



GOALS ARE DREAMS WITH DEADLINES

We all have big dreams of what we want to achieve in our lives and in DECA. Setting measurable goals helps bring definition to those dreams. This definition allows you to better explain what you want to accomplish, coordinate your team efforts, track your progress, and continue refining your action plans to increase the chances of success.

GOAL SETTING RANGE

DECA GOALS reflect a corporate style of goal setting. Corporate goal setting assigns a goal range or “targets” that everyone is striving to achieve. Setting ranges of success for goals helps define the “base line” expectation as well as the next progressive levels of success your team is aiming to achieve. Goals are like a map on for your association’s success journey. They tell you where you are currently, define your ultimate destination, and show your milestones, rest stops or celebration points along the way.



ARRANGEMENT

Individual DECA GOALS are grouped and arranged according to the DECA Mission. This arrangement ensures goals are set which address the whole DECA mission. Ideally, Chartered Association Officer assignments are also aligned with the DECA GOALS and Mission to make it simple and easy to identify who is responsible for leading each of the goals your team has set.

DECA GOALS DEFINED

D _____

E _____

C _____

A _____

In DECA, the naming of our goal ranges reflect our name and brand. DECA GOALS stands for Duty, Exceptional, Champion, Actual. Officers at the chartered association and chapter levels both use the same style of goal setting.

The first level baseline expectation for a goal is called the **“Duty”** goal—think of this as the minimal acceptable and relatively easy level of success for your association.

The next progressive level is called the **“Exceptional”** goal. Think of this as the goal that could be achieved if your association is really organized, committed, and well trained.

The high end of the goal range is called the **“Champion”** level goal. Think of this goal level as “best in class.” The champion level is where DECA’s best associations in the world operate relative to size, setting, situation, and potential. The Champion level DECA GOAL is achievable, but it will take extraordinary leadership to get there.

The final element of DECA GOALS is the **“Actual”** level. This is where your team currently stands toward pursuing your greater goals. The “Actual” level should be updated and reported frequently so officers, the Chartered Association Advisor, and stakeholders know where your goals stand relative to your stated DECA GOALS.

DECA GOALS WORKSHEET

Instructions: The DECA GOALS is a menu template for chapter goal setting. You do not need to set all of these goals! Instead follow these steps:

- Review the list of goals with your Advisor and DECA Executive Team.
- Choose the goals most relevant for your chapter this year by place an “X” next to that menu item
- Once you’ve selected your chapter’s goals, establish a range of success for each of them using these levels as guidance:
 - 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 your chapter among the DECA elite
- Once you’re done setting the goals, use the “Actual” column to write down your current level of achievement and track your chapter’s progress at each DECA Executive Team meeting throughout the year

DECA MISSION		LEADERSHIP TEAM	DECA GOALS	PROGRAM OF LEADERSHIP	DECA SPIE PROJECTS	
			DUTY	EXCEPTIONAL	CHAMPION	ACTUAL
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 Region 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						
Total Career / Leadership Training Activities Held in the Chapter						
X CHAPTER DEVELOPMENT						
Number of Idea Challenge Teams						
Number of Stock Market Game Teams						
Number of Entrepreneurship Challenge Teams						
Number of FIDM Challenge Teams						
Number of First Line Challenge Teams						
Number of Virtual Business Challenge Teams Entered						
Number of Finalists at Career Development Conference						
Number of Top 3 Winners at Career Development Conference						
Number of Top 3 Winners at District Career Development Conference						
Number of Finalists at District Career Development Conference						
Number of Competition Qualifiers to ICDC						
Number of Mini-Awards/Finalists at ICDC						
Number of Top Ten Winners at ICDC						

DECA GOALS WORKSHEET

Instructions: The DECA GOALS is a menu template for association goal setting. You do not need to set all of these goals! Instead follow these steps:

- Review the list of goals with your Advisor and DECA Executive Team.
- Choose the goals most relevant for your association this year by place an “X” next to that menu item.
- Once you’ve selected your association’s goals, establish a range of success for each of them using these levels as guidance:
 - Duty = Absolute lowest level of success your chapter will accept
 - Exceptional = The real goal you are seeking as a team
 - Champion = Your association’s “stretch goal” which would place your association among the DECA elite
- Once you’re done setting the goals, use the “Actual” column to write down your current level of achievement and track your association’s progress at each DECA Executive Team meeting throughout the year.

X	ASSOCIATION GOALS	DUTY	EXCEPTIONAL	CHAMPION	ACTUAL
X	MEMBERSHIP				
	Student Members				
	Alumni Members				
	Professional Members				
	Total Membership				
	Number of Chapters				
X	LEADERSHIP				
	DECA Membership Campaign				
	DECA Advocacy Campaign				
	DECA Promotional Campaign				
	DECA Global Entrepreneurship Week Campaign				
	DECA Community Service Campaign				
	Attendees at DECA Region 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				
	Total Career / Leadership Training Activities Held in the Chapter				
X	CAREER DEVELOPMENT				
	Number of Idea Challenge Teams				
	Number of Stock Market Game Teams				
	Number of Entrepreneurship Challenge Teams				
	Number of FIDM Challenge Teams				
	Number of Finish Line Challenge Teams				
	Number of Virtual Business Challenge Teams Entered				
	Number of Finalists at Career Development Conference				
	Number of Attendees Representing Association at ICDC				
	Number of Competition Qualifiers to ICDC				
	Number of Mini-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				

It's not about the number of goals you set. DECA success is about the number of goals you go and get!



X	ASSOCIATION GOALS	DUTY	EXCEPTIONAL	CHAMPION	ACTUAL
X	MARKETING				
	Number of Brand New DECA Members Recruited				
	Number of Social Media messages posted				
	Number of Followers on social media				
	Number of Contributions to DECA Direct				
	Number of Presentations to School/District Officials				
	Number of Community Outreach Activities				
	Number of Press Releases sent to News Media				
	Number of News Articles Covering DECA in your Association				
	Number of Visitors to Association Website				
X	FINANCE				
	Total Funds raised for your DECA Association				
	Number of Presentations to Prospective Partners				
	Number of Stakeholders Reached through Advocacy Efforts				
	Funds raised from Partners				
	Funds raised from Member Fundraising Activities				
	Funds raised from School/Community/Foundations/ Government				
X	HOSPITALITY				
	Number of Chapter Officers Mentored				
	Average Communications to Chapters Monthly				
	Number of Chapter Events/Visits by the Officer Team				
	Number of New Chapters Oriented				
	Number of Meetings Participated in Online/Google Hangout/ Skype				
	Number of Alumni/Professional Member Connections Made				