DECA

We value competence, innovation, integrity, and teamwork

Mission: To prepare emerging leaders and entrepreneurs for careers in marketing, finance, hospitality, and management in high schools and colleges around the globe.

- With a nearly 70 year history, DECA has impacted the lives of more than ten million students, educators, school administrators, and business professionals since it was founded in 1946.
- DECA is organized into two unique student divisions—the High School Division and the Collegiate Division. Each program division is designed to address the learning styles, interests, and focus of its members.
- DECA enhances 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.
- Ninety percent of DECA members plan to further their studies in marketing, finance, hospitality, and business management, or to become entrepreneurs.

2024-2025	Membership	Chapters
National	**294,110**	**4,252**
Utah	**4,050**	**76**

"Since the day I joined DECA, it's become clear that DECA is a place that fosters opportunities, big and small. DECA has pushed me to be the best version of myself. I wholeheartedly believe DECA is a place for everyone, everywhere. DECA is the place to let your adventurous side take control to learn and grow."

Angeles, Utah DECA South VP

In Utah, CTSOs align with the national CTE Career Clusters® and 32 CTE Career Pathways.

Our student members leverage their DECA experience to become academically prepared, community oriented, professionally responsible, and experienced leaders. More than 70 percent of DECA members indicate that DECA has influenced their future career plans.

Utah DECA State Officer Team

Left to right: Daisy, Bella, Kennedy, Ava, Packer, Angeles

DECA PROFILE

DECA is in all 50 states, Canada, China, Germany, Guam, Mexico, Puerto Rico, the Virgin Islands, and Spain.

98 percent of DECA members report they gained skilled in problem solving.

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

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

DECA is developing and training the next generation of business and civic leaders.

NATIONAL RECOGNITION

Each year, Utah DECA student members compete at the DECA International Career Development Conference, competing in 50 contests.

Utah DECA 2025 Secondary

2nd Place

Financial Operations Research
Ava, Abigail, and Niharika
Jordan School District

Sports and Entertainment
Anhkhoa and Jeffrey
Granite School District

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Goals

Utah DECA Goals for 2025-2026:

1. Raise awareness at the junior highs to increase future Utah DECA membership.
2. Increase the number of chapters in Utah DECA by 10 percent.
3. Advocate for Utah DECA chapters across the state.

Service

Region Service Project

Focusing on service projects in local regions, Utah DECA encourages each school to do a service project that will benefit an organization or person in their region.

Teaching

DECA's Comprehensive Learning Program integrates into classroom instruction, applies learning, connects to business, and promotes competition. DECA extends the teaching and learning of National Curriculum Standards in four Career Clusters.

- Business Management and Entrepreneurship
- Financial Services
- Hospitality, Events and Tourism
- Marketing

Utah DECA Regional Highlights

CTE REGION	DECA STATE OFFICERS 2025-2026	MEMBERS 2024-2025	NATIONAL COMPETITION 2025 WINNERS TOP TEN
Bear River		102	
Central			
Mountainland	Packer	501	
Southeast	Angeles	63	
Southwest		246	
Uintah Basin		78	
Wasatch Front No.	Daisy	1062	Fremont, Weber
Wasatch Front So.	Ava, Bella, Kennedy	1998	Herriman, Skyline, Taylorsville, Tooele

Utah CTSOs are open to all qualified students without regard to race, color, national origin, sex, disability, or age.

Visit UtahDECA.org to view the calendar of state events.

DECA

Career and Technical Student Organizations

Utah State Board of Education | Career and Technical Education
250 East 500 South P.O. Box 144200 Salt Lake City, UT 84114-4200

October 2025