



**INSPIRE. LEAD. ACHIEVE.**

## ***Creating Excitement for DECA in Students***

In a survey conducted at Manchester West High School in New Hampshire, students were asked why they joined the school clubs that they did. Overwhelmingly, students cited **Fun** and **Social Activities** as the top two reasons why they joined clubs at school.

DECA is not, strictly speaking, a "club", but these results show **that there needs to be an element of fun in all your chapter's activities**. If students can see DECA as an opportunity to have fun and socialize, while at the same time learning valuable skills and gaining wonderful points for their résumés and college applications, then you will have no problem attracting enthusiastic students.

Many DECA advisors hang posters in their school encouraging students to join, as well as speak to classes about the many benefits of DECA. In addition, **organizing fun social activities where members are able to interact and build relationships with each other will create excitement for your program**.

**One of the greatest resources for encouraging students to sign up for DECA is in selling the concept to the school counselors/registrar**. Contact the person in your school that works with student scheduling. If these people are convinced that DECA is worthwhile they will be more likely to recommend that students take DECA-related classes to fulfill requirements, or simply as an elective. In promoting DECA to students it is important to remember the following points.

- DECA is fun! It allows you to travel to new places, to meet terrific people, to experience the thrill of competition, to potentially win scholarships and trophies, and to do it all while preparing yourself for future success in your education and career.
- DECA membership means joining more than 200,000 young men and women who are serious about career and personal growth and passionate about the future of our country.
- As a DECA member you gain leadership skills by serving on committees and by holding offices at the local, state and national levels.
- DECA members have the opportunity to participate in state, regional, and national leadership and career-related conferences.
- DECA members meet people with common interests and goals.
- DECA members participate as both leaders and followers in the many activities offered.
- Participation in DECA's Competitive Events Program provides members with practical experience and recognition.
- The Scholarship Awards Program helps to make higher education more realistic for those students with ability and need.

The most important way to create excitement in your chapter is to be excited yourself – showing enthusiasm for DECA and its benefits will inspire others to lend support to your chapter.



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## *Creating Excitement for DECA in Administrators*

Administrators and school board members may already know about DECA and all of the wonderful things that this organization has to offer potential students. However, this is not always the case, and it may take some convincing on your part for them to allow a DECA chapter in your school. The following is a collection of information that can be used to encourage school officials to charter a new DECA chapter.

First and foremost, promote the idea that DECA falls in line with curriculum. Remind your school officials that DECA is a valuable teaching tool and reinforces all of vital learning requirements in fields like marketing, finance, hospitality and management. Moreover, DECA enhances basic educational areas, including:

**Reading:** DECA's Competitive Events Program requires students to read and comprehend situational role-plays.

**Writing:** As a part of DECA's Competitive Events Program students may choose to do a project that requires a thirty (30) page written manual. DECA members may also be responsible for writing letters to members of the business community to encourage their involvement in the local DECA chapter.

**Communication:** Every event in the Competitive Events Program requires a presentation of some kind. Because of this, DECA members spend a great deal of time perfecting their communication skills in order to excel at competition.

**Mathematics:** Categories within the Competitive Events Program involve a great deal of mathematics.

For more information about the DECA's alignment with curriculum, National DECA has provided a vital document titled "Connecting DECA's Competitive Events to Curriculum" that can be found at <http://www.deca.org/docs/college-career-ready-attachments/EventstoCurriculum.pdf>.