



WEST VIRGINIA DECA  
**LIMITLESS**



**2017-2018**  
**Limitless**  
**WV DECA**  
**Membership**  
**Campaign**

## ***Why Integrate DECA into the Curriculum?***

DECA's co-curricular methodology encourages advisors to integrate DECA's programs, including competitive events, into classroom instruction to increase student achievement. DECA's Comprehensive Competitive Events Framework is industry validated and fully aligned with the national curriculum standards in the four career clusters.

Performance Indicators measured in the competitive events are identical to the Content Skill Sets for West Virginia's Business and Marketing Cluster.

**Since DECA is co-curricular you can use DECA activities as a teaching tool or to reinforce skills.**

Integrating DECA into the curriculum can be achieved successfully by:

- Teaming up with a local charity to conduct a local fund-raising activity. This is an outstanding way for students to practice public relations skills and teamwork. Point out that this allows students to see all facets of a public relations career—manage accounts, write copy, produce storyboards—all the tasks of an ad agency.
- Having students make presentations to local businesspeople about DECA. This is good practice in selling and helps develop good public relations skills. It also adds the bonus of a membership development activity.
- Incorporating DECA entrepreneurship events to make entrepreneurship lessons real. This will allow members to research and create a business plan for a business they would like to start. The research will also allow them to compete in DECA's entrepreneurship events and the Statewide High School Business Plan Competition.
- Having students write news articles about chapter activities for the local newspapers when they are learning about promotion. Monthly news articles about DECA will keep your chapter's activities before the community.
- Integrating a real sales project into your curriculum as a lab project when you are teaching selling. Relate the sales efforts to the curriculum.
- Using the DECA website to learn more about the organization is a practical application for lessons on technology.
- Bringing in businesspeople to practice role-play situations with your students will prepare students for the interview process, provide opportunities for problem solving and prepare them for DECA competition as well. For mini-evaluations within the curriculum, invite members of the business community into the classroom to role-play with each class member. Advisors should select or develop a case study and give it to students a few days in advance. Students will then present their results to the visiting businesspeople in a role-play format.
- Using DECA's Marketing Research Events allows you to take advantage of group instruction. Virtually anything you adopt to support these events is something you probably teach in your classroom anyway, whether your students are competing in these events or not.

## Want to Bring Back the Excitement in Your Classroom and Engage Students?

### **New Advisor:**

1. Visit WV DECA's website at [www.wvdeca.org](http://www.wvdeca.org) and download the *WV DECA Chapter Handbook*. This handbook is designed to assist the West Virginia DECA local chapter advisor in organizing and implementing a DECA chapter. This handbook should be used as a supplement to the DECA Guide and/or other materials published by National DECA.
2. Review National DECA's website located at [www.deca.org](http://www.deca.org). You will find more information about National DECA's membership campaign.
3. Discuss with your students the benefits of becoming DECA members. Review the list of DECA activities in the *Dates and Deadlines* handout.
4. Contact Michael Mount at National DECA, [Michael.Mount@deca.org](mailto:Michael.Mount@deca.org) if you have questions regarding procedures to submit your online membership roster.
5. Recruit 10 members (students, alumni, professional) and pay membership dues. As you recruit, don't forget the list of incentives for meeting your membership level. Incentives are described below in the *Limitless WV DECA Membership Campaign*.
6. Why are you waiting? GET STARTED!!

### **Current/Former Advisor:**

1. Visit WV DECA's website at [www.wvdeca.org](http://www.wvdeca.org) and review the revised *WV DECA Chapter Handbook*. You will also find more information about this year's membership campaign.
2. Review your chapter's 2017-2018 WV DECA membership goal in this year's *2017-2018 Limitless Membership Campaign* as you recruit student, alumni and professional members.
3. Review with your students the list of DECA activities in the *Dates and Deadlines* handout.
4. Recruit members throughout the year and submit your roster online. As you recruit, don't forget the list of incentives for meeting your membership level. Incentives are described in the *Limitless WV DECA Membership Campaign*.
5. Why are you waiting? GET STARTED!!

