



# WE VALUE COMPETENCE, INNOVATION, INTEGRITY, AND TEAMWORK

**Mission:** To prepare emerging leaders and entrepreneurs for careers in marketing, finance, hospitality, and management in high schools and colleges around the globe.

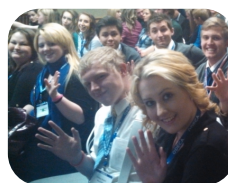
- With a nearly 70 year history, DECA has impacted the lives of more than ten million students, educators, school administrators, and business professionals since it was founded in 1946.
- DECA is organized into two unique student divisions—the High School Division and the Collegiate Division. Each program division is designed to address the learning styles, interests, and focus of its members.
- DECA enhances preparation for college and careers by providing co-curricular programs that integrate into classroom instruction, applying learning in the context of business, connecting to business and the community and promoting competition.
- Ninety percent of DECA members plan to further their studies in marketing, finance, hospitality, and business management, or to become entrepreneurs.

<b>National</b>	<b>227,000</b>	<b>3,200</b>
<b>Utah</b>	<b>2,487</b>	<b>69</b>

"DECA is an amazing CTSO that has helped me prepare for the real world. DECA teaches valuable life skills applicable to any career or life path. DECA provides networking opportunities no other student organization can offer. DECA is single-handedly the most amazing thing I have been a part of in high school."

Lenox, Utah DECA President

In Utah, CTSOs align with the national CTE Career Clusters® and 34 CTE Career Pathways.



Our student members leverage their DECA experience to become academically prepared, community oriented, professionally responsible, and experienced leaders. More than 70 percent of DECA members indicate that DECA has influenced their future career plans.

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**Utah DECA State Officer Team**

Front row, left to right: Aditi, Sierra, Liv  
Back row, left to right: Luke, Lenox, Bella

## DECA PROFILE

DECA is in all 50 states, Canada, China, Germany, Guam, Mexico, Puerto Rico, the Virgin Islands, and Spain.

98 percent of DECA members report they gained skilled in problem solving.

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

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

73 percent of DECA members report that DECA has influenced their career plans.

## NATIONAL RECOGNITION

Each year, Utah DECA student members compete at the DECA International Career Development Conference, competing in 59 contests.

### Utah DECA 2023 Secondary Top Four Winners

- 1st: Shaza  
Granite School District
- 3rd: Jackson  
Jordan School District
- 4th: Eli and Nathaniel  
Cache School District
- 4th: Indiana and Jaycee  
Weber School District

# GOALS

## Utah DECA Goals for 2023-2024:

1. Increase statewide membership to 3,000.
2. Increase engagement rate with ut\_deca Instagram account.
3. Increase communication between Utah DECA and individual chapters.



# SERVICE

## Region Service Project

Focusing on service projects in local regions, Utah DECA encourages each school to do a service project that will benefit an organization or person in their region.



# TEACHING

DECA's Comprehensive Learning Program integrates into classroom instruction, applies learning, connects to business, and promotes competition.

DECA extends the teaching and learning of National Curriculum Standards in four Career Clusters: marketing, business management and administration, hospitality and tourism, and finance.



# UTAH DECA REGIONAL HIGHLIGHTS

CTE REGION	DECA STATE OFFICERS 2023-2024	MEMBERS 2022-2023	NATIONAL COMPETITION 2023 WINNERS TOP TEN
Bear River		95	4
Central			
Mountainland		263	
Southeast		49	
Southwest	Liv	148	
Uintah Basin		55	
Wasatch Front No.	Sierra, Bella, Lenox, Aditi	632	2
Wasatch Front So.	Luke	1,245	5

Utah CTSOs are open to all qualified students without regard to race, color, national origin, sex, disability, or age.



Visit [UtahDECA.org](https://UtahDECA.org) to view the calendar of state events.

