2025-26 NM DECA Board of Directors Program of Leadership

DECA MISSION AREA:
1. Leadership
2. Career Development
3. Marketing
4. Finance
5. Hospitality

GOAL VISION STATEMENT

Executive Team Lead(s)	NM DECA Board of Directors		
KEY PROJECT INTIATIVES	**SUCCESS CRITERIA**	**TIME FRAME**	**PROJECT LEADER(S)**
PED—Accelerate Literacy Achievement	Promote literacy-focused events and workshops	On-going	Debi Kevin
	Encourage students to enter prepared events	On- going	Chapter Advisors
	Resume/cover letter workshops	NM CTSO Advisor Academy	Debi, Jennifer (DWS)
	Track student writing progress	On-going	Chapter Advisors
PED—Accelerate Mathematics Achievement	Partner with CPAs/credit unions to provide finance-related workshops and competitive event support.	On-going	Kevin, Debi, NMSCPA
	Encourage entry in finance and math-based events (ACT, BFS, ENT, PFL, FTDM) invite local finance professionals to speak, and run budgeting or business math challenges in chapter meetings.	On-going	Chapter Advisors, chapter officers
PED—Improve Student Attendance	Track conference participation and recognize chapters with high member attendance at school.	On-going	Kevin, Debi
	Track member meeting attendance and celebrate 95+% attendance with recognition, and create incentives	On-going	Chapter Advisors, Association officer team

	(badges, certificates, social media shout-outs) for consistent attendance		
PED—Increase Graduation Rates	CTE students graduate at a higher rate than non-CTE students. 2024-25 95.76% self reported graduation of DECA members.	On-going	Chapter Advisors, counselors, and administration
	By increasing enrollment and participating in CTE/CTSO, this may increase the school graduation rate	On-going	Chapter Advisors, counselors, and administration
PED—Foster Shared Accountability	Chapters will set goals, track progress, and share updates, while state officers will mentor local chapters through a buddy system	On-going	Chapter Advisors, Association Officers
	Advisors will grow through training, and every chapter will connect with at least one local business partner. Together, we will make sure all students have access to opportunities, celebrate growth, and share our progress with the state so everyone sees the impact of DECA in New Mexico	On-going	Chapter Advisors
PED—CCRB—Increase membership	Student membership will increase to 3,000. Alumni and professional membership will increase to 1,000	8-28-25 Advisors were emailed how to submit membership and their historical membership data, CSV sample, CSV template and video demonstrating how to submit membership	Mentors, NMSCPA Chapter Advisors

		9-8-25 membership was 334	Debi, Chapter Advisors
		10-1-25 membership was 1,278 with 1,204 student members, 25 advisors, 20 alumni, and 29 professionals	Debi, Chapter Advisors
		11-1-25 membership was	Debi, Chapter Advisors
		12-1-25 membership was	Debi, Chapter Advisors
		1-1-26 membership was	Debi, Chapter Advisors
		2-1-26 membership was	Debi, Chapter Advisors
		3-1-26 membership was	Debi, Chapter Advisors
		4-1-26 membership was	Debi, chapter advisors
		5-1-26 membership was	Debi, Chapter Advisors
		6-1-26 membership was	Debi, Chapter Advisors
		6-30-26 membership was	Debi, Chapter Advisors
PED—CCRB—75% of schools participating in Perkins/NextGen funding will have active CTSO chapters	NOVA data, schools with marketing courses, and no DECA	On 8-26-25, Kevin emailed Debi a list of schools that receive funding, have Marketing POS courses. Identified on the list are schools with DECA and schools without DECA.	Kevin, Debi
		Need to make contact with schools regarding the positive impact of having DECA at their school would be for student learning and application of skills.	Kevin, Debi
PED—CCRB—10% increase in students earning the right to compete at ICDC	Send documents showing numbers in competitive events at CDC, this will assist advisors in	By Sept 1, send data—emailed on 8-28-25, included data form 21-22,	Debi

	advising students in selecting events Encourage partners for teams in prepared events	22-23, 23-24, and 24-25 On-going	Chapter Advisors