PA DECA Presents...

The Dream BIG Initiative

Providing PA DECA the resources to turn their DREAMS into REALITIES

At the beginning of the year, we told our members to DREAM big and to reach for the stars. We told our members that despite the challenges and roadblocks we will each inevitably encounter, ambition and drive will breed success. We told our members that dreams look different for everyone, whether it means success through competition, community outreach, or accomplishing personal goals. As a part of our initiative, we wanted to address the diverse dreams of our members and provide them various resources that would turn these dreams into realities.

**Competition Preparation: Prep with PA Series**

**Video Series**

PA DECA members dreamed of placing at our state competition and receiving glass at ICDC in Nashville. In order to facilitate these dreams, our team of 16 officers each made a video that provided advice on competition preparation. Some videos included how to dress properly, how to utilize time management during role plays, how to perfect public speaking skills, how to run for state office, how to complete the plan of action etc. These videos were promoted through our youtube channel as well as our instagram. Members could access this compilation at any time!

**Mock Competitions**

PA DECA held a total of three mock competitions for our members this year in Philadelphia and Pittsburgh. At these competitions, first year members from all around the state could experience speaking in front of a job during a role play and receiving FACE to FACE feedback. They got to interact with their judges and get rid of their fears before the actual district competitions in December. At these competitions, the state officers also held a leadership workshop, which introduced the members to our theme "Dream big with PA DECA" and what that meant to us! It also allowed the members to network with each other, the state officers, and learn more about their own leadership styles!
It's no secret that studying for tests and roleplays for competitive events can be a difficult task. With a large variety of core areas to study, PA students felt overwhelmed. In order to help prepare our members, the PA state officers created testing briefs, which provided important vocabulary, graphs, summarized information, and self-produced practice test questions for each core area. This way, members could easily access a google drive of study materials leading up to the state conference. These testing briefs provided a concise and effective review for our members!

We also provided our members the opportunity to connect with the state officers on a new level. We wanted to keep our members engaged; they could come to us at any time for advice, insight, or answers to their questions. In order to create a stronger community within PA DECA, our team held monthly President's calls, created a monthly Newsletter, and had our members complete a Plan of Action.

**President's Calls**

Around every two months, our president would hold a call with the various chapter presidents within our states. These calls allowed for effective communication across the state. Chapter presidents had the ability to share their insight with our association leader. Furthermore, our district 10 officer held a district call for Philadelphia area students each month.

**Monthly Newsletter**

Every month, our VP of Communications created a monthly newsletter for our members. These newsletters allowed our members to stay updated with all upcoming events and work the state officer team had accomplished for that respective month. Our communication goal in the beginning of our term was to stay interactive and transparent with PA DECA, which we accomplished through our Newsletter.
In the beginning of the year, we wanted to create the ultimate interactive experience to kick off our year! Throughout PA DECA week, we challenged our members to promote our theme "DREAM BIG WITH PA DECA." This was the perfect way to get PA DECA excited about the upcoming year; this was the perfect way to push our members to make this year a successful one! Each day, there was a new theme for PA DECA members to partake in. At the end of the week, we held an Instagram live, where each officer talked about our upcoming plans for the school year.

**Financial Resources**

We also provided our members the financial resources to reach their dreams. It's important to take into account ALL students and recognize the fact that not everyone can easily attend conferences without a financial burden. In District 10, where a significant proportion of students would benefit with some sort of financial aid, a scholarship was created. Here is a message from our District 10 Officer: "The District 10 Scholarship is designed to advance as many students as possible to attend the State Conference in Hershey Park. District 10, the district of Philadelphia and surrounding areas, send the least amount of students year after year to the State Conference in relation to its membership. My goal as District Representative was to allow more people to attend State Conference. Through this scholarship, I subsidized 17 students' costs and allowed a majority of them to attend the State Conference."

Through Competition Preparation and interactivity between the state officers and members, we succeeded in providing creative resources for our members to accomplish their dreams! We showed our members that we cared about their DECA journeys. Regardless of the situation, anyone can achieve their dreams, and we wanted to make that idea known to our members.