



DECA
PREPARES
EMERGING
LEADERS
& ENTREPRENEURS

**IMPACT
REPORT**
2018-2019

DECA LEADERSHIP

Dear DECA Partners:

We are pleased to present the 2018-2019 DECA Inc. Impact Report. DECA continues to raise the bar in preparing emerging leaders and entrepreneurs, and this past academic year was no exception.

The 2018-2019 school year marked a series of achievements for DECA Inc. with record-setting high school division membership, overall participation and outstanding advisor professional learning. Because of this high-level of involvement in DECA, our diverse DECA members continue to be successful both inside and outside of the classroom. This report walks you through this past year's highlights, reach, impact and partners, as well as our key drivers for the future.

DECA continues to be a highly recognized Career and Technical Student Organization with these key capabilities:

- Our powerful network of high school and colleges both nationwide and internationally.
- Our diverse, highly motivated and successful student members.
- Our dedicated network of highly qualified teachers.
- Our talented chartered association advisors who provide support and leadership to more than 70 chartered associations.
- Our committed partners who continuously provide support, guidance and funding through mutually beneficial partnerships.
- Our exceptional professional staff that supports our mission, programs and services.

With the adoption of the 2019-2022 DECA Inc. Strategic Plan, DECA is poised for a future full of exciting potential and continued success. This includes the continuous alignment of our program of study, providing more resources and support for advisors, engaging relevant stakeholders and enhancing our organizational strength.

On behalf of our 228,000 members we impacted this year, thank you for your support and shared commitment to preparing emerging leaders and entrepreneurs.



A handwritten signature in black ink, appearing to read 'Frank Peterson'.

FRANK PETERSON
ACTING EXECUTIVE DIRECTOR
DECA INC.

DECA HIGHLIGHTS

○ **ENGAGING MORE MEMBERS THAN EVER BEFORE.**

DECA's high school division provided access to its educational programs and services to the most members - 222,436 - in the organization's history. DECA membership allowed DECA advisors to integrate DECA into classroom instruction as a method for DECA members to apply learning, connect to business and promote competition.

○ **PROVIDING EXPERIENCES FOR MORE ATTENDEES THAN EVER BEFORE.**

A record-breaking 21,124 DECA members and advisors attended the DECA International Career Development Conference, the most anticipated educational highlight and opportunity of the academic year. DECA members enhanced their college- and career-ready preparation through engaging in DECA's Competitive Events Program and Emerging Leader Series. More than 1,435 members attended the Collegiate DECA ICDC and engaged in a redesigned professional development series anchored by business and industry, as well as competitive events.

○ **ENSURING RELEVANCY TO BUSINESS AND INDUSTRY.**

DECA's competitive events program continued to align with industry in both the high school and collegiate divisions. Newly designed Integrated Marketing Campaign events were implemented, and Project Management Events were developed for the upcoming academic year at the high school level. The Collegiate DECA Prepared Business Presentations will see changes to reflect business and industry trends.

○ **SETTING STRATEGIC DIRECTION FOR THE FUTURE.**

DECA's Board of Directors adopted its strategic plan for 2019-2022, providing the organization with a strategic framework while allowing for yearly workplans to keep the plan agile to meet the most immediate needs while also looking to the future.

○ **ENHANCING ORGANIZATIONAL CAPACITY AND INFRASTRUCTURE.**

The DECA staff implemented new fiscal and operational management practices to optimize support, service and performance. These include implementing a new financial system, staff organization based on function, and enhanced human resources and onboarding practices. These will allow staff to enhance their service to our members and continue fulfilling our mission.

DECA MISSION

DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management in high schools and colleges around the globe.





DELIVERING PROGRAMS TO 5,600 CLASSROOMS NATIONWIDE AND INTERNATIONALLY.

With most DECA advisors serving as certified educators, DECA programs are delivered directly in the classroom through instruction and applied learning. Because of our unique connection to classroom instruction, partners look to DECA for this direct access to classrooms that span coast to coast on a national scope, including a handful of countries and territories.



PREPARING THE WORKFORCE OF TOMORROW.

DECA's mission of preparing emerging leaders and entrepreneurs for careers in marketing, finance, hospitality and management will provide career-ready employees for the talent pipeline. DECA's cutting-edge programs provide students the opportunity to learn academic content, apply learning to develop technical skills and obtain 21st Century Skills.



PROVEN LEADER IN BUILDING BUSINESS AND EDUCATIONAL PARTNERSHIPS.

Our business partners include corporations, associations, foundations and colleges and universities, all of whom share our interest in providing students with real-world experiences that challenge them to apply knowledge and skills learned in the classroom. Our greatest strength is our ability and willingness to work with our partners to design a partnership that serves both of our missions.



RESPECTED PARTNER IN EDUCATION OF ALL 50 U.S. DEPARTMENTS OF EDUCATION.

