

Creating Excitement for DECA in Administrators

Administrators and school board members may already know about DECA and all of the wonderful things that this organization has to offer potential students. However, this is not always the case, and it may take some convincing on your part for them to allow a DECA chapter in your school. The following is a collection of information that can be used to encourage school officials to charter a new DECA chapter.

First and foremost, promote the idea that DECA falls in line with curriculum. Remind your school officials that DECA is a valuable teaching tool and reinforces all of vital learning requirements in fields like marketing, finance, hospitality and management. Moreover, DECA enhances basic educational areas, including:

Reading: DECA's Competitive Events Program requires students to read and comprehend situational role-plays.

Writing: As a part of DECA's Competitive Events Program students may choose to do a project that requires a thirty (30) page written manual. DECA members may also be responsible for writing letters to members of the business community to encourage their involvement in the local DECA chapter.

Communication: Every event in the Competitive Events Program requires a presentation of some kind. Because of this, DECA members spend a great deal of time perfecting their communication skills in order to excel at competition.

Mathematics: Categories within the Competitive Events Program involve a great deal of mathematics.

For more information about the DECA's alignment with curriculum, National DECA has provided a vital document titled "Connecting DECA's Competitive Events to Curriculum" that can be found at <http://www.deca.org/docs/college-career-ready-attachments/EventstoCurriculum.pdf>.