

Annual Business Plan 2018-2019



Chapter President: Martha Stewart
marthastewart18@icloud.com

Introduction: Welcome! This report highlights the activities, events, and achievements, that have been completed by Miami Springs DECA for the 2018-2019 CDC period. Miami Springs Senior High is a rising chapter and is proud to present our first business plan! The document contains each detailed activity/event that aligns with DECA's Comprehensive Learning Program and Core Attributes and Values. Miami Springs DECA is seeking to achieve the bronze level award for the following achievements.

Academically Prepared

Activity 1:

DECA encourages Innovation:

During Global Entrepreneurship Week Miami Springs DECA students participated in the Idea Challenge. They created inexpensive ways to solve everyday issues using the paperclip. They even created a fun friendship bracelet that can be further accessorized to one's personal liking.

Below are the links to the videos created:

Entry 1: Bookmark

https://youtu.be/_p5Hor-cCo4

Entry 2: Hair clip

https://youtu.be/_NiK2xGEaoQ

Entry 3: Bracelet

<https://youtu.be/Vvx0wlpYnm0>

Here are pictured displays of our entries:



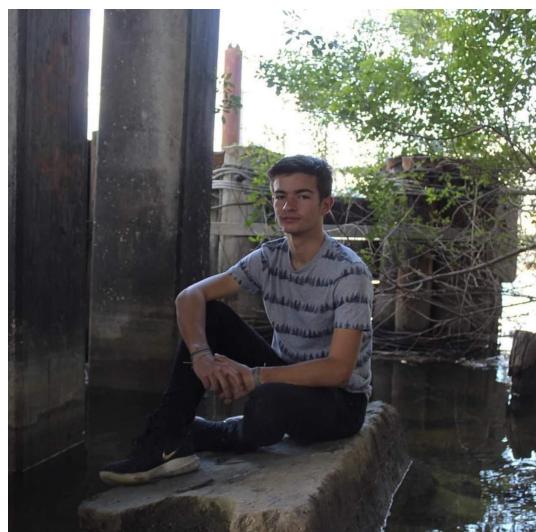
Activity 2:

DECA Connects to Business

Throughout Global Entrepreneurship Week we interviewed local alumni from Miami Springs Senior High who are now business owners. Below we have them pictured and have also provided information that they shared with us during these interviews.

Entrepreneur 1: **Ricky Aguila**

Business/Idea: **Miami Springs Media**



We interviewed Ricky Aguila, a graduate from MSSH class of 2018, on November 13th, 2018. He provides many services that can be viewed on rickyaguila.com. We asked him a few questions. Below is the transcript from the interview:

-How did the idea for your business come about?

I first thought of starting a Media Marketing company my sophomore year in high school when I learned how to use Photoshop and other design programs.

-What was your key driving force to become an entrepreneur?

The key driving force was the encouragement from my family, both of my grandparents own their own businesses so growing up with them as my role model has shaped me.

- What is your favorite aspect of being an entrepreneur?

My favorite aspect is being able to work for yourself and set your own standards and goals.

Entrepreneur 1: **Joel Gonzalez**

Business/Idea: **DJ Mobile Pro Services**

Joel Gonzalez has been in the DJ business for several years now. He is self-taught and spoke to many of our students on the importance of commitment and dedication to one's craft. Joel started out small, only DJ-ing parties for close friends and families, but soon, because of advertisement and positive referrals, he was able to leave his job as an auto salesperson and was able to work on the DJ business full-time. He has built his own website, created promotional videos and other materials, and has worked on weddings, sweet sixteens parties, quinces festivities, and even school dances.



171 views · Liked by silvio_perez and katherinef772

joe_galloo Cuando soy DJ yo tambien disfruto la fiesta!!!
#despacito#errrbodyshakingit#DJing

Entrepreneur 2: Silvio Perez

Business/Idea: Marketing Freelance Services

Silvio Perez is another entrepreneur who spoke to many of our DECA officers and club members. He provided information on his work as a marketing freelancer with his own business. He also gave information about his own YouTube and social media channels. Students were even able to watch some of these videos and ask questions about Silvio's success.