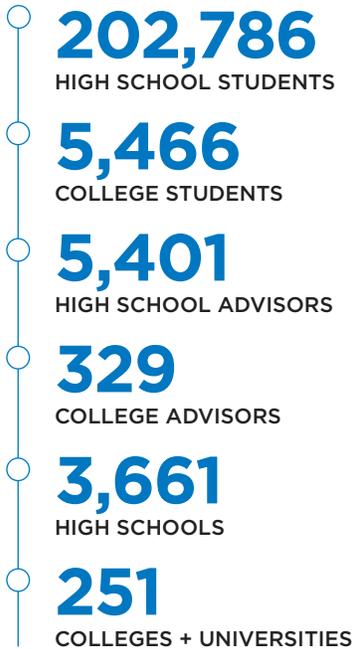
Career and Technical Student Organizations are considered integral to the Career and Technical Education curriculum and provide special status and access to schools and students. DECA is one of nine recognized Career and Technical Student Organizations. DECA also provides extensive professional learning opportunities for its DECA advisors to best integrate DECA into the classroom.



EXPERIENCED MANAGERS AND GOOD STEWARDS OF RESOURCES.

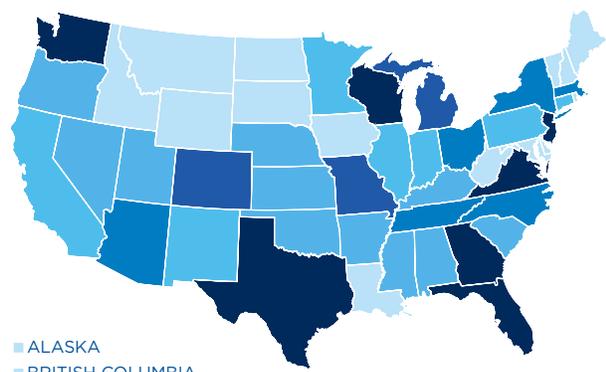
DECA has managed hundreds of programs, projects, partnerships and grants totaling more than 40 million dollars over the last 25 years. DECA leverages its resources to ensure it maximizes the investment of funds in program and service delivery. DECA's leadership team has over 100 years of combined experience in DECA.

DECA REACH



MEMBERSHIP BY THE NUMBERS

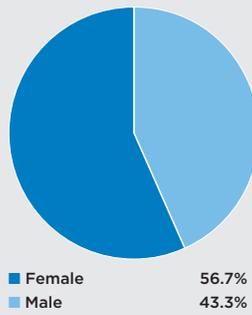
228,231
TOTAL MEMBERSHIP



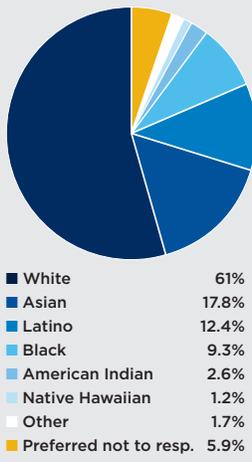
- ALASKA
- BRITISH COLUMBIA
- CHINA
- GERMANY
- GUAM
- HAWAII
- HONDURAS
- KOREA
- MEXICO
- ONTARIO
- PUERTO RICO
- SPAIN

- MEMBERS**
- > 10,000
 - 7,500-10,000
 - 5,000-7,500
 - 2,500-5,000
 - 1,000-2,500
 - < 1,000

GENDER



RACE/ETHNICITY



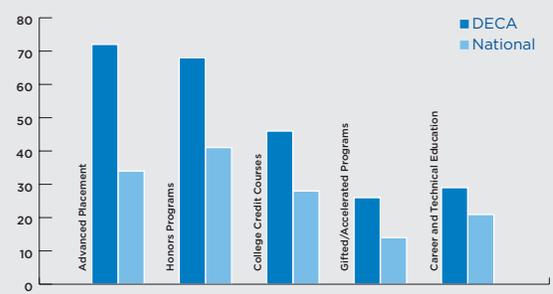
COLLEGE MAJOR

COLLEGE MAJOR	DECA	National
Business/Management	34.9%	11.6%
Marketing	19.4%	3%
Entrepreneurship	10.6%	3.2%
Accounting	9.8%	3.4%
Finance	7.3%	1.1%
Advertising	6.8%	1.4%
International Business	4.8%	1.1%
Fashion	3.2%	4.1%
Hospitality	1.8%	1.0%

CAREER

CAREER	DECA	National
Business/Management	39.1%	13.7%
Entrepreneurship	35.9%	15.1%
Marketing Communications	31%	6.4%
Finance	16.4%	4.7%

DECA members are academically prepared students who will enter college with credits and other forms of academic credentials.



DECA IMPACT



BUSINESS COURSE TAKEN	DECA
Marketing	74.9%
Finance/Accounting	33.9%
Entrepreneurship	25.4%
Management/Administration	21.7%
Sports + Entertainment	18.9%
Hospitality	9.2%

21ST CENTURY SKILLS

96%

of **DECA members** report they gained skills in problem solving.

89%

of **DECA members** report they learned how to work as part of a team.

97%

of **DECA members** report they learned how to communicate thoughts and ideas.

