



Chapter Reporter



(Winged Pen)

Developing Future Leaders For
Marketing and Management

SECTION ONE GENERAL INFORMATION

Being a DECA Chapter Officer - A Big Responsibility

It is important for the growth of each chapter to have a well-qualified and dependable group of officers. With capable officers, the business of the chapter will be conducted in proper parliamentary fashion, an effective Program of Work that includes all members will be maintained, records and minutes will be up to date and complete, good publicity will be generated, and all members will grow professionally.

Good judgment should be exercised by the membership when electing qualified officers. It is a mistake to look only for the most popular members. Qualifications for the position to which the individual will be elected should be the prime consideration. Be sure you have nominated a slate of officers who are willing to work hard to perform the duties and responsibilities of each office and who possess leadership qualities.

A leader is one who can communicate ideas and feelings, yet who is willing to listen and understand the need for democratic procedures. A good leader respects the rights, the abilities, and dignity of every member and is able to convey enthusiasm and inspire confidence. A good leader has the courage of convictions, but is open-minded. A leader is vitally interested in everything that concerns the chapter and the community and is willing to put the good of the chapter before personal desires.

During your term as a chapter officer, you undoubtedly will be corresponding and talking with businessmen and educators interested in DECA on the local, state, and national levels. Handle yourself in a very professional way, because you are the “DECA image.”

You will be a major part of local chapter meetings, and when you participate you should be concerned with the welfare of DECA. You will discover that by using tact, together with consideration and understanding of other people’s viewpoints, your job will be more effective. Also, the contribution you make will be measured in direct proportion to what you know, your understanding of the fundamentals of DECA, your use of good judgment, your enthusiasm, and the dignity of a chapter officer.

As an officer of this student organization, your greatest challenge will be to exhibit qualities of leadership that will make a contribution to the growth of DECA through the members with whom you have personal contact. Throughout the year, you will inspire leadership only to the degree that you personally give leadership. As you reach for higher goals in self-improvement and the attainment of higher goals for this organization, you are charged with the responsibility of developing enthusiasm whenever you speak officially for DECA during the year in which you serve as a chapter officer.

If a question arises as to your responsibilities during your term of office, your local Chapter Advisor stands ready to assist and guide you in fulfilling these duties.

Chapter Officer's Conduct

1. As a chapter officer, you represent the only organization attracting youth to careers in marketing and management.
2. Wherever you may go, people will be watching you. What you do and how you do it must leave a favorable impression. You must be mindful at all times that your conduct must never be questioned.
3. When appearing as a chapter officer before any group, regardless of its size, your DECA blazer should be worn. Your hair should always be neat and well groomed. Your shoes should be shined. Women should wear a matching skirt, heels and hose; the men should wear matching trousers and dark socks.
4. The words "please" and "thank you" are to be used often. You will find they pay liberal dividends.
5. Be careful what you say and how you say it.
6. Make the most effective use of your time and money. It is most important that you do your very best at all times.
7. Never commit yourself orally, or in writing, unless you are certain that you are right and have the support and backing of the chapter's membership. Once committed, you must keep the commitment.
8. If you have an appointment, plan to arrive before the appointed time.
9. If you must smoke, use good judgment in doing so. It is a standing tradition that DECA members do not smoke while wearing their DECA blazer.
10. Make a special effort to remember the names of people you meet. It might be helpful to keep a written record of these individuals for future reference, particularly if you want to send them a "thank you" note. Always be sure you have their name spelled correctly.
11. Be prompt in handling your correspondence. As a chapter officer, you are obligated to give a carbon copy of all correspondence to your chapter advisor. The chapter Secretary should set up a correspondence file for each officer at your school or institution.
12. Make it a point to know as much as you can about all the areas of vocational education within your school, particularly some of the activities of the other vocational student organizations.
13. If you have the opportunity to visit another chapter, find out as much as possible about the group before you visit, and always recognize the outstanding activities conducted by the group. At all times, you must avoid sarcasm and outright criticism. Make it a point to meet

the individuals in charge and compliment them on their work. You should make an effort to be helpful to the members and officers whenever possible.