Activity 3:

DECA boosts Integrity

Every school day of Global Entrepreneurship week we submitted an announcement form for our news team to read out over the P.A system. Our target was to reach out to the student body and staff. This promoted awareness of small businesses and large successful entrepreneurs. It also help to boost local and global integrity by informing the student body and staff of entrepreneur statistics. Below we have pictured a copy of our announcement forms:

Announcement Form
This form must be turned into the Activities Office by 12:00 P.M. the day before the announcement is to be made.
Announcement to be announced on the following date: 11/15/2018
Club or Organization submitting announcement: DECA
Announcement - Include the following: Who (is the announcement for); What (is the announcement meeting/practice/"other"); When (will the meeting/practice/"other" take place; date and time; be specific); Where (will the meeting/practice/"other" take place); Any other important information that may need to be known regarding announcement
Students! This week for Global Entrepreneurship week, we will bring you a fact about entrepreneurship each and every day. Fact #3? "In developing countries, people tend to see more opportunity to start a venture than in developed countries. Self-sufficiency and business ownership is often the only way to make money." (entrepreneur.com)

Announcement Form
This form must be turned into the Activities Office by 12:00 P.M. the day before the announcement is to be made.
Announcement to be announced on the following date: 11/16/2018
Club or Organization submitting announcement: DECA
Announcement - Include the following: Who (is the announcement for); What (is the announcement meeting/practice/"other"); When (will the meeting/practice/"other" take place; date and time; be specific); Where (will the meeting/practice/"other" take place); Any other important information that may need to be known regarding announcement
Students! This week for Global Entrepreneurship week, we will bring you a fact about entrepreneurship each and every day. Fact #4? "2 out of 3 people worldwide think entrepreneurship is a good career choice. In order to succeed, it is important to believe in yourself, focus on the things you care about, and build a good team" (entrepreneur.com)

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Announcement to be announced on the following date: 11/14/2018
Club or Organization submitting announcement: DECA
Announcement - Include the following: Who (is the announcement for); What (is the announcement meeting/practice/"other"); When (will the meeting/practice/"other" take place; date and time; be specific); Where (will the meeting/practice/"other" take place); Any other important information that may need to be known regarding announcement
Students! This week for Global Entrepreneurship week, we will bring you a fact about entrepreneurship each and every day. Fact #1? "Successful entrepreneurs use their innovative passion. If one can dream it, they can even do it." (digitaldaughrt.com)

Announcement Form
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Students! This week for Global Entrepreneurship week, we will bring you a fact about entrepreneurship each and every day. Fact #2? "Most successful entrepreneurs concentrate on minimizing risk. What separates a successful entrepreneur from an unsuccessful one is that, successful entrepreneurs vary their decision-making styles. They rely on systemic analysis." (digitaldaughrt.com)

DECA Promotes Competition

Students created a booth and poster to inform students of past competitions and club successes during Global Entrepreneurship Week.



DECA Develops Competence

During Global Entrepreneurship Week, Miami Springs DECA expanded their outreach to our online presence. Our target audience were our followers and fellow users on Twitter. Here at Miami Springs, we understand the importance of advertising not only on campus but also globally. Below we have pictured a screenshot of one of our tweets

A screenshot of a tweet from the official account of Miami Springs DECA (@DECAMSSH). The tweet features a profile picture of a group of students and the text: "For Global Entrepreneurship Week, we highlight a local entrepreneur: Andrew Gonzalez!" Below the text is a photograph of a man in a grey polo shirt smiling and handing a large tray of colorful cookies to another person. The caption under the photo reads: "He delivered fresh-baked cookies at night. Now Forbes calls him a 30 Under 30 miamiherald.com".

