

Georgia DECA PROGRAM OF WORK 2014-15

GOAL #1: Community Service [Civic Consciousness]

| Objectives | Actions | Buddy | Date |
|-------------------------------------|---|-----------|-----------|
| A. Children's Healthcare of Atlanta | 1. Social Media Plan | Janauvia | August |
| | 2. Secure speaker presentation for Fall & State Leadership Conference (prefer a young person) | Ms. Aaron | September |
| | 3. Secure rewards and recognition | Ms. Aaron | September |
| | 4. Officer Project at CHOA | Team | October |

GOAL #2: Marketing & Communications

| Objectives | Actions | Buddy | Date |
|------------------------------------|--|---------------------|--------------------|
| A. Marketing & Communications Plan | 1. Everyone create a Twitter Account | Team | June |
| | 2. Promote regularly through social media | Team | |
| | 3. 5 th of the Month | Team | |
| | Motivational Monday- Agnes | | Ongoing |
| | Tip Tuesday- Damien & Mohammad | | |
| | Way to Go Wednesday- Asher & Madison | | |
| | 4. Videos-Georgia DECA Channel on You Tube | Agnes | August & December |
| | 5. Rally Scavenger Hunt (tweet clues) | Ms. Aaron & Madison | October |
| | 6. Setup DECA App for Each Conference | Ms. Aaron | October & February |

GOAL #3: Business Partnerships

| Objectives | Actions | Buddy | Date |
|--|---|-------|----------|
| A. Create Business partnerships with businesses. | 1. \$25 officer chapter donation to Foundation | Team | December |
| | 2. Develop target list of at least 5 prospective partners | Team | February |

Georgia DECA PROGRAM OF WORK 2014-15

GOAL #4: Member Development

| Objectives | Actions | Buddy | Date |
|---|---|---|-----------------------------------|
| A. Visits to New and Middle School Chapters Budget: 11,600 Incredible: 11,800 Grand Slam: 12,000 | <ol style="list-style-type: none"> 1. National Membership Campaign 2. Reach out to schools near state officers to do a chapter visits 3. Each state officer needs to connect with a middle school in their area 4. Participate in neighboring chapters events and activities 5. Send letters and emails to Advisors in your area | Team Team Team Team Mohammad/Team | Ongoing August |

GOAL #5: Advocacy

| Objectives | Actions | Buddy | Date |
|--|---|----------------------------------|---|
| A. Create better relationships and additional support with legislators | <ol style="list-style-type: none"> 1. Create Proclamation for DECA Month 2. Visit Governor for signing of Proclamation 3. Become a Page for CTSO Legislative Event 4. Invite Legislators to VIP Reception at Fall LDC | Ms.Aaron Team Team Team | September October February September |