



Collegiate DECA's executive officer team is excited to introduce this year's program of leadership, designed to support members on their Next Big Thing through member engagement, member recruitment and leadership development.

MEMBER ENGAGEMENT

- **Member Recognition:** Highlight Collegiate DECA chapters, members, advisors, alumni and associations through interviews, social media takeovers and recurring features across Collegiate DECA platforms.
- **Collegiate DECA Calls:** Continue ONE Diamond Calls, Founder Forums, President's Calls and Office Hours to provide accessible support, encourage idea sharing and strengthen chapter development throughout the membership year.

MEMBER RECRUITMENT

- **Enhanced Chapter Resources:** Develop recruitment templates, meeting guides, advisor resources, officer transition materials and outreach tools designed specifically for the needs of collegiate chapters.
- **Founding Support:** Provide prospective chapter founders and new leaders with step-by-step guidance, startup checklists, sample constitutions, recruitment materials and personalized support to help establish or rebuild chapters.

LEADERSHIP DEVELOPMENT

- **Industry Networking and Mentorship:** Expand networking opportunities, alumni panels, mentorship connections and career-focused programming that connect members with professionals, advisors and industry leaders.
- **Competition Preparation and Resources:** Create practical competition guides, role-play resources, written-event tips, sample timelines and support materials to help members prepare for association conferences and ICDC.