14. If you make a speech as a chapter officer during your term of office, here are some helpful suggestions:
 - a. Be sure to bring greetings from the rest of your chapter's officers.
 - b. Express appreciation for being invited to participate in the activity.
 - c. Let the audience know you are aware of some of the outstanding activities the group is doing.
 - d. Be sure to express appreciation for the efforts of the VIPs in promoting and assisting the group in its activities.
 - e. Do not talk too long. A five- to eight-minute speech that is well planned in advance and presented effectively will serve the purpose. Remember that banquet programs in particular have a tendency to last too long.
 - f. If you use jokes or stories in connection with your presentation, make certain that they offend no one.

Demonstrating Leadership

1. Be sure you know what you are talking about. You should make every effort to refrain from discussing topics which may be controversial.
2. Stay out of arguments. No one ever won an argument.
3. In making any kind of presentation before a group, never start a sentence with "I think." Discuss some of your chapter or state association activities, some of the outstanding accomplishments by DECA members, and other topics which you know will be of interest to those whom you are addressing.
4. It always pays to be a good listener; but at the same time, be a good conversationalist. It has been said that the secret of success lies in the ability to see things from the other person's viewpoint as well as your own.
5. It is imperative that you avoid a statement which can be interpreted as an endorsement, or implied endorsement, by DECA of any activity unless that activity has been officially approved by your chapter membership and Chapter Advisor.
6. Refer to fellow DECA members as "Marketing Management students" or "DECA members." If possible, it is always desirable to call fellow students by their first names.

7. When speaking with or about important or older people, they should be referred to as “Mr.,” “Mrs.,” or “Miss.”
8. When you are talking with other officers in public places, never be critical of anyone and avoid all “griping.”
9. It is always appropriate to find something good to say or talk about when discussing items or activities referring to Marketing Management or DECA. Avoid making negative comments. In addition, you should avoid the remark, “My chapter does it this way.”
10. Make it a point to act interested, to be friendly, and to smile. The words “Sir,” “Thank You,” and “Pardon Me” are never out of place.

Aids for Leadership

1. Think clearly. Act in good taste.
2. Get the facts and analyze them before you draw conclusions.
3. Develop the habits of cleanliness and orderliness.
4. Establish reasonable goals.
5. Take advice, but do your own thinking.
6. Encourage the other fellow as you go along.
7. Never say “It can’t be done” or “I can’t do that.” Find ways to accomplish appropriate goals.
8. Spend a little less than you make.
9. Make friends and keep the friendship in good repair.
10. Be proud of what you do--take pride in being a chapter officer.

Suggested Business Procedures for Conducting a DECA Chapter Meeting

In order to surround the formal planned business and professional meeting with the dignity to which it is entitled, a few suggestions are given here which should assist in developing and improving the procedures currently used.

Suggested Meeting Procedure

Every chapter should have an established order of business and follow it at all regular meetings. Members then know what to expect and can participate more effectively. The following order is suggested for regular meetings but is, of course, subject to modification to better fit the needs of any particular chapter.

SAMPLE AGENDA Local High School DECA Chapter October 1, ____

- I. Call to order: President (rap gavel twice)
- II. Invocation (optional): Chapter officer
- III. Pledge to the flag: Chapter officer
- IV. DECA Creed: Chapter officer
- V. Role call: Secretary
- VI. Approval of Minutes: President/Secretary
- VII. Officers' Reports
 1. President
 2. Vice President
 3. Treasurer
 4. Secretary
 5. Others
- VIII. Committee Reports
 1. Finance
 2. Promotions
 3. Social
 4. Special committees
- IX. Unfinished business
- X. New Business
- XI. Program (optional)
- XII. Announcements
- XIII. Adjournment (rap gavel once)
- XIV. Recreation, Entertainment, Refreshments

Procedure in a Typical Meeting

SAMPLE MEETING

I. Call to order

President: "I now call to order the fifth meeting of the _____ High School DECA Chapter." (Rap gavel twice)

II. Invocation (optional)

Chapter officer

III. Pledge to the Flag

Chapter officer: "Will the membership please stand, face the flag and recite the pledge with me?"

IV. DECA Creed

Chapter officer: "Please remain standing as we recite the DECA Creed."