## Limitless Membership Levels

### Where does your chapter stand?

Chapters	2016-2017 Students	Dauntless Level	Boundless Level	Limitless Level
Braxton County High School	23	24	25	26
Bridgeport High School	81	85	87	92
Cabell Midland High School	13	14	14	15
Collins Middle School	6	6	7	7
Fairmont Senior High School	8	8	9	9
Fayette Institute of Technology	5	5	5	6
George Washington High School	6	6	7	7
Hampshire High School	39	41	42	44
Herbert Hoover High School	23	24	25	26
Hurricane High School	107	112	116	121
Hurricane Middle School	6	6	7	7
Jefferson High School	25	26	27	28
Lewis County High School	29	30	31	33
Liberty High School	23	24	25	26
Marion County Tech Center	43	45	46	49
Martinsburg High School	27	28	29	31
Mineral County Vo-Tech Center	30	32	32	34
Musselman High School	26	27	28	29
Nitro High School	33	35	36	37
Poca High School	27	28	29	31
Saint Albans High School	12	13	13	14
Sissonville High School	44	46	48	50
South Branch Career & Technical Center	3	3	3	3
Spring Mills High School	73	77	79	82
University High School	15	16	16	17
West Virginia DECA	0	0	0	0
Winfield High School	23	24	25	26

# Limitless

## What Level Describes Your Chapter?

*Limitless, Boundless, Dauntless, and Fearless.*

What level describes your chapter? WV DECA is asking each chapter to join us in its membership recruitment effort. What is most exciting about this membership recruitment effort is that there are **INCENTIVES** to reward chapters for their efforts making the campaign a win-win situation for everyone involved. Read on to learn more.

WV DECA Chartered Association wants to increase membership in its *Limitless DECA* membership campaign. The goal is to increase DECA membership within our state while increasing membership nationally. In this year's membership campaign, our state wants to keep recruiting new members and adding new chapters. We can't do this alone. We need your help.

**WV DECA's 2017-2018 Membership Campaign has three main goals:**

- Increase each chapter's membership by at least 13%; and
- Increase total number of chapters from 26 to 29
- Support and mentor new chapters

**Our Challenge:**

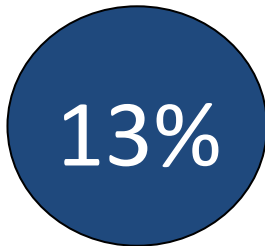
1. Each chapter is challenged to increase its membership to the number listed in the 2017-2018 Limitless *WV DECA Level* columns found in the table.
2. Chapters are also challenged to reach out to neighboring schools and help recruit new DECA chapters so that West Virginia can recruit at least three (3) new chapters statewide.
3. Chapter advisors are also challenged to join WV DECA in a mentoring effort by volunteering to serve as a mentor to our new chapters as they come on board.

What approach will your chapter take to meet its *Limitless DECA* membership level? How fast will your chapter grow? What level will your chapter strive to achieve in 2017-2018?

It's time to leave the *Limited* level and ***Become Limitless.***

**Let's take a look at the membership campaign  
beginning at the Limitless Level!**

PICK ONE FROM EACH COLUMN TO REACH *LIMITLESS* LEVEL



MEMBERSHIP  
MORE STUDENTS  
THAN LAST YEAR

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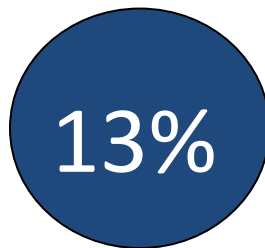


ALUMNI

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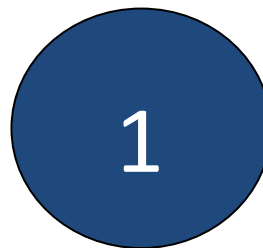


PROFESSIONALS



MEMBERSHIP  
MORE STUDENTS  
THAN LAST YEAR

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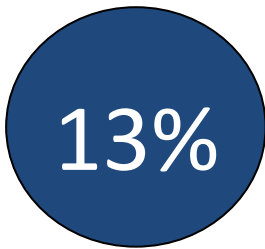


PARTICIPATION IN  
COMMUNITY CARE  
BEAR EVENT

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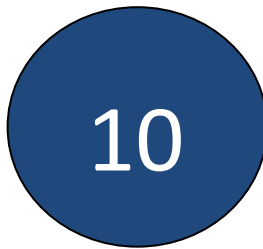


