



# WE VALUE COMPETENCE, INNOVATION, INTEGRITY, AND TEAMWORK

**Mission:** To prepare emerging leaders and entrepreneurs for careers in marketing, finance, hospitality, and management in high schools and colleges around the globe.

- With a nearly 70 year history, DECA has impacted the lives of more than ten million students, educators, school administrators, and business professionals since it was founded in 1946.
- DECA is organized into two unique student divisions—the High School Division and the Collegiate Division. Each program division is designed to address the learning styles, interests, and focus of its members.
- DECA enhances preparation for college and careers by providing co-curricular programs that integrate into classroom instruction, applying learning in the context of business, connecting to business and the community and promoting competition.
- Ninety percent of DECA members plan to further their studies in marketing, finance, hospitality, and business management, or to become entrepreneurs.



**Utah DECA State Officer Team**

Left to right: Ava, Jenna, Monika, Keira, Maddie, Maria

2023-2024	Membership	Chapters
<b>National</b>	<b>258,138</b>	<b>3,961</b>
<b>Utah</b>	<b>2,738</b>	<b>72</b>

## DECA PROFILE

DECA is in all 50 states, Canada, China, Germany, Guam, Mexico, Puerto Rico, the Virgin Islands, and Spain.

98 percent of DECA members report they gained skilled in problem solving.

92 percent of DECA members report that DECA experiences empowered them to become an effective leader.

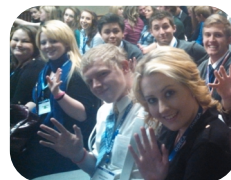
92 percent of DECA members report that DECA experiences empowered them to become an effective leader.

91 percent of DECA members report that participation in DECA prepared them academically for college and a career.

"Before joining DECA I had been very indecisive about what I wanted to do beyond high school and what career I wanted. DECA helped me get hands-on experience and better understand what a career in business could mean. I'm so grateful to be able to access real world skills before having to make decisive choices about my future."

Ava, Utah DECA SLC Region VP

In Utah, CTSOs align with the national CTE Career Clusters® and 32 CTE Career Pathways.



Our student members leverage their DECA experience to become academically prepared, community oriented, professionally responsible, and experienced leaders. More than 70 percent of DECA members indicate that DECA has influenced their future career plans.

## NATIONAL RECOGNITION

Each year, Utah DECA student members compete at the DECA International Career Development Conference, competing in 50 contests.

**Utah DECA 2024  
Secondary Placement  
Top Five**

4th Place:  
Retail Merchandising  
Kyle  
Granite School District

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# GOALS

## Utah DECA Goals for 2024-2025:

1. Increase statewide membership to 3,000.
2. Make personal contact with every chapter in the state.
3. Have 25 percent of national members compete at region competitions.



# SERVICE

## Region Service Project

Focusing on service projects in local regions, Utah DECA encourages each school to do a service project that will benefit an organization or person in their region.



# TEACHING

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

DECA extends the teaching and learning of National Curriculum Standards in four Career Clusters: marketing, business management and administration, hospitality and tourism, and finance.



# UTAH DECA REGIONAL HIGHLIGHTS

CTE REGION	DECA STATE OFFICERS 2024-2025	MEMBERS 2023-2024	NATIONAL COMPETITION 2024 WINNERS TOP TEN
Bear River		59	
Central			
Mountainland		305	
Southeast		47	
Southwest	Maria	160	
Uintah Basin		570	
Wasatch Front No.	Keira	702	1
Wasatch Front So.	Ava, Jenna, Maddie, Monika	895	4

Utah CTSOs are open to all qualified students without regard to race, color, national origin, sex, disability, or age.



Visit [UtahDECA.org](http://UtahDECA.org) to view the calendar of state events.

