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California DECA is recognized by the U.S. Department of Education and chartered by the California Department of Education as an official Career Technical Student Organization (CTSO) in California and a vital co-curricular instructional, career, professional development, and leadership program for students.

DECA PREPARES EMERGING LEADERS AND ENTREPRENEURS FOR CAREERS IN MARKETING, FINANCE, HOSPITALITY AND MANAGEMENT IN HIGH SCHOOL AND COLLEGES AROUND THE GLOBE.

# WELCOME TO CALIFORNIA DECA

DECA enhances the preparation for college and careers by providing co-curricular programs that integrate classroom instruction, apply learning in the context of business, connect schools to industry and the community, and promote the spirit of free enterprise and competition. DECA students leverage their experience to become academically prepared, community oriented, professionally responsible, experienced leaders.

DECA is a co-curricular Career and Technical Education (CTE) program for emerging leaders and entrepreneurs pursuing careers in marketing, finance, hospitality, and management. Chartered by the California Department of Education and used in more than 3,500 schools throughout the world, DECA brings classroom learning to life through a robust mix of classroom curriculum tools, career development competitions, recognition programs, partnership opportunities, and leadership development experiences.

The Carl D. Perkins Act, CDE Chapter Grants, and California CTE Model Curriculum Standards uniquely recognize DECA as an integral strategy for delivering successful Career Technical Education programs. DECA works at its best when all the students in a CTE program are participating and engaged in the curriculum and education tools. DECA's Chapter Affiliation/Curriculum Program is designed to be simple, easy, cost-effective and value-filled so that educators can utilize DECA tools in the classroom and campus setting to positively impact CTE programs and students!

All currently active and brand new California DECA chapters must meet the following requirements annually regarding Career and Technical Education, as mandated by the California Department of Education:

1. The high school must offer a CTE program or pathway that is aligned with the ideals and standards of DECA - for students interested in marketing, finance, hospitality, management, and entrepreneurship.
2. Be an approved organization on campus with a certificated faculty member serving as your advisor. The advisor must teach in the DECA affiliated pathway at the school site.
3. The advisor must have a CTE credential or Single Subject Credential in one of the following approved areas: Business and Finance; Marketing, Sales and Services; Hospitality and Tourism or a Single Subject Credential in Business or Home Economics. As a reminder, this advisor credential requirement will be strictly enforced for all schools including private schools.
4. All students participating in California DECA must be enrolled in a pathway (or have taken all of the courses available in the pathway) in one of the following Career and Technical Education (CTE) areas: Marketing, Business Management and Administration, Hospitality and Tourism, and Finance.



# CALIFORNIA DECA SCHOOL AFFILIATION/ CURRICULUM PROGRAM PRICING SCHEDULE

| DECA School Affiliation/Curriculum Program annual affiliation fees for the DECA calendar year (July 1 – June 30) |   | School Site License |
|--|---|---------------------|
| 1 to 25 students/teachers/professionals/alumni   |   | \$500               |
| 26 to 50 students/teachers/professionals/alumni  |   | \$1,000             |
| 51 to 75 students/teachers/professionals/alumni  |   | \$1,500             |
| 76-100 students/teachers/professionals/alumni  |   | \$1,900             |
| 101-125 students/teachers/professionals/alumni   |   | \$2,250             |
| 126-150 students/teachers/professionals/alumni   |   | \$2,700             |
| 151-175 students/teachers/professionals/alumni   |   | \$2,975             |
| 176-200 students/teachers/professionals/alumni   |   | \$3,400             |
| 201-225 students/teachers/professionals/alumni   |   | \$3,600             |
| 226-250 students/teachers/professionals/alumni   |   | \$4,000             |
| 251-275 students/teachers/professionals/alumni   |   | \$4,400             |
| 276-300 students/teachers/professionals/alumni   |   | \$4,800             |
| 301-325 students/teachers/professionals/alumni   |   | \$5,000             |
| 326-350 students/teachers/professionals/alumni   |   | \$5,250             |
| 351-375 students/teachers/professionals/alumni   |   | \$5,625             |
| 376-400 students/teachers/professionals/alumni   |   | \$6,000             |
| 401-425 students/teachers/professionals/alumni   |   | \$6,150             |
| 426-450 students/teachers/professionals/alumni   |   | \$6,300             |
| 451-475 students/teachers/professionals/alumni   |   | \$6,650             |
| 476-500 students/teachers/professionals/alumni   |   | \$7,000             |
| 500+   | For 500+ contact California DECA to discuss site license.   |                     |
| New Chapter  | The DECA Start-Up Affiliation/Curriculum Program site license is \$250 and allows up to 1 teacher and 20 additional (can be students, professionals, and/or alumni) |                     |
| Alumni/Professional Dues   | <i>are included in the tiers above. Enter them the same way you would students. Note they count towards the total tier count.</i>                                   |                     |

