

This Is How We Do DECA: Advisor Basic Training

Introduction

The DECA Advisor Basic Training is designed for advisors who are either brand new or newer to their role as a DECA chapter advisor. Based on feedback from new chapter advisors during and after their first year, this training course was designed to provide as much helpful information early in the school year to provide an overview for the year ahead. DECA advisors are often the teachers who students remember long after graduating high school.

Did You Know?

More than 50% of our current DECA chapter advisors have less than five years of experience serving as a DECA advisor.

Intended Outcomes

At the conclusion of this training, participants should be able to:

- Utilize professional development resources to assist in their role as a DECA chapter advisor.
- Utilize resources to develop and implement a DECA chapter strategy.
- Utilize resources to begin integrating DECA into classroom instruction.
- Develop a roadmap of DECA activities for their first year(s) as a DECA advisor.

Day 1 – August 10, 2026

1:00 PM ET | LET'S TALK ABOUT DECA

Learn how DECA's mission and guiding principles create a dynamic learning program for preparing emerging leaders and entrepreneurs for college and careers. Discover how your DECA chapter plays an integral role in delivering the DECA experience to your members.

1:30 PM ET | ADVISOR'S ROLE

DECA makes teaching more enjoyable and motivates your students. Learn the roles and responsibilities of a successful DECA chapter advisor so you make the most out of this learning experience for you and your students – without adding extra work!

2:00 PM ET | ADVISOR RESOURCES

As a DECA advisor, you have access to materials, activities and training that make everything you do in the classroom more relevant. Discover the must-have resources to assist you in your first year(s) as a DECA advisor.

3:00 PM ET | DECA MEMBERSHIP

The DECA experience starts in the classroom. The key to a successful chapter is the ability to recruit and engage your members. Discover ideas for introducing DECA to your students and recruiting DECA members, the parameters of membership eligibility, and the process for registering them.

4:00 PM ET | BONUS: SCHOOL-BASED ENTERPRISES

If your chapter operates a school-based enterprise (or school store), attend this session for an overview of the support, resources and recognition DECA provides for your SBE.

Day 2 – August 11, 2026

1:00 PM ET | CHAPTER STRATEGY

Learn the core elements of an effective DECA chapter strategy, including selecting your chapter's leadership team, setting DECA goals and leveraging your chapter's leadership team to accomplish your chapter's goals.

2:00 PM ET | INTEGRATING DECA INTO THE CLASSROOM

A powerful instructional component, DECA brings the classroom to life by empowering the teacher-advisor to make learning relevant with DECA's Comprehensive Learning Program. Using DECA's Progression of Activities, discover a few simple strategies to begin integrating DECA into your classroom.

2:30 PM ET | COMPETITIVE EVENTS

DECA's Competitive Events Program is an incredible tool for your curriculum and a tremendous motivator for students to learn classroom content. Get an overview of DECA's Competitive Events Program, as well as how to help students select competitive events and resources for competition preparation.

3:30 PM ET | CONNECTING WITH LOCAL BUSINESS PARTNERS

Business partners can play a crucial role in the success of your chapter. Learn how to develop a local business network that can provide insight into industry trends, provide career guidance and help prepare members for competition. They can also be resources for work-based learning, employment, internships, mentoring—and more!

4:00 PM ET | BONUS: EDUCATIONAL CONFERENCEES + FUNDRAISING

Student travel extends learning beyond the classroom. However, it also requires careful planning and fundraising to make it a success. Get an overview of key considerations when planning student travel.