

DELAWARE DECA STATE ASSOCIATION

2020-2021

FACTS ABOUT DELAWARE DECA

Please share the following information with your chapter officers and all chapter members. This information is designed to be used in conjunction with the Chapter Advisor's Handbook. Members, chapter officers, district, state and national officer candidates should be very familiar with this information.

Membership Size in 2020: 306 active members

State Competitors in 2020 – 186

Why Join DE DECA: 2020-2021 year is going to be a different one, but the connections you can make as a DE DECA member and a National DECA high school member will last a lifetime.

DE DECA's Three Primary Purposes Join

- To build your skills in the area of your interest, business administration, marketing, finance, entrepreneurship, hospitality and tourism, and personal financial literacy.
- As a DECA member you can add it to your resume!
- Opportunities to connect with student members across the state and work within your own chapter at your local school.

Mission Statement

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

National DECA Center

1908 Association Drive Reston, Virginia 20191-1594

The four regions of National DECA

- North Atlantic Region • Central Region
- Southern Region
- Western Region

Official Publication of National DECA

“DECA Direct”

National Theme/Tagline

“Next Level”

**2020-2021 Executive Officers for the High School Division**

President, Catherine Horton, AZ @decapresident

North Atlantic Region Vice President, Ryan Rivera, NY @decanarvp Central Region Vice

President, Nate Jacobs, MI @decacrvp

Southern Region Vice President, Ramikishore Annachi, NC @decasrvp Western Region Vice

President, Mattie Bradford, AZ @decawrvp



The official DECA emblem is a diamond-shaped design. It embraces the organization’s affinity for the diamond while displaying a bold, modern design. The four points inside the diamond represents the first set of DECA’s Guiding Principles. The four outer points represent the second set of DECA’s guiding principles and the polished leaders DECA prepares.

Four inner points of the DECA Diamond represent the purpose of our comprehensive learning program:

- Integrates into Classroom Instruction
- Applies learning
- Connects to Business
- Promotes Competition

The outer four points of the DECA Diamond address the results of the comprehensive learning program. DECA prepares the next generation to be:

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

Official Color of DECA

Blue, black may be used when blue is unavailable. If on a blue field, the logo may be white.

International and State DECA Month

November 1-30, 2020

DECA's Three Primary Purposes

- To assist state/provincial associations in the growth and development of DECA
- To further develop education in marketing and distribution which will contribute to occupational competence
- To promote understanding and appreciation for the responsibilities of citizenship in our free, competitive, enterprise system

DECA's Core Values and Attributes

- Competence • Innovation
- Integrity
- Teamwork

DECA Establishment

DECA was established nationally in 1946 with 17 charter states and the first National DECA conference was held in Memphis, TN, April 1947

Geography

- DECA operates in all 50 states plus Puerto Rico, the District of Columbia, Guam, the Virgin Islands, Canada, Mexico, China, Spain, Korea and Germany.
- Texas is located in the Southern Region of National DECA
- Texas DECA is divided into 11 districts

DECA Terminology

- DECA offers a well-rounded “competitive events program” -- not “contests”.
- At the local level, DECA is referred to as a “chapter” -- not a “club”.
- Persons belonging to a DECA chapter are “members” -- not “DECA students”.
- National DECA is made up of state and territorial “associations” -- state associations are made up of local chapters.
- CTSO is an acronym for Career and Technical Student Organization

Various membership divisions of DECA

- High School Division
- Collegiate DECA
- Alumni Division
- Professional Division

Membership Dues

- The dues for membership in National DECA are \$8.00.

Official DECA Merchandise

Shop DECA is the official supplier of DECA jewelry, blazers, clothing, and membership supplies. *Shop DECA* is also the official supplier of published DECA materials that support classroom instruction and chapter management.

2020-2021 Important Dates and Conferences

- Practicing testing will open up in November 2020 and run through December 2020.
- Monthly virtual calls with state officer team, look for information called DECA on DECK posted on IG and www.delawaredeca.org.
- The 2020-21 State Career Development Conference will be held February 4, 2021, Virtually. Check www.delawaredeca.org for more information.
- The 2020-21 International Career Development Conference will be held April 24 - 27, 2021 in Anaheim, California.

Delaware DECA State Officers 2020-2021



Contact any of the
Officers with questions
that you may have.



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State Advisors

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Local Delaware DECA Chapters

- A.I. duPont High School
- Cape Henlopen High School
- Caesar Rodney High School
- Concord High School
- Dover High School
- Milford High School
- Thomas Mckean High School
- William Penn High School