



# I AM

# DECA

**I AM DECA.** This was a fitting theme for a great year for Michigan DECA. In fact, more people than ever before could say “I am DECA.” For the first time, Michigan DECA’s membership exceeded 8,000 members, reaching 8,035 by the end of the year. Michigan DECA also broke other records in both District and State Career Development Conference attendance. Numbers don’t mean much in and of themselves, but each one of those 8,035 people proudly declaring “I am DECA” is a success story waiting to be told.

DECA members sharpen their leadership skills. DECA members learn to communicate well. DECA members are academically prepared. DECA members are professionally responsible and community oriented. DECA members are experienced problem solvers, project managers, and team members. DECA members are flexible and adapt to change. In short, DECA members are the kinds of people employers are looking for, and the kind of students colleges and universities reward with scholarships.

2015 was a record breaking year for more than 8,000 Michigan students pursuing their dreams. Rest assured; the staff, officers, teachers and students are working to ensure that 2016 is just as successful.



## WHAT IS MICHIGAN DECA?

DECA prepares emerging leaders and entrepreneurs for careers in marketing, finance, hospitality and management in high schools and colleges around the globe. DECA enhances the co-curricular education of members through a comprehensive learning program that integrates into classroom instruction, applies learning, connects to business and promotes competition. DECA’s activities assist in the development of academically prepared, community oriented, professionally responsible, experienced leaders. prepares emerging leaders and entrepreneurs

## POLICY OF NON-DISCRIMINATION

The policy of the Michigan Association of DECA, is that no person shall, on the basis of race, color, national origin, ancestry, age, gender, marital status, weight, sexual orientation, sex or disability be excluded from participation in, be denied the benefits of, or be subjected to discrimination, during any program, activity or in employment.

## TAX EXEMPTION INFORMATION

Michigan DECA is a tax-exempt, non-profit, 501(c)(3) educational association and is affiliated with DECA Inc., located in Reston, Virginia. Michigan DECA is supported by a grant from the Michigan Department of Education to Eastern Michigan University. Michigan DECA is a part of the College of Technology at Eastern Michigan University.

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# A YEAR FOR THE RECORD BOOKS

## STUDENT ACHIEVEMENT\*

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



**98.4%**

Michigan DECA members that report an A or B average.

**74.3%**

Michigan DECA members that report being enrolled in International Baccalaureate or Advanced Placement courses.

**71.6%**

Michigan DECA members that state that DECA has influenced their career plans.



**80.2%**

Michigan DECA members that report developing teamwork skills.

**92.5%**

Michigan DECA members that report that they have learned more about what business expects from its employees

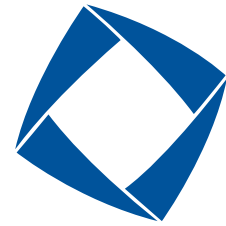
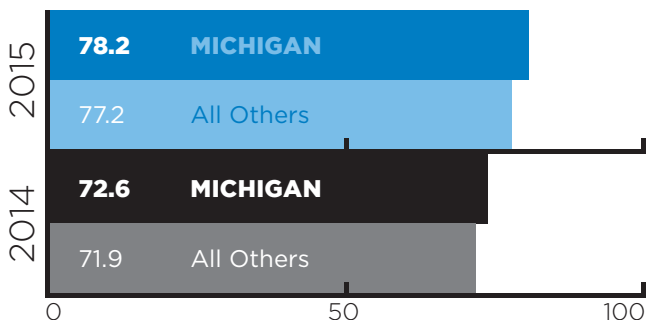


**96.7%**

Michigan DECA members that report gaining problem solving skills.

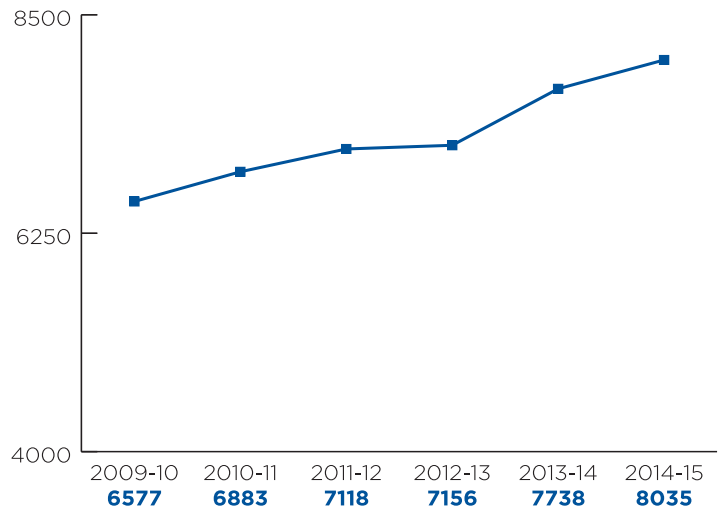
\* 2015 My College Options study conducted by the National Research Center of College and University Admissions

## MARKETING CLUSTER EXAM COMPARISON AT THE INTERNATIONAL CONFERENCE

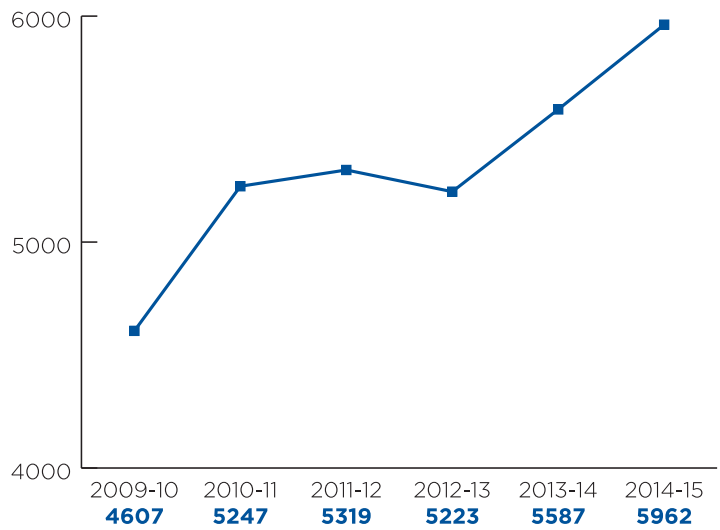


MICHIGAN  
**DECA**™

## MEMBERSHIP



## DISTRICT CONFERENCE PARTICIPATION



## STATE CAREER DEVELOPMENT CONFERENCE PARTICIPATION

