

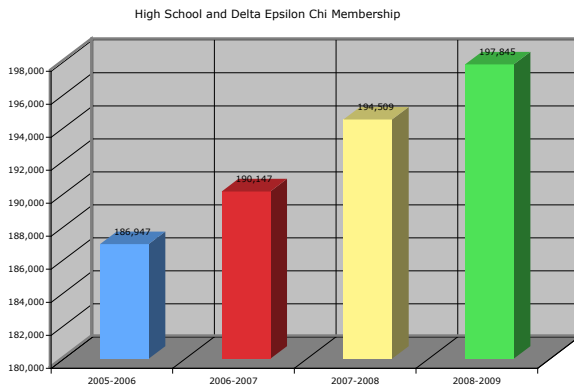
# DECA Inc. Annual Report Summary 2008-09

What began with a few hundred students in 17 states has evolved into a dynamic organization that prepares the next generation of leaders and entrepreneurs in marketing, management, hospitality and finance. The 2008-2009 academic year marked a series of achievements for DECA with record-setting membership, conference participation and scholarship awards.

## ACHIEVING SUCCESS: PRIDE POINTS

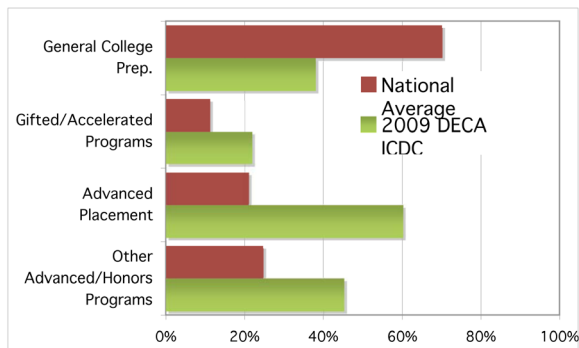
### EXPANDED REACH

DECA's membership reached an all-time high of 197,845 members, marking the 16<sup>th</sup> consecutive year that DECA's membership has increased. DECA chapters operate in 5,000 high schools and 200 colleges in all 50 United States, Canada, Germany, Korea, Mexico, and most recently, Turkey and China, making DECA truly an international movement.



### INSPIRING YOUTH

Nearly 14,000 students and advisors and 1,500 corporate partners journeyed to Anaheim to experience the 63<sup>rd</sup> International Career Development Conference, April 29-May 2, 2009. The culmination of a year dedicated to classroom learning and DECA activities, this largest-ever ICDC featured DECA's flagship competitive events program, corporate networking experiences, career and leadership academies and scholarship recognition. The students attending ICDC represented the high academic standards required for success in both higher education and the highly competitive global marketplace.



One week earlier, nearly 1,500 college students, advisors and corporate partners convened at the ICDC designed for Delta Epsilon Chi, the college division of DECA. From an energetic opening session at Universal Studios to competitive events and business networking to the interactive National Management Institute and Culinary Management Institute, the conference was an overwhelming success. One of the newest additions to the conference, the highly regarded Professional Development Academies continued to serve as a springboard for interaction between our college students and corporate professionals. These interactive networking opportunities allowed students to attain necessary skills to start their careers and climb the corporate ladder.

### REWARDING EXCELLENCE

DECA students earned their share of our largest-to-date scholarship contribution – more than \$800,000 in merit-based scholarships from our business partners and \$10 million in tuition scholarships from our college partners. Scholarships are annually awarded based on employment, career interest, entrepreneurship interest, leadership and tuition.

## MOVING FORWARD: NEW INITIATIVES

### H&R BLOCK DOLLARS & SENSE PROGRAM

DECA was selected as the exclusive in-school partner for Dollars & Sense, H&R Block's national financial literacy campaign. More than 750 DECA chapters received curriculum software developed by Knowledge Matters, a national leader in educational simulations. The contribution of the software to local DECA chapters is valued at over \$1 million. In addition, DECA members will compete in the Dollars & Sense Challenge with the opportunity to earn a travel stipend to the DECA ICDC and more than \$50,000 in scholarships.



**DOLLARS & SENSE™**  
BY H&R BLOCK



## VISION 2012: DECA's STRATEGIC PLAN

*Serving 250,000 high school and college members and advisors with high quality, innovative programs in marketing, management, hospitality and finance.*

DECA embarks on a four-year strategic plan with ambitious goals aimed to continually position DECA as the industry leader while ensuring the organization's longevity. Approved by the Board of Directors with input from state association leaders, the National Advisory Board, teachers and DECA Inc. staff, DECA is charged to implement research-driven practices to increase membership, implement the comprehensive competitive events program and expand conference programs.

- **CLARIFYING DECA'S MESSAGE AND BRAND**

DECA will soon unveil its redefined message and brand as a culmination of a two-year project. All of DECA's programs, services and publications will undergo review to ensure they support DECA's mission with consistent messages.

- **COMPETITIVE EVENTS PROGRAM**

Developed by a blue-ribbon commission of leaders in career and technical education, DECA's flagship competitive events program is the first of its kind to align with national curriculum standards in the marketing, management, hospitality and finance clusters. This innovative model provides a seamless progression of participation from the ninth grade through college.

- **PROFESSIONAL DEVELOPMENT PROGRAM**

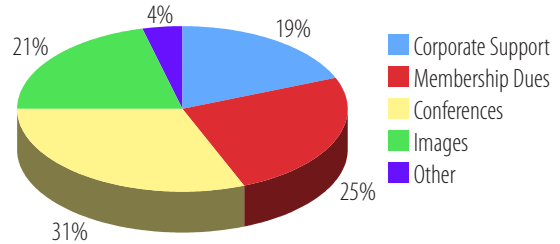
Designed to deliver high-quality, continuous professional development to support student achievement, DECA's expanded advisor professional development program held its first stand-alone Advisor Institute this summer. This is the foundation of a comprehensive program to connect with the more than 40 percent of chapter advisors that have less than five years of service with DECA. Engaging these teachers is exciting and promising for the organization because the generational transfer opens opportunities for innovative and creative approaches.

