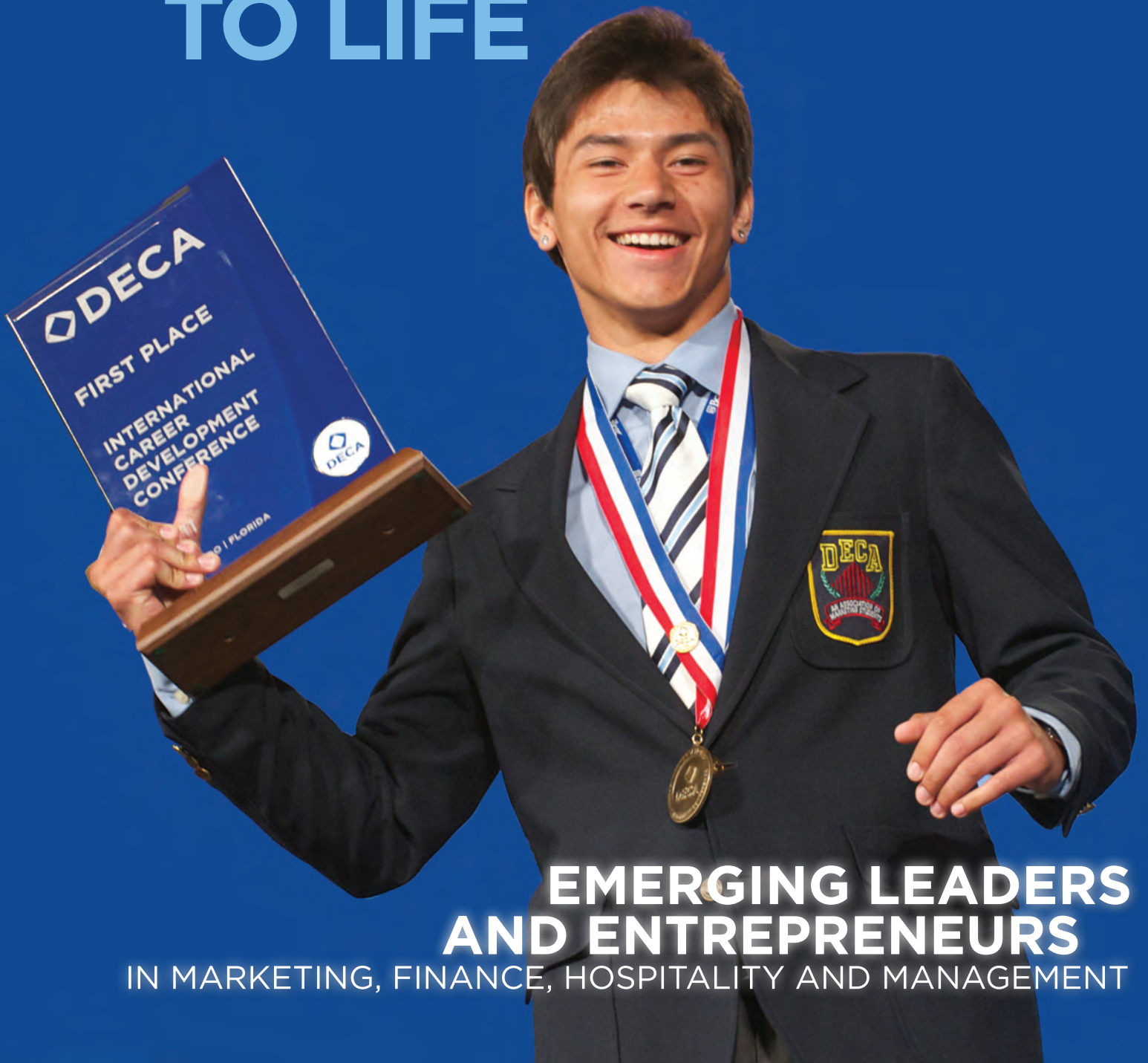


DECA™

BRING YOUR
CLASSROOM
TO LIFE



**EMERGING LEADERS
AND ENTREPRENEURS**

IN MARKETING, FINANCE, HOSPITALITY AND MANAGEMENT

Bring your classroom to life with



DID YOU KNOW?

- > More than 90 percent of DECA members plan to continue their studies in marketing, finance, hospitality and business management or become entrepreneurs.
- > More than 86% of DECA members report an A or B average.
- > DECA can serve all of your students through its comprehensive learning program that prepares leaders and entrepreneurs in marketing, finance, hospitality and management.

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.

DECA enhances the preparation for college and careers by providing a comprehensive learning program that integrates into classroom instruction, applies learning in the context of business, connects to business and the community and promotes competition. Our student members leverage their DECA experience to become academically prepared, community oriented, professionally responsible, experienced leaders.

DECA has more opportunities than ever to engage, motivate and recognize your students to make teaching and learning more meaningful and fun. Take a few moments to review DECA's Comprehensive Learning Program and discover how DECA brings your classroom to life.

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

A handwritten signature in black ink that reads "Edward L. Davis".

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

"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.

