


Organize **Step 3: Organize** eOrganize

Now that you have recruited a core group of members to help you establish your chapter, have a meeting to get your group organized and complete the necessary tasks.

Core Group Meeting Agenda

Introduction of Delta Epsilon Chi to Core Group Members

It is important for your core group members to fully understand Delta Epsilon Chi before they begin to explain it to others and establish the organization with school officials. Review the Delta Epsilon Chi Membership PowerPoint presentation  to cover the scope of the organization. Then discuss your vision for Delta Epsilon Chi on your campus. What will you be known for? What types of members will you seek?

Organizing the Core Group

Starting an organization takes a lot of work, and you will be asking the members of your core group to accomplish a lot of tasks over the next few weeks. Discuss how you want the chapter to be organized and then assign officer titles accordingly to create ownership within the group (see sample models on next page). Be sure to collect e-mail addresses and phone numbers to keep track of each other's progress.



Below are the main functions that need to be performed by the organization. Other functions may be added as you progress, but these should get you started:

- 1) Overall leadership—coordinate other chapter functions and ensure that the goals of the chapter are met.
- 2) Keep track of current members, send updates to members, organize meetings and maintain up-to-date records with the school.
- 3) Keep track of the bank account, including membership dues; organize fund-raisers.
- 4) Organize new membership recruitment activities and orient new members to the organization.
- 5) Coordinate social, professional and community service activities for the organization.

Here are two sample models, both encompassing the functions outlined on the previous page:

Hierarchy Model:

- President (1)
- Vice President (4) (5)
- Secretary (2)
- Treasurer (3)

Function-based Model:

- President (1)
- Vice President of Administration (2)
- Vice President of Membership (4)
- Vice President of Finance (3)
- Vice President of Activities (5)

Most new chapters find success with the function-based model, because it is easily adapted to the needs of the organization.

Making a Name for Yourself

Before you move on, it's time to decide on a name for your new chapter. Delta Epsilon Chi gives you the option of using our name or using another that you can use to effectively market your organization. Here are some ideas for your chapter's name:



Delta Epsilon Chi (ΔEX)

It's on all of the organization's publications and products, so it will be easy for you to adopt. Just keep in mind that some colleges and universities have a challenge with our official name, because students automatically assume it is a Greek-affiliated organization. If you do not want to be confused with organizations in the Greek system on your campus, you may want to refer to your chapter as Delta Epsilon Chi, A College Division of DECA, or choose another option.



College DECA



DECA is Delta Epsilon Chi's high school counterpart. DECA has a lot of name recognition, with over 180,000 students participating in its programs each year. If you would like to be recognized as DECA in college, this name or something like it may be a good option.

Marketing and Management Association, Affiliated with Delta Epsilon Chi

Include the name of your main program area(s) in the title of your chapter. Marketing, fashion, business, finance—choose a name that will attract your potential members.

Delegating Tasks

Divide up the following tasks to the members of your officer team:

- a. Writing a constitution 
- b. Participating in the student organization fair
- c. Working with the student activities department to fulfill requirements for organization recognition
- d. Researching school funding available for attendance at events such as the Collegiate Leadership Academy, state conferences and the International Career Development Conference.
- e. Developing a marketing plan (see Step 6: Promote)
- f. Opening a bank account with a private bank or within the college 
- g. Finding an advisor (see Step 4: Support)

Your new officer team is ready to roll, and your main task is to continue to support their work. As the leader of the new chapter, it is your responsibility to ensure that these tasks are completed.

