



2021-2022 State Officer Action Team Goals



President: Taylor Stegman

Vice Presidents: Luna Zauhar, Josilyn Welder, Jamison Zaun

2021-2022 – TEAM GOALS

TEAM MISSION: To communicate with members and encourage membership involvement both in face-to-face and virtual environments.

Program of Work!

This is the master plan for the year!

GOAL: Membership			
OBJECTIVE	ACTION	COMPLETION DATE	WHO IS RESPONSIBLE?
Recruitment	<p>Visit or reach out to high schools to encourage involvement</p> <ul style="list-style-type: none">- Zoom panel- Collaboration with service project <p>Highlighting schools during recruitment</p> <p>DECA interest form for recruitment on Instagram</p> <p>Smaller school opportunities:</p> <ul style="list-style-type: none">- speak to freshman/business classes- Host movie/game night during recruitment (bring a friend)- Get chapter name out there--- community service, sporting events, etc. <p>Business cards/QR code</p> <ul style="list-style-type: none">- Can be handed out or left on tables, etc. <p>Social media use</p> <ul style="list-style-type: none">- Calendars of events- Powerpoint of social media content	End of year	All officers

	Top reasons to join DECA <ul style="list-style-type: none"> - Keep infographics simple 		
Retention	Social media engagement Community service Recognition Paying fees early Infographs and calendars Student handbook <ul style="list-style-type: none"> - Know what to expect from DECA - Passport Newsletter Benefits of DECA	End of year	All officers
Individual passports	Implement passport goals at meetings <ul style="list-style-type: none"> - Writing down goals, community service hours, etc. Have presidents/advisors remind and encourage passport submission Have ideas from past recipients	February	All officers

GOAL: Communications

OBJECTIVE	ACTION	COMPLETION DATE	WHO IS RESPONSIBLE?
Social media	<p>Recognizing ND collegiate schools, promoting events, DECA one call reminders, reposting DECA-related content, DECA member takeovers, change links for current promotions</p> <p>State and chapter levels</p> <p>High school and collegiate accounts</p>	End of year	All officers, Luna is main officer, but all officers have access
Collaboration and connecting	<p>Reaching out and connecting with other state chapters</p> <p>Inviting them/having collaboration meetings</p> <p>Reaching out to high schools and sending out Google doc about where they are attending school</p>	<p>End of year</p> <p>High school google doc: sent out on Instagram in Aug., formally sent out in Feb./March</p>	All officers
Chapter development	<p>Implementing DECA One call</p> <p>Adopt-A-Chapter</p> <ul style="list-style-type: none"> - Zoom calls - Recruitment - Up to date for chapter events 	Monthly	<p>All officers</p> <p>Luna: NDSU, UND</p> <p>Taylor: Valley City, Mayville</p> <p>Jamison: UMary, Minot</p> <p>Josilyn: NDSCS, Lake Region</p>