

# DECA FAST FACTS

- **DECA was founded in 1946**, and the headquarters was built in 1976.
- **Our mission statement is:** DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management.
- **Our attributes and values are** competence, innovation, integrity and teamwork.
- **The official logo is the diamond.**
- **DECA has chapters in all 50 states** and in five countries.
- **DECA has two divisions** — high school and collegiate.
- **There are 222,500 members** in the high school division.
- **DECA offers programs in four career clusters** — marketing, finance, hospitality and management.
- **Over 60 colleges and businesses** partner with DECA.
- **More than \$300,000** in scholarships is awarded annually to members.
- **Our website [deca.org](http://deca.org)** provides organizational information such as program information and guidelines, while **[decadirect.org](http://decadirect.org)** provides news, announcements, best practices and member articles.
- **DECA has five main @decainc social media pages** – Facebook, Twitter, Instagram, Pinterest and LinkedIn.



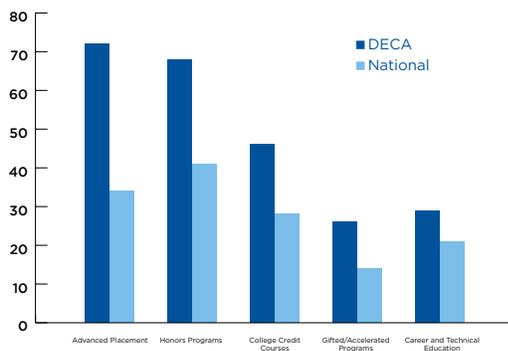
## DECA'S IMPACT

DECA has a tremendous impact on student achievement and prepares members to be college and career ready.

When selecting a career, DECA members are more likely to select a career in marketing, finance, hospitality or business management.

FUTURE MAJOR/CAREER	DECA	NATIONAL
Accounting/Finance	16%	5%
Business Management	36%	15%
Entrepreneur/Business Owner	36%	15%
Marketing Communications	31%	6%

DECA members are academically prepared students who will enter college with credits and other forms of academic credentials.



# 96%

of **DECA members** report that they gained skills in problem solving.

# 90%

of **DECA members** report that DECA experiences empowered them to become an effective leader.

# 89%

of **DECA members** report that DECA experiences connected school to the real world for them.

# 87%

of **DECA members** report that participation in DECA prepared them academically for college and a career.

Research findings courtesy of the National Research Center for College and University Admissions. The 2019 sample included 50,773 high school DECA members and was compared to data from more than 700,000 students nationwide.

# DECA GLOSSARY

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## **BUSINESS ADMINISTRATION CORE**

The foundational knowledge and skills part of National Curriculum Standards.

## **CAREER AND TECHNICAL EDUCATION (CTE)**

An instructional program that is delivered through comprehensive programs of study to help students succeed in education and careers.

## **CAREER AND TECHNICAL STUDENT ORGANIZATION (CTSO)**

DECA is one of eight CTOS recognized by Congress and the United States Department of Education.

## **CAREER CLUSTERS**

An initiative by Advance CTE: State Leaders Connecting Learning to Work, career clusters provide a way for schools to organize instruction and student experiences around 16 broad categories that encompass all occupations. The four career clusters relating to DECA are marketing, business management and administration, finance, and hospitality and tourism.

## **CAREER DEVELOPMENT CONFERENCE (CDC)**

These conferences provide a venue for DECA's Competitive Events Program as well as additional career and leadership development programs.

## **CAREER PATHWAY**

Occupations within a career cluster are grouped according to shared commonalities such as knowledge and skill sets or common roles.

## **CHAPTER**

Any unit within a school, chartered by an association, consisting of individual DECA members and at least one advisor.

## **CHAPTER ADVISOR**

The adult charged with the responsibility of providing guidance and counsel for managing and operating the chapter.

## **CHARTERED ASSOCIATION**

Chartered by DECA Inc., these organizations have the authority to operate DECA programs and manage chapters in a geographical region — usually a state, province or territory.

