

DECA[®]
CHAPTER
STRATEGY

LEADERSHIP TEAM





CHAPTER STRATEGY

DECA Chapter Leadership Team

Student leaders are essential to the success of your DECA chapter. Just like in business, it's important to identify roles and responsibilities for critical leaders that have a purpose in supporting your DECA chapter's overall mission and goals.

DECA members are empowered through experience to provide effective leadership through goal setting, consensus building and project implementation. The DECA Leadership Team is the core group of DECA members that provides leadership to the entire chapter. The DECA Leadership Team should have defined roles and responsibilities that support the chapter's mission and goals.

There are plenty of leadership opportunities to engage more chapter members than just a few officers. Putting together an effective team may include various teams, committees and directors to help share responsibilities and focus on specific duties.

PERFORMANCE INDICATORS

This module's activities connect to the following National Curriculum Standards:

- Explain the concept of leadership
- Collaborate with others
- Participate as a team member
- Use consensus-building skills
- Motivate team members

DECA'S MISSION-BASED CHAPTER OFFICER POSITIONS

The DECA chapter officer positions reflect a corporate leadership structure rather than the typical positions utilized in student clubs and organizations. As emerging leaders, DECA encourages chapters to practice real-world leadership by adopting a structure that mirrors business and industry. DECA officer positions are aligned with the DECA mission to ensure that each aspect of the mission is represented with great leadership. Depending on your chapter's size, each leadership position can be developed into teams and committees to give more members opportunities to develop leadership abilities and engage in chapter activities.



CHAPTER OFFICER DUTIES AND STRUCTURE

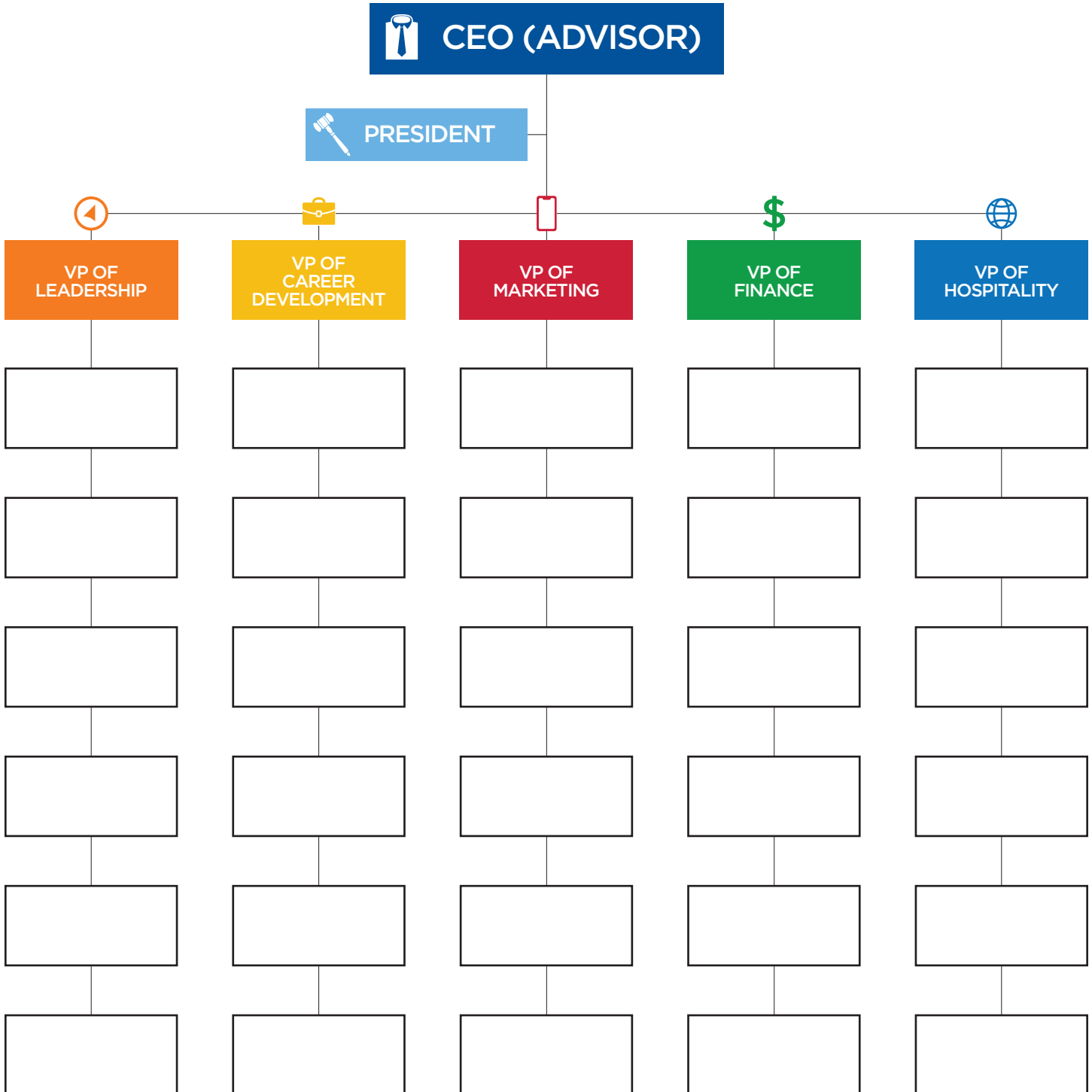
Advisor(s)	CEO (Advisor)				
DECA Student Leader	President				
President Position Overview	<p>Practice the "Entrepreneurial" and "Management" elements of DECA's Mission Statement. Responsible for connecting with chartered association officers and establishing chapter vision, management and organization that ensures each chapter officer has the training, support, accountability and resources to deliver a powerful DECA experience for each DECA member.</p>				
Model Chapter Executive Team	VP of Leadership	VP of Career Development	VP of Marketing	VP of Finance	VP of Hospitality
	Position Overview	<p>Practices the "Emerging Leaders" element of the DECA mission. Responsible for all non-competitive event career and leadership activities.</p>	<p>Practices the "Careers" element of the DECA mission. Responsible for chapter participation, preparation and performance in competitive events.</p>	<p>Practices the "Marketing" element of the DECA mission. Responsible for initial member recruitment, branding and promotions.</p>	<p>Practices the "Finance" element of the DECA mission. Responsible for chapter budgeting, accounting and fund development efforts.</p>
Team Structure	Leadership	Career Development	Marketing	Finance	Hospitality
	Sample Project Manager/Leadership Positions	<ul style="list-style-type: none"> • DECA Campaigns Director • Community Service Director • School Service Director • Conference Director • Recognition/Scholarships Director • Leadership Training Director • Freshman Class Director • Sophomore Class Director • Junior Class Director • Senior Class Director 	<ul style="list-style-type: none"> • DECA Challenges Director • Principles of Business Administration Events Director • Team Decision Making Events Director • Individual Series Events Director • Business Operations Research Events Director • Project Management Events Director • Integrated Marketing Campaign Events Director • Professional Selling Events Director • Online Events Director 	<ul style="list-style-type: none"> • Creative Director • Member Recruitment Director • Digital Media Director • Public Relations Director • School Relations Director • Community Relations Director • Social Media Director • Website Director • Chapter Newsletter Director 	<ul style="list-style-type: none"> • Partnerships Director • Local Advocacy Director • Event Fundraising Director • Member Fundraising Director • School-based Enterprise Director • Budget Director • Accounting Director