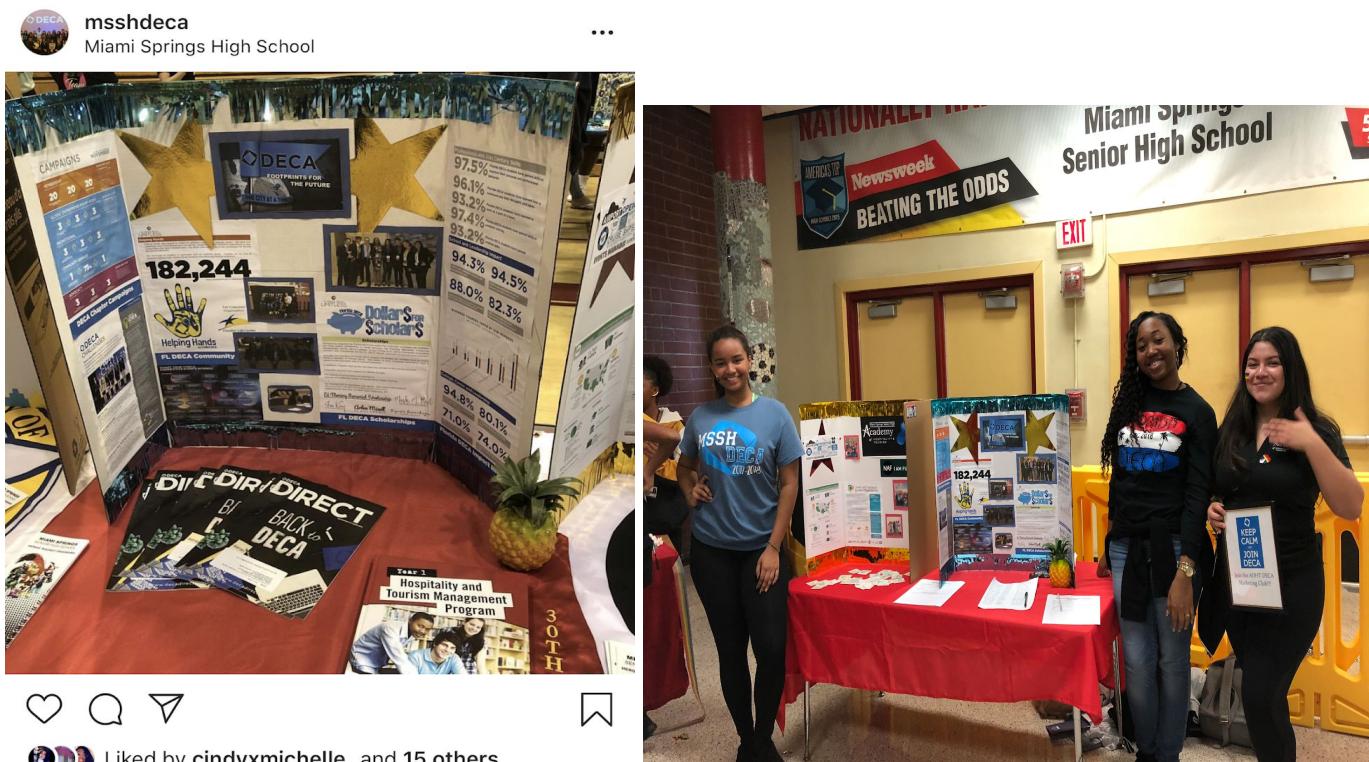
during the week highlighting the owner of Night Owl Cookie Company, a local entrepreneur here in South Florida who was named as a “Forbes 30 Under 30” entrepreneur.

Community Oriented

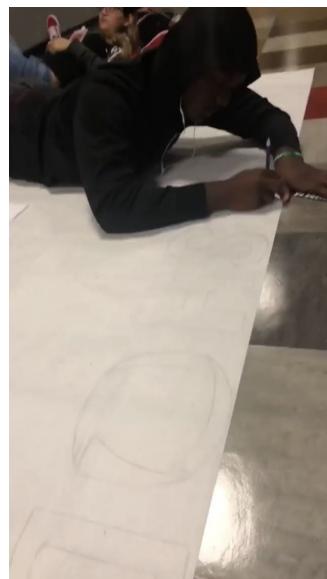
Activity 1:

DECA encourages Teamwork

Our school also hosts an annual open house that allows for recruitment. The Miami Springs DECA chapter was able to educate both students and parents on the ideas of DECA. Below we have a screenshot of our Instagram page @msshdeca on open house day along with some other photos of officers Martha Stewart and Antonae Reddick, along with senior member Angie Pascual:



As a team, Miami Springs DECA students created a banner for the school football team cheering them on against our rivals: the Barbara Golemen Gators. Pictured below are photos of DECA members making the poster and later presenting it to the team. It was loved by many community members and the best part was our school's 54-28 win! Our banner really revved up our football players for an amazing night with the help of our students and supporters.



