



**DECA**  
**PREPARES**  
**EMERGING**  
**LEADERS**  
**& ENTREPRENEURS**

**STRATEGIC  
PLAN**  
2019-2022

# DECA PROGRAM OF STUDY

Review of all dimensions of existing and potential program spanning the spectrum from middle school through post-secondary.

○ Develop a Program of Study Committee (two-year commitment, two in-person meetings per year) to propose a sequence of learning programs spanning the spectrum from middle school through post-secondary. (Year 1 & 2) The committee will exist of at least the following:

- Faculty member
  - Middle School
  - Secondary
  - College (two-year and four-year)
  - Teacher Education Program
- State Department of Education/State CTE Director
- Two chartered association advisors with classroom experience
- MBA Research
- Board Liaison
- DECA Staff

## ○ INITIATIVES

Strengthen value of proposition of DECA high school program.

- Utilize Secondary Council to conduct review and gap analysis of existing programs. (Year 2)
- Explore and implement virtual delivery and engagement systems.

Develop and strengthen DECA collegiate program in alignment with member needs.

- Utilize Post-Secondary Council to conduct review and gap analysis of existing programs. (Year 2)
- Explore and implement virtual delivery and engagement systems.

Evaluate feasibility of middle school program.

- Based on the findings of the middle school program feasibility, a middle school council may be developed in year 2. Explore and implement virtual delivery and engagement systems.

# DECA RESOURCES AND SUPPORT

Training, information and tools to support advisors at every level.

## HIGH SCHOOL

Reestablish the **secondary council** for a two-year term.

Year 1:

- Conduct a gap analysis and continue to develop
  - Competitive events resources (free and Shop DECA)
    - How to Prepare for... Event Guide
  - New advisor support
    - Access to past years' district role-plays and exams
    - Quick Start / Step by Step to:
      - Starting a Chapter
      - New Advisors
    - Why do teachers choose not to participate?
  - Chapter resources
  - Shop DECA items
- Evaluate and propose delivery system/method for resources
  - Explore opportunities to local delivery of train the trainer modules using incentives

Year 2:

- Review work from program of study committee and develop implementation plans.

Year 3:

- Implement and evaluate the work.

## INITIATIVES

Foster a chapter-centric philosophy at all levels of the organization.

Optimize resources to ensure relevance and quality for all DECA audiences.

Ensure support and consistency in the on-boarding and training of DECA chapters/ advisors.

# DECA RESOURCES AND SUPPORT

Training, information and tools to support advisors at every level.

## COLLEGIATE

Convene the **post-secondary council** for a two-year term.

Year 1:

- Conduct a gap analysis and continue to develop
  - Competitive events resources (free and Shop DECA)
  - Chapter Start-Up Kit
  - Chapter Recruitment Kit
  - Advisor Support / Succession Planning
  - Chapter resources/support
- Evaluate and propose delivery system/method for resources

Year 2:

- Review work from program of study committee and develop plans for redesigned delivery model.

Year 3:

- Implement the redesigned model and evaluate the work.

## INITIATIVES

Based on findings in Program of Study committee, convene a middle school council in year 2 and 3.

# DECA STRATEGIC PARTNERSHIPS

Engaging relevant stakeholders to create synergies that advance DECA's mission and vision.

○ Define purpose and role for DECA's National Advisory Board. Below are proposed ideas for the rebranding of DECA's strategic partnerships.

- DECA's Corporate Partnership Network
- DECA's Career Ready Partnership Network
- DECA's College Ready Partnership Network
- DECA's Sales and Resource Network

Identify tangible roles in which business partners can provide support to DECA Inc.

Develop a prospect kit for partnership opportunities.

- DECA's relationship to high quality, high demand careers

Develop a prospect list and conduct prospecting process.

Utilize new resources to continue prospecting, recruiting and retaining new partnerships.

- Resources/Fact Sheet for workforce development
- Resources/Fact Sheet for State CTE
- Resources/Fact Sheet for Corporate

Identify grants and partnerships to secure funding to help under served populations.

Develop an alumni campaign that connects to local chapters/association.

- Maintain a database
- Send quarterly e-mails (link to DECA Direct)
- Share magazine and other articles from business partners in DECA's Linked In Group.

## INITIATIVES

Cultivate relevant industry partnerships to elevate DECA's reach and impact.

Effectively engage DECA alumni to support the mission.

Leverage strategic partnerships to increase access for under-served populations.

# DECA ORGANIZATIONAL STRENGTH

Talent, technology and communication to support every dimension of DECA.

## INITIATIVES

Evaluate and update communications system to ensure timeliness and relevance in all DECA communications.

- Review and enhance the structure for DECA Direct and DECA Direct Weekly.
- Develop an organizational content calendar.
- Develop a press kit.

Cultivate staff and volunteer talent and capacity to deliver on organization priorities.

- Hire staff based on organizational structure and strategic plan initiatives.
- Develop staff professional development plan.

Align and strengthen volunteer leadership structures to advance the organization.

- Governance structure review
- On-boarding/training plan for Board
- Board evaluation of the future DECA HQ facility
- Continued development of effective, ethical and forward-thinking volunteer leadership
- Judge training materials
- DECA's Corporate Partnership Network On-boarding Process
- Chartered Association Advisor On-boarding Process
- Executive Officer On-boarding Process



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