



---

**Missouri DECA** is a state affiliate of DECA, Inc. The mission of DECA is to prepare emerging leaders and entrepreneurs in marketing, finance, hospitality, and management. DECA is endorsed by the U.S. Department of Education and is one of the most powerful Career and Technical Student Organizations (CTSO) with more than 200,000 members worldwide.

DECA serves high school students enrolled in marketing, cooperative education and business courses. Through classroom instruction, rigorous competitive events, and dynamic conferences, DECA prepares thousands of students to be college ready and career ready.

DECA members who participate in competitive events must be able to “think on their feet” while supplying a solution to real-world issues in a time-sensitive manner. DECA’s competitions are judged by business and industry professionals who provide valuable feedback to students on their research projects, business plans, case studies, and sales presentations.

DECA helps its members polish essential business, marketing, and communication skills, providing a firm foundation for success in any career.

#### **Pride Points**

- MO DECA ranks **6th in the nation** with more than 9,100 members.
- MO DECA is comprised of **178 chapters** in 12 DECA Districts.
- More than 600 industry professionals contributed their time and talents to serve at MO DECA’s District and State Career Development Conferences in 2010.
- MO DECA awarded **\$10,000** in scholarships at the 2010 State Career Development Conference.
- MO DECA raised **\$87,500** for the Muscular Dystrophy Association (MDA) in 2009-2010 and was recognized internationally for having the **largest contribution** to MDA.
- MO DECA members served more than **13,500 hours of community service** last school year.
- MO DECA boasted 375 participants at the 2010 International Career Development Conference in Louisville, KY. Sixteen MO DECA members earned “Top 10” honors at the ICDC, including seven students who won first place.

*(over)*

The international symbol of DECA is the DECA Diamond, which represents DECA's mission and guiding principles. The organization's priorities and standards center on competence, innovation, integrity, and teamwork. DECA, through its full range of opportunities, prepares students to be academically prepared, community oriented, professionally responsible, and experienced leaders.

- **Academically Prepared:** DECA's competitive events require students to apply the knowledge they have gained in the classroom. Nearly every DECA competitive event combines a written portion and a presentation portion. Written projects allow members to use their technical writing and research skills. Through role play performances and oral presentations, students develop critical thinking skills and interpersonal skills. Participating in DECA events helps high-school students prepare for postsecondary education and ambitious careers.
- **Community Oriented:** Community service activities are an integral part of DECA. The community service that students perform while in high school helps instill a sense of service that can last a lifetime.
- **Professionally Responsible:** Through conferences, chapter meetings, and competition, DECA strives to teach students how to be socially intelligent. Involvement in DECA educates students on professionalism and how to act in a business setting with poise and confidence.
- **Experienced Leaders:** DECA provides many opportunities for students to develop vital leadership skills. Students have the opportunity to be the chairperson of a chapter project or event and can also hold chapter or statewide offices.

Missouri DECA is nonprofit. The state association operates through membership dues and administrative support from the Department of Elementary and Secondary Education (DESE). DESE employs a state advisor that manages the organization and plans statewide conferences.

The Missouri Career Education System provides statewide services for 12 community college regions, 58 area career centers, one state technical college, seven four-year universities offering two-year associate degree programs, and 443 comprehensive high schools. In addition, the system includes two state agencies: the Department of Corrections and the Department of Social Services, Division of Youth Services. For the fiscal year of 2011, Missouri will receive more than \$24 million from the federal government under the Carl D. Perkins Career and Technical Education Act.