



**DECA<sup>®</sup>**  
**CHAPTER**  
**STRATEGY**

PROGRAM OF LEADERSHIP





## CHAPTER STRATEGY

# DECA Program of Leadership

Developed by the chapter officer team, the Program of Leadership is a strategic plan that sets the direction and goals for the chapter and includes detailed work plans to achieve those goals.

The DECA Program of Leadership brings together the leadership team, DECA goals and action items for the year into one strategic leadership plan. The program of leadership provides a comprehensive plan of the chapter's goals and activities for the school year. Each goal is aligned with a mission area, assigns overall responsibility to a leader and indicates the key project initiatives, success criteria, time frame and project leaders.

Developing a Program of Leadership is much like an organization's approach to its strategic planning process that results in a formal strategic plan. The Program of Leadership will result in defining your chapter strategy for your officer team and should include a formal plan with goals, action plans and resource allocations to keep the chapter on track.

In some cases, you may also develop project management plans depending on the size and scope of your goals and activities. The Program of Leadership should guide your priorities and activities for the year while yielding the largest greatest possible for your chapter.

Goals are great. Results are better.

## PERFORMANCE INDICATORS

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

- Determine the nature of organizational goals
- Ascertain employee's role in meeting organizational goals
- Organize and prioritize work
- Coordinate work with that of team members
- Monitor and ensure completion of delegated tasks
- Streamline work processes
- Evaluate project success



## TIPS TO GET STARTED

As you begin to think about creating your Program of Leadership, here are some careful considerations for developing one that is powerful and impactful.

### **Be Realistic, Attainable and Inclusive**

Every great idea needs to be assessed to ensure it's feasible. Your goals should be realistic and attainable. Does it require additional resources (funding, people, etc.)? Is there enough time to complete the activities and goals? It's better to be results-driven than to create grand ideas that won't materialize. When developing your goals and activities, you should consider accessibility for all DECA members in your chapter, flexibility that will allow students to participate and be successful and adaptability for multiple levels of participation and experiences.

### **Be Data-Driven**

You should determine your end goals (both quantitative and qualitative) as well as benchmarks throughout the year. Designate the checkpoints early so that you know when to check in on your progress toward your goals.

### **Be Proactive**

Get as much of a head start on completing the actual action items as possible. Consider which activities are going to need a full project management plan in order to be successful.

## BRAINSTORMING

Brainstorming can be a highly effective way to encourage creative thinking for developing a chapter Program of Leadership. Below are a few ideas to use to get started.

- **Mind Mapping:** Use mind mapping techniques to represent ideas and concepts visually. Select a topic (leadership, recruitment, fundraising, etc.), and then create branches with related ideas, further expanding on each branch.
- **Brainwriting:** Instead of speaking aloud, write your ideas on sticky notes or a shared digital platform. Then, build upon each other's ideas.
- **Gallery Walk:** Post different topics around the room. Members will then walk around and add their ideas and activities related to the topic.
- **Reverse Brainstorming:** Instead of generating ideas for a desired outcome, brainstorm ideas to achieve the opposite result. Identify potential obstacles and find solutions to overcome them.
- **Time-Limited Brainstorming:** Set a specific time limit for brainstorming sessions to encourage quick thinking and prevent overthinking.

Remember to create a positive and supportive environment where all ideas are encouraged and respected. These brainstorming techniques can stimulate creativity and foster active engagement in creating a chapter program of leadership.



Student Name \_\_\_\_\_

## DECA CHAPTER PROGRAM OF LEADERSHIP PRE-PLANNING WORKSHEET

ELEMENT	DEFINITION
DECA GOAL AREA	List one DECA goal based on your chapter's mission. Consider the following areas: leadership, career development, marketing, finance and hospitality.
GOAL VISION STATEMENT	What does success "look like" for each goal area?
EXECUTIVE TEAM LEAD(S)	Who is the team member in charge of this goal?
KEY PROJECT INITIATIVES	What activities and initiative will you do to achieve your goal?
SUCCESS CRITERIA	How will you measure the success of this initiative?
TIME FRAME	When will this action take place? Consider the start time and deadline.
PROJECT LEADER(S)	Who is the project leader(s) on this goal?
PROJECT MANAGEMENT PLAN	Your final plan which brings all the pieces together.





## DECA CHAPTER PROGRAM OF LEADERSHIP EXAMPLE

### GOAL VISION STATEMENT

For this school year, our chapter aims to increase membership by adding 20 more student members and obtaining 20 professional members. We will achieve this by completing the membership and chapter campaigns, leveraging social media platforms and attending community events to attract new professional members. Progress will be tracked in the membership system, and adjustments to the strategies will be made if necessary to stay on track to meet the goal.

GOAL VISION STATEMENT			
EXECUTIVE TEAM LEAD(S)	Vice President of Marketing		
KEY PROJECT INITIATIVES	SUCCESS CRITERIA	TIME FRAME	PROJECT LEADER(S)
Visit all business classes	Potential members will attend the chapter interest meeting	First two weeks of school	Vice President of Marketing
Attend freshman orientation and the school activities fair	Potential members will attend the chapter interest meeting	September 1-30	Vice President of Marketing
Each member will reach out to two business professionals to join as professional members	Potential professional members will return the form and join our chapter	September 1 - November 30	Vice President of Hospitality
Membership Campaign	20 additional student members and 20 professional members submitted in the membership system	Submit by November 30	President and Chapter Advisor
Chapter Campaigns	Complete and submit the promotional campaign and community service campaign	Submit by November 30	Vice President of Leadership
Use chapter social media to increase engagement with potential members and professionals.	Increase followers on each social media platform by 10%	First week of school until November 30	Vice President of Marketing
Chapter officers will attend Chamber of Commerce and Rotary Club meetings	Potential professional members will return the form and join our chapter	September - November	President



Student Name \_\_\_\_\_

# DECA CHAPTER PROGRAM OF LEADERSHIP

## GOAL VISION STATEMENT

EXECUTIVE TEAM LEAD(S)			
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KEY PROJECT INITIATIVES	SUCCESS CRITERIA	TIME FRAME	PROJECT LEADER(S)
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Student Name \_\_\_\_\_

# PROJECT PLANNING WORKSHEET

## START UP

KEY PROJECT INITIATIVE		DESCRIPTION	
Start Date		Project Leader(s)	
End Date		Approvals Needed	
Connection to Other Projects		Expected Outcomes	

## PLANNING IMPLEMENTATION

Logistics Action Team		Who Will Lead	Deadline	Status

Communications Action Team		Who Will Lead	Deadline	Status

## EVALUATION

Actual Results	What Worked	What Would We Improve	File Location