

**Topic: DECA Goals and Evaluation**

**Interviewee: Shirlee Kyle, DECA High School Division Director**



***In your opinion, what makes a chapter advisor successful?***

The **first** attribute of a good advisor is a **belief in students**. This involves being oriented to the students and to their needs. By that I mean that the advisor's program of work, activities and curriculum must meet the diversified needs of the students in the classroom.

The **second** trait of a good advisor is a **conviction about what DECA can do for students**. This involves integrating DECA into the curriculum with competitive events and the activities that lead up to them and in the co-op part of DECA as well, teaching job skills such as finding, keeping and exiting a job. As a co-op coordinator, you need to know the market. We need to develop students with marketable skills for the needs of business and industry.

**Third**, a good DECA advisor will have formidable **organizational skills**. This involves a lot more than just setting up a program. It means having the time management skills to balance classroom, family, conferences and competitions—all the many facets of our lives. There is more to life than working, and you have to live the other chapters of your life in order to obtain the experiences that make you a good advisor.

A **fourth** quality of a good advisor, in my opinion, is the willingness to **let students take the lead**. Teachers should not hand students totally digested knowledge, but literally work right along with students in

helping them learn to do things. Rather than just lecturing on how to write a résumé, help them develop one. Don't give them stuff that's already done; allow them to grow from their experiences. The advisor is always there to pick up the pieces and reattack the challenge.

We need to **get students out to students and to the business community**. Students can get judges. They can plan meetings and conferences; they have the organizational skills to put together agendas and do other conference functions. They can write business letters as part of their curriculum; they can make presentations to community business groups. Remember that it's hard for corporations to say no to kids. Take them with you!

Another area that advisors are going to have to tackle now and for the future is **technology**. All DECA advisors need to start turning technology to their advantage. DECA is now established as a front-runner in this area. Our supporting NAB companies have technology interests, and we are reaching into a whole new realm of activities. Look at what we are doing with HighWired.com, Schoolpop, the 7 UP Challenge, the interactive version of LEAP and the many other opportunities on our growing Web site. We all need to be moving in this direction.

We need to anticipate what DECA will look like in 2010. We have opportunities through technology to better meet the needs of ALL DECA members through activities and events. We can offer the opportunity of DECA to those who don't go to conference. Some advisors say they only have enough



funds to send two or three students to conferences. We need to tie those left behind at home into wider DECA activities, and we can do it through technology.

***What can state advisors do for DECA advisors?***

The **state advisor's job** is to set up, plan, distribute and initiate projects, conferences, competitive events, standards, and officer teams. They give out a lot of printed material and now, with disks and our Web sites, they offer many means of accessing the information. Advisors need to take the time to sift through this information from the

state and from National DECA and take advantage of what we offer. It's all there to make things easier for the classroom teacher.

**What are your goals as High School Division director?**

I want to continue the development of a world-class competitive events program.

I want to reach new heights in technology education as it can be integrated into DECA events and activities.

I want us to provide even more imaginative, far-sighted conceptual leadership today in developing tomorrow's work force.