



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

WHO

235,000
members

5,300
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 26,811 high school DECA members at association career development conferences and was compared to data from more than one million students nationwide.



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



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



of DECA members report an A or B average.



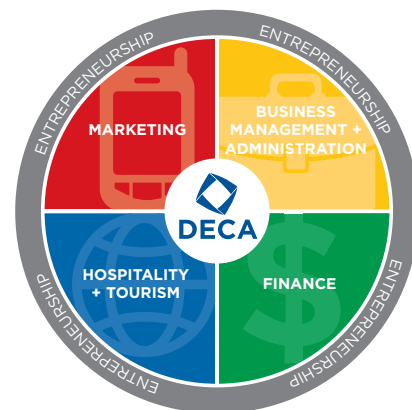
DECA members are five times more likely to want to own their own business.

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	6%	2%
Business	13%	4%
Business Owner/Entrepreneur	11%	4%
Fashion Merchandising	4%	3%
Hospitality/Resort Management	1%	1%
International Business	5%	1%
Marketing/Advertising	8%	1%
Sports Marketing/Management	6%	4%

WHAT

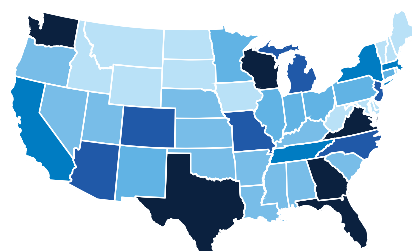
DECA extends the teaching and learning of National Curriculum Standards in four career clusters.



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

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

WHERE



ALASKA
CHINA
GERMANY
GUAM
HAWAII
MEXICO

ONTARIO
PUERTO RICO

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

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