

DECA

PROGRESSION OF ENGAGEMENT

There's no one way to do DECA! The menu below can serve as an annual progressive guide for new chapter advisors to implement DECA programs. However, there are many factors to consider such as history of the chapter, courses offered, enthusiasm of the student members, engagement level of the chapter advisor, support of the school leadership and chartered association, and resources available. The model DECA chapter is one that integrates DECA activities into the classroom to support local curriculum standards. DECA can help you increase your course enrollment, drive engagement, earn recognition, and promote your program and DECA chapter.

For more classroom resources, visit deca.org/classroom



	DECA CONNECTS	CHAPTER STRATEGY	CHAPTER CAMPAIGNS	COMPETITIVE EVENTS	EDUCATIONAL CONFERENCES	SCHOOL-BASED ENTERPRISES	ADVISOR PROFESSIONAL LEARNING
YEAR 1	Use DECA Direct's Question of the Day. Use DECA Direct's Case Study of the Week. Use DECA Case Studies in the Classroom.	Elect chapter officers. Collaborate with chapter officers to develop a Program of Leadership. Nominate senior DECA members for the Emerging Leader Honor Award in February or March.	Complete the Promotional Campaign. Complete the Membership Campaign – new chapters with 20 or more members instantly earn recognition. Participate in DECA Month activities in November.	Participate in Principles of Business Administration Events. Participate in Team Decision Making Events. Participate in Individual Series Events. Focus on events in only one Career Cluster® that best aligns with your courses or student interests.	Participate in district/region conferences. Attend "DECA Career Days," if offered locally. Attend association-level conferences.	If your chapter has an SBE, ensure you are in compliance with your school and district policies.	Get connected to your chartered association advisor and appropriate district/regional level contacts. Participate in DECA's Virtual Advisor Conference in July. Access on-demand professional learning modules at deca.org/advisors. Participate in DECA's Advisor Basic Training in August.
BONUS	Participate in the Piper Sandler Taking Stock With Teens Market Research Survey. Engage local business and industry leaders for guest speakers or tours.	Utilize the DECA Chapter Strategy Guidebook. Begin implementing fundraisers.	Complete the Community Service Campaign.	Practice competitive events by inviting business and industry leaders to your classroom to serve as judges. Utilize DECA+ to help prepare members for competition.	Attend DECA's International Career Development Conference.	Utilize the SBE Instructional Units. If your chapter operates a gold-certified SBE, verify submission type and due date.	Find a DECA mentor. Attend the Advisor Professional Learning Series at DECA's International Career Development Conference.
YEAR 2	Participate in DECA Challenges that align with your courses. Engage local business and industry leaders in competitive events preparation.	Take your Program of Leadership to the next level. Utilize the Diamond Fundraising Model.	Complete two chapter campaigns: Promotional Campaign, Community Service Campaign, or Innovations + Entrepreneurship Campaign. Complete the Advocacy Campaign.	Participate in Integrated Marketing Events. Participate in the Virtual Business Challenge. Develop competition preparation teams by Career Cluster®.	Attend association-level conferences. Attend DECA's International Career Development Conference.	Review SBE manager selection process and training procedures.	Attend association-level professional development.
YEAR 3-5	Review your course sequence and offerings, as well as alignment to standards. Convene a local business advisory board. Connect all DECA activities to curriculum standards to demonstrate alignment.	Review your officer selection process to ensure it still meets the needs of your chapter. Consider nominating members to run for association office. Encourage your members to apply for DECA scholarships.	Complete Thrive Level in the Membership Campaign. Complete all Chapter Campaigns and Membership Campaign.	Participate in other prepared events such as the Business Operations Research Event, Project Management Events or Entrepreneurship Events. Participate in the Stock Market Game.	Attend the Ultimate DECA Power Trip or DECA Sports and Entertainment Marketing Conference.	If your school operates an SBE that is not certified, discuss the certification process with your student managers. If your chapter does not have an SBE, consider starting one. Review SBE procedures and determine any necessary changes based on yearly profit and trends.	Review your philosophy on how you implement DECA programs. Attend a conference such as DECA Amped or ACTE CareerTech Vision.