



**COLLEGIATE
DECA**™
NORTH DAKOTA ASSOCIATION

**2011-2012
State Officer Team Goals**

**President: Ben Berg
Vice President: Keenan Hauf
Vice President: Zach Jacobson
Vice President: Krista Harju**



www.nddeca.org

Program of Work!

This is the master plan for the year!

GOAL: Communications

OBJECTIVE	ACTION	DUE	WHO
Chapter Outreach	<ul style="list-style-type: none"> • Develop the Adopt-a-Chapter program • Communicate with adopted chapters to share ideas, concerns, etc. 	All Year	All State Officers
Social Media	<ul style="list-style-type: none"> • Bi-weekly updates on Facebook • Monthly prize incentive • Utilize surveys, other features 	All Year 1x per Month All Year	Krista Harju
Newsletter	<ul style="list-style-type: none"> • Publish a newsletter to send to all chapters • Start Member of the Month • Travel info/connections 	Monthly Deadline 15 th of each month	Each Officer: 1 article/month Editor: Krista Harju
DECA Connection	<ul style="list-style-type: none"> • Connect with high school seniors • Send out e-mails 	Introduce in the Fall, Update in the Spring	All State Officers
Chapter Handbook	<ul style="list-style-type: none"> • Develop a portfolio of events, event descriptions and deadlines • Online & Web activities • Fundraising & Sponsors • Important Contact Information 	Fall Leadership	Ben Berg

GOAL: Service Learning

OBJECTIVE	ACTION	DUE	WHO
State Project & Recognition	<ul style="list-style-type: none">• Recognize chapters for service learning activities• Passport Awards	State CDC	Keenan

GOAL: Business Partnership

OBJECTIVE	ACTION	DUE	WHO
New Partnerships	<ul style="list-style-type: none">• Secure new business partners (4 total)	Before State CDC	1 business per State Officer
Partnership Recognition	<ul style="list-style-type: none">• Recognize businesses using social media, website and newsletter	All Year	Zach