

Instructions: The DECA GOALS is a menu template for chapter goals

- Review the list of goals with your Advisor and DECA Executive Team
- Choose the goals most relevant for your chapter this year by placing an "X" in the column
- Once you've selected your chapter's goals, establish a range of goals for each goal
- Duty = Absolute lowest level of success your chapter will accept
- Exceptional = The real goal you are seeking as a team
- Champion = Your chapter's "stretch goal" which would place you in the top 10%
- Once you're done setting the goals, use the "Actual" column to track progress

CHAPTER GOALS	
X	MEMBERSHIP
	Student Members
	Alumni Members
	Professional Members
	Total Chapter Members
X	LEADERSHIP
	DECA Membership Campaign
	DECA Advocacy Campaign
	DECA Promotional Campaign
	DECA Global Entrepreneurship Week Campaign
	DECA Community Service Campaign
	Attendees at DECA Fall Leadership Conference
	Attendees at Career Development Conference
	Attendees at International Career Development Conference
	Total Chapter Hours of School/Community Service
	Funds Raised for School/Community Service
	Total Number of DECA Scholarship Applications
	Number of cumulative hours of training for members
	Number of President County Meetings Attended
X	CAREER DEVELOPMENT
	Number of Online Event Competitors
	Number of Competitors at Fall Leadership

Number of Competition Qualifiers for State CDC

Number of Competition Qualifiers for ICDC

Number of Achievement Awards/Finalists at ICDC

Number of Top Ten Winners at ICDC

Number of Top 3 Overall Winners at ICDC

Number of Competition Prep Sessions Held

Number of Performance Indicators Studied

Number of Practice Tests Take per Competitor

X Marketing

Number of Brand New DECA Members Recruited

Number of Social Media Posts

Number of Followers on Social Media

Number of Contributions to DECA Direct

Number of Presentations to School/County Officials

Number of Community Outreach Activities

Number of Press Releases sent to News Media

Number of News Articles Covering Chapter Activities

Number of Visitors to Chapter Website

X FINANCE

Total Funds Raised for the chapter

Number of Presentations to Prospective Partners

Number of Stakeholders Reached through Advocacy Efforts

Number of Community Sponsors

Funds raised from Partners

Funds raised from Member Fundraising Activities

Funds raised from School/Community

Funds raised from School-Based Enterprise

X HOSPITALITY

Number of Chapter Meetings Held

Average Attendance at Chapter Meetings
Number of Chapter Networking/Social Events Held
Number of New Members Oriented
Number of Chapter outings/excursions/tours/trips held
Number of Alumni/Professional Member Connections Made

goal setting. You **do not need to set all of these goals!** Instead follow these steps:

Team.

Place an "X" next to that menu item

of success for each of them using these levels as guidance:

ot

our chapter among the DECA elite

o write down your current level of achievement and track your chapter's progress at each DECA Executive

DUTY	EXCEPTIONAL

Team meeting throughout the year

CHAMPION	ACTUAL

