OREGON DECA

CHAPTER AFFILIATION GUIDE



2026-2027

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Oregon DECA is recognized by the U.S. Department of Education and chartered by the Oregon Department of Education as an official Career Technical Student Organization (CTSO) in Oregon; 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 schools and colleges around the globe.

Welcome to Oregon 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 & Technical Education (CTE) program for emerging leaders and entrepreneurs pursuing careers in marketing, finance, hospitality, and management. Chartered by the Oregon 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.

All currently active and brand-new Oregon DECA chapters may include members as defined by the Oregon DECA Constitution:

1. **Active Members -** Any student interested in pursuing a career in marketing, finance, hospitality, management, or entrepreneurship shall be eligible for active membership in an organized chapter within the school (subject to the requirements of the local chapter). Active members shall be eligible to hold office, to make motions, and to vote.
2. **Collegiate Members -** Any student attending a post-secondary institution within the State of Oregon, has paid dues, and meets the membership criteria set forth by DECA Inc. and Oregon DECA, Inc. shall be considered an active collegiate member.
3. **Alumni Members -** An active member upon graduation from high school or post-secondary instruction shall be entitled to an alumni membership upon receipt of annual dues.
4. **Professional Members -** Supporters of Oregon DECA from the community, education, and industry shall be recognized as professional members upon receipt of annual dues.

Chapters must maintain good standing. Local chapters in good standing shall be those that maintain policies consistent with those of DECA Inc., and Oregon DECA, Inc. and which annually send to the National Office:

- State and National dues for each participating student by published deadlines each year.
- A list of names and addresses of the officers of the local chapter immediately upon election.
- Any amendments made to chapter bylaws.

Oregon DECA Chapter Membership Affiliation Matrix

DECA School Affiliation/Curriculum Program Annual Affiliation Fees for the DECA Calendar Year (July 1 – June 30)	School Site License
1 - 10 students/teachers/professionals/alumni	$180
11 - 20 students/teachers/professionals/alumni	$360
21 - 30 students/teachers/professionals/alumni	$540
31 - 40 students/teachers/professionals/alumni	$720
41 - 50 students/teachers/professionals/alumni	$900
51 - 75 students/teachers/professionals/alumni	$1,275
76 - 100 students/teachers/professionals/alumni	$1,700
101 - 125 students/teachers/professionals/alumni	$2,125
126 - 150 students/teachers/professionals/alumni	$2,550
151 - 175 students/teachers/professionals/alumni	$2,975
176 - 200 students/teachers/professionals/alumni	$3,400
201 - 250 students/teachers/professionals/alumni	$4,000
251 - 300 students/teachers/professionals/alumni	$4,800
301 - 400 students/teachers/professionals/alumni	$6,400
401 - 500 students/teachers/professionals/alumni	$8,000

500+	For 500+ contact Oregon DECA to discuss site license.
New Chapter	The DECA Start-Up Affiliation/Curriculum Program site license is $200 and allows up to 1 teacher and 20 additional (can be students, professionals, and/or alumni).
Alumni/Professional Dues	*Alumni/Professionals are included in the tiers above. Enter them the same way you would students. Note they count towards the total tier count.*

Have questions regarding the DECA Chapter Affiliation/Curriculum Program Model?
Please e-mail hello@oregondeca.org and a member of our staff will be happy to assist you.

DECA School Affiliation/Curriculum Features & Benefits

Once a chapter submits their Chapter Membership Affiliation fee, they become an official Oregon DECA Chapter. Official local Chapters gain access to the following curriculum, resources, programs, and college & career development experiences:

GUIDING PRINCIPLES

- **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.
- **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.

OREGON DECA CHAPTER ALIGNMENT CRITERIA

To promote strong alignment between DECA participation and Career and Technical Education (CTE), Oregon DECA strongly encourages all new and currently active chapters to operate in accordance with the following standards whenever reasonably possible. These criteria represent Oregon DECA's recommended model for a high-quality, sustainable chapter and are intended to strengthen the connection between classroom instruction, career preparation, and student leadership opportunities.

Recognizing Oregon's local-control structure and the varying CTE programs, staffing models, and course offerings available across schools, exceptions or alternative structures may be considered when circumstances prevent a school or student from meeting one or more of these criteria. Schools should be prepared to demonstrate how their chapter maintains meaningful alignment with an approved CTE Program of Study and provides students with appropriate career and leadership development opportunities consistent with DECA's mission.

