



DECA's executive officer team is excited to introduce this year's program of leadership, designed to support members to Go the Extra through advocacy, communications and membership engagement.

ADVOCACY

- **DECA + CTE Advocacy:** Empower members to advocate for DECA and Career and Technical Education (CTE) by making advocacy more accessible, visible and impactful across all levels of membership.
- **Advocacy Tools + Member Involvement:** Inspire members to share the value of CTE by providing branded resources, promoting advocacy campaigns and recognizing outstanding member impact.

COMMUNICATIONS

- **Video Call Series:** Connect with members by advancing communication tools through emphasis on spotlighting member voices.
- **Innovative Outreach:** Create online platforms that promote DECA's mission in engaging and unique ways.

MEMBERSHIP ENGAGEMENT

- **Promote Collaboration:** Foster a vibrant and connected DECA community by leveraging digital platforms and storytelling to amplify member experiences. Encourage active participation and create an inclusive environment where all members feel valued and connected to the organization.
- **Strategic Growth:** Cultivate meaningful partnerships for student leaders across chartered associations.