

## OUR MISSION

Collegiate DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management.



# COLLEGIATE DECA™

COMPETENCE  
INTEGRITY  
INNOVATION  
TEAMWORK



Go to [www.collegiatedeca.org](http://www.collegiatedeca.org) to learn more.

## OUR GUIDING PRINCIPLES



### Collegiate DECA's Comprehensive Learning Program

#### Integrates into Classroom Instruction

As an integral component of academic instruction, Collegiate DECA activities can provide authentic, experiential learning methods to help members succeed in college and prepare for careers.

#### Applies Learning

Collegiate DECA members put their knowledge into action through rigorous project-based activities that require creative solutions with practical outcomes.

#### Connects to Business

Partnerships with businesses at local, national and international levels provide student members realistic insight into industry and provide internships and career opportunities.

#### Promotes Competition

As in the global economy, a spark of competition drives our members to excel and improve their performance. Campus competition teams also bring recognition to students and academic programs.



### Collegiate DECA inspires students to be

#### Academically Prepared

Collegiate DECA members are ambitious, high-achieving leaders equipped to conquer the challenges of their aspirations.

#### Community Oriented

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

#### Professionally Responsible

Collegiate DECA members are poised professionals with ethics, integrity and high standards.

#### Experienced Leaders

Collegiate DECA members are empowered through experience to provide effective leadership through goal setting, team building, decision making and project implementation.