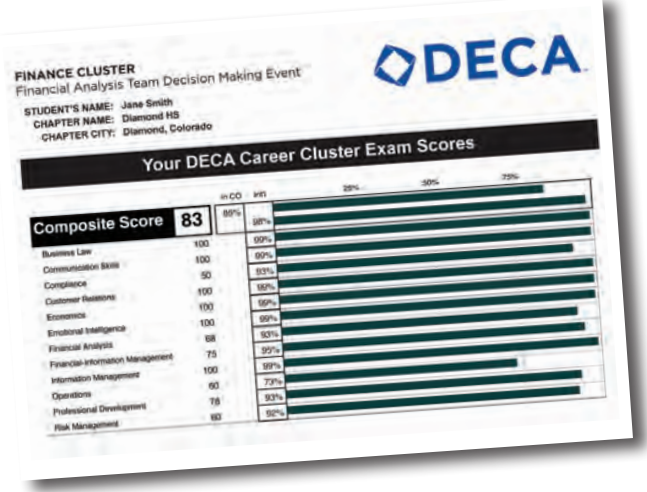
With more than 187,500 members in 5,000 high schools around the globe, DECA is the premier organization preparing emerging leaders and entrepreneurs.



Celebrate **DECA Week**, Oct. 9-15, 2011, by engaging your chapter in promotional and recruitment activities.

■ www.deca.org/events/decaweek





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* 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 students' achievement compared to other students in your association 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.

■ www.deca.org/page/transcript



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

■ www.deca.org/page/partner

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.

> SOCIAL MEDIA + ONLINE CHALLENGES

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

■ www.deca.org/partners/pjc

> 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. 14-20, 2011. DECA's partnership with GEW provides you access to a variety of classroom resources.

■ www.deca.org/events/gew

> 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.

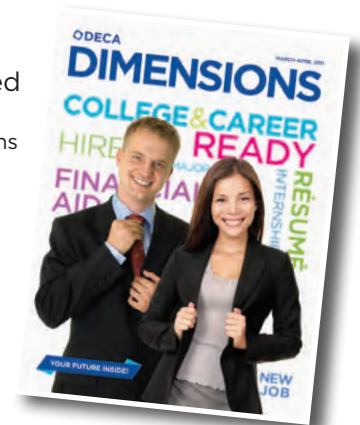
■ www.schoolbasedenterprises.org

> 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.

■ www.deca.org/publications



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

■ www.deca.org/events/honoraward

Global Entrepreneurship Week: Nov. 14-20, 2011

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.

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.

With more than 45 events, DECA offers a competitive event for every class and every student.

■ www.deca.org/competitions/highschool



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
- Sports and Entertainment Promotion Plan
- Virtual Business Challenge Retail
- Virtual Business Challenge Sports

BUSINESS MANAGEMENT + ADMINISTRATION

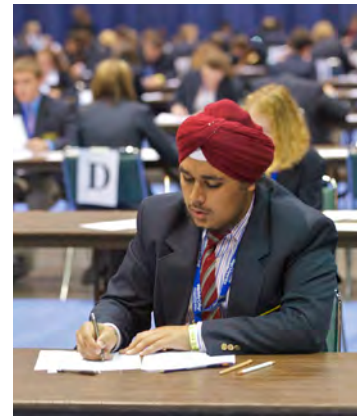
- Business Law and Ethics Team Decision Making
- Business Services Operations Research
- Entrepreneurship Participating
- Entrepreneurship Promotion Project
- Entrepreneurship Written
- Human Resources Management Series
- International Business Plan
- Principles of Business Management and Administration

FINANCE

- Accounting Applications Series
- Business Finance 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
- Hospitality and Tourism Professional Selling
- 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



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

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.

■ www.deca.org/conferences/highschool



CAREER PATHWAYS CONFERENCES

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

> INNOVATIONS AND ENTREPRENEURSHIP CONFERENCE

November 3-5, 2011 | Chicago

> NEW YORK EXPERIENCE CONFERENCE

MARKETING, FASHION, FINANCE, HOSPITALITY

November 30-December 4, 2011

December 7-11, 2011 | New York City

> SPORTS AND ENTERTAINMENT MARKETING CONFERENCE

February 1-5, 2012 | Orlando



LEADERSHIP CONFERENCES

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

> WESTERN REGION LEADERSHIP CONFERENCE

November 10-12, 2011 | San Diego

> SOUTHERN REGION LEADERSHIP CONFERENCE

November 11-13, 2011 | Little Rock

> NORTH ATLANTIC REGION LEADERSHIP CONFERENCE

November 18-20, 2011 | Philadelphia

> CENTRAL REGION LEADERSHIP CONFERENCE

December 2-4, 2011 | Omaha



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.

■ www.deca.org/page/decadirect



CAREER DEVELOPMENT CONFERENCES

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

> INTERNATIONAL CAREER DEVELOPMENT CONFERENCE

April 28-May 1, 2012 | Salt Lake City

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.

■ www.deca.org/events/icdc



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.

■ www.deca.org/scholarships

> 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.

■ www.deca.org/partners

> 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.

■ www.deca.org/partners

> 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.

■ www.deca.org/partners

> 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 students 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.



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.

■ www.deca.org/advisors

> 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 27 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 Images offers teaching resources and curriculum materials relating to DECA's competitive events and career areas.

■ www.deca.org/shop

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