DECA™

BRING YOUR CLASSROOM TO LIFE

DECA PREPARES EMERGING LEADERS AND ENTREPRENEURS IN MARKETING, FINANCE, HOSPITALITY AND MANAGEMENT.

This can be your best year with DECA

Imagine an instructional program that enriches your classroom, ties into career pathways, extends learning, motivates your students and provides you with the tools to promote your program and profession. That's DECA.

This year, DECA builds on a great program by introducing new opportunities while enhancing the flagship activities for which DECA is well known. Some of the highlights include new social media challenges, competitive events that tie to your curriculum, webcasts connecting your students to the DECA world, increased partnerships with colleges and businesses and new DECA transcripts that provide evidence of your students' success and preparation for careers and college.

All of these tools, as well as DECA's enhanced focus and message, provide excellent leverage for you to promote your program to the stakeholders that matter most. More than that, DECA has more opportunities than ever to engage, motivate and recognize your students to make teaching and learning more meaningful and fun.

I challenge you to take DECA to the next level in your classroom, and I guarantee your students will appreciate all you do.

Edward L. Davis, Ed.D.
Executive Director
DECA Inc.

DID YOU KNOW?

> More than 70 percent of DECA members indicated that DECA has influenced their future career plans.

> More than 65 percent of DECA members indicated that DECA has influenced their future college plans.

> DECA can serve all of your students through its comprehensive learning program that prepares leaders and entrepreneurs in marketing, finance, hospitality and management.

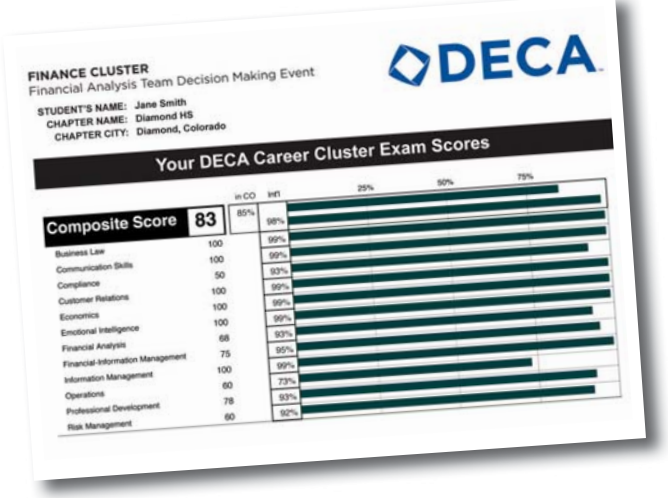
"I joined DECA when I was a freshman in high school, and I grew as a leader each year."

DECA members can begin their experience as early as the ninth grade by enrolling in a marketing, finance, hospitality, business management or entrepreneurship course. They can retain their membership in DECA as long as they are actively pursuing courses in one of the content areas. As part of a high school chapter, DECA members can take full advantage of DECA activities while preparing themselves to be college and career ready upon graduation.

With more than 185,000 members in 5,000 high schools around the globe, DECA is the premier organization preparing emerging leaders and entrepreneurs.

Celebrate **DECA Week**, Oct. 10-16, 2010, by engaging your chapter in promotional and recruitment activities.

PROMOTE YOUR PROGRAM



DECA provides the visibility and support your program and profession deserve. As school boards and state agencies cut funding for education, DECA is an important tool in the advocacy of your program and highlighting student achievement and success.

> ENHANCED FOCUS AND MESSAGE

DECA's redefined mission, guiding principles, and website reflect its expanded focus of career programs in marketing, finance, hospitality and management. Our guiding principles provide the perfect language for you to communicate what DECA does and the outcomes for students.

> DATA DRIVEN

DECA is gathering and reporting more data on our members and programs than ever. Each issue of DECA *Insight* (formerly *Advisor*) turns this data into articles and reports that you can use to demonstrate your program's impact.

> OUTREACH TO KEY STAKEHOLDERS

DECA's outreach to key education decision makers such as principals, school boards, state directors of career and technical education, guidance counselors and curriculum specialists through their national organizations creates a strong, favorable image for DECA chapters.

