

## College Recruitment

DECA members are highly motivated, results oriented students with strong academic credentials; this is the type of student that colleges and post-secondary institutions want. Many colleges have found DECA to be a great recruiting resource. A recent study found that 86% of graduating DECA members plan on attending college. Typical DECA members have work experience and community service as part of their DECA experience. The majority of DECA members are juniors and seniors in high school, ideal timing for colleges to recruit.

DECA offers many opportunities to access this incredible network. Examples include:

1. Join DECA's National Advisory Board. As a member, your college would have access to DECA's mailing list, discounts on advertising and exhibit fees, links on DECA's website and listing in DECA's annual directory of NAB Members and an introductory article in DECA's student publication. For more information **click here**.
2. Exhibit at DECA's conferences. Exhibiting gives you an opportunity to meet chapter leaders and advisors, build your name recognition with the most active chapters. For more information **click here**.
3. Advertise in DECA publications. DECA offers several publications that target students or advisors. This is great way to introduce your school and build name recognition. For more information **click here**.
4. Custom programs. We are delighted to work with you to design a custom program to market your school to our chapters and members.

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