127 views · Liked by antonaelr and esther.yupanqui

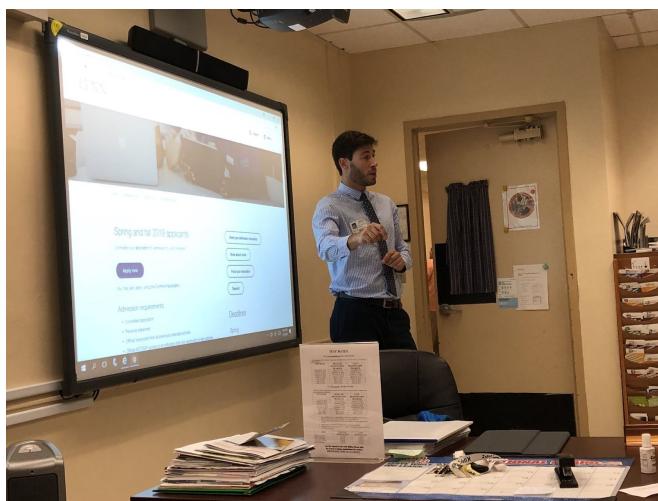
msshdeca Our DECA members supporting the football team last night! Great win yesterday hawks! 🦅

[View all 3 comments](#)

SEPTEMBER 29, 2018

DECA Integrates into Classroom Instruction

Our school chapter often brings guest speakers to the classroom who are associated with DECA. Representatives from Lynn University, Johnson and Wales University, Marriott, and Florida International University spoke to students in Career Technical classes and business electives to promote partnerships with DECA. All of these guest speakers promoted career and secondary education for our members.



Activity 2:

DECA Applies Learning

As a part of our DECA Chapter Promotional Campaign, the Miami Springs chapter asked former DECA members to describe how DECA influenced their current success. Below we provide their statements along with pictures.

Alumnus 1: Alyssa Gonzalez (FIU student)

“DECA really helped me jumpstart my life after high school. Through the lessons our advisor taught us and competing annually alongside other students, it gave me a sense of belonging. Thanks to DECA I was accepted to multiple colleges and I now attend Florida International University.”



Alumnus 2: Nicholas Molina (MDC student, former DECA state competitor)

“Before DECA I was lost and was going to go into college as an undesired major, but after I joined it opened up so many new doors I never knew were in front of me.

Watching everyone compete at DECA states was an honor, all these



dedicated people trying their best was eye opening in my life. Not only did it change my life for the better. Without DECA I might not even be in college."

Alumnus 3: Lea Gonzalez (UCF student)

"Well DECA helped start my professional career. Through DECA I was able to build a proper resume for potential jobs and college applications. Now in college, it's still beneficial to me. If people know that you were in DECA in high school, they automatically consider you for the position or a club. My advisor even told me that through a job interview she had, all she did was mention DECA and she got the job on the spot. There's many clubs like DECA here at UCF, there's even a fraternity for business. DECA provides many opportunities that are often overlooked."



Activity 3:

DECA Promotes Competition

Miami Springs Senior High hosts an annual Halloween event called Spooky Springs. This is an opportunity to interact with younger children in the community and their respective parents. Student volunteers play competitive games and in return children received candy!



DECA goes hand in hand with our nationally-accredited academies here at Miami Springs High. The school hosted a Magnet Parent Night whose purpose was to reach out the parents of prospective students about the magnet programs offered at Miami Springs. DECA was fortunate to have a presentation table and to present to everyone on what DECA is all about!



DECA exhibits Teamwork

Here at Miami Springs, DECA also offers volunteering opportunities. During the month of November, DECA students volunteered their weekends to helping out at Miami Seaquarium. This has given students in DECA the chance to gain experience whilst working for them. Pictured are two new DECA members volunteering their Saturday!



Professionally Responsible

Activity 2:

DECA Connects to Business

As a part of the professionally responsible sector, Miami Springs DECA nominated SOS Children's Villages- Florida for Helping Hands. Here are screenshots of our submission!

