

SCHOLARSHIPS

Scholarships are often times a great motivator for a student to decide to attend college. DECA's scholarship program provides over \$300,000 each year and the recipients are recognized at the International Career Development Conference. More than 50 corporations provide scholarships through the DECA Scholarship Program. DECA Inc. administers the program based on guidelines set by the donor and freeing the company from any potential compensation issues.

Criteria generally include:

- work history,
- endorsement from the DECA Advisor, a second school official, the local supervisor of the students and/or one other
- DECA involvement and
- scholastic achievement

In recent studies, DECA members earn an average of:

- 3.6 GPA on a 4.0 scale
- 1,137 on SATs and/or 24 on ACTs
- 86% of DECA members go on to college.

Types of Student Scholarships

Each sponsor decides the type and number of scholarships to be offered. General categories include:

1. Employee/associate scholarships—scholarships awarded to associates of the sponsor that are DECA members. Criteria generally include work history, endorsement from the local supervisor of the student, the DECA Advisor and a second school official, DECA involvement and grade point average.
2. Leadership scholarships—scholarships awarded to any DECA member based on their demonstrated leadership experiences. Criteria may include serving as local state or national officer, community service, DECA Advisor recommendation and endorsement by a second school official and or community leader.
3. Special event scholarships—scholarships awarded to DECA members that participated in a specific function or event. Criteria may include documentation of their involvement and related recognition, endorsement by the DECA Advisor, a second school official and/or community leader and the event sponsor at the local level.

Types of Professional Development Scholarships

The professional development scholarship program is for DECA advisors that want to further their education for careers in marketing, management or marketing education. Some scholarships can be used to reimburse fees of attendance at an annual conference that provides continuing education credits in their field such as Conclave or ACTE.

Administration

DECA Inc. will administer the scholarship program, removing the sponsor from liability associated with the administration. Included in the administration are:

- The preparation and dissemination of the scholarship application.
- The evaluation of the scholarship applications.
- The verification of membership status and other criteria.
- Preparing appropriate awards and recognition at the International Career Development Conference.
- Post conference public relations.
- Working with the college or postsecondary institution to confirm the student's admission for the first semester and standing for the second semester. One half of the scholarship is sent to the institution the first semester and the second half is sent after the student successfully enrolls for the second semester and is making satisfactory progress.

Investment

The actual investment of the scholarship depends on the method of applying and other direct costs.

Direct costs include:

1. Share cost of a classroom poster promoting all scholarships
2. Luncheons for volunteer judges for the selection of winners
3. Certificates and medallions for each scholarship recipient
4. Shared cost of a scholarship reception at the International Career Development Conference
5. Printing and distributing scholarship applications to 5,000 DECA chapters

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