V. Roll Call

President: "Will the secretary please take roll?"

Secretary: (Call each member's name and record if they are in attendance. After roll has been taken, tell if quorum has been established.) "Mr./Ms. President, there are _____ members present, quorum has been established."

VI. Approval of the Minutes

President: "Will the secretary read the minutes of the last meeting?"

Secretary: (Reads the minutes)

President: "Are there any corrections to the minutes?" (Members give corrections if any are in order.) "If there are no (further) corrections, I will entertain a motion to approve the minutes as read (corrected)."

Chapter member: "I move to approve the minutes as read (corrected)."

Second Chapter member: "I second the motion." (No discussion on this motion)

President: "All those in favor, say 'Aye'. All those opposed, 'No'."

President: (Announce if motion passed or not.)

VII. Office Reports

President: "We will now move into a period of officers' reports."

President: (Gives short verbal report) "Are there any questions?" (Answer questions)

"Will the Vice President please give his/her report?"

Vice President: (Gives short verbal report)

(Continue process for other officers)

VIII. Committee Reports

(The above process is repeated for each committee report)

IX. Unfinished Business

President: "We will now move into a period of old business. Is there any old business?"

Chapter member: "I move to take (old motion) from the table."

(Each motion is discussed and settled before another is introduced. When all old business is complete, the president moves on.)

X. New Business

President: "We will now move into a period of new business. Is there any new business?"

Chapter member: "I move to (state motion)."

Second Chapter member: "I second the motion."

President: (Calls on members to discuss the motion. The member introducing the motion has the opportunity to speak first or last to the motion. When all new business is completed, the president moves on.)

XI. Program

President: (Introduces the program speaker if one is planned)

XII. Announcements

President: "Are there any announcements?" (Chapter members are recognized to make any appropriate announcements.)

XIII. Adjournment

President: "If there is no further business, I will entertain a motion to adjourn the meeting."

Chapter member: "I move to adjourn the meeting."

Second chapter member: "I second the motion."

(The motion is non debatable, proceed to vote.)

President: (If approved) "I adjourn the meeting." (Rap gavel once)

(If the chapter wishes to adjourn the meeting before all business is completed, the meeting must be adjourned by a motion.)

SECTION II WHAT DO I DO?

Duties and Responsibilities

1. Prepare news articles for publication in school and local newspapers.
2. Contact school and local newspaper, acquaint them with the aims and purposes of Marketing Management, and supply them with DECA news.
3. Work with the Secretary in selecting and preparing materials for the Marketing Management classroom bulletin board.
4. Collect and prepare news and feature articles of statewide and/or national interest and submit them to the national newsletter (Dimensions).
5. Take pictures of local chapter members in action to use in publicity and/or chapter scrapbook.
6. Assist in planning, collecting, preparing, and arranging materials for chapter exhibits to be used for publicity.
7. Assist in the development of a local chapter Program of Work.
8. Attend and participate in the Fall Leadership Development Conference.
9. Be available, as necessary, to promote the general welfare of DECA.

Tools Needed

As Reporter, you should have access to a copy of:

- _____ 1. Handbook for DECA Chapters (DECA Related Materials)
- _____ 2. Guide for DECA Chapter Officers (DECA Related Materials)
- _____ 3. DECA: Learn, Grow, Become (Oklahoma Department of Vo-Tech)
- _____ 4. Chapter Officer's Leadership Development Guide (Oklahoma DECA)

As Reporter, you should have a:

- _____ 5. Access to a typewriter or computer
- _____ 6. A supply of publicity release forms
- _____ 7. Access to a camera which can take black & white photographs
- _____ 8. DECA pin
- _____ 9. DECA blazer

Hints for the Reporter

PUBLIC RELATIONS

The public judges an enterprise by what it does and by what it says. If its purpose is sound, its services good, its people aggressive and successful individually, and its program beneficial, your community, and perhaps the nation, should be told. Good public relations is the result of this combination of sound policies and good practices, multiplied by effective publicity. This means simply winning the friendship and support of the public.

