



**Program of Work  
July 1, 2019- June 30, 2020  
Joyce Kemp, Executive Director**

**1. STATE & NATIONAL CONFERENCES**

Fall Leadership/Financial Literacy Conference- October 25, 2019 at Vermont State House, Montpelier, VT  
The Ultimate DECA Power Trip- November 15-17, 2019 - Washington, DC  
New York Experience - Nov. 20-23 or December 4-7, 2019 - New York, NY  
Sports & Entertainment Marketing Conference - February 5-9, 2020 - Orlando, FL  
VT Career Development Conference – March 6, 2020 - UVM/Davis Center, Burlington, VT  
International Career Development Conference – April 29-May 2, 2020 - Nashville, TN

**The DECA Executive Action Team, along with their Executive Director, will meet regularly to plan and implement the administrative duties of executing these conferences. We will keep in contact via email, telephone, text messaging, as well as online and face-to-face meetings.**

**ALIGNMENT WITH INDUSTRY STANDARDS AND PROGRAM COMPETENCIES**

All State and National competitions are aligned with industry standards, both Vermont and National.

Testing and competencies are developed through the MBA Curriculum and Research Center in Columbus, Ohio.

National DECA Executives serve on the National Retail Association and the National Hotel & Hospitality boards to stay current with industry standards. They bring these standards back and align them with our national competencies. In turn, DECA Advisors should align their curriculum to teach these areas.

**Assessment:**

- Survey at Fall Leadership and SCDC conference
- Information about where to find alignment info on website
- Listing of all competitions

**2. MEMBERSHIP**

**Goal: Increase membership by adding at least 1 chapter, 3 alumni and 1 professional member.**

**Rationale: There are many high schools in Vermont where students are studying marketing, finance, hospitality or management. In 2018-2019, VT DECA membership consisted of 8 chapters with approximately 140 members.**



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**Membership for 2018/2019:**

<b>Chapter Name</b>	<b>Students</b>	<b>Advisors</b>	<b>Alumni</b>	<b>Professionals</b>	<b>Total</b>
<b>Burlington High School</b>					
<b>Champlain Valley Union High School</b>					
<b>Cold Hollow Career Center</b>	<b>23</b>	<b>1</b>			<b>24</b>
<b>Essex High School</b>	<b>6</b>	<b>2</b>			<b>8</b>
<b>North Country Career Center</b>	<b>25</b>	<b>2</b>			<b>27</b>
<b>Northwest Technical Center</b>	<b>7</b>	<b>1</b>	<b>2</b>		<b>10</b>
<b>Randolph Technical Career Center</b>	<b>20</b>	<b>3</b>			<b>23</b>
<b>River Valley Tech Center</b>	<b>8</b>	<b>1</b>			<b>9</b>
<b>South Burlington High School</b>	<b>32</b>	<b>1</b>			<b>33</b>
<b>Southwest Vermont CDC</b>	<b>5</b>	<b>1</b>			<b>6</b>

**Actions:**

State officers will be in contact with schools to help increase membership in existing chapters or create new chapters

Fall Leadership Conference brochures emailed to both current DECA Chapters and several schools not currently enrolled with a DECA Chapter.

VT Leadership Team will visit schools currently without DECA chapters or schools where membership numbers are lagging to promote DECA

**Assessment:**

Increase in membership



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**3. LEADERSHIP DEVELOPMENT**

**Goal: Build and assist with comprehensive chapter leadership.**

**Rationale: Every DECA student should have the opportunity to be exposed to leadership development throughout the year.**

**Actions:**

Schedule leadership workshop(s) for all students during the Vermont State Career Development conference and/or the Fall Leadership Conference.

Inform and promote running for state action team positions.

Implement a state officer training follow-up in May, after the ICDC state officer training.

Schedule & implement meetings with the chapter presidents to promote involvement and communication.

