

OFFICER TEAM AS A GOAL MAKER



Program of Work!

This is the master plan for the year!

GOAL: Business Partnership			
OBJECTIVE: WHAT	OBJECTIVE: HOW	DUE: WHEN	Evaluation: HOW
Reach \$7,000 in officer funds.	Officer fund raising responsibility.	By FLC and state 2026	Total amount raised.
Business collaborations.	Business week, tours, and shout outs.	By state 2026	Number of Businesses collaborated with.
B-dubs partnership.	Reaching out to local B-dubs and higher ups(Riley).	By state 2026	Secure successful partnership.

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GOAL: Membership			
OBJECTIVE: WHAT	OBJECTIVE: HOW	DUE: WHEN	Evaluation: HOW
Middle school DECA communication	Officers talking to local middle schools	End of term	Interest form
Small school outreach	Personal connections to smaller schools (particularly in the west)	End of term	Their responses
More competition and promotion of practice	Promote, share, and create resources	End of term	State statistics/chapter reflection

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GOAL: Community Service			
OBJECTIVE: WHAT	OBJECTIVE: HOW	DUE: WHEN	Evaluation: HOW
Community Service MDA	Featuring on social media and reaching out to promote MDA	By state 2026	State recognition
Community Service goals with adopt a chapters	Setting personalized goals with our adopt a chapters	By state 2026	Communication with our adopt a chapters
Increase Community Service hours/ fundraising across the state	Through communication and sharing ideas	By state 2026	Chapter reflection

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GOAL: Communication			
OBJECTIVE: WHAT	OBJECTIVE: HOW	DUE: WHEN	Evaluation: HOW
Increase ND social media use	Featuring and reposting chapter/member accomplishments (of the week) and Alumni stories	End of term	Social media insights and officer reflection
Utilize social media to communicate across ND DECA	Use social media to advertise opportunities and benefits of ND DECA	End of term	End of the year succession questionnaire
Increase chapter and ND DECA publicity	Encourage to use new promotional avenues (news, print, broadcast media, etc)	End of term	Statistics of chapter publicity