- Oregon DECA strongly encourages chapters to meet the following criteria:
  - CTE Program Alignment: The high school should offer an approved CTE Program of Study or pathway that meaningfully aligns with DECA's career areas, including marketing, finance, hospitality and tourism, management, and entrepreneurship.
  - Leadership Connection: The aligned Program of Study should provide students access to leadership development opportunities, with DECA serving as a preferred vehicle for applying and extending classroom learning.
  - Advisor Alignment: Whenever possible, at least one DECA chapter advisor should be an instructor within the aligned CTE Program of Study. When this is not feasible, schools are strongly encouraged to establish active collaboration between the DECA advisor and instructors within the aligned program.
  - Student Membership Alignment: DECA student members are strongly encouraged to be currently enrolled in, or to have successfully completed, at least one course within the aligned Program of Study. When this is not possible, students should have meaningful access to the aligned CTE program and opportunities to connect their DECA participation to relevant career and technical education experiences.

These criteria are intended to establish Oregon DECA's preferred standard for chapter quality and CTE alignment while preserving appropriate flexibility for local circumstances. Oregon DECA may work collaboratively with schools that do not fully meet these criteria to identify an appropriate pathway toward stronger CTE and DECA alignment.

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).

- Competitions align with **National Curriculum Standards** in the Career Clusters for Marketing, Business Management and Administration, Finance, and Hospitality and Tourism.
- Competitions are cross-walked with Common Career Technical Education Core Standards, English Language Arts & Literacy Common Core Standards, and Mathematics Common Core.
- Chartered by the Oregon Department of Education, DECA supports the Oregon CTE Model Curriculum Standards in the industry sectors of Business & Finance; Hospitality & Tourism; and Marketing, Sales, & 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 industry validated
  - 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
- include online simulations, business plans, projects, content interviews, role-plays, case studies, comprehensive exams, campaigns & promotions, and demonstration.

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.
- 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.

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, career 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).

PROFESSIONAL LEARNING SERIES

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

- Oregon DECA Advisor Conference
- DECA New Advisor Academies two-day professional development experience at the DECA International Career Development Conference (additional fees apply for conference attendance).
- New Advisor Scholarships available to qualifying individuals to attend Professional Learning Series.
- E-Learning professional development experiences by content experts including live online events and archived training events available 24/7.
- 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.

- 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.
- **DECA Chapter Advisor Virtual Kick-Off Experience** Attend this virtual conference to discover strategies to position your chapter for success, integrate DECA into your instruction, help members to excel in all DECA activities and competitions, and learn best practices, methods and solutions to connect to business.

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

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

- **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 Oregon 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.

- **Diamond Teacher** 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.
- **Advisor Hub** is the central location for easy access to announcements and updates from DECA Inc. DECA Direct issues and Classroom Connection digital newsletters are archived here.
- **The Advisor Resource Center** will help new advisors establish your DECA chapter, connect you to those with answers to most of your questions, help you stay up-to-date with DECA opportunities, and facilitate member involvement, both inside and outside of your classroom.

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
- Oregon DECA State Career Development Conference

SERVICE AND SUPPORT

- **Dedicated DECA support staff and DECA Advisor mentors** are a call, e-mail, or visit away to provide customer service, technical assistance, and program support to assist your chapter on its journey.
- **Five websites** (Oregon DECA, Diamond Teacher, DECA Direct, Shop DECA and DECA.org) are available with 24/7 access to key resources, branded materials, classroom curriculum, and teacher support materials.
- Opportunity to apply for **Oregon CTSO Chapter Incentive Grants** based on DECA membership growth.
- New Advisor Scholarships available to qualifying individuals to attend Professional Learning Series.
- 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 Oregon 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.

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.

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/ESD 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.

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 over 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.

FAQS

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 10” tier, they need to include any/all Advisors in that count. If they have 1 Advisor, they can have 9 students, if they have 2 Advisors, they can have 8 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 10” tier you might have 1 Advisor, 5 Students, 3 Professionals and 1 Alumni … that is a total of 10.

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 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 19 students and 1 Advisor and then add another 10 students, you will need to pay an additional $180 (the difference between the “11 to 20” tier and “21 to 30” tiers), for a chapter total of $540. Invoices are not cumulative; each submission is invoiced separately.