



## **State Association Officer Team Goals**



**President**

**Tessa Olson**

**Vice Presidents**

**Aiden Ulmer, Abby Slyter, Erik Anderson, Charles Graf, Bailey, Skjefte, and Adrian Cummings.**

## 2017-2018– TEAM GOALS

**TEAM MISSION:** Provide knowledge for members to help them understand DECA, community service, communication, teamwork, leadership, and networking.

### Program of Work!

<b>GOAL: MEMBERSHIP</b>			
<b>OBJECTIVE</b>	<b>ACTION</b>	<b>DUE</b>	<b>WHO</b>
Increase members in North Dakota DECA	<p>Encourage 100% membership participation in chapters; all marketing students grades 10-12 in marketing are members of DECA (not including principles of marketing classes).</p> <p>Encourage Chapter Campaign for Membership.</p> <p>Recognize chapters with 100% membership.</p> <p>Recognize chapters with a chapter increase.</p>	<p>Promote at Fall Leadership Conference</p> <p>Membership Deadline: November 15, 2017</p> <p>Chapter Campaigns Deadline: December 1, 2017</p> <p>Recognize Chapters at state conference</p>	<p>All Officers</p> <p>Chapter Officer Workshops at Fall Leadership Conference</p>
State wide member of the Month	<p>Encourage chapter advisors to nominate members for the Members of the Month recognition.</p> <p>Recognized at state conference in March</p> <p>Overall member of the year selected and recognized</p>	<p>5<sup>th</sup> of every month</p>	<p>All officers</p>
Recognize chapters for community service projects	<p>Encourage chapters to complete a community service project; can be a fund raiser for a charity or a project to help others.</p> <p>Submit for national recognition through the Chapter Campaign: Community Service.</p> <p>Recognize chapters at the state conference, not only for MDA projects but other organizations.</p>	<p>Fall Leadership Conference</p> <p>December 1, 2017</p> <p>State DECA Conference</p>	<p>All officers</p> <p>(Tessa Olson will promote on Instagram)</p>

## GOAL: COMMUNICATIONS

OBJECTIVE	ACTION	DUE	WHO
Create a Directory of Chapter Presidents	Collect contacting information from chapter president. Prepare a directory with contact information. Use throughout the year to communication with chapter presidents. Use networking to get chapter presidents connected.	September 30, 2017	Adrian Cummings All Officers
Promote DECA through social media	Promote DECA throughout the year using social media. A plan of action for social media topics was developed by the officers and will guide officers as they communication and share information through social media; website, Facebook, Twitter, Instagram	Year long	Tessa Olson Bailey Skjefte Aiden Ulmer
Prepare a document titled, "Tips for 1 <sup>st</sup> year members"	Prepare a "Tips for First year Members" to help them understand and clear they myths of DECA for first year members. Post on website and share at Fall Leadership Conference.	September 1, 2017	Aiden Ulmer
Adopt A Chapter Program	Each chapter in the state will be assigned a North Dakota Officer to work with during the year. The officer will work closely with the chapter president and officers of that chapter.	Throughout the year	All Officers
Monthly Officer Report	Each officer will submit a report showing the work they accomplished during that month. The report is due 5 days after the end of each month (5 <sup>th</sup> of the next month)	5 <sup>th</sup> of every month starting September 5	All Officers

## GOAL: BUSINESS PARTNERSHIPS AND NETWORKING

OBJECTIVE	ACTION	DUE	WHO
Dining and Donate	<p>Applebee's locations in North Dakota will partner with DECA state-wide for the Dining to Donate evening on three Monday evenings in November (DECA Month)</p> <p>Flyers will be prepared for all chapter members to hand out to people to promote Dining to Donate. When someone eats at Applebee's that evening and shows the flyer (on phone or paper) the DECA Chapter will receive 20% of the sale. Checks will be submitted to each chapter in December, 2017</p> <p>Applebee's will promote on their social media.</p> <p>North Dakota DECA will promote on social media.</p>	<p>November 6 November 13 November 20</p>	<p>All officers</p>
Professional and Alumni Membership	<p>Encourage chapters to get professional and alumni to be members. Business people, counselors, administrators, employers and those that are alumni of DECA can be members of DECA.</p> <p>Submit dues through national DECA.</p> <p>Increase North Dakota membership.</p>	<p>Promote at Fall Leadership Conference</p> <p>Deadline November 15, 2017.</p> <p>Extended deadline January 30, 2018.</p>	<p>All officers</p>
Professional and Alumni participation	<p>Encourage chapters to have business people and alumni involved in chapter activities: guest speaker, sponsor, help with projects.</p>	<p>All year</p>	<p>All officers</p>
Sponsorships	<p>Build relationships with businesses and promote DECA.</p> <p>Officers will secure \$200 for Fall Leadership Conference and \$200 for State DECA Conference in sponsorships.</p>	<p>Fall Leadership Conference</p> <p>State DECA Conference</p>	<p>All officers</p>