

Youth Development Program: Distributive Education Clubs of America (DECA)

More than 56 years ago, DECA organized around an ambitious goal: to improve education and career opportunities for students interested in careers in marketing, management and entrepreneurship. What began with a few hundred students in 17 states has grown to over 185,000 students in all 50 states, the District of Columbia, Canada, Guam, Virgin Islands, Puerto Rico and Germany.

DECA's objective is to support the development of marketing and management skills in career areas such as hospitality, finance, sales and service, business administration and entrepreneurship. Programs and activities are tailored to the specific career interest of students and include technical skills, basic scholastic and communication skills, human relations and employability skills, and a strong emphasis on economics and free enterprise.

DECA provides recognition and leadership activities directly related to attainment of specific occupational and leadership skills. DECA's mission establishes clear criteria for its programs and activities.

The mission of DECA, Inc. is to enhance the co-curricular education of students with interest in marketing, management and entrepreneurship. DECA helps students to develop skills and competence for marketing careers, to build self-esteem, to experience leadership and to practice community service. DECA is committed to the advocacy of marketing education and the growth of business/education partnerships.

DECA is a nonpartisan, non-sectarian 501(c)(3) association of students, teachers, and administrators and is recognized and endorsed by all 50 state departments of education and the U.S. Department of Education.

DECA Membership Scope

DECA chapters operate in over 4,500 high schools and 200 colleges across the U.S., Puerto Rico, Guam and Canada. Recently, chapters have started in Germany. With over 185,000 members, (172,000 high school and 13,000 college members) DECA has a significant impact on today's youth.

Major Activities and Services

DECA offers a wide range of services and activities for its professional and student members. The services and activities are organized around the areas of conferences, publications, competitive events, leadership and classroom and chapter resources. Separate programs and activities are conducted for the high school and college division.

