



State Leadership Team Descriptions

President:

- Practices the “entrepreneurial” and “management” elements of DECA’s mission statement
- Oversee the Indiana DECA Leadership Team
- Work closely with the State Officer Coordinator and Chartered Association Advisor to plan all state officer leadership team meetings
- Attend all board meetings and give a state officer report and the progress of the POL
- Run all Indiana DECA Leadership Team meetings
- Communicate information from the State Officer Coordinator and Chartered Association Advisor to the leadership team
- Report all Indiana DECA Leadership Team information/activities to the Chartered Association Advisor, State Officer Coordinator, and IN DECA Board
- Attend district meetings and competitions as an IN DECA Executive Team ambassador as invited
- Responsible for assisting the VP of Finance in obtaining sponsorship opportunities throughout the state

VP of Leadership:

- Practices the “emerging leaders” element of the DECA mission
- Attend district meetings and competitions as an IN DECA Executive Team ambassador as invited
- Work to implement all non-competitive event career and leadership statewide activities
 - i.e., Fall Leadership Conference
- Communicate scholarship information to Indiana DECA student membership
- Create and disseminate email to the state officer team and delegation members
- Support VP of Marketing by communicating and distributing the promotional materials after they have been completed and decided upon
- Send out all communications to the Indiana DECA student membership, Indiana DECA Leadership Team members, and the Chartered Association Advisor
- Responsible for assisting the VP of Finance in obtaining sponsorship opportunities throughout the state

VP of Career Development:

- Practices the “careers” element of the DECA mission
- Attend district meetings and competitions as an IN DECA Executive Team ambassador as invited
- Send out thank you letters to acknowledge and thank new sponsors for their support of Indiana DECA
- Keep and distribute a concise record of minutes from all Indiana DECA Leadership Team meetings
- Assist the VP of Marketing with Instagram, Facebook, and other social media platforms

- Responsible for Google drive and Canva (or other newsletter software packages) to build the state officer newsletters
- Responsible for dissemination of Indiana DECA newsletter
- Responsible for proper grammar, punctuation, spelling, and proofreading use
- Oversee chapter campaigns, challenges, online events, and competition opportunities through DECA Inc.
- Assist VP of Hospitality with recruiting guest speakers, workshop presenters, and keynote speakers for FLC and SCDC
- Responsible for assisting the VP of Finance in obtaining sponsorship opportunities throughout the state

VP of Marketing:

- Practices the “marketing” element of the DECA mission
- Attend district meetings and competitions as an IN DECA Executive Team ambassador as invited
- Act as a liaison between the chartered association advisor, state officer coordinator, and the Indiana DECA student membership
- Assist with initial membership recruitment of Indiana DECA members
 - i.e., student, alumni, professional
 - use alumni app registration information to develop and manage an alumni database
- Assist with preparing digital media and building PowerPoint presentations for SCDC along with creating a video for SCDC and post the videos on social media
- Responsible for posting on Instagram, Facebook, and other social media platforms
- Updating the Indiana DECA website with current officer information and keep current with website needs
- Responsible for editing and posting the State Officer newsletter to the Indiana DECA website
- Oversee all promotional material design for Indiana DECA
- Responsible for assisting the VP of Finance in obtaining sponsorship opportunities throughout the state

VP of Finance:

- Practices the “finance” element of the DECA mission
- Attend district meetings and competitions as an IN DECA Executive Team ambassador as invited
- Obtain contact information and build business connections with potential **NEW** sponsors for Indiana DECA
- Work with **CURRENT** corporate sponsors to build bonds and ensure their return
- Correspond with current sponsors about their expectations for recognition at Indiana DECA conferences and/or presenting at SCDC
- Follow-up with current sponsors post-conference by sending thank you letters to acknowledge their support of Indiana DECA
- Work closely with the state leadership team to get potential sponsors
- Support any fund-raising efforts implemented throughout Indiana both at the chapter level and statewide
- Work with the Chartered Association Advisor on sponsorship materials
- Provide regular updates to the Chartered Association Advisor on all sponsorships

VP of Hospitality:

- Practices the “hospitality” element of the DECA mission
- Attend district meetings and competitions as an IN DECA Executive Team ambassador as invited
- Attend meetings and assist new and reactivated chapters
- Act as a liaison between the Chartered Association Advisor, State Officer Coordinator, and the Indiana DECA student membership
- Organize hospitality for State Leadership Team meetings, conferences, and State Leadership Team Screening
- Assist VP of Career Development with recruiting guest speakers, workshop presenters, and keynote speakers for FLC and SCDC
- Send out a welcome letter and the State Officer Newsletter to alumni members and SCDC judges
- Organize and implement statewide community service campaigns
 - SCDC Miracle Minutes, mobiles during DECA month, etc.
- Develop opportunities for the Indiana DECA Leadership Team to participate in community service projects throughout the year
- Responsible for assisting the VP of Finance in obtaining sponsorship opportunities throughout the state

Regional Leadership Team:

- Communicate all community service opportunities occurring in their areas with the rest of the state
- Connect with local chapter officers to assist in establishing a vision, management, and organization that ensures each chapter officer has the training, support, accountability, and resources to deliver a powerful DECA experience for each DECA member
- Keep their region informed about new business at the state level and keep state level informed about new business within their respective regions
- Regional Leadership Team members will attend and provide assistance at all district conferences within their region as invited
- Regional Leadership Team members will offer assistance at FLC and SCDC in Indianapolis with workshops, registration, or wherever needed
- Regional Leadership Team members will assist with other events and/or conferences in their individual regions as invited
- Regional Leadership Team members will answer chapter questions
- Regional Leadership Team members will host monthly president calls with chapter presidents in their region
- Regional Leadership Team members will act as a liaison between the chapters of their respective regions and the Indiana DECA State Leadership Team
- Attend district meetings and competitions as an IN DECA Executive Team ambassador as invited