



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 DECA 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.

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.

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 CHAPTER LEADERSHIP TEAM

SELECTION PROCESS

After you have identified the leadership positions within your chapter, you must then determine how you will select members to serve these key roles throughout the year. The advisor and the members should recognize the importance of choosing leaders who can effectively fulfill their responsibilities to grow the chapter and achieve its goals. You should consider the important components in a selection process and develop a clear, written description of how the selection process will be managed.

The process may include a combination of various selection criteria.

- Written application. Includes the potential officer's qualifications, explanation of desire to serve or an essay of their leadership abilities, a letter of recommendation, and student and parent signatures supporting a code of conduct and expectations.
- A scored interview with a nominating committee. This could be a panel of outgoing officers, faculty or DECA alumni.
- An exam on DECA knowledge and leadership.

It is important to avoid an election process that resembles a popularity contest in which leaders are elected with little or no consideration given to leadership characteristics.

It is also important for students to be involved in the selection process, but they shouldn't be the only factor in choosing your chapter leaders. Involving chapter members helps them understand the qualities of leaders, their commitment and the roles and responsibilities of those elected.

STUDENT ACTIVITY INSTRUCTIONS:

Step 1:

Review the example chapter officer duties and structure (*Activity 4A*) on page 21 with your student leadership team. Have the team review the responsibilities under their related officer position and list some ideas they may have for your chapter while serving in their leadership role.

Step 2:

Have your student leadership team complete the chapter organizational structure (*Activity 4B*) on page 22, and fill in the information to design a structure to fit the unique needs, size and goals of your DECA chapter.

Step 3:

The officer responsibility activity (*Activity 4C*) on page 23 is intended to be completed by your student leadership team to help them better understand your chapter organizational structure and their leadership roles.

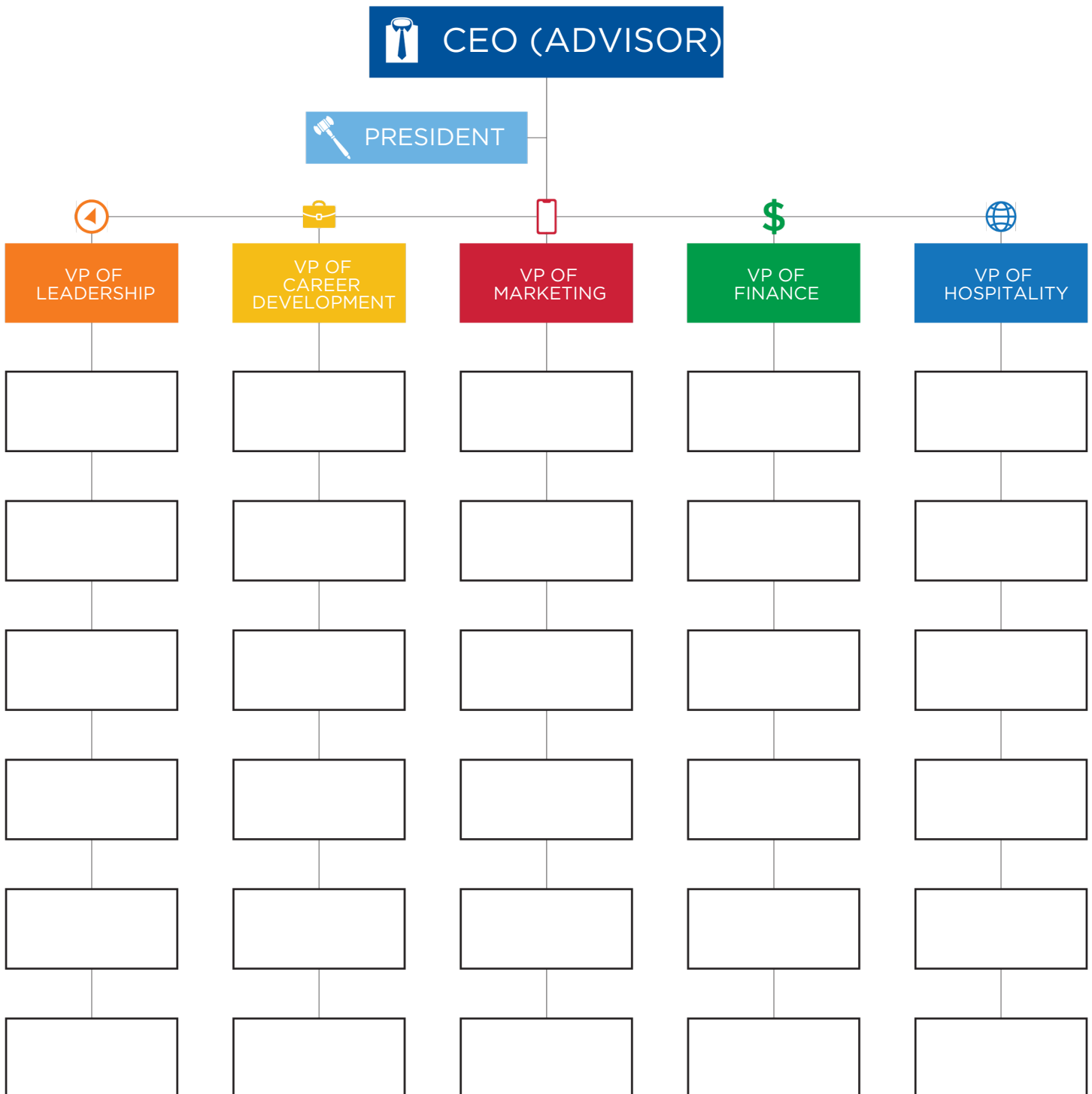
CHAPTER OFFICER DUTIES AND STRUCTURE

Advisor(s)	 CEO (Advisor)				
DECA Student Leader	 President				
President Position Overview	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.				
Model Chapter Executive Team	 VP of Leadership	 VP of Career Development	 VP of Marketing	 VP of Finance	 VP of Hospitality
Position Overview	Practices the "Emerging Leaders" element of the DECA mission. Responsible for all non-competitive event career and leadership activities.	Practices the "Careers" element of the DECA mission. Responsible for chapter participation, preparation and performance in competitive events.	Practices the "Marketing" element of the DECA mission. Responsible for initial member recruitment, branding and promotions.	Practices the "Finance" element of the DECA mission. Responsible for chapter budgeting, accounting and fund development efforts.	Puts into practice the "Hospitality" element of the DECA mission. Responsible for connecting members to a welcome, value-filled, fun educational experience.
Team Structure	 Leadership	 Career Development	 Marketing	 Finance	 Hospitality
Sample Project Manager/Leadership Positions <i>These could be appointed positions to committees or positions that fit your chapter size, goals and interests.</i>	• 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	• 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	• 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	• Partnerships Director • Local Advocacy Director • Event Fundraising Director • Member Fundraising Director • School-based Enterprise Director • Budget Director • Accounting Director	• New Member Director • Member Experiences Director • Chapter Meetings Director • Chapter Events Director • Alumni & Professional Member Director • Ambassador Director • DECA Mentor Director

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