> COMPETITOR TRANSCRIPTS

Competitor transcripts will measure your members' achievement compared to other members in your state/province and across the entire DECA population from their participation at the International Career Development Conference. DECA's industry-validated career cluster exams provide the opportunity to report this data.

DECA's new promotional DVD is the perfect tool to "show" DECA to potential students, administrators, counselors, parents and business partners.

DECA'S GUIDING PRINCIPLES

DECA's Comprehensive Learning Program

Integrates into Classroom Instruction
An integral component of classroom instruction, DECA activities provide authentic, experiential learning methods to prepare members for college and careers.

Applies Learning
DECA members put their knowledge into action through rigorous project-based activities that require creative solutions with practical outcomes.

Connects to Business
Partnerships with businesses at local and broader levels provide DECA members realistic insight into industry and promote meaningful, relevant learning.

Promotes Competition
As in the global economy, a spark of competition drives DECA members to excel and improve their performance.

DECA prepares the next generation to be

Academically Prepared
DECA members are ambitious, high-achieving leaders equipped to conquer the challenges of their aspirations.

Community Oriented
Recognizing the benefit of service and responsibility to the community, DECA members continually impact and improve their local and broader communities.

Professionally Responsible
DECA members are poised professionals with ethics, integrity and high standards.

Experienced Leaders
DECA members are empowered through experience to provide effective leadership through goal setting, consensus building and project implementation.

ENRICH YOUR CLASSROOM

DECA's comprehensive learning program offers opportunities for exciting classroom activities that connect your instruction to college and careers. DECA programs integrate into classroom instruction, apply learning, connect to business and promote global competition.

COMPREHENSIVE LEARNING PROGRAM

> SOCIAL MEDIA + ONLINE CHALLENGES

DECA members have an opportunity to win big and learn big through cutting-edge social media and online challenges that encourage creativity and innovation. Read more about the DeVry Innovation and Entrepreneurship Challenge, FIDM Runway Challenge, Finish Line Challenge, H&R Block Dollars and Sense Challenge and Publix Brand Champion Challenge at www.deca.org.

> PIPER JAFFRAY MARKETING RESEARCH PROJECT

Teens know what's cool. They also like to be heard. Let them participate in the PiperJaffray/DECA Teen Opinion Survey anytime during the months of September and March. They'll get a first-hand look at how market research is conducted to get a pulse on the teen demographic.

> GLOBAL ENTREPRENEURSHIP WEEK

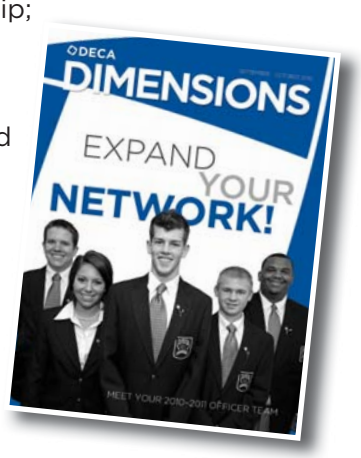
Unleash ideas while engaging in this global adventure to promote entrepreneurship at all levels. It's simple. Sign up today at www.gewusa.org and organize a DECA chapter activity during Nov. 15-21, 2010. DECA's partnership with GEW provides you access to a variety of classroom resources.

> SCHOOL-BASED ENTERPRISES

Put your teaching into context with a school-based enterprise that reinforces and enhances the knowledge and skills needed for careers in marketing, finance, hospitality and management. DECA provides a rigorous certification program and access to best practices and vendors all in one place at www.schoolbasedenterprises.org.

> DIMENSIONS + TEACHING GUIDE

Keep up-to-date on business trends and DECA activities with *Dimensions*. Delivered to the classroom four times during the academic year, this full-color international publication features articles on career development in marketing, finance, hospitality and management; leadership; community service; and professionalism. A teaching guide and worksheet are provided for each issue.



Recognize your members for exemplary academic achievement and outstanding participation in DECA with the **DECA Emerging Leader Honor Award**.

Global Entrepreneurship Week: Nov. 15-21, 2010

DECA's competitive events program is an incredible tool for your curriculum.

