



State Association Officer Team Goals



President

Olivia Roche

Vice Presidents

Ashley Brandriet, Francine Dong, Anjali Kumar, Andrew Schaan, & Dale Spilman

2016-2017– TEAM GOALS

TEAM MISSION: Create concrete themes and according objectives for each month in order to achieve increased membership, more partnerships, and widespread communication throughout the state of North Dakota.

Program of Work!

This is the master plan for the year!

GOAL: #Own Your Connections			
OBJECTIVE	ACTION	DUE	WHO
State Officer Outreach	<ul style="list-style-type: none">• Communicate with chapter officers using email and GroupME• Inform and guide with specific checklists	7th of each month	All officers
Increase Social Media Outreach	<ul style="list-style-type: none">• Promote DECA through Social Media, Twitter, Facebook, Instagram• Inform members through social media; scholarships, monthly themes, videos• Increase followers by 10%+	Throughout the year	Dale, Olivia
You Tube Newsletter	<ul style="list-style-type: none">• Create quarterly videos to post on ND DECA You Tube account that inform about DECA events	Quarterly	Francine

GOAL: #Own Your Membership

OBJECTIVE	ACTION	DUE	WHO
Member of the Month	<ul style="list-style-type: none"> • Create membership of the month applications • Give to chapter officers at Fall Leadership Conference 	25th of each month	All officers
Professional membership increase	<ul style="list-style-type: none"> • Each state officer asks two alumni/business leaders to become a member • Encourage chapters to add 5 new professional members in the month of Membership (September) 	September 30th	All officers
Increase advocacy	<ul style="list-style-type: none"> • Contacting the congressional advisory board • Increase the number of DECA sponsors 	January	All officers
Increase recognition at state	<ul style="list-style-type: none"> • Recognize chapters that had a membership increase of 10%, 20%, 30% 	State Conference	All officers

GOAL: #Own Your Partnerships

OBJECTIVE	ACTION	DUE	WHO
Increase readiness for competition	<ul style="list-style-type: none"> • Send out practice tests, roleplays, and ways to contact local business leaders 	February	All officers
Reach out to sponsors	<ul style="list-style-type: none"> • Each state officer obtains sponsors that donate a total of at least \$100 	September 1st	All officers
Help create a statewide project	<ul style="list-style-type: none"> • Boxes for kids • Dodgeball • Pancake feed 	March	All officers