



## **State DECA Association Officer Team Goals**

**2022-2023**

### **Vice Presidents:**

Peyton Bradley, Regan Keller, Anika Weekes,  
Aanya Kumar, Brady Peterson, Mattyson Ertelt

### **President:**

Patrick Lawrence



## 2022-2023– TEAM GOALS

**TEAM MISSION: Build DECA Membership through DECA community service involvement, social media visibility and building business relationships.**

<b>GOAL: MEMBERSHIP</b>			
<b>OBJECTIVE</b>	<b>ACTION</b>	<b>DUE</b>	<b>RESPONSIBLE</b>
Personal Contact with Members	Association Officers will interact with members throughout the year and encourage a comfortable atmosphere. Officers will present personable workshops at the Fall Leadership Conference and network with members at the FLC and SCDC. Officers will engage with their adopt-a-chapter members and officers throughout the year.	Throughout the year; at conferences.	All Officers
North Dakota Association Adopt-A-Chapter Program	Association Officers will each work with three or four chapters in the state through the Adopt-A-Chapter Program, communicating at least once a month with each chapter. Association officers will assist members and chapter officers throughout the year.	Throughout the year, at conferences.	All Officers
Encourage a Middle School Outreach.	Association Officers will work with local DECA Chapter officers to encourage a middle-school connection and encourage a social activity twice a year with a middle school in their area. This will encourage membership for the future.	First and Second Semester.	All Officers
Promote opportunities, activities and competitive events.	Association Officers will encourage chapters to participate in the Chapter Campaigns, Virtual Business Challenge, The Stock Market Game, the School Based Enterprise Project, and other activities.	State Conference March 5, 6, 7, 2023	All Officers

## GOAL: COMMUNICATIONS

OBJECTIVE	ACTION	DUE	RESPONSIBLE
Submit the 5 <sup>th</sup> of the Month Report.	Diligently keep up and record events through 5 <sup>th</sup> of the Month Reports; submit to Mr. Reisenauer, other officers, and chapter advisors of officers.	5 <sup>th</sup> of each month	All officers
Implement the Adopt-A-Chapter Program.	Keep constant communication via emails, texts, zoom, etc. to keep members engaged and informed with current updates, scheduled events, and additional information.	Throughout the Year	All officers
Encourage DECA Month activities.	Encourage chapters to promote DECA during DECA month – November 2022. Secure a statewide proclamation from the Governor for DECA month and encourage local chapters to secure a local proclamation.	November 2023	Peyton Bradley Anika Weekes
Showcase DECA Alumni on social media accounts.	Create a template with interview questions can create posts scheduled throughout each month to showcase DECA alumni from different chapters in the state.	Monthly	Peyton Bradley Anika Weekes
Use Social Media to Promote DECA.	Be persistent in posting and timely when creating new events. Prepare consistent updates on DECA events to make members feel engaged. Create Facebook, Instagram, and Tik Tok posts.	Weekly	Peyton Bradley Anika Weekes All Officers
Complete the Impact Program.	Officers will complete and submit entries for at least two of the Impact Programs for Association Officers. 1. Advocacy Impact Program 2. Community Outreach Program	Complete by March 1, 2023	Patrick Lawrence Brady Peterson All Officers

## GOAL: BUSINESS RELATIONSHIPS

OBJECTIVE	ACTION	DUE	RESPONSIBLE
Secure sponsors in North Dakota for the year; amount of \$15,000.	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, 2023	All Officers
Build a long-lasting relationship with our sponsors so we have a reliable source and people to work with in the future.	Communicate with our partners and prepare success in the business world.	Throughout the year	Patrick Lawrence All Officers
Create a Professional Image.	Create a professional image of DECA when meeting with businesspeople and discussing DECA; professional attire, professional meeting and speaking with confidence.	Throughout the year	All Officers

## GOAL: SERVICE LEARNING

OBJECTIVE	ACTION	DUE	RESPONSIBLE
Complete the Community Service Association Campaign.	Work as a team to prepare a highlight submission of community service projects throughout the state. Encourage every chapter to do a Community Service Campaign and the officers will submit the Community Outreach for the Impact Award for North Dakota.	March 1, 2023	All Officers Brady Peterson
Implement a Backpack Supply Drive at the Fall Leadership Conference.	Each chapter will be encouraged to fill one or more back packs with school supplies, personal items and home items and bring the backpack to the Fall Leadership Conference. The backpacks will be distributed to the Fargo Schools to be distributed to students.	October 2023	All Officers