

ALL ABOUT DECA

- DECA stands for “An association of marketing students”
- Blue and gold are the official DECA colors
- DECA is the largest student youth organization in the U.S. with approximately 180,000 members . Other countries include Germany, Canada, Mexico and Korea.
- The official DECA website is www.deca.org
- 3 levels of competition- district, state, and National. You must qualify for the 2nd & 3rd level of competition.
- Students may compete in more than 2 area of competition- Testing & written events. You may work individually or with another student in class.
- Sign-up for your Deca competition in September. Local district testing is held in January at all local high schools.
- Take a leadership position in your Deca Chapter- Executive Officers (2nd year students) President, (4) Vice President Positions; Class Officer positions include- secretary, treasurer, photographer and historian.
- The official website for Florida DECA is www.fldeca.org.
- The national DECA headquarters is located in Virginia.
- Get to have fun and meet other Deca members across the State and Country through trips and competition. Our first Deca trip will be a Leadership Conference in Orlando in October.
- There are 4 regions which make-up DECA, and Florida is in the Southern Region.
- The official magazine of DECA is called – DECA Dimensions.
- Elections for Monarch High DECA Chapter officers will be held in September.
- The annual membership dues in DECA (district, state, and National) are \$23.00
- The Florida DECA State conference will be held in Orlando in March.
- The Florida vocational scholarship in marketing is called- Gold Seal scholarship.
- The 3 components of the marketing program- 1) class 2) O-J-T 3) DECA
- This years Deca ICDC (International Career Development Conference) will be held in Salt Lake City, Utah in April.

- The 4 points to the DECA diamond are: 1) vocational understanding, 2) civic consciousness, 3) social intelligence, 4) leadership development.
- DECA was established nationally in 1946.
- Two annual fund raiser within our Deca chapter include: Entertainment Book Coupon sale (Sept.) and Candy sale (Feb)
- The 4 various membership divisions of DECA are: High School, College, alumni, and Professional.
- Monarch Deca chapter participates in annual **Community service & public relations campaigns**. Students participate in hands-on marketing projects involving local businesses.