



2020-2021 State Association Officer Team Goals



**North Dakota DECA President
Garret Meehl**

**North Dakota DECA Vice Presidents
Garett Elwood, Karissa Hammer, Jake Hanson, Ieree Lundin, Sophie Thompson**

2020-2021– TEAM GOALS

TEAM MISSION: Engage members in the state through virtual activities that well enhance their DECA experience throughout the school year.

Program of Leadership!

GOAL: MEMBERSHIP RECRUITMENT AND RETENTION			
OBJECTIVE	ACTION	DUE	WHO
Recruitment and Retention	Encourage all chapters to prepare a membership recruitment plan for September and October 2020 and get members involved.	September 30, 2020	All Officers work with the Adopt-A-Chapters
Video Call with all chapters each month	North Dakota Officers set up a time to zoom in with each of their chapters (3-4) each month to encourage membership involvement, motivation, and fun. Have a fun activity such as a Scavenger Hunt, a Tic Toc competition, or a trivia such as Kahoot! Or QuizUp.	Monthly	All Officers with their 3 or 4 Adopt-A-Chapters
Encourage an increase in membership with students and business professionals	Encourage chapters to recruit new high school members, to have 100% membership or increase by 10% over last year. Encourage chapters to recruit businesspeople to professional or alumni members of DECA. Goal for each chapter to have 5 business or alumni members.	Monthly	All officers with their 3 or 4 Adopt-A-Chapters
Chapter Campaigns	Encourage all chapters to complete and submit at least 1 Chapter Campaign this year.	December 1, 2020	All officers with their 3 or 4 Adopt-A-Chapters

GOAL: BUSINESS PARTNERSHIPS AND NETWORKING

OBJECTIVE	ACTION	DUE	WHO
Secure sponsors in North Dakota for the year to \$17,000	Reach out to new businesses in fields related to the DECA organization to secure sponsors. Each officer secure \$500 in sponsorships throughout the year.	State Conference	All Officers
Create Statewide Partnerships with North DECA Alumni	Reach out to former members of the organization for partnerships with their businesses for networking and sponsorships.	State Conference	All Officers
Promote Job Shadowing opportunities to local Chapter Members	Use the Adopt-A-Chapter platform to promote job shadowing opportunities within businesses to use as a learning experience and opportunity to network with local business owners.	State Conference	All Officers
Increase business sponsorships for local chapters	Create a tool kit for local chapters to use while looking for sponsors. Include information about locating sponsors, setting up an appointment, and asking for their sponsorship.	August 2020	Garret Meehl, Jake Hanson, Karissa Hammer

GOAL: COMMUNITY SERVICE AND SERVICE LEARNING

OBJECTIVE	ACTION	DUE	WHO
Create a tool kit showcasing service-learning opportunities for members	<p>Prepare a tool kit for local chapters to use as they plan, organize, and conduct a service-learning project. The goal is to prepare the tool kit for chapters.</p> <p>Encourage every chapter to conduct at least one community service project and submit the Chapter Campaign for that project.</p>	September 1, 2020	<p>All Officers Sophie Thompson Garett Elwood</p>
Sponsor a Community Service Project at the Fall Leadership Conference	The North Dakota officers will plan a community service project and encourage all chapters to participate.	October 2020	<p>All Officers Sophie Thompson Garett Elwood</p>
Sponsor a Community Service Project at the State Career Development Conference	The North Dakota officers will provide chapters with a list of items for the MDA Summer Camp and will conduct a Miracle Minute at the conference.	March 2021	<p>All Officers Sophie Thompson Garett Elwood</p>
Assist chapters with their community service project	<p>All North Dakota officers will encourage chapters to plan, organize, and conduct a community service project. Officers will work with their Adopt-A-Chapter leaders and officers.</p> <p>Encourage chapters to conduct at least one community service project and submit the Chapter Campaign for that project.</p>	November 2020	All Officers

GOAL: COMMUNICATIONS

OBJECTIVE	ACTION	DUE	WHO
<p>Connect chapters through social media</p> <p>Encourage, inspire and inform members</p>	<p>Promote chapter happenings each month.</p> <p>Monthly motivational Instagram stories from officers.</p> <p>Research from members concerning DECA fun.</p>	<p>Twice a month</p>	<p>All Officers</p> <p>Ieree Lundin – Instagram</p> <p>Ieree Lundin – Twitter</p> <p>Karissa Hammer – Tik Tok</p> <p>Mr. Reisenauer - Facebook</p>
<p>Adopt-A-Chapter Program</p>	<p>Officers will provide each chapter with a “My DECA Story” video.</p>	<p>September 30, 2020</p>	<p>All Officers</p>
<p>Chapter Communications</p>	<p>Set up and Zoom meeting with each chapter each month.</p>	<p>September 2020 through March 2021</p>	<p>All Officers</p>
<p>5th of Month Communications</p>	<p>Complete 5th of the Month report; submit to Mr. Reisenauer, other officers, and chapter advisor.</p>	<p>5th of each month</p>	<p>All Officers</p>