Good publicity for Marketing Management and DECA activities will perform several functions:

- < Keep students informed and interested
- < Attract additional students to the Marketing Management program
- < Maintain pride among students and stimulate them to further progress
- < Create interest on the part of the general public
- < Create and sustain public support of the Marketing Management program and the DECA program of youth activities

TOOLS

Effective publicity is easier when you have good tools for the job. Many news media people will supply you with guides to follow in preparing copies for them. A date book with room to note deadlines and plans is an invaluable help. Dates of important events and special projects should be noted in this book as well as a schedule of planned publicity.

Assemble a scrapbook of publicity as it appears. Keep notes on radio and television publicity and other media used.

WHAT IS NEWS?

Learn to recognize and use for publicity only those things that interest others. Some things worthy of mention are:

- < DECA Leadership Development Conferences
- < DECA Career Development Conferences
- < Outstanding speakers
- < Field trips and competitions
- < Election of DECA Chapter Officers
- < Accomplishments of individual DECA members, promotions, and winners of competitions.
- < DECA awards won or awards presented
- < Events honoring major business and industry supporters, or long time business and industry supporters
- < Scholarship awards
- < Other events of interest as they occur

WRITING A NEWS RELEASE

Five points are important to a good news release: WHO, WHAT, WHEN, WHERE and WHY. If possible, a sixth--HOW-- should be included. It is important to get all of these points in the first sentence or two, whether you're writing for printed publicity or broadcasting. A news release worksheet is provided.

These first sentences are called the "lead." A good lead captures the attention of a reader or listener and makes them want to know more.

DELIVER or MAIL every release so it arrives WELL IN ADVANCE of whatever deadline you must meet. Whenever possible, include a photograph with your release.

PICTURES

Check with each editor to determine their needs and requirements. Note carefully what each will supply and what you are expected to provide for the kind of picture publicity you need. Some newspapers will send a photographer to cover a story. Others will be glad to use photographs if they are furnished to them in proper form. Be sure--if you send a picture--to follow the editor's directions for picture arrangement, size, and finish of prints.

When you contact the editor, find out just how far in advance it will be necessary to get in touch with them to schedule a picture story. All pictures require advance planning.

RADIO AND TELEVISION

The broadcasting industry is required by the Federal Trade Commission to give millions of dollars worth of air time every year free for public service. Your Marketing Management and DECA activities have a broad enough appeal to merit a share of this time. Broadcast time is limited by the clock. Radio and television stations are limited to the hours they are licensed to be on the air.

Study the program of your local stations before you make your first station contacts. Do not forget the educational television channels that operate in many sections of the country.

A couple of possible shows which might be available to you are: (1) interview shows, and (2) panel or group discussions.

Contacts at the stations should be the program director or the news editor. They coordinate the public service time. When you write releases for radio and television, the same basic rules apply as in newspaper copy. Be brief, accurate and neat.

COURTESY TO THE PRESS

It's a good idea to extend an open invitation to the press to attend any events conducted by you. A special invitation should be extended for particularly important events. If a reporter or photographer attends any function, they should do so as your guest. When they do attend, introduce them.

At the end of the year, write "Thank You" notes to the papers, magazines, radio and television stations who have given you publicity throughout the year.

PUBLIC RELATIONS ACTIVITIES

Good public relations may also be enhanced through the following activities:

1. Make friends with the school reporter immediately and cooperate 100% with him/her. If possible, get a journalism student for DECA Chapter Reporter.
2. Invite the school reporter and local editor to DECA activities--especially employer-employee functions.
3. Get a DECA Week declared and encourage the Mayor to issue a proclamation.
4. Have a DECA Employer-Employee Banquet. Invite the school board, administrators, civic club presidents, local editor, and all the other prominent people in the town who might have some bearing on successfully carrying out your plans.
5. If it is impossible to have a banquet, try a "breakfast," "tea," "reception," "open house," "parents tour," or a "back-to-school night."

