



State DECA Association Officer Team Goals

2024-2025

Vice Presidents:

Amelia Hawley, Emery Holland, Liam Medbery, Olivia Mitchell, Autumn Spain, Olivia Thorenson

President:

Sawyer Heger



2024-2025 Team Goals



Program of Work!

This is the master plan for the year!

GOAL: Business Partnerships			
OBJECTIVE: WHAT	PLAN: HOW	DUE: WHEN	RESPONSIBLE: WHO
\$7,000 in sponsorships for the year	Have each State Officer raise \$500 for FLC and \$500 for State Conference	FLC Oct 1st (\$500) State Feb 1st (\$500)	All Officers
Statewide practice with Collegiate DECA	Talk to Collegiate DECA chapters about hosting a highschool practice throughout the year to practice role plays and/or prepared projects	Between Fall Leadership and State Conference	All Officers
Senior DECA Mentorship With Business Professionals	Reach out to Business Professionals in the state and community to come and mentor seniors about the career field.	Would be throughout the whole DECA year	All Officers

GOAL: Communications

OBJECTIVE: WHAT	PLAN: HOW	DUE: WHEN	RESPONSIBLE: WHO
Submit 5th of the Month report	Keep a record of everything officers complete during each month of the school year and submit record by the 5th. Submit these reports to Mr Norby, other officers, and chapter advisors.	5th of every month	All Officers
Social media to promote DECA	Officers will use social media to help promote DECA.	End of term	Head of social media Emery Contributions of the State Officer team
Highlight the outstanding chapters of the ND association	Each week a different officer will chose one of their adopted chapters to highlight on Instagram	End of Term	All Officers
All officers will communicate with adopted chapters Via GroupMe	Each officer will initiate conversation with adopted chapters through GroupMe. Every first and third Monday, officers will reach out with conversation topics and reminders	First and third Monday of every month until end of term	All state officers

Officer take over	One week of the year in October each officer will take over the Instagram account for a day to show a day in their life.	October 20th- October 26th	All state officers
DECA month/ social media challenges	Promote DECA through the social media challenge by partaking in the national media challenges	November	All state officers
Reels - tips and tricks	Create, edit, post, and monitor weekly reels covering competition, sharing information, and partnering with businesses	September through May	Olivia Thorenson

GOAL: Community Service

OBJECTIVE: WHAT	PLAN: HOW	DUE: WHEN	RESPONSIBLE: WHO
Statewide Volunteer (Toy Drive)	We plan on hosting a toy drive at FLC to donate to Closing the Gap	Fall Leadership Conference	All Officers
Encourage local chapters to conduct community service projects	Send reminders to chapters about the toy drive and the different things they can do to complete community service campaigns	FLC/ December 2	All Officers
Hand handwritten notes to children in foster	Write notes during a workshop at FLC to send out	Fall leadership	All Officers

GOAL: Memberships

OBJECTIVE: WHAT	PLAN: HOW	DUE: WHEN	RESPONSIBLE: WHO
Chapter Officer Development	We will have an officer workshop at FLC, Also keep in contact throughout the year through GroupMe with state and chapter officers	Start at FLC and ends before nationals	All Officers
Start a new Chapter	Reach out to schools who would be open to starting one and have all the criteria	By FLC	All Officers
Provide Chapter campaign ideas	Complete one page flier for each campaign with promo templates.	August 25th send out to chapters November 4th	All Officers