



Why Should Your Pathway/Marketing Students be Involved in DECA?

DECA, integrated through a comprehensive program of activities, offers students a richness of educational experience that they can get nowhere else. As an instructional tool, DECA provides opportunities for the key instructional components discussed in the literature: project-based, contextual, collaborative, community-service oriented, work-based, non-time based, varied instructional practices based on learning styles, constructivist learning, and authentic assessment.

What makes DECA unique and successful?

- National DECA provides several written manual events which give students opportunities to combine rigorous academics (language arts, math, and science-through research processes), and occupational skills as well as essential technology skills. Students do not have to participate at the state or national level to obtain the benefits of these events. National DECA provides directions/guidelines, rating sheets, and student exemplars (fee for exemplars). No other student organization offers the same depth and breadth of opportunity.
- DECA offers a comprehensive group of competency-based series and management team decision-making events that incorporate role-play activities for students who prefer oral demonstration of skills.
- DECA offers events for a variety of learning styles and incorporates what we know about effective teaching practice. There are events for teams and for individuals. There are employee-level events and management events so students can participate in the area most suitable to them. Written events require a great deal of pre-preparation. Series and Management Team Decision Making Events do not allow for as much pre-preparation. However, all events require study, and successful students manage a long-term preparation/study program that helps them learn to set goals and self regulate. DECA events are contextual teaching and learning experiences and require application of essential technology, critical thinking, and problem solving skills.

- DECA activities provide the perfect blend and rigor of academics and technical skills for students in High Schools that Work and Tech Prep programs.
- DECA teaches marketing through real-world applications. Marketing skills are useful in every occupation. Even in interviewing, students can be more successful if they understand the selling process.
- State and National officer positions teach students leadership, teamwork, responsibility, self confidence, speech development, and public speaking. Officers speak to thousands of members at conferences.
- DECA provides opportunities for students to adjust to standardized testing practices under somewhat stressful situations through its testing system.
- There are opportunities for everyone. Events allow for success regardless of gender, race, socioeconomic situation, or school location.
- Research studies indicate that students involved in school activities are more successful in school. DECA provides students with that involvement.
- National DECA provides opportunities for students to pursue customer service certification at a reduced rate.
- Students enjoy DECA.