



Collegiate DECA's executive officer team is excited to introduce this year's program of leadership, designed to support members to Go the Extra through member engagement, member recruitment and leadership development.

MEMBER ENGAGEMENT

- **Member Recognition:** Enhance member recognition through initiatives that strengthen engagement within the Collegiate DECA community.
- **Collegiate DECA Calls:** Continue the ONE Diamond, Founder's Forum and President's Council Call series to facilitate professional networking and development opportunities. Implement drop-in hours to provide accessible support for DECA members from the Collegiate Executive Officer team.

MEMBER RECRUITMENT

- **Enhanced Chapter Support:** Revise and expand the Chapter Leadership Guide to provide comprehensive resources for chapter leaders and founders, including strategic growth frameworks and best practices for development.
- **Divisional Connection:** Strengthen outreach and promotional efforts targeting high school DECA members to encourage continued participation in Collegiate DECA.

LEADERSHIP DEVELOPMENT

- **Career Exploration:** Expand professional networking opportunities and industry mentorship programs to help members envision post-graduation career paths and develop strategic career planning skills.
- **Competitive Event Resources:** Enhance existing competitive event resources to better prepare members for competition and maximize their competitive experience outcomes.