## Have questions regarding the DECA Chapter Affiliation/Curriculum Program Model?

Please e-mail [info@californiadeca.org](mailto:info@californiadeca.org) and a member of our staff will be happy to assist you.





## DECA SCHOOL AFFILIATION/CURRICULUM FEATURES AND BENEFITS

California DECA chapters must apply for DECA Chapter Affiliation annually. The DECA Chapter Affiliation must be officially approved prior to participating in DECA Activities. This should be done early in the school year. To submit the Chapter Affiliation for approval a chapter should have available CALPADS codes and names of courses used for affiliation as well as the identified advisor and their CTE credentialing information. The application is submitted via an online form. Once the form is submitted it is reviewed by the California Department of Education and approved chapters will receive an official email from Molly Anderson, our State Advisor, indicating that the chapter is approved for the academic year. Official Local Chapters gain access to the following curriculum, resources, programs, and college and career development experiences:

### DECA ON CAMPUS

- The Affiliation/Curriculum Program fee provides a School Site License for students and teachers to operate a local DECA chapter and be affiliated with California DECA and National DECA.

### CALIFORNIA DECA COMPETITIONS

- DECA Protégé Competitions feature exams in real estate, green business, insurance, event planning, investing, and association/nonprofit management.
- DECA Emerging Leader Assessment featuring an assessment of all areas of business including economics, entrepreneurship, finance, accounting, marketing, sales, hospitality, and management along with core leadership concepts and general DECA knowledge.



## COMPREHENSIVE LEARNING PROGRAM

DECA Competitive Events feature over 50 competitive events spanning the fields of entrepreneurship, marketing, finance, hospitality, and management. (Additional fees apply for conference attendance)

- Event types include online simulations, business plans, projects, content interviews, role plays, case studies, comprehensive exams, campaigns and promotions, and demonstrations.
- Competitions are **industry-validated**.
- Competitions align with **National Curriculum Standards** in the Career Clusters for Marketing, Business Management and Administration, Finance, and Hospitality and Tourism.
- Competitions are crosswalked with **21st Century Skills**, Common Career Technical Education Core Standards, English Language Arts & Literacy Common Core Standards, and Mathematics Common Core.
- Chartered by the California Department of Education, DECA supports the **California CTE Model Curriculum Standards** in the industry sectors of Business & Finance; Hospitality, Tourism, and Recreation; and Marketing, Sales, and Services.
- Competitions are easily integrated into Programs of Study in Clusters for Marketing, Business Management and Administration, Finance, and Hospitality and Tourism.
- DECA's Comprehensive Competitive Events Framework provides competitive events that:
  - are appropriate for each instructional level
  - utilize a variety of methods and models to measure the student's knowledge and skills
  - teachers can use to improve teaching and learning
  - may be used to document learning for state reporting purposes
  - may be used to document advanced credit or other forms of college admissions requirement

## DECA TRANSCRIPT

- **Competitive Events Transcripts** are available for all students who compete at the International Career Development Conference (ICDC) to view composite score and ranking within the state and at the international level in each area of examination (e.g. communication, skills, emotional intelligence, financial analysis, information management, and more).

## SCHOLARSHIPS

- Access to DECA's Scholarship Network which issues over **\$200,000 in scholarships** to DECA students each year. (Available only to registered DECA members)
- **Advisor Scholarships** DECA's corporate partners offer professional development scholarships to advisors for use at DECA AMPED or other professional development conferences providing continuing education credit (CEU) in their field.

