

## **IMEA Needs You! And You Need IMEA**

Our collective voice will shape our future – If we have one. Are you scared yet?

After the last DECA Executive Council meeting and this year's IACTE Conference, I certainly have reasons for concern: Where are we headed with Marketing Education in Indiana?

**YOUR JOB:** The current agenda for change in the State of Indiana will categorize all courses into their appropriate Career Pathways. This could have a dramatic impact on what we can teach and to whom. It will be up to us to get involved with the work groups being set up by DOE and IACTED to develop these pathways. The DOE will be aggressively working with post-secondary institutions like IVY Tech and Vincennes University to obtain, not only dual credit opportunities, but the possibility of the instruction moving to these facilities as well. Then what will you teach? Where? **IF you want to continue to teach what you do where you're at – get involved.**

**DECA:** The funding for DECA will be coming directly from the Department of Workforce Development to Indiana DECA. The DOE will no longer house or accommodate DECA (BPA, HOSA, FFA,...) within their facilities. It will be up to each organization to survive, by their own means, with the funding they receive. At this time the funding seems to be near appropriate; that is if CTSOs receive the actual stated amounts (it needs to be clear that we don't know the amounts yet, we've just heard proposed amounts that have not been finalized.). The DECA state advisor will work directly for the state organization. This includes the funding of his/her facilitation, salary, benefits and additional expenses incurred. Additional expenses to be covered by our organization will include those related to state officers, conferences, and general operations.

What's happening with Melissa? At this time the DOE has her on a time appropriation schedule that has her spending less time with DECA and more with her Business/Marketing Education responsibilities each month. By January, just when we need her the most, she will be spending less than 10% of her time on DECA matters. While Melissa's preference is to continue to work with DECA and BPA on a full time basis, this will only be possible if both organizations hire her to continue.

**Other DECA news:** We need more members now that ever. Not only do we need the financial support for the organization, we need numbers to increase our allocations to ICDC. Many states do this by recruiting Alumni and Business members. It is time to make these contacts and get them on board. We may need their help even more as Marketing Education goes through its changes in the near future.

Check out the new Indiana DECA website at [www.Indianadeca.org](http://www.Indianadeca.org) for all your DECA questions and concerns. Find out about the new and discontinued competitive events, upcoming conferences and other important information. Use the "Feedback" feature (within "Contact Us") to let Melissa know if you like the new website.

**IMEA:** Let's get through these changing times together and come out winners. Get involved, (dues are only \$10) **Join IMEA;** application is available at <http://www.doe.in.gov/octe/facs/iactememberform.doc>. While you're at it, you should consider joining the other areas listed on the application that are appropriate to what you teach. It's an investment and you're worth it. Send application and payment to Bill

Turner. Everyone should plan on going to the Business/Marketing Conference in November; get your colleagues to join you! Register at <http://indianabized.addr.com/ibeareg/index.php>.

**Final Thought:** We must be careful how we deal with people in charge of the upcoming changes – they may have a bigger impact on our future than we realize.

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