



INSPIRE. LEAD. ACHIEVE.

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

When explaining the benefits of DECA membership to parents, it is important to stress the opportunities DECA offers students. Those opportunities include leadership development, scholarship opportunities and student recognition.

- DECA is co-curricular and is integrated into the education curriculum.
- 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.
- DECA focuses students on defining their college and career goals and emphasizes the relevance of core studies.
- DECA connects the importance of lifelong learning with success.
- DECA members develop leadership skills by serving as officers, committee members and spokespersons; attending conferences; planning and conducting elections and meetings; and developing and managing a program of work.
- DECA offers state/provincial and international recognition through competition in over 35 occupational areas.
- DECA awards more than \$400,000 in scholarships each year. DECA has partnerships with numerous colleges and universities that offer DECA members more than \$9 million in scholarships to their institutions.
- DECA promotes free enterprise and entrepreneurship.
- A 60-member National Advisory Board provides financial resources and active personnel support.
- DECA has over 6,000 chapters in all 50 states, two U.S. territories (Puerto Rico and Guam), two Canadian provinces (Ontario and Manitoba), Germany and Mexico.
- DECA has over 185,000 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.

Teachers that are actively involved with DECA generally experience enhanced career satisfaction and rewards. DECA activities are designed to motivate both students and teachers and to meet the needs and interests of students. The activities generate greater student involvement, positively influencing their participation and decreasing the number of disciplinary concerns.



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Other areas in which teachers can benefit from DECA involvement are listed below:

- Recruiting students for DECA participation is readily achieved. Students and parents actively seek such programs that provide students with opportunities to apply their knowledge and skills to real-world situations and to be recognized for their accomplishments.
- Thousands of employers are aware of DECA and the excellent education and training that the students receive. Recognizing that this training will provide them with a pool of potential future employees, business and industry representatives willingly contribute their time, expertise and resources to support DECA chapters.
- Many new and experienced teachers serving as DECA advisors indicate that major sources of their professional and personal growth include advisor in-services, the collegiality of working with other advisors, and occasions for networking with local and national business leaders.
- DECA combines marketing, management, finance, hospitality and entrepreneurship curriculum with real world instructional activities, many of which are supported by teaching aids, such as teachers' guides, project guides and computer software.
- Knowing that the success of DECA participants is dependent on the knowledge and skills gained from a business curriculum, school and community members recognize and appreciate the expertise and contributions of teachers involved with DECA.
- Getting to know one another outside of the classroom can be a valuable experience for students and teachers alike. As a result of their cooperative working relationship with DECA students, advisors tend to form many and long-lasting friendships.

The community benefits from DECA through the workplace training that DECA provides to students. In addition, community members recognize that:

- DECA strives to be on the cutting edge of educational reform by integrating innovative and current best practices into its competitive events program and activities. DECA student achievement, reflecting higher standards and increased program goals and accountability, is readily observable and commended by the educational and civic communities.
- Through their involvement in and support of DECA, local and national businesses can make known their specific requirements for qualified employees and directly influence the development of effective programs.
- Participating in community service projects helps DECA students understand and appreciate the responsibilities of citizenship. Over the years DECA community service projects have raised millions of dollars for a variety of charities and causes.