PROFESSIONALS



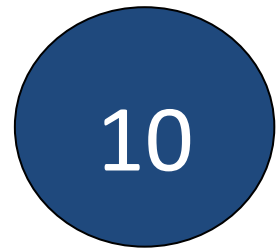
MEMBERSHIP  
MORE STUDENTS  
THAN LAST YEAR

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STUDENTS  
ATTENDING FALL  
LEADERSHIP  
CONFERENCE

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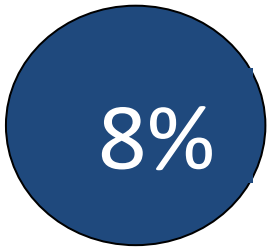


STUDENTS  
ATTENDING CDC

***Limitless Incentives:***

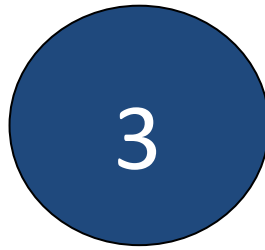
1. One additional (1) LDA slot to ICDC. You may offer the slot to a member who attended the 2018 Chartered Association Career Development Conference, but who did not qualify as 1<sup>st</sup> or 2<sup>nd</sup> place winners. The member may attend the 2018 ICDC and participate in a Leadership Academy.
2. Fifty dollars (\$50) registration discount for the advisor attending the 2018 Chartered Association Career Development Conference. Discount will be applied March 1<sup>st</sup>.
3. One (1) free conference registration to a member of your choice to attend the 2018 Chartered Association Career Development Conference. Discount will be applied March 1<sup>st</sup>.
4. *Special Gift at WV CDC.*
5. Recognition on WV DECA's website ([www.wvdeca.org](http://www.wvdeca.org)), on stage during the 2018 Chartered Association Career Development Conference and in the conference program.

**PICK ONE FROM EACH COLUMN TO REACH *BOUNDLESS* LEVEL**



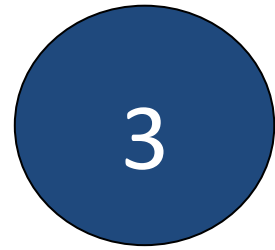
MEMBERSHIP  
MORE STUDENTS  
THAN LAST YEAR

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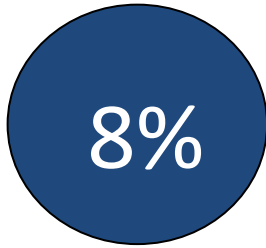


ALUMNI

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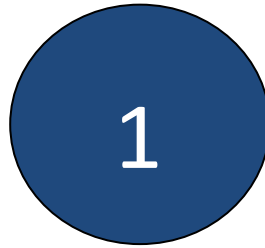


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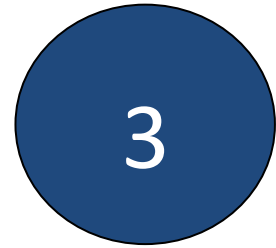
MEMBERSHIP  
MORE STUDENTS  
THAN LAST YEAR

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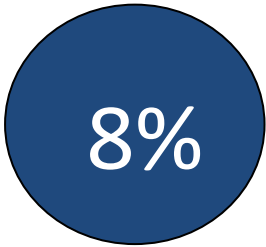


PARTICIPATION IN  
COMMUNITY CARE  
BEAR EVENT

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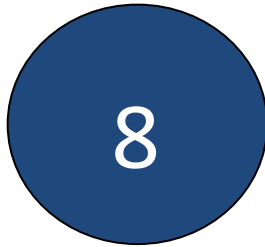


PROFESSIONALS



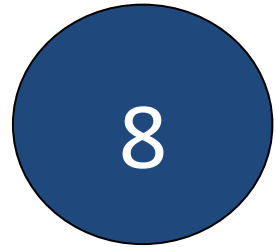
MEMBERSHIP  
MORE STUDENTS  
THAN LAST YEAR

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STUDENTS  
ATTENDING FALL  
LEADERSHIP  
CONFERENCE

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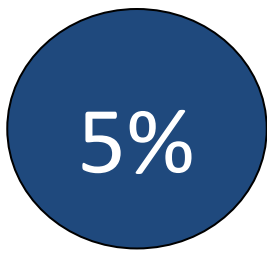
STUDENTS  
ATTENDING CDC

