



DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management in high schools and colleges around the globe.

DECA Inc. is a 501(c)(3) not-for-profit student organization with nearly 225,000 members in all 50 United States, Canada, Guam, Puerto Rico and Germany. The United States Congress, the United States Department of Education and state, district and international departments of education authorize DECA's programs.

## ABOUT DECA

DECA extends the teaching and learning of National Curriculum Standards in four career clusters.

DECA's Comprehensive Learning Program integrates into classroom instruction, applies learning, connects to business and promotes competition.

DECA prepares the next generation to be academically prepared, community oriented, professionally responsible and experienced leaders.



## IMPACT

**96%**

of **DECA members** report they gained skills in problem solving.

**88%**

of **DECA members** report that DECA experiences connected school to the real world for them.

**87%**

of **DECA members** report they learned how to work as part of a team.

**87%**

of **DECA members** report that participation in DECA prepared them academically for college and a career.

**87%**

of **DECA members** report that DECA experiences empowered them to become an effective leader.

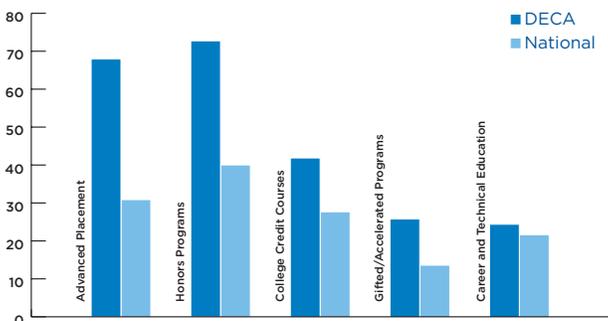
## MEMBERSHIP

**225,000**  
TOTAL MEMBERS

**5,800**  
TOTAL CHAPTERS

CAREER	DECA	National
Business/Management	39.1%	13.6%
Entrepreneurship	35.7%	15.0%
Marketing Communications	29.2%	5.6%
Finance	16.4%	4.6%

When selecting a career, DECA members are more likely to select a career in marketing, finance, hospitality or business management.



DECA members are academically prepared students who will enter college with credits and other forms of academic credentials.

Research findings courtesy of the National Research Center for College and University Admissions. The 2020 sample included 24,699 high school DECA members and was compared to data from nearly 500,000 students nationwide.