Is your chapter willing to coordinate delivery and other logistics on the local level? *

YES
 NO

What item would your charity need from a fall collection drive (ex. clothing drive)? *

SOS would benefit from a toy drive and uniform drive for the

What item would your charity need from a spring collection drive (ex. mac & cheese)? *

In the spring they would benefit most from receiving supplies

Why do you recommend this charity? *

This charity has been around for 60 years providing the nurturing support children need. SOS Children's Villages in Florida is proud to have a 100% graduation rate and prides themselves in teaching children necessary life skills for the future! They deserve all the funding and support they can get because they help shape the adults of the future.

Charity Website

sosflorida.com

Charity Contact Name *

First: Sandra Last: Wallace

Charity Contact Phone Number *

954-420-5030

Provide details about this charity. Who it serves, number of locations, who runs it, etc. *

SOS Children's Villages has over 570 locations in over 135 countries. Considering they're an international NGO, they have levels of decision makers varying by region and country. SOS services children in need of a home and provides food, shelter, and most importantly education.

Zip Code: 33166 Country: United States

Advisor Email *: kacosta@dadeschools.net

Name of Charity *: SOS Children's Villages- Florida

Charity Address *:
Line 1: 3681 NW 59 Place
Line 2: Coconut Creek, FL

City: City: Miami Springs State: FL

* Indicates required field

Advisor Name *:
First: Kristine Last: Acosta

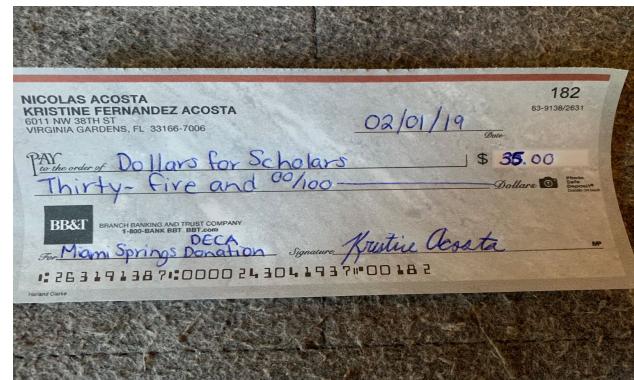
Chapter *:
Miami Springs Senior High School

School Address *:
Line 1: 751 Dove Avenue
Line 2: Miami Springs, FL

City: City: Miami Springs State: FL

Activity 3:

Our club also donated \$35 to Dollars for Scholars this year. We were able to donate \$1 per member on behalf of this great cause.



Activity 8:

DECA Integrates into Classroom Instruction

For our Professional Responsible Activity the Miami Springs DECA chapter had a “ Dress For Success Day” where NAF and DECA students dressed in Western Business Attire. The Academy Lead Teacher and DECA sponsor Mrs. Acosta spoke on the importance of proper attire in the workplace and for first impressions. Having an interactive activity as such, allowed students to practice and prepare for interviews and professional events. Pictured here we have the AOHT Class of 2020 on “Dress for Success Day” and later other AOHT and DECA students at the CTE Innovate Conference and the DECA District 10 Conference.



msshdeca Liked by antonaerl and 17 others
msshdeca The young business professionals of the MSSH DECA Club are ready for the DECA District 10 Leadership Conference!
ashleymariebarnett ❤️❤️❤️

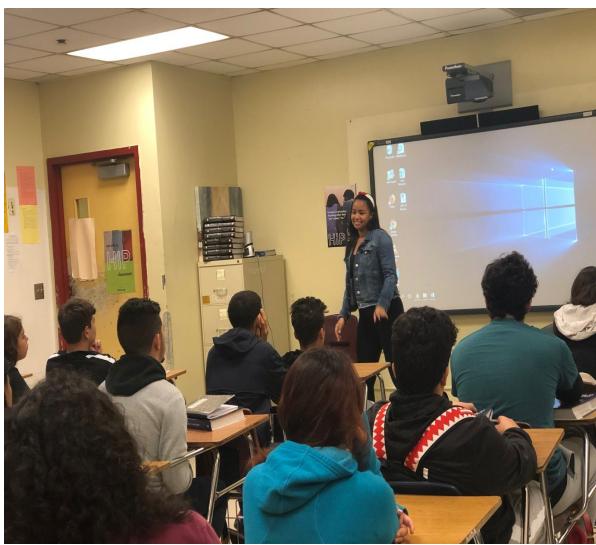
Experienced Leaders

Considering this is the first year Miami Springs completes the Chapter Campaigns and Annual Business Plan, the chapter encountered a minor dilemma, completing the Advocacy Campaign before the ABP due date. However, we managed to complete our desired activities before February 4th!

