



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

**2023-2024**

### **Vice Presidents:**

Jackson Guthmiller, Emery Holland, Regan Keller  
Aanya Kumar, Parker Thoreson, Kaden Wass

### **President:**

Mattyson Ertelt

## 2023-2024– TEAM GOALS

► **TEAM MISSION:** The mission of our officer team is to Build DECA Membership and encourage members to have fun while preparing for a career, competition, and your future.

<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
Zoom Calls with Alumni	Each officer will implement a Zoom Call with an alumni member as a success store.	Throughout the year, at conferences.	All Officers
My DECA Story	Each officer will develop “MY DECA STORY” to be used throughout the year, feature in social media and use in workshops at the Fall Leadership Conference.	September 30, 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
Zoom Calls with Chapter Officers and Members	Each officer will initiate a zoom call to talk to members and officers about DECA, answer questions, and provide them with information that will help their chapter.	3 times during 2023-2024 September December February	All officers
Social Media to Promote DECA.	Officers will develop a layout for easier understanding of what DECA has to offer members.	End of Term	Social Media: Regan Keller and Emery Holland Website: All Officers Document: Kaden Wass
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, 2024	Mattyson Ertelt 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 \$1,000 in sponsorships for the year.	October 1, 2023 February 1, 2024	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	All Officers
Relate Life Skills to DECA	Alumni or businessperson from each of the career clusters to speak at the Fall Leadership Conference	Throughout the year	All Officers

## GOAL: COMPETITION

OBJECTIVE	ACTION	DUE	RESPONSIBLE
Create a day called "Road to Nationals" to give members attending ICDC a chance to prepare for competition.	Open to all members attending ICDC. One day in Fargo, one day in Bismarck.	April 15, 2024	All Officers
Promote practice tests, role play events and vocabulary on social media.	Prepare a list of links (link tree) and encourage the motivation for competition at FLC, SCDC and ICDC through emails and social media	April 15, 2024	All Officers