**Assessment:**

- Minutes of meetings
- Promotional emails/brochures/information
- Program indicating speakers/workshops
- Photos

**4. CAREER DEVELOPMENT**

**Goal: Bring awareness to careers in finance, entrepreneurship, marketing, hospitality and management.**

**Rationale: In accordance with the DECA mission statement, Vermont DECA will provide opportunities for students to learn about the potential career opportunities in marketing, finance, hospitality and management, leadership, and entrepreneurship as they relate to Vermont.**

**Actions:**

Create a Fall Leadership Conference (in conjunction with VT FBLA) that enhances the fields of finance, hospitality, marketing, management, leadership, and entrepreneurship.

Recognize successful alumni in a presentation at the VT SCDC

Plan and implement the 2020 State Career Development Conference (VT SCDC) to be held in March.

**Possible Assessment:**

- Promotional emails/brochures/information
- VT SCDC Program
- Fall Leadership Program
- FLC and SCDC surveys



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***5. LOCAL ADVISOR SKILLS***

**Goal: Provide local Chapter Advisors with tools and resources to communicate information effectively to manage their chapters.**

**Actions:**

Executive Director will meet with advisors on a regular basis to:

- Promote chapter/advisor involvement
- Keep chapter advisors informed of professional development opportunities
- Evaluate and implement ideas of local advisors
- Provide resources and opportunities for professional development

**Possible Assessment:**

- Minutes of meetings
- Vermont DECA/DECA.org website resources
- Emails

***6. COMMUNICATIONS***

**Goal: To maintain communication between state and chapters.**

**Actions:**

- Create, distribute and update contact list of Executive Action Team, Chapter Presidents and Chapter Advisors.
- Develop a cohesive social media plan that includes Facebook, Twitter, Instagram and a functional website.

**Possible Assessment:**

- Listing of State Action Team individual responsibilities
- Database of chapter presidents and advisors
- Website
- Social Media Plan

***7. CONNECTIONS WITH EMPLOYERS***

**Goal: Develop and implement partnerships between VT DECA and Vermont employers.**

**Actions:**

- Recruit local business owners and employees from industries to be judges at our state conference.
- Connect with alumni who are working in the business world.
- Encourage the businesses to obtain a professional membership.
- As part of the membership plan, local business professionals will receive a brochure inviting them to join.

**Possible Assessment:**

- Database of judges to include business, role in business, contact information, event judged
- Database of alumni contact information
- Promotional brochures



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**8. INTEGRATING CTSO ACTIVITIES/EVENTS WITH CTE PROGRAMMING**

**Goal: All CTSO activities at the local, state and national level should be considered co-curricular under VT CTE Guidelines; therefore, this goal would be achieved by implementing all other actions in POW.**

**Actions:**

Executive Director will provide resources and opportunities for professional development

**Possible Assessment:**

List of Professional Development resources

**9. CONNECTIONS WITH NATIONAL CTSO EVENTS**

**Goal: To provide chapters with the resources available from DECA Inc.**

**Actions:**

Disseminate information received at CAM so that chapters can plan their year and be aware and involved in national initiatives.

Act as liaison between National DECA and local chapter advisors.

Provide a list of resources on the Vermont DECA website

**Possible Assessment:**

Minutes of meetings

Website Resources

**10. BUDGET**

**Goal: To develop and implement a fiscally responsible budget that meets the needs of VT DECA.**

**Actions:**

The Executive Director will approve financial receipts and the accounting manager will process all payments.

The fiscal day-to-day accounting responsibilities will be maintained by:

Maple Run Unified School District

28 Catherine St., St. Albans, VT 05478

Contact: Martha Gagner, phone 802-524-2600, ext. 15.

Financial reports are presented at each advisor meeting.



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An annual audit and financial report will be available to inform each member of the sources of income and distribution/uses of funds.

Salaries for Executive Director and other contracted employees will be made available through grant funding.

The fiscal year of DECA will be July 1st – June 30th.