Activity 1:

DECA Promotes Competition

As a part of our Advocacy Campaign we visited classrooms in Miami Springs Senior High to speak to students about the competitive aspect of DECA. Below we have the chapter President Martha Student speaking to the Peer Counseling group and a World History class.



DECA exerts Integrity

Miami Springs DECA also featured 2 of our fellow freshmen members and their limitless integrity!



Miami Springs DECA
@DECAMSSH

DECA students demonstrate integrity each and every day and are leaders of their community. These students always go above and beyond to promote DECA's guiding principles.



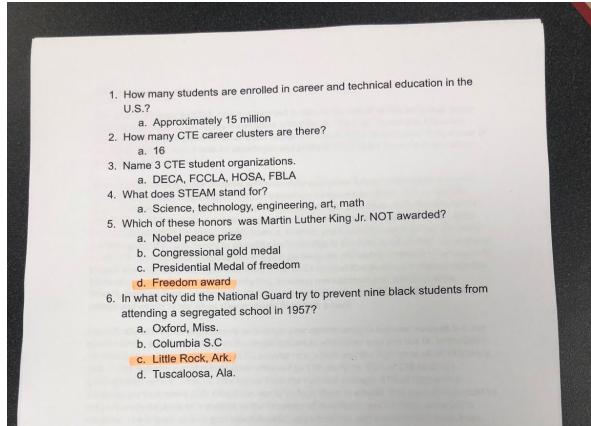
4:48 PM · 2/1/19 · Twitter for iPhone

1 Retweet 3 Likes

DECA Applies Learning

For the beginning of CTE month and Black History month, we had trivia questions read out over the P.A system in the morning. The first classroom that turned in the most answers correctly received an award! Here are photos of the announcement forms. A picture of the winning class will be taken on Tuesday, February 5th with their prize.

Miami Springs Senior High DECA



Announcement Form
This form must be turned into the Activities Office by 12:00 P.M. the day before the announcement is to be made.

Announcement to be announced on the following date: February 1, 2019

Club or Organization submitting announcement: DECA

Name of person submitting announcement: Maita Stewart

Announcement - Include the following: Who (is the announcement for); What (is the announcement; meeting/practice/"other"); When (will the meeting/practice/"other" take place; date and time; be specific); Where (will the meeting/practice/"other" take place); Any other important information that may need to be known regarding announcement:
This announcement is for homecoming classes. DECA members will be asking CTE and black history trivia questions. Classes will submit their answers to Mrs. Acosta in room 258 by the end of first period. The class with the most correct answers and fastest submission time will be awarded on February 1st.

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Announcement Form
This form must be turned into the Activities Office by 12:00 P.M. the day before the announcement is to be made.

Activity 2:

Public Policy Makers

Miami Springs DECA recognizes the need to inform public policy makers about the impact DECA has in our community. We reached out to the Mayor of Miami Springs, the Mayor of Virginia Gardens, and a Congressman in Miami Springs. Below we have a screenshot of the emails, and a picture of our Vice President, Antonae Reddick, signing the letter to be sent out to local Congressman Diaz-Balart on Monday, February 4th.