97%

of **DECA members** report they gained skills to improve personal and professional behavior.

COLLEGE AND CAREER PLANS

74%

of **DECA members** report that DECA has influenced their career plans.

67%

of **DECA members** report that DECA has influenced their college plans.

87%

of **DECA members** report that participation in DECA prepared them academically for college and a career.

67%

of **DECA members** have an increased desire to own a business.

PREPARING THE NEXT GENERATION

89%

of **DECA members** report that DECA experiences empowered them to become an effective leader.

89%

of **DECA members** report that DECA experiences connected school to the real world for them.

80%

of **DECA members** recognized the benefit and responsibility of community service.

73%

of **DECA members** are more interested in attending school.

Research findings courtesy of the National Research Center for College and University Admissions. The 2019 sample included 50,773 high school DECA members and was compared to data from more than 700,000 students nationwide.

DECA PARTNERS

PLATINUM INVESTORS \$50,000 +



CORPORATE INVESTORS \$20,000 - \$49,999



MEN'S WEARHOUSE®



PiperJaffray

Publix®



STRATEGIC ALLIES \$10,000 - \$19,999



BUSINESS PARTNERS \$5,000 - \$9,999



SUPPORTERS \$500 - \$4,999

Applied Academic Labs
 Aquilla Educational Resources
 Awards Unlimited
 BSN Sports
 Clemson University College of Business
 Competition University
 Cooper Tire & Rubber Co.
 Country Meats
 DormCo
 DLG Enterprises
 ENPICA
 Ecole Hoteliere de Lausanne
 ESCP Europe
 Fashion Institute of Technology
 Four Diamonds Mini-THON
 Frosty Fruit
 Gear For Sports
 Herff Jones
 High Point University
 International Trademark Association
 John Hopkins Carey School of Business
 Jostens, Inc.

Les Roches Glion Hospitality Business Universities
 Liberty University
 LIM College
 MBAResearch
 Muscular Dystrophy Association
 National Technical Honor Society
 NC State University
 Not A Problem Game
 Nova Southeastern University
 NRF Foundation
 Ozark Delight Candy
 Paul Smith's College
 Penn State University
 Pennsylvania College of Technology
 Pin-Centives
 Print Fundraising
 RIT Saunders College of Business
 School Store POS
 Selective Service
 Smile Train
 Snap!Raise
 Sonu Promo
 Standard Coffee Service

Stevens Institute of Technology
 Summer Discovery
 Support Fund
 University of Delaware
 University of Indianapolis School of Business
 University of Northwestern
 University of South Carolina - HRSM
 University of Texas at Austin, McCombs School of Business
 US Navy
 Virginia Commonwealth University
 Virginia Tech Department of Hospitality & Tourism Management
 Wear-a-Knit
 Weber State University
 Western Michigan University
 Haworth College of Business

DECA FUTURE

The DECA Inc. Board of Directors adopted its current strategic plan in June 2019. The plan provides an overarching direction and strategy for the organization from July 1, 2019 to June 30, 2022. It also charges the DECA Inc. staff to develop annual implementation plans for approval by the DECA Inc. Board of Directors.

The strategic plan was developed in an inclusive manner to encourage and facilitate input from member and stakeholder groups. A strategic planning taskforce was convened with the guidance of McKinley Advisors. Specific steps included a review of background documentation, records and related financial and program materials; the design and distribution of a customer-focused survey to conduct research and gather insights which produced 906 responses; the design and distribution of a recent-alumni survey which produced 560 responses; and work sessions with the taskforce, DECA Inc. Board of Directors, DECA National Advisory Board, and senior staff members.



DECA STRATEGIC DRIVERS

○ PROGRAM OF STUDY

Review all dimensions of existing and potential programs spanning the spectrum from middle school through post-secondary.

- a. Strengthen value proposition of DECA high school program.
- b. Develop and strengthen DECA collegiate program in alignment with member needs.
- c. Evaluate feasibility of middle school program and expand the collegiate program.

○ RESOURCES AND SUPPORT

Provide training, information and tools to support advisors at every level.

- a. Foster a chapter-centric philosophy at all levels of the organization.
- b. Optimize resources to ensure relevance and quality for all DECA audiences.
- c. Ensure support and consistency in the onboarding and training of DECA leaders.

○ STRATEGIC PARTNERSHIPS

Engage relevant stakeholders to create synergies that advance DECA's mission and vision.

- a. Cultivate relevant industry partnerships to elevate DECA's reach and impact.
- b. Effectively engage DECA alumni in communicating and demonstrating the value of DECA to prospective audiences.
- c. Leverage strategic partnerships to access and engage underserved populations.

○ ORGANIZATION STRENGTH

Enhance talent, technology and communication to support every dimension of DECA.

- a. Explore and implement virtual delivery and engagement systems.
- b. Evaluate and update communications systems to ensure timeliness and relevance in all DECA communications.
- c. Cultivate staff and volunteer talent and capacity to deliver on organizational priorities.
- d. Align and strengthen volunteer leadership structures to advance the organization.



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