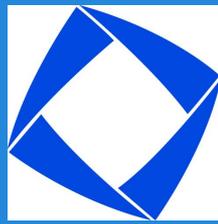


**BE
EPIC**

 **DECA**

Who are we?

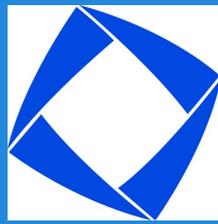


Kristen Casto, Orchard Park DECA Advisor

Cheryl Chamberlain, Grand Island DECA Advisor

Lori Piotrowski, Lancaster DECA Advisor

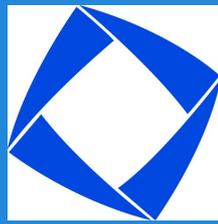
What the hecka is DECA?



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

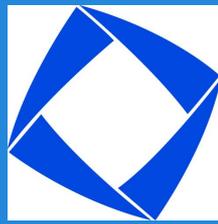


What the hecka is DECA?



- ★ DECA has over 3,500 chapters across all 50 states, the District of Columbia, Canada, China, Germany, Guam, Mexico, Puerto Rico and Spain.
- ★ DECA has over 215,000 high school and college members and more than 5,500 advisors.

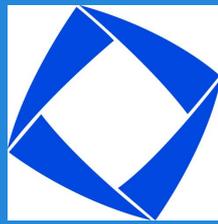
Why DECA?



We asked our students why they joined DECA. Here is what they said: [DECA Video](#)

- ★ Grand Island went from a chapter of nine members to over 160 members in ten years.
- ★ Building school and community relationships is a large part of the DECA Chapter
- ★ Marketing DECA is easy because DECA.org and newyorkdeca.com are full of information for new advisors!

Beginning Steps

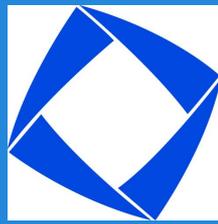


- ★ Establish a DECA advisor for the chapter; should be a Business Teacher.
- ★ Generate excitement within the student body by promoting the benefits of being a DECA member.
- ★ Generate support among school administrators and other key decision makers by promoting the benefits of having a DECA program within your

BENEFITS TO STUDENT MEMBERS

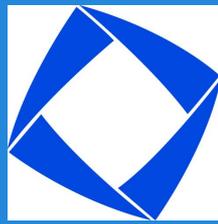


Benefits to Student Members



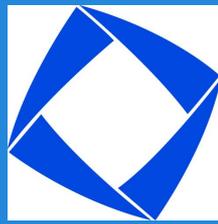
- ★ Focuses students on defining their college and career goals
- ★ Connects the importance of lifelong learning with success.
- ★ Develop leadership skills by serving as officers, committee members and spokespersons; attending conferences; planning and conducting elections and meetings

Benefits to Student Members



- ★ Opportunity for state/provincial and international recognition through competition in a variety of occupational areas.
- ★ DECA awards more than \$400,000 in scholarships each year.
- ★ DECA has partnerships with numerous colleges and universities that offer DECA members more than \$9 million in scholarships to their institutions.

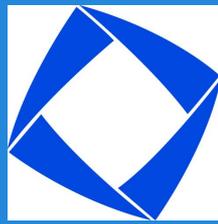
Benefits to Student Members



★ But most importantly, DECA is

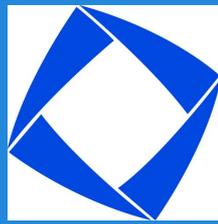
FUN!

Benefits to Business Departments



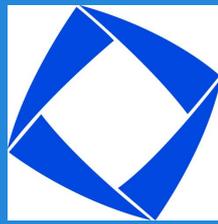
- ★ DECA combines marketing, management, finance, hospitality and entrepreneurship curriculum with real world instructional activities, many of which are supported by teaching aids, such as teachers' guides, project guides and computer software.

Benefits to Business Departments



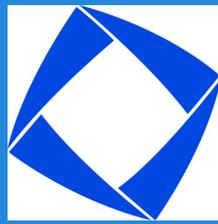
- ★ Knowing that the success of DECA participants is dependent on the knowledge and skills gained from a business curriculum, school and community members recognize and appreciate the expertise and contributions of teachers involved with DECA.

Benefits to Business Departments



- ★ Getting to know one another outside of the classroom can be a valuable experience for students and teachers alike. As a result of their cooperative working relationship with DECA students, advisors tend to form many and long-lasting friendships.

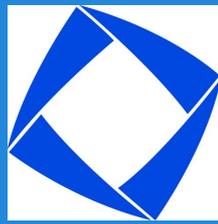
What's in it for me?



- ★ We surveyed 45 advisors across the state from 1-21 years of DECA experience.
- ★ Compensation ranged:
 - \$0 - \$7,400 (usually the more years, the more money)
 - No duty or 1 less class
 - DECA class
 - Some schools have co-advisors



Club Recruitment/Promotion

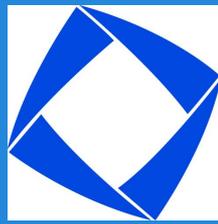


Most used some/all of the following:

- ~ Posters
- ~ PA announcements
- ~ Class presentations
- ~ After school meetings w/ food
- ~ Kids talking it up
- ~ Flyers sent home
- ~ Freshmen orientation
- ~ Publicity in paper



Competitions..3 Major Categories



State Contests:

~ begins at regional level, ends at state level

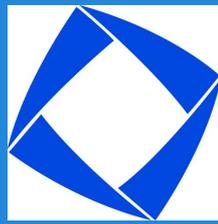
CBCE (competency based competitive event) Contests:

~ begins at regional level and if successful at each level, moves to nationals

Manuals and Projects:

~ begins at state level and moves on to nationals

Words of Wisdom...



- ★ ASK for help....DECA colleagues are great
- ★ Attend a regional meeting and get your feet wet
- ★ DECA advisors get to see a whole new side of students in a very special way.
- ★ It's FUN!





**KEEP
CALM
AND
JOIN
DECA**










AARDN BOECK (PHOTOGRAPHY)




AARDY BOBECK [PHOTOGRAPHY]

Marketing
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Relationships

AARDN BOBECK (PHOTOGRAPHY)





DREAMS COME TRUE



NEW YORK DECA
55TH ANNUAL
STATE CAREER CONFERENCE











