

JULY

- Develop your strategic plan, DECA calendar, and budget

AUGUST

- Introduce DECA to your students
- Meet with your chapter leadership team or roll out chapter officer elections
- Prepare social media channels for the year and develop a social media plan for the first month until students can get the hand of it. (HootSuite)

SEPTEMBER

- Begin chapter campaigns, show the membership video, and recruit students, alumni and professional members
- Introduce DECA's competitive events program to members and begin work on written events
- Participate in DECA's online events and activities
- Register to attend DECA conferences
- Plan participation in DECA's promotional campaigns
- Roll out mentorship program, allow students to apply to become mentors and then have students sign up to match

OCTOBER

- Continue working on your program of leadership goals
- Log in to online membership system and submit member's names
- Begin signing up members for district competition categories, verify the number of spots you have in each category from your district advisor.
- Plan participation in DECA's community service campaign

NOVEMBER

- Celebrate DECA month
- Consider attending DECA's fall conferences or attend virtually
- Continue training for competitive events and working on written events
- Participate in DECA's Global Entrepreneurship Week events
- Participate in the DECA Idea Challenge
- Make sure all registrations for your DECA district event are completed and money has been requested or sent.
- Check in with mentor program and see how it's going

DECEMBER

- Notify members of DECA's scholarship opportunities
- Conduct a mid-year review of your chapter's progress toward their goals
- Plan and execute a chapter social activity
- Check to make sure you know the procedures for registering your members for states. How do you register, where are payments sent, how much is due?

JANUARY

- Contact business professionals (or parents) to be mentors for your student's written events
- Schedule practice presentations with written event students
- Continue planning for your state conference, what logistics need to be considered for your students
- Participate in DECA's online events and activities
- DECA Scholarships are due this month: check on timing
- Recruit members who have joined your classes 2nd semester
- Visit middle school for course selection event and host What is DECA workshop for 8th graders.

FEBRUARY

- Celebrate Career & Technical Education month
- Participate in DECA's Advocacy Campaign
- Promote DECA to current students & school during course selection
- Attend DECA State Conference and have information with payments ready for ICDC
- Share good news and results from States

MARCH

- Celebrate Career & Technical Education month
- Participate in DECA's Advocacy Campaign
- Promote DECA to current students & school during course selection
- Attend DECA State Conference and have information with payments ready for ICDC
- Share good news and results from States

APRIL

- Attend DECA ICDC
- Celebrate successes from ICDC on social media, school district outlets, and maybe even local news outlets
- Thank sponsors and mentors who helped ICDC students

MAY

- Conduct end of year review of your chapter goals
- Encourage graduating members to participate in Collegiate DECA
- Recognize business and community partners
- Recognize members' contributions and achievements
- Request DECA ICDC transcripts for competitors
- Select new chapter leadership team
- Fill out forms for your school to reserve any needed spaces for next year's events.

JUNE

- Send an end-of-year report and pride points to faculty, counselors, administrators, and business partners
- Train new chapter leadership team
- Reflect on how the year went and take notes for next

Special thanks to Cyndee Barkley, Advisor (Lehigh CTI) for her contributions to this planning guide for advisors.