



In the Mountain State

2011-2012 Membership Campaign

2011-2012 WV DECA Membership Campaign

School	2010-2011 Membership	2011-2012 Membership Hiker Level	2011-2012 Membership Climber Level
Academy of Careers and Technology	0	10	12
Boone Career Center	12	13	14
Braxton High School	0	10	12
Bridgeport High School	0	10	12
Buckhannon Upshur High School	27	30	32
Cabell Midland High School	16	18	19
Greenbrier East High School	0	10	12
Hampshire Senior High School	14	15	16
Hedgesville High School	0	10	12
Herbert Hoover High School	0	10	12
Jefferson High School	15	17	18
John Marshall High School	21	23	24
Liberty High School	0	10	12
Logan Senior High School	0	10	12
Man Senior High School	0	10	12
Marion County Technical Center	26	29	30
Martinsburg High School	22	24	25
Mineral County Technical Center	26	29	30
Morgantown High School	5	10	12
Musselman High School	62	69	72
Nitro High School	0	10	12
Poca High School	106	117	122
Preston High School	0	10	12
Princeton High School	0	10	12
Randolph Technical Center	16	18	19
Roane-Jackson Technical Center/Ripley High School Chapter	43	47	50
Riverside High School	8	10	11
South Branch Career and Technical Center	16	18	19
Spring Valley High School	0	10	12
St. Albans High School	20	22	23
University High School	0	10	12
Washington High School	32	35	37
WV DECA	1	2	3
TOTAL	488	686	744



In the Mountain State

Climber, Hiker, Trailer or Camper? What level will your chapter strive to meet? WV DECA is asking each chapter to join us the State Officers in a special membership recruitment effort in partnership with National DECA. What is most exciting about this membership recruitment effort is that there are plenty of INCENTIVES to reward chapters for their efforts making the campaign a win-win situation for everyone involved. Read on to learn more.

National DECA has selected nine key State Associations to take part in a membership development project. The goal is to increase DECA membership within each target state while increasing membership nationally. West Virginia was chosen as one of those states and we look forward to the challenge to *Aspire Higher in the Mountain State* by recruiting new members and adding new chapters. We can't do this alone. We need your help.

WV DECA's 2011-2012 Membership Campaign has three main goals:

- Increase each chapter's membership by 10%; and
- Increase total number of chapters from 18 to 22
- Support and mentor new chapters

Our Challenge:

1. Each chapter is challenged to increase its membership to the number listed in 2011-2012 Hiker or Climber Level columns included in the table.
2. Chapters are also challenged to reach out to neighboring schools and help recruit new DECA chapters so that West Virginia can recruit at least four (4) new chapters statewide.
3. Chapter advisors are also challenged to join WV DECA in a mentoring effort by volunteering to serve as a mentor to our new chapters as they come on board.



What approach will your chapter take to reach the top of the Mountain? How fast will your chapter go?
What level will your chapter strive to achieve in 2011-2012?

It's time to leave the *Camper Level* behind and start climbing the mountain in the *Aspire Higher in the Mountain State* Membership Campaign. **Let's take a look at the membership campaign beginning at the mountain top!**

Climber Level

Increase chapter student membership by 15% over last year's membership.

OR

Increase chapter student membership by 10% over last year's membership plus add 10 or more alumni and/or professional members.

Climber Level Incentives:

1. One additional allocation slot to ICDC in Salt Lake City. You may offer this additional slot to one student who wishes to attend the 2012 International Career Development Conference, but who did not qualify as a 1st or 2nd place winner at the 2012 State Career Development Conference.
2. Fifty dollars (\$50) discount off the advisor's 2012 State Career Development Conference registration.
3. Chapter and Advisor recognition on stage with a plaque and special recognition during the Opening Session at the 2012 State Career Development Conference.
4. Recognition in the 2012 State Career Development Conference program.
5. 2 CD-ROMs from the 2011 Cluster Exams OR a DECA Chapter Advisor T-shirt
6. Congratulatory letter sent to your school principal and to your county CTE Administrator.
7. Recognition on WV DECA's website – www.deca.com

Hiker Level

Increase chapter student membership by 10% over last year's membership.

Hiker Level Incentives:

1. Chapter and Advisor recognition on stage with a plaque and special recognition during the Opening Session at the 2012 State Career Development Conference.
2. Congratulatory letter sent to your school principal and to your county CTE Administrator.
3. Recognition in the 2012 State Career Development Conference program.
4. 1 CD-ROM from the 2011 Cluster Exams OR a DECA Chapter Advisor T-shirt
5. Recognition on WV DECA's website - www.deca.com

Trailer Level

Increase chapter student membership by 5% over last year's membership.

Trailer Level Incentive:

1. 1 CD-ROM from the 2011 Cluster Exams OR a DECA Chapter Advisor T-shirt
2. Recognition in the 2012 State Career Development Conference program.
3. Recognition on WV DECA's website – www.deca.com

Camper Level

Your chapter is content to remain at the base of the mountain and set up camp. Chapter's membership remains the same as last year's membership total.

Camper Level Incentive:

1. Recognition in the 2012 State Career Development Conference program.

In addition to the incentives for Climber, Hiker, and Trailer Levels, your chapter also has the opportunity to earn addition recognition at the Opening Session of the 2012 State Career Development Conference by achieving:

- Highest total membership
- Largest % membership growth from last year
- Largest new OR reactivated chapter
- Largest alumni membership
- Largest professional membership

WV DECA needs each chapter to assist the State Action Team Officers in accomplishing its membership goals. It's super easy! Locate your chapter's name and last year's membership total in the table. Next, pay special attention to your chapter's membership 15% and 10% goal for 2011-2012.