

Topic: General Advice

Advisor: Lucinda Mason

School: Demopolis High School, Alabama

Lucinda Mason has sent a potpourri of good advice for chapter advisors.

On the topic of how to sell the advantages of DECA to prospective students and get them into your marketing program (**recruitment**), Lucinda notes that whenever she sends her students to the lower grade levels (in her case, ninth grade classes) to give a 10-minute overview of marketing and DECA, her next year's marketing class fills up.

Letting students understand the plus that DECA adds to any scholarship application is another way to sell the program. **The school and community involvement that DECA provides enhance any student's résumé.**

Trips, of course, are one of the most potent inducements for prospective DECA members and for turning your chapter into an enthusiastic, involved group. Lucinda advises that if funds are not available to

send many members, you should at least send the chapter president to the regional conference. She also notes that you can probably get funds for the purpose from business partners, even with combinations of \$25 donations. A second piece of advice on traveling with students is to make sure you take some underclassmen along. Juniors and even sophomores are the future of your chapter, and they will be more engaged in your program if they have been to a DECA conference with its high energy level and exciting activities.

How else can you inject life into your chapter? Lucinda, like other successful advisors, knows the value of publicity. She makes sure her local paper runs the pictures of her Honor Award winners. Any other achievement, such as a scholarship, should also be submitted to the newspapers. **Her publicity goal? At least once a month, members of the community should see something about DECA in the newspaper.**