As an integral part of the classroom curriculum, DECA's industry-validated competitive events are aligned with National Curriculum Standards. DECA's flagship evaluation process involves students in both a written component such as an exam or report and an interactive component with an industry professional serving as a judge. DECA's competitive events teach creativity, problem solving and presentation skills to all students.

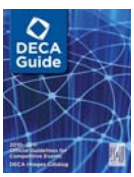
The potential for travel, recognition and awards for learning classroom content is a tremendous motivator – not to mention the scholarships and cash awards recognizing DECA members for outstanding achievement in DECA's competitive events program.

With more than 40 events, DECA offers a competitive event for every class and every student.

DECA'S COMPETITIVE EVENTS BY CAREER CLUSTER

MARKETING

Advertising Campaign
Apparel and Accessories Marketing Series
Automotive Services Marketing Series
Business Services Marketing Series
Buying and Merchandising Operations Research
Buying and Merchandising Team Decision Making
Community Service Project
Creative Marketing Project
Fashion Merchandising Promotion Plan
Food Marketing Series
Learn and Earn Project
Marketing Communications Team Decision Making
Marketing Management Series
Principles of Marketing
Professional Selling
Public Relations Project
Retail Merchandising Series
Sports and Entertainment Marketing Operations Research
Sports and Entertainment Marketing Series
Sports and Entertainment Marketing Team Decision Making
Virtual Business Challenge Retail
Virtual Business Challenge Sports
DECA Quiz Bowl



The **DECA Guide** is your official guideline handbook for **DECA's Competitive Events Program**.

BUSINESS MANAGEMENT + ADMINISTRATION

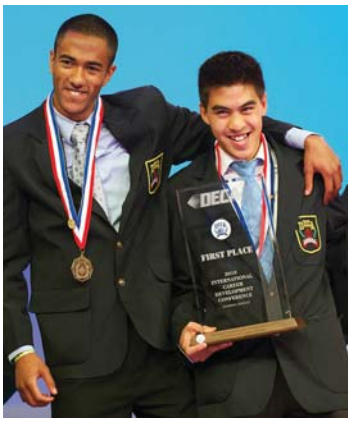
Business Law and Ethics Team Decision Making
Business Services Operations Research
Entrepreneurship Participating
Entrepreneurship Promotion Project
Entrepreneurship Written
International Business Plan
Internet Marketing Plan
Principles of Business Management and Administration

FINANCE

Accounting Applications Series
Finance Operations Research
Financial Literacy Promotion Project
Financial Services Team Decision Making
Principles of Finance
Stock Market Game

HOSPITALITY + TOURISM

Hospitality Services Team Decision Making
Hospitality and Tourism Operations Research
Hotel and Lodging Management Series
Principles of Hospitality and Tourism
Quick Serve Restaurant Management Series
Restaurant and Food Service Management Series
Travel and Tourism Team Decision Making



EXTEND LEARNING BEYOND THE CLASSROOM

DECA conferences are targeted, highly-focused learning experiences for students and advisors. DECA conferences bring our members into the larger DECA community while providing unique opportunities to extend classroom learning. Each of DECA's conferences connects with corporate professionals to engage students in learning industry-related trends and content.

CAREER PATHWAYS CONFERENCES

These conferences each feature highly specialized content that aligns with specific career pathways and courses.

> **INNOVATIONS AND ENTREPRENEURSHIP CONFERENCE**
November 17-21, 2010 | San Diego, Calif.

> **NEW YORK EXPERIENCE CONFERENCE**
MARKETING, FASHION, FINANCE, HOSPITALITY
November 17-21, 2010
December 1-5, 2010
December 8-12, 2010 | New York City, N.Y.

> **SPORTS AND ENTERTAINMENT MARKETING CONFERENCE**
February 2-6, 2011 | Orlando, Fla.

LEADERSHIP CONFERENCES

These conferences focus on leadership development and college and career exploration through a variety of engaging workshops and speakers.

> **THE ULTIMATE DECA POWER TRIP**
November 12-14, 2010 | Washington, D.C.

> **CENTRAL REGION LEADERSHIP CONFERENCE**
December 2-4, 2010 | Chicago, Ill.

> **SUMMER OFFICER LEADERSHIP TRAINING**
July 12-15, 2011 | Washington, D.C.

