Meeting #2: Your Leadership Style

September 26th - Meeting #3: Resume & Cover Letter Basics

October 3rd - Meeting #4: Digital Profile: How to Sell Yourself

October 10th - Meeting #5: Choosing your Competitive Event

October 17th - Meeting #6: Competition Basics & Tips

October 24th - Meeting #7: How to Ace an Interview

October 31st - Meeting #8: Halloween Social

## November- FLC

### November- ENGAGE

November 7th - Meeting #9: FLC Preparation

November 14th - Meeting #10: Networking Like a Pro

November 20th - Meeting #11: Alumni Panel

November 28th- Meeting #12: LinkedIn & Handshake Tutorial

December 4th - Meeting #13: Holiday Social

# WAYS TO MAKE IT FUN

At recruitment events, sell your chapter effectively to all new members within the first two weeks. This can be done by highlighting some of DECA's main selling points such as traveling, networking, and socializing. Many freshman on campus are looking for a community to join, so this a great opportunity to tell them about DECA. In addition, it is important to have a social at the beginning of the semester to create that community aspect to get members to continue coming to meetings. After this social, you can ease members into what DECA is and all of its amazing aspects! Generally, you should schedule the collection of dues in October as well to ensure all members have paid prior to FLC.

There are many ways to ensure that the atmosphere you create is community oriented. To accomplish this, you can schedule a social or volunteer event each month. The networking and bonding that happens at these events can not be understated. For some members, that social atmosphere is the driving force behind their return to our meetings.

Finally, you and your officer team should decide on a day and time for each meeting. Some chapters decide to have them weekly, while others have bi-weekly meetings. Whatever your team decides is fine, but consider consistency with times and dates to make it easier for members to plan! Send out reminders the week of the meeting to ensure that members remember the meeting details.

# OFFICER TEAM TAKEAWAYS

Following the first semester, it is best for you and your team to identify strengths and weaknesses you have noticed. Once you figure out these points, then you can determine what you should continue and what you need to change. Do not be afraid of change! It allows you to create the best possible atmosphere for your chapter. When figuring out what needs to be changed, it is important to take into consideration the member's opinions. Ask them what could have been done better. One way to do this would be to send out an anonymous survey where members can say what they liked and didn't like about the semester. If there was a lack of competition preparation, you can hold more competitive training over the next semester. If there needs to be more community bonding, your leadership team can plan more socials throughout the semester. If your meetings are not engaging enough, change up the structure so it does not feel like another lecture. In addition, we have a meeting planning resource you can refer to if you are looking to change it up.

## SECOND SEMESTER

Upon reaching the second semester, the process will repeat. Hold a planning session with your team prior to winter break. One challenge that you may encounter is the repetition of content. However, this semester tends to be more competition focused due to ACDC and ICDC. That said, at this point you have members with a semester of DECA experience.

**CHAPTER PROGRAMMING**

Offering member led meetings will help engage those who have stayed committed while still offering fresh content to your entire chapter. Other meeting ideas to consider include: advisor led meetings, sponsor led meetings, or even professor led meetings. The state officer team is also a resource, so feel free to reach out if you would like one of us to attend or speak at a meeting.

# OFFICER ELECTIONS

In the second semester, it will be time to transition to a new officer team. We recommend holding elections during this semester prior to summer break, so the new team can plan and bond over the summer. It is generally best to hold elections prior to ICDC. The process for elections is up to your leadership team, and there are a variety of ways you may consider. We recommend having your new leadership team trained by the members of your previous leadership team, so they know the current processes and how to access all necessary materials. Here is an example schedule:

- April 7th- Elections and Announce the New Leadership Team
- April 15th-18th - ICDC
- April 29th - New Leadership Team Training

By holding elections prior to ICDC, all new officers attending the event will have a chance to bond. This also allows them to have the summer for planning meetings and getting acquainted with things you may need to file through your institution such as requesting rooms for your chapter meetings.



# YOUR CHAPTER COMMUNITY

Thus far, we've briefly touched upon the different methodologies at your disposal to craft a great sense of community in your chapter and how to focus on what is important to your leadership team throughout the year. This is key as it serves as the basis for all programming and influences each meeting. If at any point your team struggles in the creation of your chapter identity, always know that our entire association is a resource. Consult other chapter leaders, the state officer team, or your advisor. Another under utilized resource is the branding that DECA Inc. has provided. In the past, we have favored DECA's guiding principles when shaping chapters' voices. These principles can be found at <https://www.deca.org/about/brand/>.

In sum, our organization prepares the next generation to be academically prepared, community oriented, professionally responsible, and experienced leaders. We do this by specifically valuing competence, innovation, integrity, and teamwork. While these in no way limit your chapters potential identity, it should serve as the underpinning to what we do. Never underestimate the power our organization has to transform a members college experience. Remember to always represent the difference you wish to see, value the voices of all members, and to put in the work. After all, as a leader you are a representative of the very brand you've crafted and you never know who you may inspire next.