***Ambitious Level Incentives:***

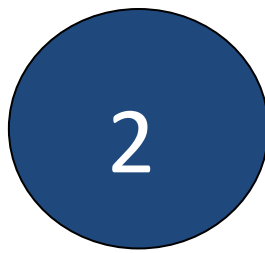
1. Twenty-five (\$25) discount registration for the advisor attending the 2018 Chartered Association Career Development Conference. Discount applies March 1<sup>st</sup>.
2. Fifty (50%) discount to a member of your choice to attend the 2018 Chartered Association Career Development Conference. Discount applied March 1<sup>st</sup>.
3. *Special Gift at WV CDC*
4. Recognition on WV DECA's website ([www.wvdeca.org](http://www.wvdeca.org)), on stage during at the 2018 Chartered Association Career Development Conference and in the conference program.



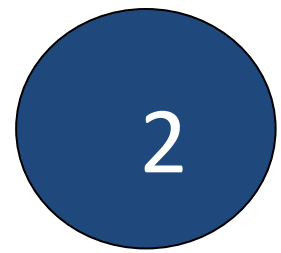
PICK ONE FROM EACH COLUMN TO REACH *DAUNTLESS* LEVEL



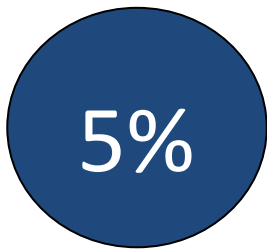
MEMBERSHIP  
MORE STUDENTS  
THAN LAST YEAR



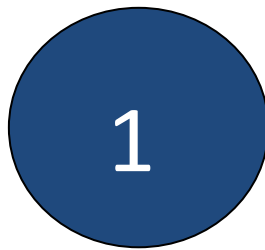
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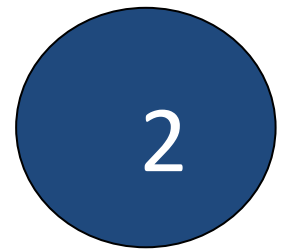
PROFESSIONALS



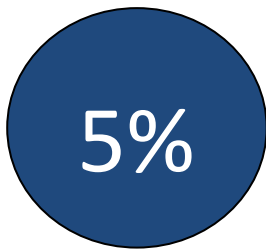
MEMBERSHIP  
MORE STUDENTS  
THAN LAST YEAR



PARTICIPATION IN  
COMMUNITY CARE  
BEAR EVENT



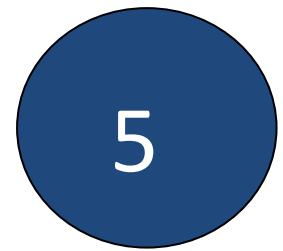
PROFESSIONALS



MEMBERSHIP  
MORE STUDENTS  
THAN LAST YEAR



STUDENTS  
ATTENDING FALL  
LEADERSHIP  
CONFERENCE



STUDENTS  
ATTENDING CDC

**Be Rad Incentive:**

1. *Special Gift at WVDCD.*
2. Recognition on WV DECA's website ([www.wvdeca.org](http://www.wvdeca.org)) and in the 2018 Chartered Association Career Development Conference program.

## LIMITED LEVEL

Your chapter is content to remain at the *Limited Level*. Chapter's membership remains the same as last year's membership total (membership can't decrease).

### ***Pocket Change Level Incentive:***

1. Recognition in the 2018 Chartered Association Career Development Conference program.

### **Additional incentives may be added for those chapters reaching additional levels in the Limitless WV DECA Membership Campaign!!!**

In addition to the incentives for *Limitless, Boundless, Dauntless, and Limited levels*, your chapter also has the opportunity to earn addition recognition at the 2018 Chartered Association Career Development Conference by achieving:

- Highest total membership
- Largest % membership growth from last year
- Largest new OR reactivated chapter
- Largest alumni membership
- Largest professional membership

WV DECA needs each chapter to assist the Chartered Association Officer Team in accomplishing its membership goals. It's super easy! Locate your chapter's name and last year's membership total in the table and pay special attention to your chapter's membership goal in the Limitless and Boundless Levels for 2017-2018.

**As your chapter grows its membership, think former members/chapter officers, judges, administrators, counselors, cooperative education training sponsors and your students' parents!**