DECA DIRECT

DECA Direct brings the conference to your classroom. Show your students short segments on topics such as community service, choosing a college, participating in a competitive event and more filmed at DECA's conferences.

CAREER DEVELOPMENT CONFERENCES

These conferences provide a venue for DECA's competitive events program as well as additional career and leadership development programs. States/provinces host their own CDCs to determine which members earn the right to represent them at the International CDC.

> INTERNATIONAL CAREER DEVELOPMENT CONFERENCE

April 30-May 3, 2011 | Orlando, Fla.
The ICDC is the pinnacle event of the year for more than 10,000 competitors vying for the title of international champion in DECA's competitive events program.

DECA members not competing may participate in a myriad of institutes and academies designed to equip them to be successful leaders and to obtain success in their college and career pursuits.

Two other highlights include national officer campaigns and elections to select the future student leadership of DECA as well as the networking opportunities with hundreds of business and education partners in DECA's marketing and career exhibits.

Access to DECA's college and business partners extends learning, supports your program and builds community awareness.

> STUDENT SCHOLARSHIPS

DECA members have an exclusive opportunity to earn one of DECA's corporate scholarships. More than $300,000 in scholarships are presented annually to DECA members for their academic achievement, DECA involvement and college and career preparedness.

> COLLEGE CLASSROOM PRESENTATIONS + CAREER GUIDANCE

DECA's college partners engage DECA members and help them prepare for the colleges and careers of their choice. Many of DECA's college partners provide classroom presentations as well as tuition discounts exclusively to DECA members.

> COMMUNITY SERVICE ACTIVITIES

Recognizing the benefit of service and responsibility to the community, DECA members continually impact and improve their local and broader communities. Community service activities engage members while focusing around a common effort. They teach the importance of giving back, project implementation, communication skills and team building. Each year, DECA members raise more than $450,000 for the Muscular Dystrophy Association.

> INTERNSHIPS, WORK EXPERIENCE + EMPLOYMENT

More than 20 of DECA's corporate partners provide opportunities for internships, work experience and employment. Many provide scholarships exclusively to DECA members who are their associates.

> FUNDRAISING + LEARNING

The fundraising process allows DECA advisors to incorporate many key educational concepts, such as marketing, finance and customer service, into a learning activity while earning funds for chapter activities. DECA provides access to a variety of approved fundraising vendors to help you acquire quality products.

ENHANCE YOUR SKILLS

You are not alone. As a DECA advisor, you're instantly part of a network of thousands of colleagues who teach the same courses. DECA offers high-quality, continuous professional development resources, workshops and seminars to enhance your skills and performance.

> ADVISOR NEWSLETTER + CHAPTER PACKETS

DECA *Insight* informs chapter advisors about DECA events and programs and provides professional development articles four times a year. They are delivered in chapter packets that include tools such as DECA's business partner poster series and fundraising ideas.

> DECA CERTIFIED TRAINER WORKSHOPS

Delivered at state and regional conferences, these DECA workshops are conducted by one of 31 certified DECA trainers on topics including chapter success, integrating DECA activities into the classroom, competitive events and the roles of a chapter advisor.

> DECA CHAPTER ADVISOR SUMMER INSTITUTES

These three-day institutes send DECA chapter advisors back into the classroom armed with resources and ideas to create the most exciting learning experience for their students. The institutes feature innovative ideas, competitive events strategies and professional networking designed to improve your performance as a DECA advisor and increase student achievement.

> NEW ADVISOR MENTORSHIP

DECA welcomes new professionals to our organization. Through monthly electronic mentorship as well as the New Advisor Academy at the International Career Development Conference, DECA helps bring our new advisors up-to-speed. We're only a phone call or e-mail away.

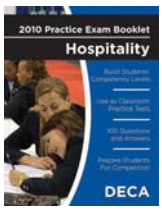
> PROFESSIONAL DEVELOPMENT SCHOLARSHIPS

DECA's corporate partners provide scholarships to DECA advisors who wish to continue their professional development.

DECA INSIGHT

EXPAND YOUR NETWORK

BEHIND THE BRAND


2010 Practice Exam Booklet
Hospitality
DECA

DECA Images offers teaching resources and curriculum materials relating to DECA's competitive events and career areas.

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