

OCTOBER 2023

INDIANA DECA OCTOBER NEWSLETTER

PRESIDENT'S MESSAGE

Hey Indiana DECA, my name is Saanvi Sampada and I'm so excited to serve as your State President this year! I hope each and every one of you has been enjoying the new school year and is excited for the DECA competition season to start!

This year one of our goals as a team is to increase our social media presence so make sure you are following @indianadeca on instagram as well as your region accounts @indec_a_r(your region number). Each region will also be shouting out a member of the month, so submit any outstanding students for a chance to be featured on instagram!

Another goal of ours this year is to increase our membership for DECA. We hope you can help us out this year and spread the news about the amazing experiences in DECA to at least one other person in your school who may not know what DECA is.

As always feel free to reach out to me with any questions at president@indianadeca.org, or anyone else on the state officer team if you need any help at all! We are so excited to get the chance to meet each of you at SCDC and #ExperienceTheDifference this year!



2024 SCDC THEME

Get ready to go back in time and experience the glamor, elegance, and timeless allure of old Hollywood SCDC 2024. Hollywood icons, black and white films, and the Hall of Fame point us towards this year's extravagant theme: "Roll Out The Red Carpet with DECA Studios." Inspired by legendary works such as "The Great Gatsby," we wanted to bring iconic fashion and design, classic cinema, and starstruck glamor to our statewide competition. Get ready for lights, camera, DECA at this year's Indiana State Career Development Conference.



FALL LEADERSHIP CONFERENCE

Get ready for an exciting opportunity to sharpen your leadership skills and make lasting connections! We are thrilled to announce the Indiana DECA's Fall Leadership Conference will be held on November 6th, 2023. This event promises a day filled with learning, inspiration, and fun.

Event Details:

- Date: Monday, November 6, 2023
- Location: Gainbridge Fieldhouse, Indianapolis, Indiana
- Start Time: 9:00 am

Cost and Registration

- The cost of attending the Indiana DECA Fall Leadership Conference is \$47. This fee covers access to all conference sessions and the Pacers game. Please keep in mind that students will need additional funds for lunch and dinner, which are not included in the registration fee.
- The last date to register for the conference is Friday, October 6th by Noon EST.

Don't miss this opportunity to elevate your leadership skills, connect with like-minded individuals, and enjoy a day filled with growth and excitement! We look forward to your participation.

A Plan for Success

FLC Conference Schedule

Block One
Intro and Icebreaker Session



Block Two
Morning Workshops

Block Three
Lunch Break!



Block Four
Shoot-around on the Pacers Courts

Block Five
Pacers Panel on Courts



Block Six
Chapter Development Sessions

Block Seven
Dinner on your own and Watch a Pacers Game



COMMUNITY CONNECTION

As we get settled into the new school year you should start to think about community service and the benefits. In Indiana DECA, community service is one of our top priorities. Volunteering can provide a healthy boost to your self-confidence, self-esteem, and life satisfaction. You are doing good for others and the community, which provides a natural sense of accomplishment. Your role as a volunteer can also give you a sense of pride and identity. Volunteering can be super easy. Just walk into your local food bank, humane society, soup kitchen, or even just pick up some trash on the streets! As a member of Indiana DECA, your activity within your local community not only reflects positively on you, but also your DECA chapter.

MEET THE STATE OFFICERS

A new year means a new set of state officers leading us to **Experience the Difference!** In order to get to know them, the state officers were asked to share their school, grade, favorite sports team, and their favorite food.



State Officer Responses

Name	Office	School and Grade	Favorite Sports Team	Favorite Food
Saanvi Sampada	President	Hamilton Southeastern, 12th	Lakers	Ravioli
Nora Flickenger	VP of Leadership	Westfield HS, 12th	Boston Celtics	Caesar Salad
Sahas Mallela	VP of Finance	Park Tudor, 12th	New Orleans Saints	Thai Food
Cameron Noe	VP of Hospitality	Westfield HS, 12th	Cincinnati Ohio Bengals	Any kind of Pasta
Siddhant Jain	VP of Marketing	Columbus North HS, 12th	Golden State Warriors	Pizza
Brycen Shively	VP of Career Development	Yorktown HS, 11th	Daniil Medvedev (Tennis)	Rice Bowl
Shae Punzal	Region 2 President	Guerin Catholic HS, 11th	NWSL Chicago Red Stars	Bagels
Audrey Black	Region 3 President	Union City Jr-Sr HS, 12th	Michigan Wolverines Football	Ice Cream
Van Rueckert	Region 4 President	West Vigo HS, 11th	Taylor Swift...	Fettuccine Alfredo
Mason Munn	Region 5 President	Avon HS, 12th	Butler Bulldogs Men's Basketball	Chicken and Rice

INDIANA DECA'S MEMBERSHIP GOAL

Indiana DECA is preparing emerging leaders and entrepreneurs in marketing, finance, hospitality and management. We want to see you realize your full potential by getting involved, learning from leaders, and implementing your knowledge into the real world. As we look to get this year started, we have some important goals to share with you all! We are looking to widen our impact by aspiring to increase our member count to over 3,500! Currently, we support over 3,000 members. In order for us to achieve this ambitious goal of 3,500, we need YOUR help! You can contribute to our widespread impact by making a change in your community. Whether that means reaching out to friends at your high school, connecting with business leaders and owners in your community, or simply sharing what you have learned from DECA!

