



DECA is an organization for students enrolled in Marketing Education. It is designed to promote a total program of activities which develops leadership, teamwork skills and individual growth. DECA is the only national student organization operating in the nation's schools to attract young people to careers in marketing, finance, hospitality, management, and entrepreneurship.

DECA offers Marketing Education students the opportunities that a civic or professional organization would offer a businessperson. Activities develop leadership ability, occupational skills, civic responsibility, and the social skills of the individual. DECA activities serve as a teaching tool, complimenting, supplementing, and enhancing the marketing education curriculum.

As an integral part of the total Marketing Education program, DECA offers tremendous opportunities for student participation. Each chapter elects its own officers with the Marketing Education teacher serving as the chapter advisor. These chapters, in turn, comprise the Ohio DECA Association. All local members, through their elected officers and delegates, have a direct vote in the concerns of Ohio and National DECA. Membership dues and fund raising projects support chapter activities.

There is no set method of operation for a local chapter, as each is unique to its students and community. The chapter should work, however, at providing a well-rounded program focusing on social, civic, professional and leadership activities that provide for individual, school and community betterment.

DECA provides its members with an opportunity to serve as leaders and receive local, state and national recognition. DECA, therefore, serves as a "showcase" for student achievement and a public relations tool for the Marketing Education program.

## **OUR MISSION**

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

## **GUIDING PRINCIPLES**

Our guiding principles explain how we fulfill our mission by addressing what we do and the outcomes we expect. DECA enhances the preparation for college and careers by providing co-curricular programs that integrate into classroom instruction, applying learning in the context of business, connecting to business and the community and promoting competition. Our student members leverage their DECA experience to become academically prepared, community oriented, professionally responsible, experienced leaders.

## **ATTRIBUTES AND VALUES**

Our attributes and values describe DECA's priorities and standards. We value competence, innovation, integrity and teamwork.