Miami Springs Senior High DECA

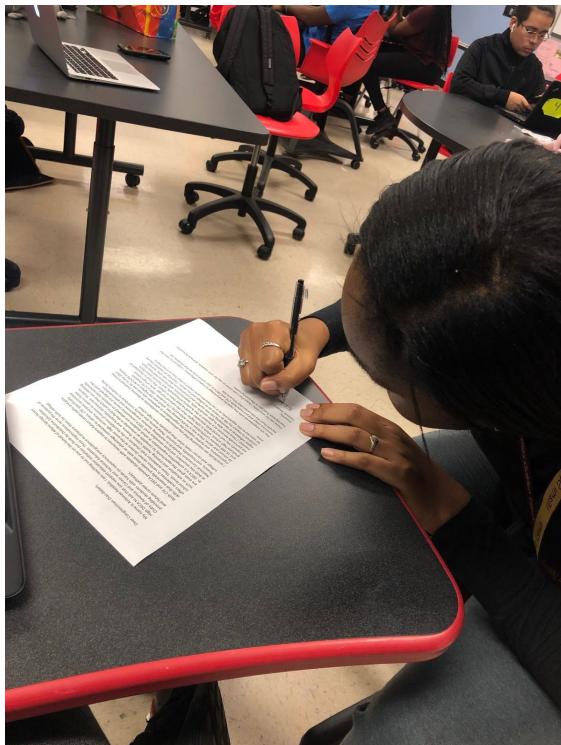
From: Antonae Reddick >
To: bainb@miamisprings-fl.gov > Hide AR

MSSH DECA
Today at 7:55 AM

Dear Mayor Bain,

My name is Antonae Reddick. I am reaching out to you on behalf of Miami Springs Senior High DECA to ask that you support education initiatives put forth by Distributive Education Clubs of America and Career and Technical Education. These organizations serve the purpose of providing students with hands-on experience and guidance to prepare them for both college and future career pathways.

Both CTE and DECA provide students with resources to explore future career paths and gain skills that essentially provide them with an advantage compared to others. CTE specifically offers academies in various career clusters at the junior high, secondary, and post-secondary school levels. These academies train students on the foundations of careers in various fields such as education and training, health science, finance, and hospitality and tourism. Students are even given the opportunity to complete an internship in the field in which they are studying



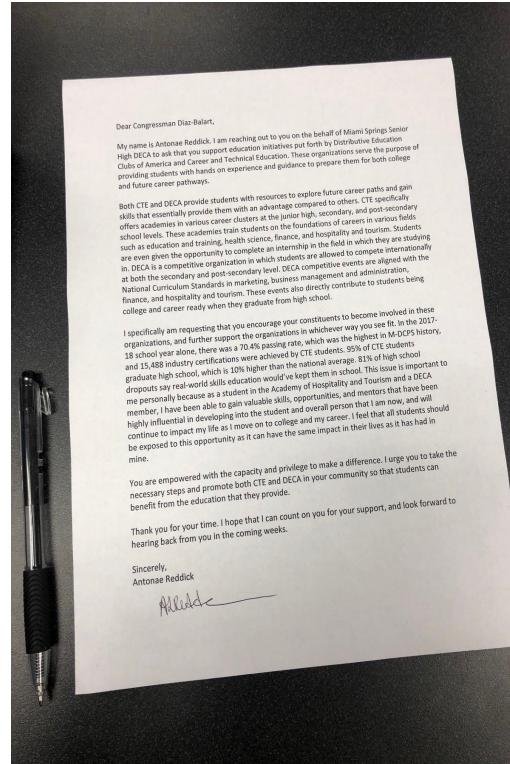
From: Antonae Reddick >
To: mayor@virginiagardens-fl.gov > Hide AR

Miami Springs Senior High DECA
Today at 7:58 AM

Dear Mayor Deno,

My name is Antonae Reddick. I am reaching out to you on behalf of Miami Springs Senior High DECA to ask that you support education initiatives put forth by Distributive Education Clubs of America and Career and Technical Education. These organizations serve the purpose of providing students with hands-on experience and guidance to prepare them for both college and future career pathways.

