DECA

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

DECA is a 501(c)(3) nonprofit with over 295,000 members in over 4,000 high school and college chapters in nearly all 50 United States, Canada, Puerto Rico and Germany. The United States Congress, the United States Department of Education and state, district and international departments of education authorize DECA's programs.

ABOUT DECA

DECA extends the teaching and learning of National Curriculum Standards in four career clusters.

DECA's Comprehensive Learning Program integrates into classroom instruction, applies learning, connects to business and promotes competition.

DECA prepares the next generation to be academically prepared, community oriented, professionally responsible and experienced leaders.



MEMBERSHIP

295,098
TOTAL MEMBERS

4,385
TOTAL CHAPTERS

COLLEGE MAJOR	DECA	National
Business/Management	38.2%	15.0%
Marketing/Advertising	21.4%	3.0%
Finance/Accounting	21.2%	6.0%
Entrepreneurship	12.0%	5.0%
Economics	9.2%	3.0%
Communications	3.4%	2.0%
Hospitality	2.4%	2.0%

CAREER	DECA	National
Business/Management	44.2%	18.0%
Entrepreneurship	41.0%	21.0%
Marketing Communications	31.8%	10.0%

When selecting an intended college major or career, DECA members are more likely to select a path in marketing, finance, hospitality or business management.

IMPACT

83%
of DECA members report they gained skills to **improve personal and professional behavior**.

80%
of DECA members report they learned how to **communicate thoughts and ideas**.

76%
of DECA members report they **gained skills in problem solving**.

66%
of DECA members report that participation in DECA **prepared them academically for college and a career**.

Learn more at deca.org