



## GEORGIA DECA 2016-2017 PROGRAM OF WORK

### GO GET

“GO GET” is the name of this year’s Georgia DECA membership campaign, which has a goal to achieve at or above **14,000 members**. In order to do this, chapters are encouraged to increase their current membership total by 16 members or increase their membership by 16% over last year’s membership totals “Go Get 16 in 2016”. If a chapter achieves this, they will be recognized on stage, presented with a certificate, have “Go Getter” ribbons, and receive two extra state competitor slots. The Deadline for recognition is December 1, 2016. All chapters are encouraged to utilize professional and alumni members in order to reach this goal. In addition to high school membership, Georgia DECA will strive to increase membership in middle school chapters throughout the state, and increase awareness of middle school DECA programs. Lets Own Georgia DECA’s future by increasing our membership in the 2016-2017 school year!

### GO GREEN

“GO GREEN” is the theme for Georgia DECA’s community service project for the 2016-2017 school year. All chapters throughout the state will be encouraged to hold projects within their communities. Chapters will do this by choosing between three categories of community workdays: Clean-up project for your school, Clean-up project at a local business, and/or partnering with the Keep Georgia Beautiful Foundation for a Clean-up project. Each chapter participating is required to film at least one video of the chapter attending/holding a Clean-up project. Chapters will be ranked by three levels:

- **Seed level-** Requires 1 of the 3 types of projects to be completed. Chapters will receive a certificate and "seed" ribbon for achieving this level.
- **Sprout level-** Requires 2 of the 3 types of projects to be completed. Chapters will receive a certificate, "sprout" ribbon, and two State slots for achieving this level.
- **Tree level-** Requires 3 of the 3 types of projects to be completed. Chapters will be recognized on stage at State CDC, receive a plaque, "tree" ribbon, and two State slots for achieving this level.

A fourth level, the "Go Green" level, will be added to the list this fall, and will only be recognized at State CDC. Georgia is such a beautiful state and we should all strive to preserve our green space for future generations to enjoy. By participating in the 2016-2017 community service projects, you will "Own Your Future" and protect the future of our planet! **GO GREEN!**

## GO GRASP

“GO GRASP” is the Marketing campaign that will be sponsored by the 2016-2017 Executive officers. This campaign will include greater usage of Georgia DECA’s Instagram, Twitter, and new Snapchat account -- @GADECA – in order to keep members even more connected to State activities. This year, the Executive Officer team will also be emailing and posting monthly newsletters from August 2016 to February 2017. Each Chapter will receive a newsletter that will include information such as: Upcoming Events/Conferences, Contact information for the executive officer team, and an article from each Officer on a DECA related topic. Becoming connected to Georgia DECA through this year’s marketing campaign will help you Own Your Future by being prepared for success in competition and DECA events! **GO GRASP!**

## GO GROW

“GO GROW” is the 2016-2017 Executive officers’ outreach program that will enable Leaders in local Georgia DECA chapters to spread information through their respective regions in a very unique way. The Georgia DECA Executive Officers will host **Google Hangouts** with one selected representative from each region to attend. During the Hangouts, the hosting state officer will discuss one topic such as: Conferences, Role-play events, testing events, Chapter officer leadership development, fundraising, and many more topics. After the officer discusses the information, the regional attendees will have a chance to ask questions regarding the presentation on behalf of their region. These Google hangouts will be recorded and posted online after they are finished so that all members will **have access to the information** discussed. If you are involved in this year’s Outreach Program, you will Own Your Future by staying up to date with DECA events and expanding your knowledge in chapter development and competition! **GO GROW!**

**The 2016-2017 Executive Officer Team is excited to present to you Georgia DECA’s program of work for this year!**

**Working together, we will Own Georgia DECA’s Future!**