## CAREER PREPARATION CHALLENGES

*(Local level competition available for free with site license. Additional fees apply for conferences)*

- Complimentary participation in **Virtual Business Challenge** online competitive events through DECA partner Knowledge Matters. Join in one of eight business simulations including Accounting, Entrepreneurship, Fashion, Hotel Management, Personal Finance, Restaurant, Retail, and Sports.
- Complimentary participation for unlimited number of teams (Team Size 1-3 DECA students) in the DECA **Stock Market Game**. Top 25 teams are recognized regionally and advance to the International Career Development Conference.
- Complimentary participation in the **Fashion Institute of Design and Merchandising (FIDM) Entrepreneur of Tomorrow Challenge**. Participants create an entrepreneurial proposal for a new product idea for a specific market segment. Participants can now pitch a new clothing, beauty, home, health, food or entertainment concept in a video presentation describing the target market, product offering, marketing launch strategy and more.
- **Digital Presentation Skills Challenge** Demonstrate your digital presentation skills utilizing a Virtual Business simulation in a one- to two-minute digital presentation. The topic is up to you! You can talk solely about the strategies you use in the simulation. You could discuss real-world business stories and illustrate the stories with sim exercises. Or, you could talk about your own life, your knowledge of business and financial literacy and utilize a Virtual Business simulation to relate to and illustrate your topic. The top finalists will deliver a live, digital presentation.
- **Disability is Diversity Challenge** Create a focused Disability is Diversity presentation that highlights the obstacles and experience of navigating an educational environment with differing abilities. Learn first-hand about the barriers encountered by a student with a disability and determine how you can advocate for needed change.
- **Ethical Leadership Challenge** In teams of up to four DECA members, develop a 60-second (or less) public service announcement (PSA) video describing the nature of ethics. The PSA should be designed to educate your local community and those afar through social media about the importance of ethics.
- The **Lead4Change DECA Challenge** is a component of the Lead4Change Student Leader Program. Demonstrate your leadership skills by being involved with your community and submitting a community service project once you finish the six-lesson or 12-lesson track that aligns with 21st Century Skills. Work in teams (3 or more students with an adult sponsor) and do a project as you go through the lessons. Your project is eligible to earn recognition in the Lead4Change DECA Challenge, the overall Lead4Change Challenge and even one of DECA's community service competitive events, as long as it meets the guidelines of each.
- **Unreal Campaign Challenge** provides the opportunity for students to speak directly to their peers about the dangers of counterfeit products. Participants are invited to produce a 60-second public service announcement (PSA) video to demonstrate their knowledge on the dangers of counterfeits and to dissuade their peers from purchasing fake products.

- **Social Impact Leader of Tomorrow Challenge** Demonstrate your creativity by producing the next big cause marketing idea for the National Pediatric Cancer Foundation (NPCF). DECA chapters can participate with up to four-member teams to develop a creative and unique fundraising campaign with NPCF branding. The fundraiser campaign must have an uplifting and hopeful theme with a social media component and video.
- Do you have what it takes to be a successful social media marketing professional? **The Student Social Media Marketing Challenge** is your chance to compete using the social media marketing simulation, Mimic Social. You will be tasked with managing a fictitious company's \$5,000 weekly social media ad budget, including marketing on Facebook, Instagram, Twitter, LinkedIn, YouTube, and Pinterest. You will schedule and promote content to post on each platform, target specific audiences, and analyze your success through multiple round of the simulation. Only one account is allowed per participant.
- **Social Innovation Challenge** Intuit and DECA are proud to team up and share an exciting opportunity to compete with other high school groups to make entrepreneurship and business ownership accessible for all.

## EMERGING LEADERS SERIES

Features training materials, tools, conferences, and student leadership opportunities

- Student-led leadership experiences as official DECA executive officers at the chapter, district, state, and international level. (Additional fees apply for conference attendance)
- **DECA Academies** feature leadership tools, materials, training conferences to support career and leadership development in the areas of strategy, goals, project management, leadership styles, communications and community service, careers advancement, and college readiness, all tied to 21st Century Skills (conference registration and accommodations costs are additional; Complimentary leadership tools and mentorship available by request).
- Student participation on the **California DECA President's Council** (1-2 students per chapter).
- Leader-to-Leader Peer Network Support for local student officers via the President's Council and California DECA State Officer Team.

