



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.



Utah DECA State Officer Team

Left to right: Maizy Abbott, Hannah Teo, Elle Christensen, Laurel Dalton, Ellie Campbell, Ben Ludlow

DECA PROFILE

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

The DECA High School Division includes members in 3,700 high school chapters.

The DECA Collegiate Division includes more than 15,000 members in 215 colleges and universities.

86 percent of DECA student members report an A or B average.

50 percent of DECA members are obtaining career experience through employment.

DID YOU KNOW?

DECA has a Comprehensive Learning Program that:

- Integrates into classroom instruction.
- Applies learning.
- Connects to business.
- Promotes competition.

DECA prepares members to be:

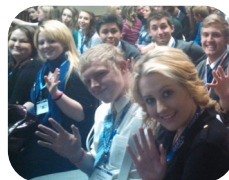
- Academically prepared.
- Community oriented.
- Professionally responsible.
- Experienced leaders.

In Utah, CTSOs align with the national CTE Career Clusters® and 35 CTE Career Pathways.

DECA Membership	2019-2020	2020-2021
National	225,000	152,000*
Utah	2,773	1,283*

DECA Chapters	2019-2020	2020-2021
National	3,915	3,200*
Utah	70	62*

* 2021 membership impacted by COVID-19



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

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GOALS

Utah DECA Goals for 2021-2022:

1. Increase Utah DECA membership to 2,500.
2. Increase Utah DECA State Conference participation to 1,000.
3. Increase camaraderie by hosting Utah DECA regional activities.



SERVICE

Region Service Projects

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: marketing, business management and administration, hospitality and tourism, and finance.

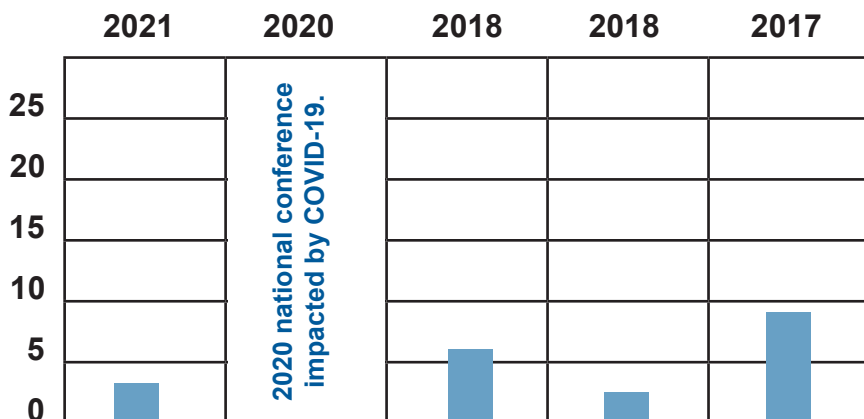


UTAH DECA REGIONAL HIGHLIGHTS

CTE REGION	DECA STATE OFFICERS 2021-2022	MEMBERS 2020-2021	NATIONAL COMPETITION * 2021 WINNERS TOP TEN
Bear River		13	
Central		0	
Mountainland	Ben Ludlow	100	
Southeast		44	
Southwest	Elthura Campbell	109	Ava Graff
Uintah Basin		45	
Wasatch Front No.	Maizy Abbott, Hannah Teo	357	Aaron Haws
Wasatch Front So.	Elle Christensen, Laurel Dalton	615	Carter Boswell

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

NATIONAL RECOGNITION



Each year, Utah DECA student members compete at the DECA International Career Development Conference in numerous skill events.



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

* 2021 national competition impacted by COVID-19

Utah DECA Secondary Top Ten National Winners