Here are 5 ways to help you increase your chapter's membership:

1. Make DECA a community known organization - The more people in your community know about DECA the more likely they are to join. Host cookouts, fundraising events, or start a blog. Let your community see and learn about DECA!
2. Promote the diverse categories of DECA - DECA isn't strictly finance or strictly marketing, there are so many opportunities and niche areas of interest to compete in.
3. Let 8th graders know about DECA - 8th graders can, in some districts, compete at a district only level. This not only helps grow chapter membership, but it also helps the individual students be prepared to succeed in future years.
4. Advertise that DECA is a connecting factor - Networking is the name of the DECA game. Students not only gain networking skills with their peers but also with future employers.
5. Promote the skills DECA helps you learn - The skills you learn in DECA can lead to a higher employment rate and greater success in getting into top colleges.



HOW TO PICK YOUR DECA EVENT

Picking your competitive event is a very defining moment of your DECA year. Your DECA event should be something related to the career you want to go into, your preferred number of teammates, and whether or not you prefer writing + preparation or quick-thinking role-plays. DECA offers competitive events, totaling 59 events to choose from! If you are a returning DECA member, what did you like and dislike about your event last year? For new members, what are you passionate about? What makes you nervous or excited? For me personally (Van), I love Business Services Marketing because I would like to go into Management Consulting as a career, and I enjoy the spontaneous aspect of role-play events. If you are a fan of being prepared and making a presentation, you should look into written events, such as Business Operations Research. If you're still feeling unsure, look through DECA Direct articles, or speak to your advisor.

THRIVE LEVELS

Throughout the school year, DECA offers 5 different promotional campaign opportunities that help grow your chapter, improve school and community partnerships, and allow your chapter an opportunity to take more students to ICDC.

Membership Campaign: The Membership Campaign helps a chapter grow in numerous amount of ways. It gives more students opportunities to get involved with DECA, allows chapters to stay connected with alumni who are still interested in being a part of DECA, and engages professionals in the community like teachers, parents, or business professionals.

- **How to achieve:** The membership campaign requires either 20 more students, 20 more alumni, or 20 more professionals in the local chapter than the previous school year. A chapter can earn an achievement level by meeting at least one of the three requirements (students, alumni, or professionals) of the Membership Campaign, and earn a pennant and certificate. A chapter can earn a thrive level by meeting at least two of the three requirements (students, alumni, or professionals) of the Membership Campaign, and earn a pennant, plaque, flag, and two spots to attend the Thrive Academy at ICDC.

Deadline: 12.1.23

DECA Month Chapter Campaigns:

Community Service Campaign: The Community Service Campaign allows growth in the chapter by simply being involved in the community. It gives opportunities to participate in community service activities with at least 75% of the chapter involved.

- **How to achieve Community Service Campaign:** The Community Service Campaign requires the chapter to complete one or more community service activities, have 75% of the chapter involved in that service, and create one form of publicity or promotion.

 DECA
EXPERIENCE
the **DIFFERENCE**

THRIVE LEVELS CONTINUED

Ethical Leadership Campaign: The Ethical Leadership Campaign allows chapter leaders to educate the local school about the importance of ethics. It allows students to conduct different outreach activities that promote ethical leadership, three in the local school, and three in the local community.

- **How to achieve Ethical Leadership Campaign:** The Ethical Leadership Campaign requires a chapter to conduct three ethical leadership challenge entries, three ethical leadership school outreach activities, and three ethical leadership community outreach activities.

Promotional Campaign: The Promotional Campaign gives chapter members opportunities to share information about DECA to their community, and how their chapter is making a positive impact on the community. It allows students to share different success stories from alumni or elaborate different outreach activities that can be started with people in the community,

- **How to achieve Promotional Campaign:** The Promotional Campaign requires completing three school outreach activities, three community outreach activities, and obtaining three success stories of alumni.

How to achieve overall: A chapter can earn achievement by fulfilling one of the three DECA Month Chapter Campaigns (Campaigns Promotional Campaign, Community Service Campaign, or Ethical Leadership Campaign) and receive a pennant and certificate. A chapter can earn thrive level by fulfilling two of the three DECA Month Chapter Campaigns (Campaigns Promotional Campaign, Community Service Campaign, or Ethical Leadership Campaign) and receive a pennant, plaque, flag, and two spots to attend the Thrive Academy at ICDC

Deadline: 12.1.23

Advocacy Campaign: The Advocacy Campaign allows chapters to organize three school outreach activities, three public policymaker outreach activities, and three community outreach activities.

- **How to achieve:** The requirements of the Advocacy Campaign are the completed three school outreach activities, three public policy makers outreach activities, and three community outreach activities. By meeting all the requirements, a chapter will receive a pennant, a special plaque from DECA's Congressional Advisory Board, and a letter of recognition sent to your school administrator and government officials.

Deadline: 3.1.24