## PROFESSIONAL LEARNING SERIES

Access to exclusive training and development opportunities for DECA teacher/advisors including:

- **California DECA Advisor Conference** including complimentary registration, lodging, meals, DECA resources and instructional materials.
- **DECA New Advisor Academies** two-day professional development experience at the DECA International Career Development Conference (Additional fees apply for conference attendance)
- Discounted membership dues for teachers in the California Business Education Association.
- **E-Learning** professional development experiences by content experts including live online events and archived training events available 24/7.
- **DECA Amped** provides chapter advisors with varying levels of experience the knowledge, resources and inspiration to ignite their instruction! The conference is packed with great ideas and learning strategies for educators to bring their classroom to life, push their members to excel using DECA's Comprehensive Learning Program, maximize hands-on learning and position their chapter for success. Continuing Education Units (CEUs) are offered to educators who complete all professional learning activities.
- **New Advisor Mentoring Program** features monthly electronic mentoring with resources, tools, and insights to navigate the first few years of integrating DECA into the local CTE program.





## TEACHER AND STUDENT RECOGNITION

Opportunities to distinguish students, teachers, and programs for education excellence!

- **DECA Emerging Leader Honor Award** recognizes seniors for academic success (3.2 GPA on a 4.0 scale), CTE course participation, participation in DECA. (Additional fee for certification process)
- **Teacher/Advisor and Administrator recognition** including Years of Service, Outstanding DECA Chapter, Advisor Award, Outstanding New DECA Chapter Advisor Award, Advisor of the Year Award, New Advisor of the Year Award, and Administrator of the Year Award.
- School recognition as a Certified School-based Enterprise.
- DECA Students have access to financial education and the opportunity to become certified financially literate through DECA's partnership with Wise.

## SCHOOL-BASED ENTERPRISE CURRICULUM

Coursework and dedicated website full of valuable resources for schools interested in starting or improving an existing school based enterprise as well as opportunity for student certification.

## RESOURCES AND MATERIALS

- **Teach DECA** is a resource for all your DECA chapter needs! Gain access to helpful tutorials, download template resources for the classroom, attend interactive webinars tailored for advisors, and more. Our Chapter Support Team is also available to meet with you for one-on-one virtual coaching sessions.
- **Annual DECA Guide** featuring the latest articles, news, reference material and programmatic information about DECA's Comprehensive Learning Program and career leadership opportunities.
- **DECA Chapter Management Materials** and templates.
- Access to signature California DECA and DECA Inc. promotional materials including videos, attire, banners, brochures, and a full library of branding and identity materials.
- **This Is How We Do DECA** publication for new DECA teachers and advisors which provides helpful methods and strategies for organizing and integrating DECA into classrooms.



## ELIGIBILITY TO ATTEND DECA CONFERENCES *(separate fees apply)*

DECA chapters are eligible to participate in annual DECA Conferences including, but not limited to:

- DECA Sports & Entertainment Marketing Conference
- DECA Entrepreneurship and Innovations Conference
- DECA International Career Development Conference
- DECA Emerging Leader Summit
- DECA Western Region Leadership Conference
- California DECA Fall Leadership Development Conference
- California DECA State Career Development Conference
- California DECA District Career Development Conferences

## SERVICE AND SUPPORT

- **Dedicated DECA support staff and DECA advisor mentors** are a phone call, e-mail, or visit away to provide customer service, technical assistance, and program support to assist your chapter on its journey. Three websites, (California DECA, DECA Direct and DECA.org) are available with 24/7 access to key resources and support materials.
- Up to **\$5,000 in DECA Chapter Performance Grants** per school based on DECA integration and participation. DECA Grants are eligible to fund the DECA Affiliation/Curriculum Program Site License.
- **Travel Awards** for top competitors who qualify at the DECA State Career Development Conference to advance to international competitive events competition. (Additional fees apply for conference attendance)
- Advocacy on the state and federal level on issues related to education and CTE.
- Approval on the **NASSP National Advisory List of Student Contests and Activities** based on exceeding standards in educational value, financial support, organizational structure, and fair, appropriate adjudication.



## ADVANTAGES OF THE AFFILIATION MODEL

There are many advantages of the California DECA Affiliation/Curriculum Program, including:

- Expanded college and career readiness training within the context of business to more students than ever!
- Advisors no longer have to track down individual students for membership payments. Ease of compiling chapter membership and submitting online.
- Easy to budget and identify exact cost of DECA student participation for the chapter with the given tier structure.
- More opportunities to attract funds from a variety of stakeholders to build a broad base of support (sponsorships, school funds, etc.) for a DECA program on campus.
- Avoid compliance issues with administrative personnel responsible for reporting adherence to AB1575 regulations.

