

ARIZONA COLLEGIATE DECA

# CHAPTER RESOURCES

2020-2021 NEXT LEVEL

CHAPTER PROGRAMMING

## CHAPTER PROGRAMMING

# SUMMARY

As leaders in Collegiate DECA, one of the largest responsibilities we hold is the creation and curation of content we deliver to our chapters. Thereby gifting each of us the unique opportunity to create a distinct brand and community at each of our colleges. Together, you and your officer team must decide how to answer a number of questions that will dictate the culture within your chapter. How many meetings will we have in a month? Will we be focusing on career development or DECA competitions? Will all content be delivered by the officer team or will we allow member presentations? This resource guide will assist you in effectively answering each of these questions and creating your chapter's programming.

## CHAPTER PROGRAMMING:

Each year, our officer teams must meet to decide just 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 on the same first step.

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# PLANNING MEETING:

Over the summer your officer team might have established social media templates, team responsibilities, and much more. In addition to these it is encouraged to set aside a meeting solely dedicated to your chapters programming. Historically at the University of Arizona our team had scheduled these meetings two to three weeks prior to school. These meetings typically would last anywhere from two to three hours and would encompass our first semester programming.

Each time, we would bring an agenda or a “desk 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 semester. I would 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 discomfort within meetings.

Nonetheless the crucial experience that each member offers is the foundation of your content. Everyone offers a unique expertise that they could present within a meeting. If someone has skills within social media marketing, they can walk members through the basics. The opportunities are endless!

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# FIRST SEMESTER

For some, tackling the entire semester is an intimidating task. To better combat this obstacle, try to break the semester down to a monthly basis. In doing so, try to highlight the specific yearly DECA events. For instance, LAUNCH happens each year in August, FLC in November, and ENGAGE 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. 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, each year the Eller College of Management holds their club fair in the first week of classes. In addition, the University of Arizona holds a school wide club fair in late September. This methodology is transferable for each of our chapters. 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?

To get your team started, here is the 2019-2020 schedule that the University of Arizona DECA chapter used for their first semester. All meetings were scheduled Wednesday at 6:30PM

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# FIRST SEMESTER SCHEDULE

- **August 24th - LAUNCH**
- **August 27th - Eller Club Fair**
- September 4th - Eller Exclusive Meeting: How DECA helps with Eller
- September 11th - First DECA Meeting: What is DECA?
- September 18th - Your Leadership Voice: How does this impact you? (After DECA Social)
- September 25th - Goal Setting: What are your goals for the year?
- October 2nd - Digital Profile & SWAT: How to sell yourself!
- October 9th - Resume + Cover Letters: Eller Basics
- October 15th - LinkedIn & Handshake: A tutorial (Guest Speaker)
- **October 16th - Final Due Date: Membership Dues & Engage Registration**
- October 23rd - Interview Skills: How it helps with DECA Comps?
- **October 26th - Eller Make A Difference Day (Volunteer Opportunity)**
- October 30th - Dissecting a Case Competition & Halloween Social!
- **November 1st-2nd - FLC**
- November 6th - FLC Review & Eller Majors
- November 13th - Networking: At conferences and school!
- November 20th - Final Engage Preparation
- **November 21st-23rd - Engage**
- December 4th - Sneak peek at next semester! (Holiday Social)

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# BREAKDOWN

Take notice to the month of September, each of our meetings were created to show DECA's mission and our dedication to creating leaders. In addition, our first meetings were held with the club fair in mind. It is important to sell your chapter effectively to all new members within the first two weeks. At Eller, we sold DECA to UA students. At W. P. Carey, you're selling to ASU students. While these students will both have a love for DECA, their needs will be different. For our students, the Eller application process is a priority. Therefore, in the month of October our team delivered content revolving around professional development. Generally, you should schedule the collection of dues in October as well to ensure all members have paid prior to FLC.

Furthermore, our officer team wanted to ensure that our atmosphere was community oriented. To accomplish this, we scheduled a social or volunteer event for each month of the year. 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.

In the past, our chapter had held meetings each Wednesday. That was a decision we believed was important for our chapter as it served as an adequate middle point for the week. Also, this time was best when reserving a room for our meetings. For your chapter, you may decide that Tuesdays work better for you. The timing is completely up to you! However, be sure to keep your meetings consistent, happening each week on the same day at the same time.

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# TAKEAWAY

Following the first semester, our team had identified a number of successes and weak points. Our atmosphere was considered our U.S.P. when comparing DECA to other organizations. The flow of our material had purpose and offered a value added approach to our members time. The socials offered our students the chance to network with their peers and to escape from their school work. However, we failed to offer our students adequate time to prepare for FLC. Equally important, some meetings were held in a lecture format and did not engage some students. I'd recommend checking out John's "Meeting Planning" guide to address this problem! Nonetheless our team knew that while our programming had many strengths, we needed to dedicate more time to preparing our students while still assisting in professional development.

Our solution was simple, offer our members the option to attend "office hours". Much of our team used Friday as work days and collectively we agreed to spend an hour each Friday offering DECA competition help. We'd reserve a room within our library and post the location to our social media. In addition, we'd send out reminder emails to our members.

## SECOND SEMESTER

Upon reaching the second semester, the process will repeat. Hold a planning session with your team prior to breaking into Winter Break. One challenge that you may encounter is the repetition of content. That said, at this point you have members with a semester of DECA experience under their belt!

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Offering member lead 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.

# OFFICER ELECTIONS

In the second semester, it will be finally time to transition to a new officer team. For some chapters, their elections may happen next fall instead. However, for all chapters who do see their transition happen in the spring semester, it is generally best to hold elections prior to ICDC. For example, the University of Arizona held our final weeks as follows:

- April 15th - Elections
- April 22nd-26th - ICDC
- April 29th - Guest Speaker: How to be a leader!
- May 6th - Signing Off...

By holding elections prior to ICDC, all new officers attending the event will have a chance to bond. In addition, by allotting time prior to the end of the semester your team can hold officer training. Sharing any key experiences, tips, or tricks for the new officer team to consider.

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# YOUR BRAND

Thus far, we've briefly touched upon the different methodologies at your disposal to craft your very own brand. This is key as it serves as the footing to 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 underspoken resource is the very brand that DECA Inc. has established. In the past, I have favored DECA's guiding principles when shaping my chapters' voice. 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. 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.

If at any point you have any questions regarding anything discussed, please do reach out to [nicholas.stavitski@azcdeca.org](mailto:nicholas.stavitski@azcdeca.org).