

# LET'S TALK ABOUT DECA

Your local DECA chapter is part of a network of local, chartered association and international chapters that prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management. At the local level, you are able to choose from the array of learning programs supported by your chartered association and integrate them into your classroom instruction to make learning vibrant and relevant. Here's a look at how your local chapter connects to your chartered association and DECA Inc.

## DECA | A GLOBAL NETWORK

With a 70-year history, DECA has impacted the lives of more than ten million students, educators, school administrators and business professionals since it was founded in 1946. DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management in high schools and colleges around the globe.

DECA Inc.'s headquarters, located in Reston, Virginia, houses both high school and college divisions and provides services to **235,000 members in 4,000 chapters** in 50 states and five countries. DECA Inc. staff members work with chartered associations, the board of directors, the student executive officer team, a program advisory council, the National Advisory Board and others to provide instructional materials and professional development to enhance the DECA experience for advisors and members.

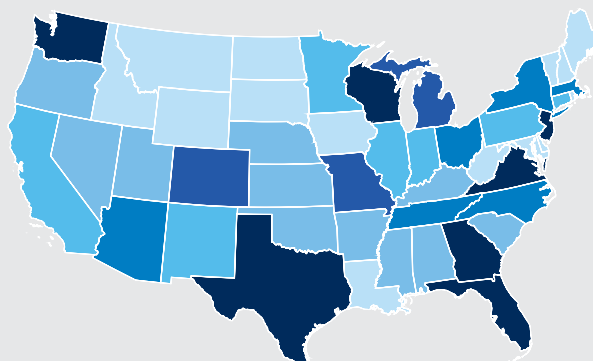
■ [deca.org/about](http://deca.org/about)

## CHARTERED ASSOCIATIONS

Your chapter belongs to a chartered association, which implements programs and manages chapters in a geographical area — usually a state, province or territory. Your chartered association is one of your most valuable assets in providing resources

and leadership to help your local chapter thrive. Each chartered association has a key leader, known as an association advisor, who can provide support, put you in contact with nearby DECA chapters and connect you to local and chartered association activities. Your association advisor also implements

## CHARTERED ASSOCIATION MEMBERSHIP



### MEMBERS

- > 10,000
- 7,500–10,000
- 5,000–7,500
- 2,500–5,000
- 1,000–2,500
- < 1,000

- ALASKA
- GERMANY
- HONDURAS
- ONTARIO
- BRITISH COLUMBIA
- GUAM
- KOREA
- PUERTO RICO
- CHINA
- HAWAII
- MEXICO
- SPAIN

your annual career development conference and leads your delegation to the International Career Development Conference. Association advisors are key resources for questions regarding membership eligibility, dates and deadlines, conference registration, competitive events and other activities specific to your chartered association.

While DECA Inc. produces guidelines for its Comprehensive Learning Program, competitive events, membership and other activities, some chartered associations modify them to best fit their association, so it's advised to contact your association advisor for more information.

■ [deca.org/about/associations](https://deca.org/about/associations)

### YOUR LOCAL CHAPTER

DECA brings your classroom to life while providing a network and support from across your association, the country and the globe. DECA chapters are organized around courses, programs of study, academies or other forms of career and technical education programs.

High school chapters are recognized by the chartered associations, which set eligibility guidelines for membership. In many cases, high school students with interests in marketing, entrepreneurship, finance, hospitality or management join DECA when they are enrolled in a course within these content areas that is taught by a teacher who also serves as the DECA advisor. With this close connection to the curriculum, DECA members and advisors are able to integrate DECA activities into the classroom, apply the classroom experience to project-based activities, connect to business partners at all levels and utilize competition to improve their performance.

To make your chapter's membership official, log in to DECA's online membership system and register your members. DECA student members and advisors pay minimal dues to the chartered association and DECA Inc. on an annual basis. The initial deadline for submitting dues is November 15. However, check with your chartered association, as your chapter may have to follow earlier deadlines.

■ [deca.org/membership/highschool](https://deca.org/membership/highschool)



## DECA DIAMOND + GUIDING PRINCIPLES

Perhaps the most significant symbol of our organization is the DECA Diamond. The four points inside the diamond represent the first set of DECA's guiding principles, while the four outer points represent the second set of DECA's guiding principles and the polished leaders DECA prepares.

### 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.

#### > APPLIES LEARNING

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

#### > CONNECTS TO BUSINESS

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

#### > PROMOTES COMPETITION

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

### DECA PREPARES THE NEXT GENERATION TO BE

#### > ACADEMICALLY PREPARED

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

#### > COMMUNITY ORIENTED

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

#### > PROFESSIONALLY RESPONSIBLE

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

#### > EXPERIENCED LEADERS

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

■ [deca.org/about/brand](https://deca.org/about/brand)