



State Officer Action Team Goals



President

Heather Heyerman

Vice Presidents

Mikayla Gustafson, Madie Gallardo, Jordan Johnson

2017-2018 – TEAM GOALS

TEAM MISSION: To connect with members in North Dakota and communicate with members through social media and other communication methods.

Program of Work!

This is the master plan for the year!

GOAL: Membership: Connect to Members			
OBJECTIVE	ACTION	DUE	WHO
Increase HS member retention to college	Work with local DECA Chapters to make the connection between high school and college; recruit members and provide a social activity to encourage development.	March 1	All Officers
Promote Passport Program	Encourage chapters to participate in the Passport Program; Chapter and Individual Programs	March 1	All Officers
On Campus Recruitment	Increase chapter membership by speaking in classes and promoting DECA through newspapers, promotion and social media.	March 1	All Officers
Recognize/ Increase chapter membership	Recognize chapters with a 10%, 20% and 30% membership increase. Recognize the largest chapter increase (number of members, not percentage) at the State Conference.	State conference	All officers
Social Media	Encourage members to join the North Dakota DECA Facebook page, follow DECA on Twitter and join Linked In and DECA's Linked In Pages	All Year	All Officers

GOAL: Communications: Connection to Chapters

OBJECTIVE	ACTION	DUE	WHO
<p>Communicate with Leaders President's Council</p>	<p>Plan and Organize an SKYPE with local officers/leaders twice a month with special topics: President's Council.</p> <p>8:00-8:45 pm (Sunday) September 10: Membership Development, Recruitment, DECA benefits September 24: Collegiate Leadership Conference October 8: Collegiate Leadership Conference, DECA Month October 22: CLC, Community Service, Passport November 5: Recap of Conference, Pros and Cons of conference November 19: DECA Month Update, Social Plans, Passport Update December 3: Plan for State Conference, Running for State Office</p> <p>Recommendation: one or two representatives/officers from each chapter</p>	<p>Twice a Month</p>	<p>Heather Heyerman</p>
<p>Connect to Chapter Officers</p>	<p>Chapter Officer breakfast or social at the Collegiate Leadership Conference</p>	<p>November 1, 2017</p>	<p>All officers</p>
<p>Officer team communication</p>	<p>Monthly Report, due 5th of each month. Report must be emailed to each officer on the team and to Kevin Reisenauer by the 5th of each month.</p>	<p>Monthly</p>	<p>All officers</p>