

FACTS ABOUT TEXAS 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.

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

"Experience the Difference"

2023-2024 Executive Officers for the High School Division

President, Alex Ellsworth, NV @decapresident

North Atlantic Region Vice President, Trinjan Kaur, MA @decanarvp

Central Region Vice President, Holly Huston, MO @decacrvp

Southern Region Vice President, Olivia Stegner, GA @decasrvp

Western Region Vice President, Eva Shapiro, CO @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, 2023

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

State Advisor for Texas Collegiate DECA

Nicole Willis

Texas DECA is the Largest Association of National DECA

There were 280 DECA chapters in Texas during the 2022-2023 school year with a total membership of 19,000 members.

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

The Texas DECA Executive Council is made up of the state DECA officers.

The 2023-2024 Texas DECA State Officers



SHOBHIT AGARWAL
President
Reedy High School



TRISHA BOTCHA
VP of Competition
Clements High School



MACY LI
VP of Outreach
Centennial High School



MELAT BEKELE
VP of Career Development
Richardson High School



SARAH SONNY
VP of Leadership Development
Wakeland High School



ROBERTA TORRES
VP of Operations
Los Fresnos High School

Contact us via stateofficers@texasdeca.org

Texas DECA Staff

Executive Director

Josh Shankle
shankle@texasdeca.org

Communications Manager

Nicole Willis
willis@texasdeca.org

Office Coordinator

Shawn Barry
barry@texasdeca.org

State Officer Coordinator

Vanessa Dry
dry.texasdeca@gmail.com

The Texas DECA Board of Directors is comprised of one marketing teacher from each of the eleven districts.

Leo Saenz, Region One Education Center | District 1

Treasurer, Laura Lauinger, Samuel Clemens High School | District 2

Mike Miller, George Ranch High School | District 3

Kendra Meyers, The Woodlands High School | District 4

Chair Elect, Sara Parriott, Typhoon Texas | District 5

Board Chair, Traci Buckner, Pittsburg High School | District 6

Lisa Greco, Birdville ISD Retired | District 7

Secretary, Brittany Wright, Lubbock Cooper High School | District 8

Nina Wilson, Sweetwater High School | District 9

Diane Baray, Eastwood High School | District 10

Lee Geffert, Richardson High School, | District 11

Texas DECA Mailing Address

Texas DECA
6642 N. Riverside Dr., #610
Fort Worth, Texas 76137

Various membership divisions of DECA

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



Membership Dues

- The dues for membership in Texas DECA are \$8.00.
- The dues for membership in National DECA are \$8.00.
- The Alumni Division and Professional Division of DECA permits persons to retain affiliation in a supportive capacity. Dues are \$16.00.

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.

2023-2024 Conferences

- The Southern Region Conference (Ultimate Power Trip) will be held, November 17-19, 2023 in Austin, TX.
- The State Career Development Conference will be held February 15-17, 2024, in Houston, TX.
- The International Career Development Conference will be held April 27-30, 2024 in Anaheim, CA.

Scholarships available to deserving DECA members in Texas include:

DECA Students and Advisors are eligible to apply for a variety of scholarships each year provided by members of our National Advisory Board. Annually, these scholarships average \$300,000. These scholarships are available on www.deca.org.

Texas DECA members are also eligible to apply for one of five Texas DECA Scholarships which are awarded at the State Career Development Conference each year. The Texas DECA Scholarship Application is available on www.texasdeca.org/scholarships.



The five leadership academies available for members to attend at ICDC are:

- Aspire
- Elevate
- Empower
- Ignite
- Thrive



There are three online challenges offered to all members:

- StuKent Social Media Marketing Challenge
- Intuit Social Innovation Challenge
- FIDM Entrepreneur of Tomorrow Challenge
- Daniels Fund Ethical Leadership Challenge
- Knowledge Matters Digital Presentation Skills Challenge
- Lead4Change Challenge
- National Pediatric Cancer Foundation Social Impact Leader of Tomorrow Challenge
- MDA Disability is Diversity Challenge
- Unreal Campaign Challenge
- BusinessU DECA at the Bell Challenge

There are five national chapter campaigns available:

- Promotional Campaign
- Ethical Leadership Campaign
- Community Service Campaign
- Membership Campaign
- Advocacy Campaign

There are five national statewide campaigns available:

- Membership Campaign
- Community Service Campaign
- Texas Two Step
- Bring a Friend
- Chapter of the Year

Competitive Events:

- There are “traditional” 50 Competitive Events offered at the District and State levels of competition
 - Student Members may only compete in one of these events
- Additional Competitive Events are available online:
 - Virtual Business Challenges and the Stock Market Game
 - Available to all student members
 - Students may compete in any/all online events
 - Online event winners compete at ICDC. See deca.org/compete for full details
- Chapters with a school-based enterprise may elect to submit their SBE to be certified. If an SBE receives a Gold Level certification, the chapter is eligible to have a team compete in the School-Based Enterprise event at ICDC.
- Students may only compete in one event at ICDC

DECA, Texas Association does not discriminate on the basis of race, color, religion, gender, national origin age or disability.

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