

KY DECA

MEMBERSHIP



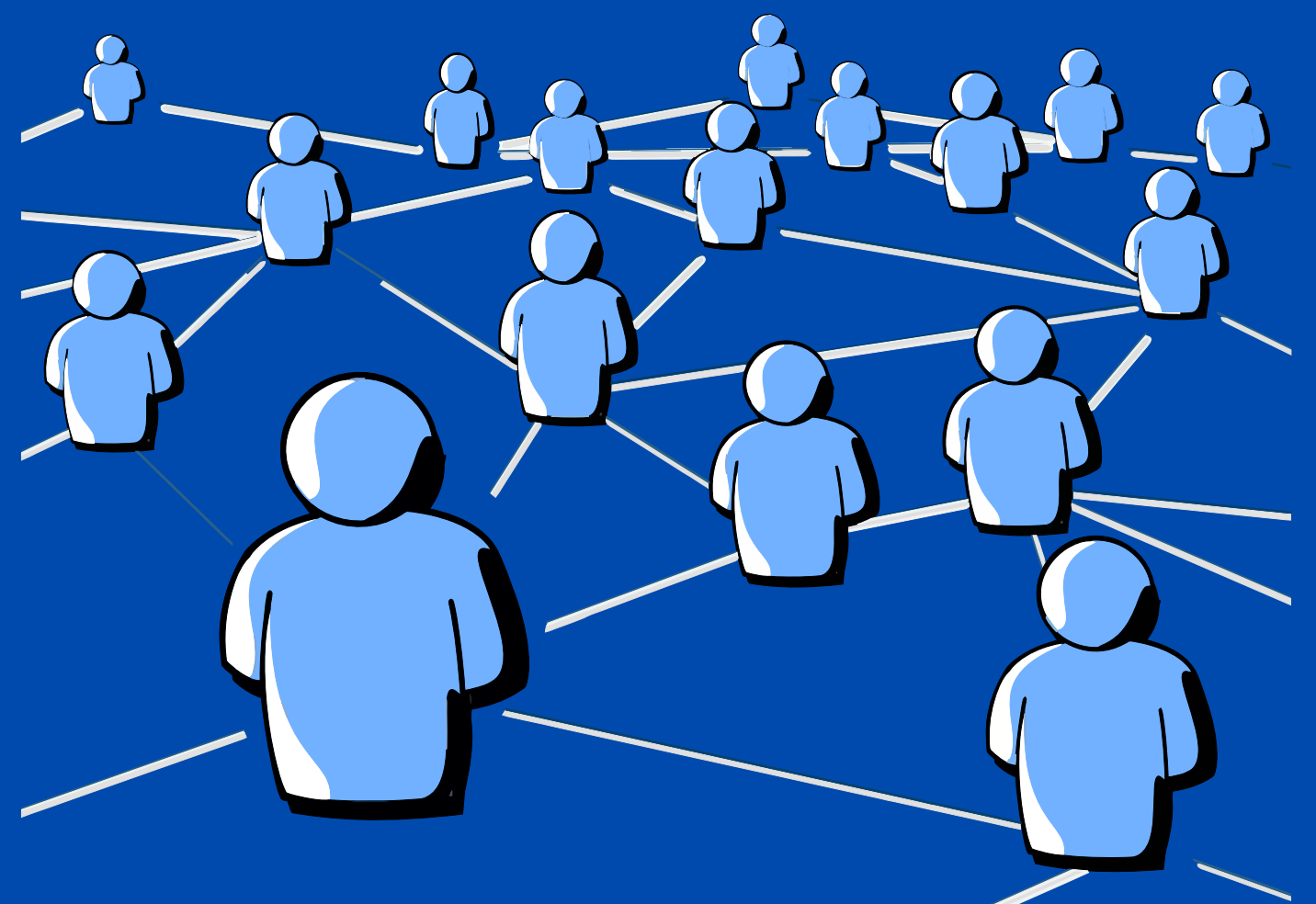
Connects to Business

As students actively serve in communities, both professional and alumni members are targeted. By gaining these members, our association gains contacts and opportunities through leaders and business owners. Through our efforts in collaborating with local businesses, Kentucky DECA members are gaining experience and insight on what it takes to be a business owner in various situations. Throughout the past year, Kentucky DECA members have seen first hand how to overcome hardships in the business world. Professional and alumni members have enhanced the DECA experience for all student members.



Applies Learning

Many of our membership programs connect back into the business classroom. Because our competitions are highly competitive, students naturally have the drive to encourage others and promote competition. By encouraging our students to promote DECA, we are providing students with the opportunity to get real-world experience by promoting something they are passionate for.



Promotes Competition

In the year of 2019-2020, Kentucky DECA's membership saw a 5% increase. Kentucky DECA promotes membership through our various membership campaigns. This year, we introduced a new membership campaign: DECA Diamond in the Rough. This reward was introduced in order to target new members and reward them for their hard work and dedication to DECA. In addition to this reward, our association also recognizes and rewards the largest chapters within our state for their great influence on membership.



Community Oriented

Kentucky DECA members are tasked with the duty to "reach one, each one." This leads to stronger development in chapters by growing membership in each school. As a State Office team, we challenge members to engage in community efforts and spread awareness of their roles as students of DECA.

REACH ONE, EACH ONE