



FLORIDA DECA
CHARTERED ASSOCIATION

ANNUAL BUSINESS PLAN

TEAM 66 2023-2024

SUBMISSION GUIDELINES



SUBMISSION FORM

The Annual Business Plan guides chapters through increased engagement and elevated benefits of Florida DECA membership throughout the year. For the 2023-2024 school year, tasks are organized into four categories: **Must Do, Advocacy, Collaboration, and Event Engagement**. These categories were strategically selected to ensure that all chapters who fulfill the requirements will experience the difference through meaningful and immersive opportunities! Florida DECA offers two levels of achievement for completing the Annual Business Plan: Gold and Diamond. Chapters can earn recognition for their completion of the Annual Business Plan by completing all Must Do Tasks, plus the required number of tasks in each of the other sections. Presentation entries must be submitted no later than January 12, 2024. **All entries must be formatted as a narrated video format presentation.** Chapters are encouraged to be creative with the construction and design of their entries.

SUBMISSION GUIDELINES

	GOLD	DIAMOND
MUST DO REQUIREMENTS	ALL THREE REQUIREMENTS	ALL THREE REQUIREMENTS
SECTION REQUIREMENTS	FIFTEEN (COMPLETE A MINIMUM OF THREE TASKS FROM EACH SECTION)	SEVENTEEN (COMPLETE A MINIMUM OF FIVE TASKS FROM EACH SECTION)
TOTAL	18 tasks	20 tasks

Written entries **must be submitted to the Annual Business Plan submission portal found at www.fldeca.org/team-66-abp.html** no later than January 12th, 2024. All entries must be submitted as a file, not a shareable link. Powerpoint, Canva, and Google Slides are suggested and encouraged. The file must be a "stand-alone" presentation, meaning it has audio that narrates each slide.

Chapters should be creative with the design and construction of their presentations. Exemplary examples from last year's Annual Business Plan can be found on the Florida DECA website under ABP.

Please direct your Annual Business Plan-related inquiries to your Executives and district's Vice President.

MUST DO TASKS

Tasks classified as "Must Do" must be completed in order to earn Gold and Diamond recognition. These tasks are considered essential activities that chapters should complete in order to truly "experience the difference," and create a meaningful experience for its members.

TASK	TO EARN POINTS:
Attend a minimum of five Calling Florida Forward (CFF) Calls .	Team 66 will mark attendance for members present at calls.
Complete the Florida DECA contact form .	Download, complete, and submit the form.
Request and host a Team 66 officer for a chapter visit (virtual or in-person).	In your slideshow, attach a photo and the date of the chapter visit. If virtual, attach a screenshot of the meeting.



Use this QR code to access the Florida DECA contact form.

Use this QR code to request a chapter visit.



ADVOCACY

Tasks in the "Advocacy" section are intended to maintain and improve Florida DECA's brand image by reaching out to business professionals, government officials, Florida DECA Alumni & Collegiate members.

TASK	TO EARN POINTS:
<p>Promote FL DECA activities/ initiatives on your chapter's social media pages or school newspaper/print.</p>	<p>In your slideshow, compose screenshots of your posts (not stories) of three Florida DECA activities or a picture of the article/advertisement.</p> <p>For social media posts, your screenshot must include proof of the post being up for at least seven days.</p>
<p>Promote/Advocate for DECA at a local school board meeting.</p>	<p>In your slideshow, include a picture of a member speaking at the meeting, along with the date and location.</p>
<p>Engage in the mentorship program between students and alumni/professional members on the November CFF call.</p>	<p>In your slideshow, submit three video testimonials from students sharing how their mentorships positively impacted them.</p>

ADVOCACY

TASK

Pitch the Helping Hands Collection Drive to **two** outside entities.
(ex. school club, business)

TO EARN POINTS:

In your slideshow, include a PDF of the presentation, flyer, or preferred method of communication, along with a picture of you and the clubs involved. Include the names of the club and or business.

Send a minimum of 3 emails to government officials advocating for DECA, or expressing gratitude for their support (See toolbox).

In your slideshow, include a screenshot of the email after delivery with the recipients name. In order to earn points for this activity you must get a read receipt indicating the recipient saw the message.

Host a collegiate DECA member to your school as a guest speaker.
(ex. in person or virtually)

In your slideshow presentation, include the name of the collegiate DECA members name and school as well as three photos.

COLLABORATION

Tasks in the "Collaboration" section are designed to help members become more professionally responsible by creating opportunities to improve their networking, planning, and teamwork skills.

TASK

Host an event with another DECA chapter (high school or collegiate).

Examples may include a holiday social, competition preparedness practice, or any other networking type of event.

Host an event with another club at your school.

Examples may include a fundraiser, holiday social, or themed event.

Have members from your chapter volunteer at a non-profit organization for the equivalent of one hour per student member from your chapter. (Ex. Feeding America, The Humane Society, etc.)

TO EARN POINTS:

In your slideshow, include a picture showing the two different chapter advisors and members of the event.

In your slideshow, include a picture showing the two different organization advisors and members of the event.

Complete the attached volunteer form with the signature and approval from the volunteer organization and your advisor. Additional photos to support the hours should be added to the presentation.

COLLABORATION

TASK

Repost 15 Florida DECA Instagram posts.

Host a fundraiser with a restaurant where a portion of the proceeds goes to your chapter. Examples may include Chipotle, BurgerFi, Cold Stone, or local establishments.

Collaborate with local professionals to host and act as judges for a mock competition.

Participate in fall Helping Hands through [Funds2Orgs](#).

TO EARN POINTS:

In your presentation, include a screenshot of all 15 stories.

Submit five pictures with captions at said establishment with an employee while wearing one of your school's shirts.

Include three images of students and their judges interacting and in action.

Submit images with the shoe donations and collection truck,

EVENT ENGAGEMENT

Tasks in the "Event Engagement" section are intended to encourage and motivate members to build intriguing activities that will ultimately lead to more professionally responsible and academically prepared DECA members.

TASK	TO EARN POINTS:
<p>Hold a team building event with your chapter.</p> <p>(ex. Escape Room, Scavenger Hunt)</p>	<p>In your slide presentation, submit a short video and three photos of your event.</p>
<p>Host a member induction or officer installation ceremony.</p>	<p>In your slide show, add a list of members or officers included in this event and five photos from the induction and/or installation.</p>
<p>Participate in Florida DECA's Mock Competition.</p>	<p>Screenshot the feedback from the mock role plays for 5 different members.</p>

EVENT ENGAGEMENT

TASK	TO EARN POINTS:
Attend the Florida DECA Emerging Leaders Summit (ELS).	In your slide presentation, provide a picture of your chapter at the summit wearing the conference t-shirt.
Host a Career / Job Fair.	In your slide presentation, provide at least five pictures of the event.
Host a booth at an outside of school event . (ex. Community Fair or Festival)	In your slide presentation, provide a picture of your DECA booth at the event.
Host a competition workshop.	In your slide presentation, provide a description of what type of workshop was held and five photos of the event.