

EXPERIENCE *the* DIFFERENCE

ARIZONA COLLEGIATE DECA

Program Of Leadership

2023-2024 Experience the Difference

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SUMMARY

Your Program of Leadership, also known as a POL, is a way to outline your teams goals for the semester or the year. Over the summer and at LAUNCH, you should talk with your team to discuss leadership strategies, events, competitions, meetings and financial goals. Write these items down in a format that works for your team, whether that be a presentation or a written document. This will help you ensure you achieve your goals for the year and allow you to share them with your chapter members. The 2023-2024 State Officer Team POL will include the current year calendar, an overview of the three main goals we have for the association this year, and how those goals will be achieved.



2023-2024 Calendar

FALL SEMESTER

August

17th Virtual DECA Trivia
23rd One Diamond Call
26th LAUNCH @ ASU

September

16th Mentorship Kickoff
27th One Diamond Call
30th Walk to End Alzheimers (Prescott, AZ)

October

21st Fall Leadership Conference (FLC)
25th One Diamond Call
30th Volunteer Opportunity- Junior Achievement

November

2nd-4th ENGAGE (Kansas City, MO)
3rd NASCAR
15th One Diamond Call

December

13th One Diamond Call

2023-2024 Calendar

SPRING SEMESTER

January

24th One Diamond Call

27th Suit Up!

February

10th Feed My Starving Children

24th Arizona Career Development Conference (ACDC)

28th One Diamond Call

March

27th One Diamond Call

April

10th One Diamond Call

20th-23rd International Career Development Conference (ICDC)
(Austin, TX)

May

4th Splashdown

Overall Goals

The state officer team has three main goals for this year that we plan to achieve.

1

Member Recruitment

Recruit 30 new members (from prior year) before the Arizona Career Development Conference.

State Connectivity

Each state officer will have two check-ins with their assigned chapters per semester, and one text check in.

2

3

Member Engagement

Increase attendance at events by 5 members from last years recorded attendance at that event.

Member Recruitment



The state officer team is excited to focus on updating recruitment resources for chapters this year. These include resources that can be used internally and externally. In addition to the updated resources, the association website will feature a newly created recruitment guide for chapters that can be used to formulate recruitment events and strategies. The new recruitment guide will also include interactive club fair ideas for chapters. The state officer team also believes retention is a vital part of recruitment, so the new recruitment guide includes membership retention tips and tricks.

Recruit 30 new members (from prior year) before the Arizona Career Development Conference.

The association Instagram page will be updated to include pictures from events, under the highlights section, that you can use for recruitment fliers or chapter Instagram stories. Further, the state officer team will be hosting various virtual events that you can invite all members to so that they can #experienceDECA! We will also be utilizing social media to take part in DECA month, which is a vital recruitment opportunity that allows members to showcase DECA to other students at their universities and community colleges.



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State Connectivity



The purpose of chapter check-ins is to help chapters stay on target with their POLs and any additional goals throughout the year. Our goal is to be an accessible resource. We will have each state officer check-in with their assigned chapters presidents twice during the semester via Zoom (or in person, if possible!) and once via text. The team will also be developing a template for these check-ins.

Sophia- UofA and PVCC
Jay-GCU and CGCC
Allen- ASU and SMCC
Brandon- NAU and SCC

Each state officer will have two check-ins with their assigned chapters per semester, and one text check in.

This year, we want our members to have a lot of opportunities for fun with those from other chapters. We will be hosting events such as community service days, career immersion tours, and association fundraiser socials. These fundraisers will include events such as dinner, movie premieres, and ice cream! We will also be promoting virtual events, such as One Diamond calls and DECA trivia. In order to help contain costs for these events, the state officer team will be working on various sponsorships throughout the year, whether that be monetarily or through other methods.



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Member Engagement



Keeping members engaged is a big part of retention and is vital to the success of any student organization. A main reason why members join DECA is to get real life experiences! We want to engage members in these experiences by having our sponsors speak and lead workshops, allowing our members to have more interactions with them. Further, this will allow for workshops to be interactive and engaging. The state officer team also wants to introduce new elements to conferences that can make them more engaging for returning members, such as a photo booth at the Arizona Career Development Conference and a giveaways during LAUNCH.

Increase attendance at events by 5 members from last years recorded attendance at that event.

The state officer team also wants to increase membership engagement by gauging feedback from members. This will be done via Instagram stories and anonymous feedback forms following conferences. Listening to the members is the best way to make sure they are staying engaged!

Additionally, we want to facilitate members engagement in various areas throughout the year by reformulating the awards system. This rewards system will include elements from the newly updated national leadership passport program, which is the criteria used to asses engagement during the year at ICDC.



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