6. Make a sign or billboard to be placed near the town or on the school grounds displaying the emblems of the vocational student organizations offered in the school.
7. Make a DECA Public Relations Project sign to be displayed in store windows downtown.
8. Arrange to have a DECA booth at fairs or special exhibits every time the opportunity presents itself.
9. Show an introduction to DECA film to school assemblies, prospective DECA members, and other groups in and out of school.
10. Enlist the support of civic groups to sponsor students to the National DECA Career Development Conference. Also, invite a representative of the Chamber of Commerce to attend the annual Oklahoma DECA Career Development Conference.
11. Send articles to local papers about state and national meetings. Send articles about interesting chapter activities to DECA Dimensions (National DECA publication).
12. Radio programs and television shows (see radio and television above)
13. Have at least one DECA chapter special project (research or action) each year.
14. Assist with civic consciousness projects (e.g. Christmas, Thanksgiving, Easter, etc.).
15. Contact local businessmen and arrange for them to speak to your group.
16. Plan and stage a "Career Day" at your school. Encourage other student organizations to participate.
17. Entertain the advisory committee once yearly.
18. Cooperate with the local Retail Merchants Association and participate in projects and activities they may suggest (e.g. conduct a sales efficiency survey of local businesses).
19. Extend audiovisual education services to local merchants who do not have access to projectors and operators.
20. Entertain for veteran's hospitals, nursing homes, etc.
21. Develop an employment service.
22. See that the DECA chapter pays its own way when asked to be guests of civic clubs.
23. Place cards, posters, or decals in cooperating businesses stating that they furnish facilities for Marketing Management training.

24. Write "Thank You" letters to Marketing Management Training Station Sponsors at the end of the school year.
25. Furnish all Marketing Management students with a card or certificate to carry in his/her wallet stating what his/her training field is.
26. Purchase DECA emblem stickers to be used in Marketing Management publicity.
27. Construct a glass-enclosed bulletin board for the hall to show the location of the Marketing Management room. It should be large enough to showcase important Marketing Management happenings to those who do not visit the Marketing Management department.
28. Prepare a DECA chapter newspaper to be printed semi-annually.
29. Place copies of the DECA Dimensions in the school library.
30. Participate in "National DECA Week" and "Vocational Education Week" (news articles on projects where other departments of the school are involved).
31. Offer to order training films for Marketing Management Training Station Sponsors to use in their inservice training.
32. Consider completing a public relations written event.

NEWS RELEASE

Name of Chapter _____

Name of Reporter _____

Address _____

Telephone Number _____

WHO _____

WHAT _____

WHEN _____

WHERE _____

WHY _____

HOW (If important) _____

Additional information _____

Important quotes from Chapter President, Chapter Advisor, or Committee Chairman about the event

Person being quoted _____ Position _____

TEN RULES OF LEADERSHIP

A LEADER must be . . .

1. **SELF-CONFIDENT** -- Confident from within. Believing in yourself. Getting right up if you're knocked down. Knowing you're good. It means proud, not arrogant.
2. **IN CONTROL** -- A person who can't control himself or herself can't control others. This takes concentration, self-discipline, calmness under pressure, no flying off the handle allowed.
3. **FAIR** -- That means being impartial, tolerant, having a keen sense of justice, being consistent in how you treat problems, people, praise and punishment.
4. **DECISIVE** -- Know how to make decisions, have the courage to make them, to make them quickly, to stand behind those decisions.
5. **PREPARED** -- This is a big one. You have to know your job, you have to know the jobs of those you lead, you have to do your homework, understand goals and priorities and the process of planning. No guesswork allowed.
6. **A TEAM PLAYER** -- You're not a loner--you're part of a team. Be loyal to that team. Listen as well as talk. Motivate. Teach. Tell people why, so they understand their roles on the team.
7. **HONEST** -- With yourself, with others! Integrity is the big one here--character. No one can teach you this. No one can order you to have it . . . it has to come with you and from you.
8. **COMMITTED** -- Ambition, ego, drive, and dedication all come into play here. Commitment means you don't just make goals, you try to reach them. It means you make commitments, not idle promises.
9. **COURAGEOUS** -- Not afraid to fail. Not afraid to admit a mistake. Not afraid to fight for an idea or person you believe in. Not afraid to make an unpopular decision.
10. above all, **HUMAN** -- Strong enough to be gentle. Empathy is important here, understanding that those you work with are people, not machines . . . people have problems. People aren't perfect. Understanding that we're all in it together in this game of life.