

Creating Excitement for DECA in Students

In a survey conducted at Manchester West High School in New Hampshire, students were asked why they joined the school clubs that they did. Overwhelmingly, students cited **Fun** and **Social Activities** as the top two reasons why they joined clubs at school.

DECA is not, strictly speaking, a "club", but these results show **that there needs to be an element of fun in all your chapter's activities**. If students can see DECA as an opportunity to have fun and socialize, while at the same time learning valuable skills and gaining wonderful points for their résumés and college applications, then you will have no problem attracting enthusiastic students.

Many DECA advisors hang posters in their school encouraging students to join, as well as speak to classes about the many benefits of DECA. In addition, **organizing fun social activities where members are able to interact and build relationships with each other will create excitement for your program**.

One of the greatest resources for encouraging students to sign up for DECA is in selling the concept to the school counselors/registrar. Contact the person in your school that works with student scheduling. If these people are convinced that DECA is worthwhile they will be more likely to recommend that students take DECA-related classes to fulfill requirements, or simply as an elective. In promoting DECA to students it is important to remember the following points.

- DECA is fun! It allows you to travel to new places, to meet terrific people, to experience the thrill of competition, to potentially win scholarships and trophies, and to do it all while preparing yourself for future success in your education and career.
- DECA membership means joining more than 200,000 young men and women who are serious about career and personal growth and passionate about the future of our country.
- As a DECA member you gain leadership skills by serving on committees and by holding offices at the local, state and national levels.
- DECA members have the opportunity to participate in state, regional, and national leadership and career-related conferences.
- DECA members meet people with common interests and goals.
- DECA members participate as both leaders and followers in the many activities offered.
- Participation in DECA's Competitive Events Program provides members with practical experience and recognition.
- The Scholarship Awards Program helps to make higher education more realistic for those students with ability and need.

The most important way to create excitement in your chapter is to be excited yourself – showing enthusiasm for DECA and its benefits will inspire others to lend support to your chapter.