

Why Delta Epsilon Chi?

A Program/Campus Perspective

Delta Epsilon Chi is a professional student organization that attracts students, develops campus leaders, improves retention and completion rates, enhances the classroom experience, and brings recognition to your college or university.

As students extend their education beyond the classroom, they will help your campus develop effective partnerships with the business and professional community. Delta Epsilon Chi will impact your campus by:

Recruiting Top Students

An active Delta Epsilon Chi chapter will help you recruit the thousands of former high school DECA members who head off to college each year and become leaders on their campuses. Many of these members register through the DECA College Connection, Delta Epsilon Chi's

online system for tracking former DECA members on college campuses. Building on their leadership roles and experiences in DECA, these students will soon become your campus leaders—not just in their Delta Epsilon Chi chapter, but also in academic programs, other student organizations and student government.

In addition to former DECA members, your chapter will attract other students to your campus as you build a reputation as an active professional organization that reaches out to the community and is recognized for its successes. As your chapter strengthens its ties to your academic programs, students on campus who are exploring a major will be drawn to your program.

Developing Campus Leaders

Delta Epsilon Chi's on-campus leadership programs develop students from any major or program area. Campus-level leadership development can be accomplished through a presentation of a Franklin Covey seminar, based on Stephen Covey's *The 7 Habits of Highly Successful People*,



or by sending students to one of the Delta Epsilon Chi-sponsored Collegiate Leadership Academies.

While your department, division or campus may sponsor one or more “clubs” that focus around specific majors, degree programs or areas of student interest, do you have an organization in place that can bring them all together? Delta Epsilon Chi’s college leadership programming and broad range of competitive events and activities will provide a forum to bring together student and faculty leaders from multiple disciplines.

Improving Campus Retention and Completion Rates

Students who are active on campus are more likely to stay, excel in their classes and graduate. An active Delta Epsilon Chi chapter will link incoming students with former DECA members, helping them to adjust to college life, turning them into active leaders on campus and improving retention. As a professional organization, Delta Epsilon Chi also allows students to explore and prepare for their careers.



Increasing Degree Program Retention

Of the students who enter your program, or who identify a pre-major that falls in your program area, what percentage remain with you through graduation? As you tie Delta Epsilon Chi into their educational experience, their active participation will strengthen their relationship with your program and its student, faculty and administrative leaders.

Enhancing the Classroom Experience

Delta Epsilon Chi’s leadership programs, competitive events and other activities can be infused directly into the curriculum—by using Delta Epsilon Chi’s resources as teaching tools (role-plays, case studies and written projects) and by motivating students to work on a daily basis toward their career goals.

Delta Epsilon Chi’s Competitive Events Program allows students from a diverse range of disciplines to apply and test the knowledge and skills learned in the classroom at state and international competitions. Delta Epsilon Chi events incorporate a wide range of industries (from hospitality to finance to culinary) and a variety of career paths (from marketing to human resources to advertising).

Expanding Student/Program Recognition

As representatives of your college or university, students who participate in competitive events and other activities will bring statewide and international recognition to your school. When competitors return, the certificates, trophies and plaques they bring back will generate on-campus recognition of your program among your student body, faculty and administration.

Strengthening Partnerships with the Business and Professional Community

Your active chapter will attract the attention of local business and industry professionals as judges for students practicing for competitive events, partners in community service projects, presenters at chapter meetings and hosts for off-campus experiences. You will also make valuable contacts through Delta Epsilon Chi's corporate partners by attending conferences and other organizational meetings.

Plus!

Unlike many other college student organizations that require a large financial investment by the college to get started, Delta Epsilon Chi:

- *Does not* charge a fee for chartering a new chapter
- *Does not* require a minimum number of members to form a new chapter

What your new chapter will achieve...

Self-reliant, motivated, career oriented, entrepreneurial leaders on your campus!