These could be appointed positions to committees or positions that fit your chapter size, goals and interests.

Review the responsibilities under your officer position. List some ideas you have that correlate to your position for your chapter this year.

DESIGN YOUR DECA CHAPTER ORGANIZATIONAL STRUCTURE

Instructions: Using the organizational chart structure below, design a structure to fit the unique needs, size and goals of your DECA chapter. The boxes indicate elected positions that make up the executive leadership team. The blank boxes should be filled in to reflect the “director” level positions that make up teams (or committees) that provide support to the mission-based leadership positions. Select director positions from the DECA Chapter Officer Duties and Structure grid on the previous page—or feel free to create your own director positions.



OFFICER RESPONSIBILITY DESCRIPTION

Instructions: With your leadership position in mind, complete each prompt in the chart below.

I am the DECA chapter...	<i>List your leadership position.</i>
I report to the chapter...	<i>List who your position reports to in the organizational chart.</i>
I work with the chapter...	<i>List the other chapter leadership positions you will work with to achieve your chapter's goals.</i>
I am responsible for...	<i>List all the projects, events, activities, campaigns, and efforts your position leads/supports.</i>
We will be successful this year if I...	<i>Create your Chapter Contribution Success Statement.</i>

CHAPTER LEADERSHIP TEAM

OUR TEAM'S DECA LEADERSHIP STYLES

POSITION	NAME	MAJOR STYLE	MINOR STYLE
CEO [Advisor]			
President			
VP of Leadership			
VP of Career Development			
VP of Marketing			
VP of Finance			
VP of Hospitality			

Based on the DECA Styles your team has, what do you think your team will be good at?

Based on the DECA Styles your team does not have, what do you think your team might struggle with?

What can your team do to utilize your strengths and overcome any challenges?