## **COLLEGIATE DECA**

The postsecondary division of DECA.

## **COMPREHENSIVE LEARNING PROGRAM**

DECA's learning programs that integrate into classroom instruction, apply learning, connect to business and promote competition.

## **CONFERENCES**

The official term for district, association or international meetings of DECA.

## **CONGRESSIONAL ADVISORY BOARD (CAB)**

Consists of members of Congress who are supportive of DECA.

## **DECA**

DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management in high schools and colleges around the globe. DECA is not an acronym.

## **DECA INC.**

The legal identity of the adult group responsible for the student programs of DECA.

## **DECA MEMBER**

A high school or college student with career interests in marketing, finance, hospitality and management. DECA members hold membership at the local, association and DECA Inc. levels.

## **DECA TRANSCRIPT**

A document that shows evidence of learning based upon performance in the competitive events program at the International Career Development Conference.

## **INSTRUCTIONAL AREA**

Performance indicators are grouped by similar knowledge and skills known as an instructional area.

## **INTERNATIONAL CAREER DEVELOPMENT CONFERENCE (ICDC)**

This is the pinnacle event of the year for more than 22,000 high school students, advisors, businesspeople and alumni. More than 13,000 competitors vie for the title of international champion in DECA's Competitive Events Program. DECA members not competing may participate in DECA's Emerging Leader Series, designed to equip them to be successful leaders and to obtain success in their college and career pursuits.

## **NATIONAL ADVISORY BOARD (NAB)**

Includes representatives from more than 60 businesses, foundations and associations. NAB members provide financial resources, advocacy and a network of professionals to support DECA activities in an advisory capacity at all levels.

## **NATIONAL CURRICULUM STANDARDS**

Specific academic and technical content within a career cluster developed through a project led by Advance CTE: State Leaders Connecting Learning to Work.

## **PERFORMANCE INDICATOR (PI)**

A specific knowledge/skill categorized by instructional area used in DECA's Competitive Events Program.

## **SCHOOL-BASED ENTERPRISE (SBE)**

An entrepreneurial operation managed by members as a hands-on learning laboratory used to supplement, reinforce and enhance the knowledge and skills required for careers in marketing, finance, hospitality and management.

## **SHOP DECA**

The official source for DECA-related products, apparel and curriculum materials. DECA Inc. operates Shop DECA from DECA headquarters in Reston, Va.



**OUR**  
MISSION

**DECA PREPARES EMERGING LEADERS AND ENTREPRENEURS IN MARKETING, FINANCE, HOSPITALITY AND MANAGEMENT**

## **OUR GUIDING PRINCIPLES**

# **DECA'S COMPREHENSIVE LEARNING PROGRAM**

### **INTEGRATES INTO CLASSROOM INSTRUCTION**

An integral component of classroom instruction, DECA activities provide authentic, experiential learning methods to prepare members for college and careers.

DECA members put their knowledge into action through rigorous project-based activities that require creative solutions with practical outcomes.

### **APPLIES LEARNING**

### **CONNECTS TO BUSINESS**

Partnerships with businesses at local and broader levels provide DECA members realistic insight into industry and promote meaningful, relevant learning.

As in the global economy, a spark of competition drives DECA members to excel and improve their performance.

### **PROMOTES COMPETITION**

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## **DECA PREPARES THE NEXT GENERATION TO BE**

### **ACADEMICALLY PREPARED**

DECA members are ambitious, high-achieving leaders equipped to conquer the challenges of their aspirations.

Recognizing the benefit of service and responsibility to the community, DECA members continually impact and improve their local and broader communities.

### **COMMUNITY ORIENTED**

### **PROFESSIONALLY RESPONSIBLE**

DECA members are poised professionals with ethics, integrity and high standards.

DECA members are empowered through experience to provide effective leadership through goal setting, consensus building and project implementation.

### **EXPERIENCED LEADERS**