



**MISSION STATEMENT**

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

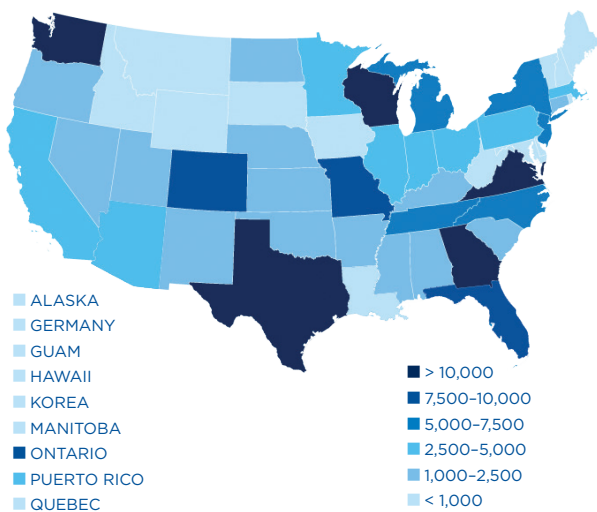
**CAREER CLUSTERS**

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**



**190,000 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 Colleges and University Admissions. The sample included 14,509 high school DECA members 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**

**90%**

of DECA members plan to further their studies in marketing, finance, hospitality and business management or become entrepreneurs.

**50%**

of DECA members are obtaining career experience through employment.

**27%**

of DECA members are very interested in starting their own business.

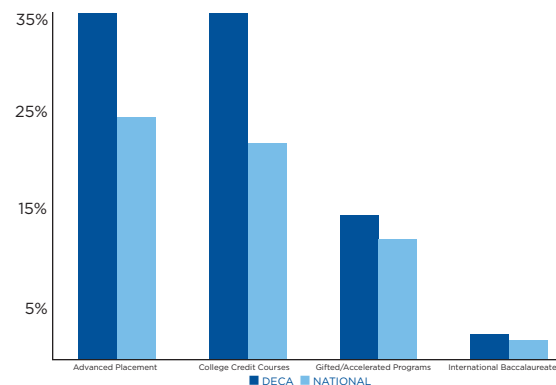
**86%**

of DECA members report an A or B average.

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	4.7%	2.6%
Advertising/Public Relations	3.3%	0.7%
Business Administration	8.4%	5.1%
Business - International	5.2%	1.5%
Business Owner/Entrepreneur	14.0%	4.2%
Fashion Merchandising	5.7%	2.4%
Hotel/Resort Management	1.3%	0.4%
Sales/Marketing	4.7%	0.8%
Sports Marketing/Management	5.7%	0.7%
Travel and Tourism	1.1%	0.7%

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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