



# DECA: 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.
- 90 percent of DECA members plan to further their studies in marketing, finance, hospitality, and business management, or to become entrepreneurs.

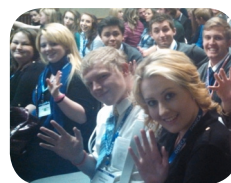


**Utah DECA State Officer Team**

Left to right: Eastin Hartzell, Aislin Pyper, Lauren Wilson, McKenna Best, Jake Millett

DECA Membership	2016-2017	2017-2018
National	219,000	217,256
Utah	2,691	2,578

DECA Chapters	2016-2017	2017-2018
National	3,500	3,500
Utah	75	70



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

## DECA PROFILE

National DECA = 217,256 members in 3,500 chapters in all 50 states, Puerto Rico and the Virgin Islands.  
 Utah DECA = 2,578 members in 70 chapters.  
 The DECA High School Division includes more than 200,000 members in 3,500 high schools.  
 The DECA Collegiate Division includes more than 15,000 members in 275 colleges and universities.  
 86 percent of DECA student members report an A or B average.  
 50 percent of DECA members are obtaining career experience through employment.

## DID YOU KNOW?

DECA has a Comprehensive Learning Program that:

- Integrates into classroom instruction.
- Applies learning.
- Connects to business.
- Promotes competition.

DECA prepares members to be:

- Academically prepared.
- Community oriented.
- Professionally responsible.
- Experienced leaders.

In Utah, CTSOs align with the national CTE Career Clusters® and more than 50 CTE Career Pathways.

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# GOALS

## Utah DECA Goals for 2018-2019:

1. Increase high school DECA student members to 3,000.
2. Increase participation at state to 1,500 student members.
3. Improve social media presence and increase followers.



# SERVICE

Recognizing the benefits of service and responsibility to the community, DECA members continually impact and improve their local and broader communities.

Utah DECA has a goal to make over 200 diaper bags for the Women of the World charity. Women of the World is an organization to help refugee mothers in the state of Utah.



# TEACHING

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

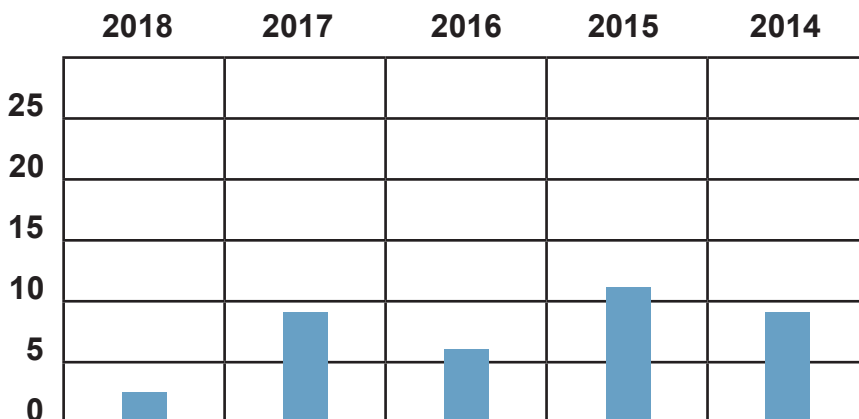
DECA extends the teaching and learning of National Curriculum Standards in four career clusters: marketing, hospitality and tourism, and business management and administration.



## UTAH DECA REGIONAL HIGHLIGHTS

CTE REGION	DECA STATE OFFICERS 2018-2019	MEMBERS 2017-2018	NATIONAL COMPETITION 2018 WINNERS Top Ten
Bear River		27	0
Central		0	0
Mountainland	Jake Millett	403	0
Southeast		45	0
Southwest		104	0
Uintah Basin		37	0
Wasatch Front No.	McKenna Best, Eastin Hartzell	556	0
Wasatch Front So.	Aislin Pyper, Lauren Wilson	1406	2

## NATIONAL RECOGNITION



Each year Utah DECA student members compete at the DECA International Career Development Conference in numerous skill events.



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

Utah DECA Secondary  
Top Ten National Winners

