

DECA FACT SHEET

MISSION STATEMENT

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

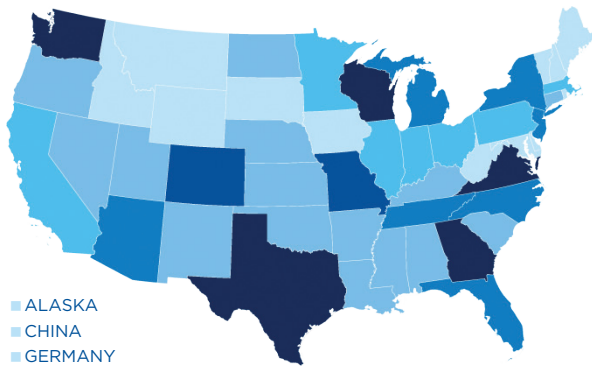
CAREER CLUSTERS

DECA extends the teaching and learning of National Curriculum Standards in four career clusters.



DECA prepares the next generation to be academically prepared, community oriented, professionally responsible, experienced leaders.

MEMBERSHIP BY THE NUMBERS



- ALASKA
- CHINA
- GERMANY
- GUAM
- HAWAII
- HONG KONG
- KOREA
- MANITOBA
- MEXICO
- ONTARIO
- PUERTO RICO
- QUEBEC

- MEMBERS**
- > 10,000
 - 7,500-10,000
 - 5,000-7,500
 - 2,500-5,000
 - 1,000-2,500
 - < 1,000

188,000 MEMBERS | 3,500 CHAPTERS

DECA Inc. is a 501(c)(3) not-for-profit student organization. The United States Congress, the United States Department of Education and state and international departments of education authorize DECA's programs.

Research findings courtesy of the National Research Center for College and University Admissions. The sample included 22,931 high school DECA members at association career development conferences and was compared to data from more than one million students nationwide.

DECA's Comprehensive Learning Program integrates into classroom instruction, applies learning, connects to business and promotes competition.

COLLEGE + CAREER READY

91% of DECA members report that DECA has influenced their future plans.

86% of DECA members report an A or B average.

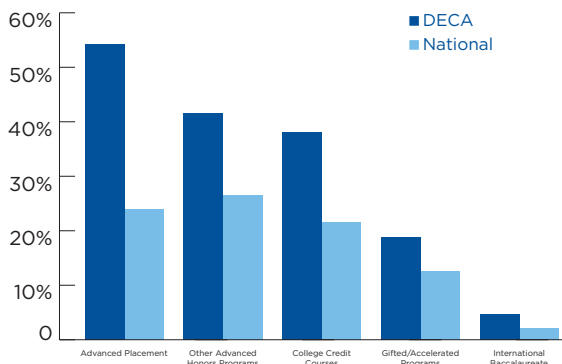
7X DECA members are seven times more likely to study business topics in college.

5X DECA members are five times more likely to want to own their own business.

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

FUTURE MAJOR/CAREER PATH	DECA	NATIONAL
Accounting/Finance	8.4%	2.5%
Business Administration	14.5%	4.5%
Business - International	11.5%	1.5%
Business Owner/Entrepreneur	16.3%	3.9%
Fashion Merchandising	3.8%	2.3%
Hospitality/Resort Management	2.1%	0.4%
Marketing/Advertising	13.2%	1.3%
Sports Marketing/Management	5.3%	2.4%

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



COMPREHENSIVE LEARNING PROGRAM



COLLEGE + BUSINESS PARTNERSHIPS



COMPETITIVE EVENTS PROGRAM



EDUCATIONAL CONFERENCES



PUBLICATIONS



SCHOOL-BASED ENTERPRISES



SOCIAL MEDIA + ONLINE CHALLENGES

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