

DECA Fact Sheet

NAME: DECA, An Association of Marketing Students

DATE ESTABLISHED: 1946

MISSION: (1) To enhance the inter-curricular education of students with interests in marketing, management, merchandising and entrepreneurship, (2) To help students develop skills and competence for marketing careers, build self-esteem, offer leadership opportunities and enable them to participate in community service activities, (3) DECA is committed to the advocacy for marketing education and the growth of business and industry partnerships.

MEMBERSHIP: 57 state associations, including the District of Columbia, Canada, Puerto Rico, Guam, the Virgin Islands and the Canadian provinces. Student membership is approximately 170,000 members.

HEADQUARTERS: 1908 Association Drive, Reston, VA 22091 (703) 860-5000

TAG LINE: Developing Future Leaders for Marketing and Management

COLORS: Blue and gold

NATIONAL EXECUTIVE DIRECTOR: Dr. Ed Davis

STATE ADVISOR: Jim King

REGIONS OF NATIONAL DECA: Western Region (13 states); Central Region (13 states and Manitoba, Canada); North Atlantic (12 states, District of Columbia, and Ontario, Canada); Southern Region (12 states, Puerto Rico, Mariana Islands, and Virgin Islands)

DIVISIONS OF DECA: High School Division, Delta Epsilon Chi Division, Collegiate Division, Alumni Division, and Professional Division.

LOGO: DIAMOND With Descriptor, "An Association of Marketing Students"



What is the correct and incorrect DECA terminology?

Incorrect

club
marketing member
DECA student
contests
National Leadership
Conference
fund raising
club sponsor

Correct

chapter
marketing student
DECA member
Competitive Events
Career Development
Conference
sales project
chapter advisor

DECA Terminology

National Board of Directors: Eight Members of DECA, Inc., elected to set policy for National DECA and The DECA Foundation.

Florida DECA Board of Directors: Ten members that include state officers, five chapter advisors, the state advisor and selected chapter advisors.

DECA: Identifies a program of student activity relating to marketing, management and entrepreneurship and is designed to develop future leaders for marketing and marketing related careers.

National DECA Headquarters: National offices of DECA, DECA, Inc., and The DECA Foundation, housed at 1908 Association Drive, Reston, Virginia 22091.

DECA, Incorporated: Legal identify of adult group responsible for the student program of DECA.

Marketing Education: Identifies a program of instruction in marketing, management and entrepreneurship.

DECA DIMENSIONS: Official publication of DECA.

National Advisory Board: Companies and organizations which contribute \$1000 or more annually to DECA and have membership on DECA's National Advisory Board. Each member company names a liaison person to represent that organization in DECA affairs.

National Voting Delegates: Student representatives, usually new state officers, selected by themselves, to conduct the official business of the student organization (DECA) and approved by the state advisor.

State Voting Delegates: Each chapter has two voting delegates. Those with more than 100 members gain two additional delegates, and those chapters with more than 200 members gain another two voting delegates.

National Career Development Conference: Annual climax of year's DECA activity, the purpose of which is to recognize outstanding individual and group leadership.

State Career Development Conference: Annual climax of year's state DECA activity with members participating in competitive events. Recognition is given to outstanding individuals and groups.

DECA Foundation: Created to assist and encourage DECA members to continue career study in marketing, merchandising and management.