Strengthen DECA's co-curricular integration model and reach more students. DECA has traditionally been a membership driven educational tool. In this model, DECA was too often treated on campus as a school club or extra-curricular organization. However, the richness of the DECA educational experience is at its fullest strength and provides the greatest educational value when DECA is operated as a co-curricular instructional tool. The new site license model for DECA affiliation is aimed at giving teacher advisors an easier and more inclusive format for integrating DECA on campus and in CTE classes.

Compliance with AB1575 legislative requirements. DECA's new affiliation model is perfectly timed to align with the enactment of AB1575 by the California Assembly as signed into law by the Governor. AB1575 is the legislation related to Pupil Fees which more clearly interprets the California State Constitution promoting free public education and prohibiting students from paying fees, deposits, and charges not specifically authorized by law for participation in local educational activities. DECA's transition to a site license affiliation model not only achieves greater classroom integration, it avoids conflicts with teachers collecting membership dues from students or their families to join DECA which is no longer allowed by any other school-based educational experience (e.g. other CTSOs, cheerleading, sports, student council, etc.) in California.



# POTENTIAL SOURCES OF FUNDS TO COVER THE DECA AFFILIATION/CURRICULUM PROGRAM SITE LICENSE

One of the benefits of the new DECA Affiliation/Curriculum Program model is that it opens up a variety of options for chapters to acquire, earn or receive funds to cover their site license payment. The list below is a starting point for potential sources of funding and not intended to be an exhaustive catalog of options. Chapters are encouraged to seek out all possible options for funding through their network.

## DONORS/PARTNERS/SPONSORS

Chapters can now look at a sponsorship model whereby groups/individuals could “sponsor” the local DECA chapter by providing the funds to cover the chapter’s affiliation site license for the number of students they intend to enroll in DECA.

## SCHOOL/DISTRICT/ROP BUDGETS

Many school districts have funds/accounts available that can be used to cover educational resources like educational subscriptions and site licenses. Connect with administrators and school/district personnel who specialize in CTE to see what funds might be available or how to have DECA considered for future budget cycles.

## CURRICULUM BUDGETS

The new approach is intentionally titled “DECA Affiliation/Curriculum Program”. DECA’s Comprehensive Learning Program, teacher/advisor professional development, career development resources, recognition, and leadership materials/resources are for advisors and DECA students exclusively and only available to registered chapters. Discuss the possibility with your administration or those responsible for approving curriculum expenses to see if there are curriculum dollars available to cover the DECA site license for your chapter.

## CARL D. PERKINS FEDERAL FUNDING

Perkins funding is the largest federal contribution to secondary education made each year by Congress. Support for Career Technical Student Organizations (CTSOs) of which DECA has been continuously recognized since the inception of the federal legislation is noted as an authorized expenditure. Verify with your local Perkins Administrator if your local plan for Perkins funds will accommodate full or partial funding of the DECA Affiliation/Curriculum Program site license. For example, one allowable use of Perkins funds is: “50% of Instructional supplies and materials, such as chapter handbooks, leadership development materials, and official recordkeeping handbooks” which has been utilized to pay for similar CTSO affiliation models in other districts and could apply in yours. Discuss this option locally.



## STATE FUNDS

Explore options for the use of any state-wide grants or other sources of funds to assist with career development programs, CTE, student leadership development, and other college and career readiness initiatives. Even if your DECA program cannot be currently included in an existing grant budget, advocate for your program and make sure grant writers are including funding in budgets for your DECA program.

## DECA ALUMNI

DECA has been in existence for nearly 70 years and has nearly 10 million alumni around the world. They have benefited from DECA and personally know the contribution it has made to their personal life and professional careers. Chances are there are DECA graduates from your school or that have moved from somewhere else in the world to your community. These individuals are ideal candidates to invest in the next generation of DECA students. Utilize social media like LinkedIn or presentations at the local Chamber of Commerce or other industry events to connect with alumni and build a partnership to contribute some or all of the DECA site license fee.

## CDE CHAPTER GRANT FUNDS FOR DECA CHAPTERS

Each active DECA chapter has the opportunity to earn CDE Chapter Grant Funds for DECA Chapters. Those performance-based funds will be issued in the coming months and, in most cases, the amount each local DECA chapter has qualified to receive is more than enough to cover the DECA Affiliation/Curriculum Program site license.

CDE chapter grant funds are only available to DECA chapters at public high schools in the State of California (including charter schools). Private schools are not eligible for CDE chapter grant funds.