## FINANCIAL RESPONSIBILITY

DECA Inc. continues its strong financial tradition with another successful year. Our combined net assets reached \$5,242,110. This figure reports the value of DECA's headquarters building at the original (1976) cost less depreciation, understating the building value and therefore the net assets by several million dollars. DECA Inc. has operated debt free for more than 20 years.

## INCOME

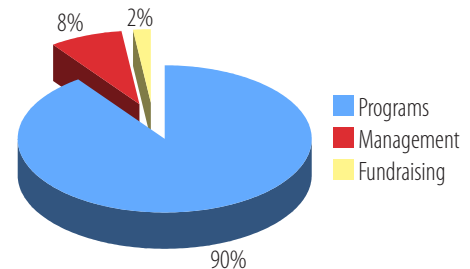
One of DECA's tremendous financial strengths is the diversity of income sources. Many non-profits are limited to one or two sources of income, exposing the non-profit to the risk of being forced to reduce services when a primary source of revenue is affected by conditions, such as the economy, that are beyond the control of the nonprofit. DECA's \$8,357,872 operating budget reflects the following income sources.



## EXPENDITURES

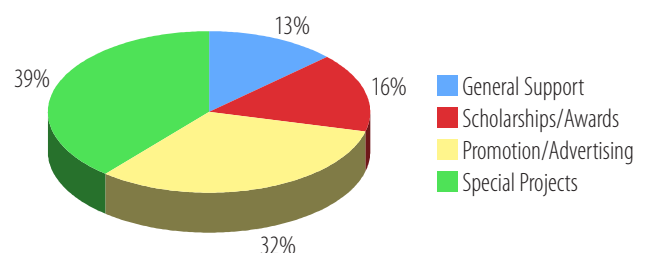
The total expenses for 2008-09 were \$8,230,000. Included in the expenses are an unrealized loss from long term investments of \$272,109, leaving a net income from operations of \$127,870.

The chart shows that 90 cents from each dollar expended were for programs and services that benefit our members. Program services include membership services, mission-related project expenses, and conferences. Eight percent of expenditures were designated as administration expenses including building maintenance, office services and supplies. Two percent of expenditures are related to fundraising activities.



## BUSINESS PARTNERSHIPS

DECA's business and education partnerships are one of the organization's most significant strength. Over 1.2 million dollars of partnership funds flow through DECA's budgets to students and chapters in the form of scholarships, career promotion, special projects to support chapters and general support. Our business partners provide significantly more support through in-kind activities and financial support directly to state/provincial associations and chapters that are not recognized in DECA Inc. financial records.



# Vision 2012

*Serving 250,000 high school and college members and advisors with high quality, innovative programs in marketing, management, hospitality and finance.*

## **Strategic Plan Summary**

The Vision 2012 Strategic Plan was developed in a year-long process led by Robert Brendt and Associates. The process included input from each of DECA's constituent groups including state association leaders, the National Advisory Board, teachers and DECA Inc. staff. A detailed implementation plan for each of the following strategies will be implemented during the next three years.

### **I. Build Organization Capacity Through Research**

- A. Implement a data collection program of 125,000 students and advisors at all state and national conferences.
- B. Organize and implement research activities to measure the impact of DECA on student success.
- C. Benchmark programs and services against leading student organizations.
- D. Initiate research projects to examine the needs and motivations of new advisors in order to assist in tailoring programs, services and outreach to involve these advisors more productively.
- E. Identify the tasks of chapter and state advisors and the skills needed to complete these tasks as the initial step in developing a professional development program for both groups.
- F. Develop a method to measure the impact of investments in DECA by business partners.
- G. Align DECA's message and brand to reflect the expanded programming and appeal to all constituent groups.

### **II. Build College Division Programs**

- A. Develop virtual chapters to promote expansion of individual membership on college campuses without a chapter.
- B. Expand institutional membership by emphasizing the value of fielding competitive teams in different majors.
- C. Seek partnerships with other student organizations for joint conferences or membership.
- D. Create on-line employment support programming that provides on-line resources for individual members and chapter members.

### **III. Build High School Division Programs**

- A. Build significant enrollment at the 9<sup>th</sup> and 10<sup>th</sup> grade levels leveraging the new national curriculum standards and the reorganization of high schools around career clusters.
- B. Develop support/promotional programs and material to build membership through chapter expansion and new chapter development.
- C. Add two new career specialty conferences focusing on entrepreneurship and sports & entertainment marketing.
- D. Implement a comprehensive competitive events program for the Marketing, Management, Hospitality and Finance Career Clusters.

### **IV. Build Professional Development Program**

- A. Train 500 college advisors.
- B. Train 3,000 high school advisors.
- C. Provide professional development experiences for state advisors and leaders.

### **V. Build Business/Education Partnerships**

- A. Organize and support business partners around employment opportunities, colleges, chapter vendors and service providers.
- B. Develop strategies to apply for and administer grants.
- C. Expand involvement with industry trade associations and their member companies.

### **VI. Build Management, Staff Development & Governance Capacity**

- A. Improve and sustain staff development.
- B. Enhance governance and its organizational impact.
- C. Sustain sound fiscal, administrative, and operational policies and practices.