

# Advisor Corner

## What the DECA Diamond can teach your members

Are you looking for a lesson plan on the DECA Diamond? How about going a step farther: a program arranged around the DECA Diamond? When they were teaching at The Woodlands H.S. in Texas, chapter advisors **Vanessa Dry** and **Kelly Gourley** integrated lessons about the DECA Diamond's points into their curriculum.

At the beginning of the year, these teachers gave students a list of activities organized under the points of the Diamond. *Each grading period, students must undertake at least one activity from each area to qualify for five percent of their nine-weeks' grade.* If they do more, they can work toward earning a DECA letter.

In the list below, the figure in parentheses is the point value given for the activities. It reflects what these teachers think is the relative importance of the activity. But note that a student can achieve the entire five percent by doing activities that, while not complicated, still teach the lesson of the diamond. The list of activities is flexible and more activities can be added, but here is a taste of the spread available to members:

### *Leadership*

- Run for local (15), district (20), state (25) or national (30) DECA office
- Attend district and/or school DECA leadership conferences (15 each)
- Serve as local committee chair (15)
- Serve on a local committee (10)
- Attend a DECA meeting (5)
- Plan a DECA event (15)
- Introduce a guest speaker (interview for background, etc.) (5)
- Compete at the district (25), state (50) or national (100) level
- Plan/participate in DECA Week activities (10)
- Assist with an officer campaign (10)
- Attend the regional leadership conference (50)
- Attend Career Day (30)



### *Civic Consciousness*

- Plan, organize or participate in MDA Shamrock Drive activities (15)
- Sell shamrocks for MDA (15)
- Serve on civic committee (5)
- Attend civic committee meeting (5)
- Plan a civic activity for the chapter (15)
- Play in the HOSA softball tournament (10)
- Apply to work at MDA summer camp (75)

### *Career (Vocational) Understanding*

- Attend a college day and visit the marketing department (proof of visit needed) (10)
- Sell spirit items at a home football game (5 per quarter worked)
- Compete in a mini contest (15)
- Work an extra day in the school store (5)
- Help promote DECA (5)
- Provide a guest speaker for a marketing class (10)
- Attend a marketing field trip (5)
- Attend a guest speaker in a marketing class (5)
- Participate in a fund-raising activity (10)
- Apply for a DECA scholarship (25)
- Attend the Sports and Entertainment Marketing Conference in Orlando (50)

### *Social Intelligence*

- Attend the DECA induction (25)
- Attend any DECA social (25)
- Plan a social event for DECA (15)
- Attend a DECA conference where social activities are provided (10)
- Wear your DECA t-shirt on a designated day (5)
- Attend the chapter's End of Year Banquet (20)