



State DECA Association Officer Team Goals

2021-2022

Vice Presidents:

Emma Haberman, Linnea Axtman,
Abby Richman, Jacquelyn Dufner,
Hannah Ripplinger

President:

Logan Heger



2021-2022– TEAM GOALS

TEAM MISSION: Build DECA Membership and encourage members to have fun while preparing for a career, competition, and their future.

Program of Work!

GOAL: MEMBERSHIP			
OBJECTIVE	ACTION	DUE	RESPONSIBLE
Create a Motivation Chart for each chapter.	Motivation chart will hold all members accountable in engaging/participating through the year. Officers will design a chart and supply the stickers to chapters and explain the process to the advisor. Making all 28 chapters a motivational chart for membership.	September 20, 2021	Logan Heger Emma Haberman
Encourage every chapter to do at least one Chapter Campaign.	Educate chapters about the simplicity of chapter campaigns and benefits. Explain at the FLC and monthly newsletter. Measured by looking at the end of the year numbers.	December 1, 2021	All Officers
Design Maximize your Momentum Pamphlet.	5-page pamphlet to inform members and advisors about what DECA will do for them, the benefits, alumni interview, ICDC experience, and what it provides the community.	September 17, 2021	All Officers Abby Richman Hannah Ripplinger
Membership Goal Percentage Increase for each chapter to help meet state goal.	Officers will create an IN-Sent-IVE for increasing membership in students, alumni or professional with a 30% or more increase in members, to send one person to nationals to participate in the Emerging Leaders Academy. Other chapters that hit the 20% or 10% increase will be recognized at the state conference. Overall goal is 850 members.	State Conference – March 13, 2021	All officers Ross Motter Jacquelyn Dufner

GOAL: COMMUNICATIONS

OBJECTIVE	ACTION	DUE	RESPONSIBLE
Connect and engage chapters through social media	By having events such as “spotlight a chapter/member of the month,” we are able to focus in on specific chapters and members involved in ND DECA. Using social media, we also can create engaging content for our members.	SPOTLIGHT: Monthly Content: Bi-weekly	Ross & Jacquelyn
5 th of the Month	Diligently keep up and record events through 5 th of the Month Reports; submit to Mr. Reisenauer, other officers, and chapter advisors of officers.	5 th of each month	All officers
Adopt-A-Chapter	Keep constant communication via emails, texts, zoom, etc. to keep members engaged and informed with current updates, scheduled events, and additional information.	September 2021 – March 2022	All officers
Member Diamond Calls	Touch base with members through online format; continue providing resources and answers to all questions. Use as an additional outlet of communication, ensuring our members are provided with as information in as many forms as possible.	4 times throughout 2021-2022	All officers
ND DECA - Website	Monitoring and updating the website; providing members with new packets regarding state preparation and additional project/role play resources.	Once a month	All officers Ross & Jacquelyn Abby, Hannah & Emma
Monthly E-mail Newsletter	By providing chapter officers and advisors with direct communication for their members, DECA students are receiving a straight line of information from the officers. Important information will be covered regarding all aspects of DECA events, necessities, etc.	Once a month	All officers (Adopt-A-Chapter) Ross, Jacquelyn and Linnea - Newsletter

GOAL: BUSINESS CONNECTIONS

OBJECTIVE	ACTION	DUE	RESPONSIBLE
Secure sponsors in North Dakota for the year; amount of \$14,000	Reach out to businesses to secure sponsors for the DECA organization. Each officer will secure at least \$500 in sponsorships for the year	March 1, 2021	All Officers Logan Heger and Linnea Axtman
Create an all inclusive guide to providing chapters with business communication guidance	Create a guide for chapters to use while looking for businesses to collaborate with, including information on gaining professional and alumni members and bringing professionals into the classroom	September 2001	Logan Heger Linnea Axtman
Create a resource for advisors on potential fundraising ideas with local businesses.	Create a resource for advisors with fundraising ideas and businesses to work with and to help reduce costs for members.	September 2001	Logan Heger Linnea Axtman

GOAL: COMPETITION – ROAD TO STATE

OBJECTIVE	ACTION	DUE	RESPONSIBLE
Informational Packet	Provide members with resources to prepare for state competition. Find National DECA videos, exams, tips and strategies. Make sure we are accountable, and chapters receive informational packets.	September 20, 2021	Emma Haberman Hannah Ripplinger, Abby Richman
Advisor Video	Supply members with information on how to participate in a Road 2 State. Create videos with instructions on how this event will look.	October 13, 2021	Hannah Ripplinger
Increase State Participation	Have five chapters participate in any form of Road to State (chapter vs chapter, individual or college). Share picture on social media for proof and tag @nddeca.org.	State Conference March 13, 2021	Abby Richman, Hannah Ripplinger, Emma Haberman