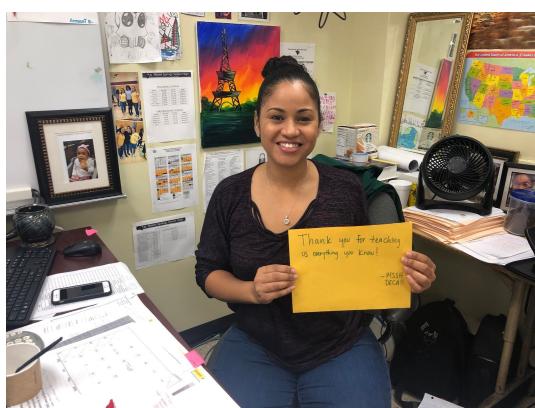
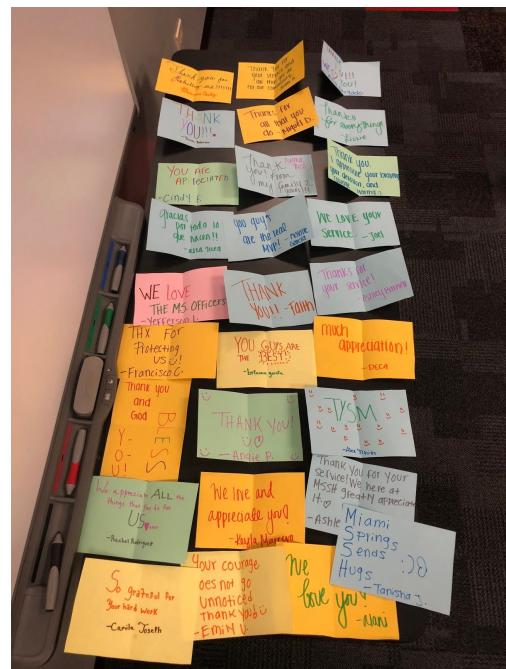
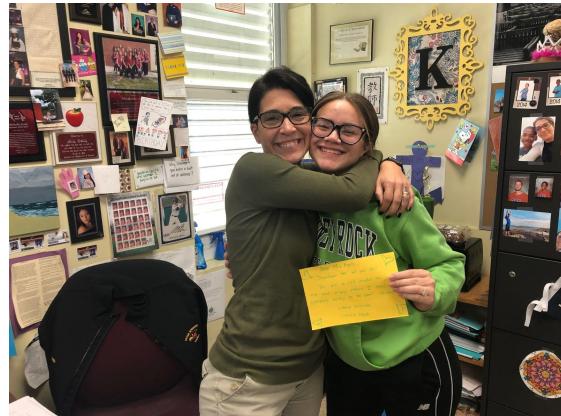
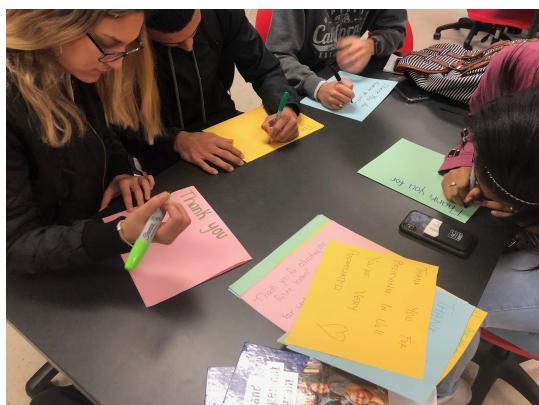
Both CTE and DECA provide students with resources to explore future career paths and gain skills that essentially provide them with an advantage compared to others. CTE specifically offers academies in various career clusters at the junior high, secondary, and post-secondary school levels. These academies train students on the foundations of careers in various fields such as education and training, health science, finance, and hospitality and tourism. Students are even given the opportunity to complete an internship in the field in which they are studying



Activity 3:

DECA encourages Teamwork

In terms of community outreach, we wrote thank you letters to 3 different influential groups within the City of Miami Springs. DECA members were given the opportunity to write to teachers in Miami Springs, the River Cities Gazette, and to local law enforcement officers. It is important that we thank people who educate and protect us daily; without them we wouldn't be the chapter we are today! Pictured below we have students making the letter and teachers receiving them. The thank you letters will be distributed during the rest of February and included in the Advocacy Campaign.



Conclusion

Miami Springs DECA has been working diligently all school year to improve our chapter. We have made great strides in increasing our involvement competitively and within the community. Our business plan is a reflection of our efforts. Our Miami Springs DECA club hopes to be awarded the Bronze level for this business plan and we strive to continue moving up in the next few years. Thank you for taking the time to read through our business plan, we are **ready for it!**

