



**INSPIRE. LEAD. ACHIEVE.**

### ***Explaining the Benefits of DECA Membership to Administrators***

When explaining the benefits of DECA membership to your school administrators, you can select from the information provided that best suits your particular situation. This section includes membership benefits in three broad categories. Those categories include benefits within the educational system, benefits to students, and benefits with businesses.

#### **Membership benefits within the educational system:**

- DECA is recognized by Congress and endorsed by the U.S. Department of Education.
- DECA is co-curricular and is integrated into the marketing education curriculum.
- DECA is chartered through State Departments of Education and has 501(c)3 IRS status.
- DECA provides co-curricular programs and activity tools that teach the practical skills of career preparation, encourage exploration of career fields and provide experience in the world of work.

#### **Membership benefits for students:**

- DECA focuses the student on defining his/her college and career goals and emphasizes the relevance of core studies.
- DECA connects the importance of lifelong learning with success.
- DECA is the only student organization serving marketing education.
- DECA develops leadership skills by offering the most extensive leadership training opportunities of all student organizations.
- DECA offers state and international recognition through competition in 38 occupational areas.
- DECA awards more than \$250,000 in scholarships each year.
- DECA promotes free enterprise and entrepreneurship.
- DECA has over 6,000 chapters in all 50 states, 4 U.S. territories, 2 Canadian provinces, Germany and Mexico.
- DECA has over 200,000 high school and college members.
- DECA's student membership is a reflection of the nation's student population.
  - 69% white
  - 8% Hispanic
  - 7% African American
  - 2% Asian
  - 4% Other
- DECA's membership is equally divided between male and female members.
- DECA works because students' needs are met.

#### **Membership benefits with businesses:**

- A 60-member National Advisory Board provides financial resources and active personnel support.
- Thousands of business leaders support local DECA chapters as employers, guest speakers, competitive event judges and sponsors.
- Business leaders serve on local advisory committees.
- Business involvement aids local, state and international members.