**Q: What about professional membership for advisors?**

*A: Advisors are included in the DECA Affiliation/Curriculum Program site license. For a chapter in the “1 to 25” tier, they need to include any/all advisors in that count. If they have 1 advisor, they can have 24 students, if they have 2 advisors, they can have 23 students, and so on.*

**Q: What about Professional and Alumni membership?**

*A: Professional and Alumni membership is included in the DECA site license model and counts towards the total in each tier. For example in the “1 to 25” tier you might have 1 Advisor, 20 Students, 3 Professionals and 1 Alumni ... that is a total of 25.*

**Q: What about a new chapter that will only have a handful of DECA students in their first year?**

*A: There is a special start-up site license for new schools initiating a DECA program on campus. The DECA Start-Up Affiliation/Curriculum Program site license is \$200 and allows 1 teacher and 20 additional (can be students, professionals, and/or alumni). The purpose of this start-up site license is to give new chapters a strong start in DECA as they come “up to speed” with all the DECA programs, opportunities and resources. Start-Up site license for DECA will be available up for the first year of the chapter’s existence and may be renewed by request and approval of the DECA State Director for two additional years as necessary.*

**Q: What if a new chapter wants to have more than 20 students in the DECA Chapter?**

*A: If a new chapter wants to have more than 20 students then the DECA Affiliation/Curriculum Program site license applies at their chosen level of student population size. Don’t forget that Professionals and Alumni are included and count towards your total in each tier.*

**Q: Once I’ve registered students in the DECA affiliation system can I make changes?**

*A: Once students are registered in the national DECA system and the roster is submitted to DECA Inc. no changes can be made (e.g. no drops, no substitutions, etc.). You can continue to add students, but no other changes are allowed.*

**Q: What if I want to add students later in the year?**

*A: You can continue to add students to your roster throughout the year. Note that to be eligible for competition students must be in the system and submitted to DECA, Inc. prior to the registration deadline for the conference they plan to compete in.*

**Q: What if I need to add students beyond the number allowed in my current tier in the DECA Affiliation/Curriculum Program?**

*A: If adding students takes you beyond your current tier your chapter will be invoiced for the increased cost to move up to the next tier. For example, if you have 24 students and 1 advisor and then add another 10 students, you will need to pay \$500 (the difference between the 1 to 25 tier and 26 to 50 tiers).*





**Q: Within a given tier is there any benefit to having more/less students?**

*A: Once you are in a given tier you are encouraged to register as many students as you can, within that tier, to get the most out of your DECA affiliation payment (e.g. if you are in the 1 to 25 tier, you'll want to maximize your benefit by using all 25 versus just having 10 or 15). The price is the same within a given tier regardless of the number of students/advisors you have registered within that tier.*

**Q: Can I use my DECA Chapter Grant funds to pay for the DECA site license?**

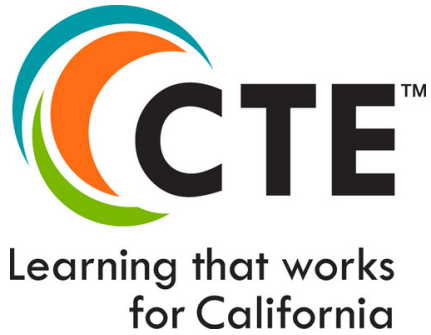
*A: Yes. The DECA Chapter Performance Grant can be used to contribute toward the payment of the DECA Affiliation/Curriculum Program site license. Existing DECA chapters automatically receive a base grant of \$250 dollars, qualify for an additional \$750 if their chapter attended a DECA event last year, and an additional amount based on the total number of students, professionals and alumni in the chapter in the previous year. New DECA chapters who meet the start-up requirements automatically receive \$500 in starter funds.*

**Q: How do we register our chapter with DECA?**

*A: Schools will use the same National DECA system they have used in the past to register their students, advisors, professionals and alumni. It will continue to be done online through the DECA website that was used before: ([membership.decaregistration.com](http://membership.decaregistration.com)).*

**Q: Under the new program model is my chapter still eligible to participate in the chapter campaigns?**

*A: Yes. The new program model does not impact the eligibility of chapters to participate in the National DECA*



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[WWW.CALIFORNIADeca.ORG](http://WWW.CALIFORNIADeca.ORG)

DECA prepares emerging leaders and entrepreneurs for careers in marketing, finance, hospitality and management in high schools and colleges around the globe.