

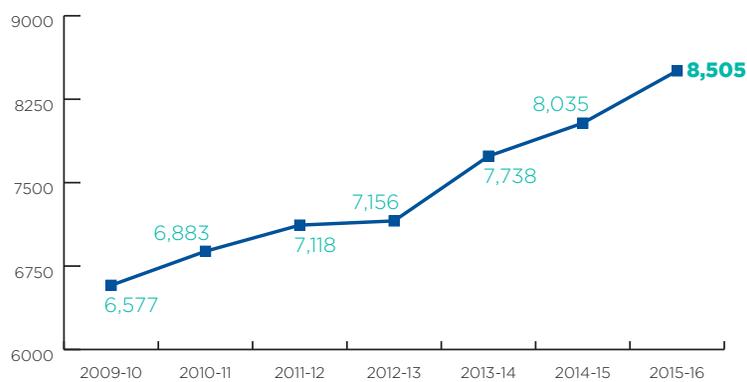


2016 IMPACT REPORT



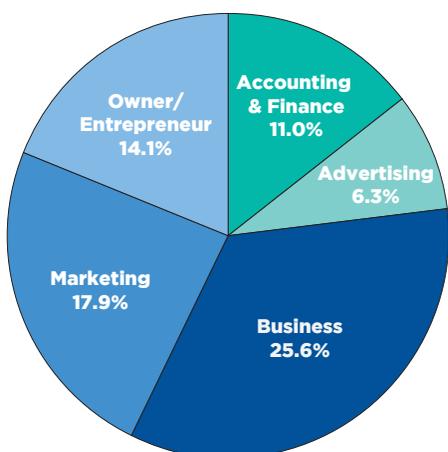
BE EPIC. Merriam-Webster defines “epic” as “ extending beyond the usual or ordinary...” By all accounts, this truly was an epic year for Michigan DECA. With a surge in membership, we now serve more students than ever before. Conference participation was record-breaking, as was our showing at the International Career Development Conference. Through our comprehensive learning program, Michigan DECA provides unique opportunities for our members to enable them to succeed academically, professionally, and in life.

MEMBERSHIP GROWTH



Through leadership activities, community service, and real-world learning, Michigan DECA enriches the educational experiences of its members.

COLLEGE MAJOR & CAREER INTERESTS



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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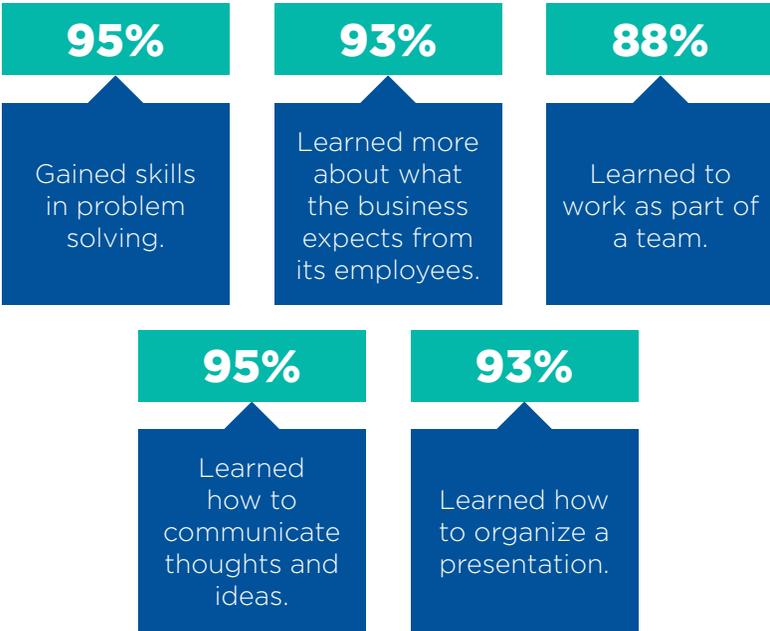
phone (734) 487-DECA | fax (734) 487-4329
www.mideca.org

AN [EPIC] YEAR

THE DECA IMPACT

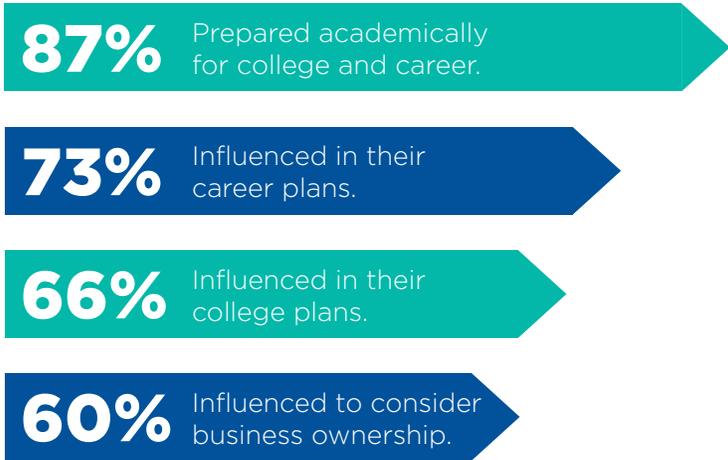
MEMBERS GAIN 21ST CENTURY SKILLS

Through participation in DECA, members...



MEMBERS ARE MOTIVATED FOR THE FUTURE

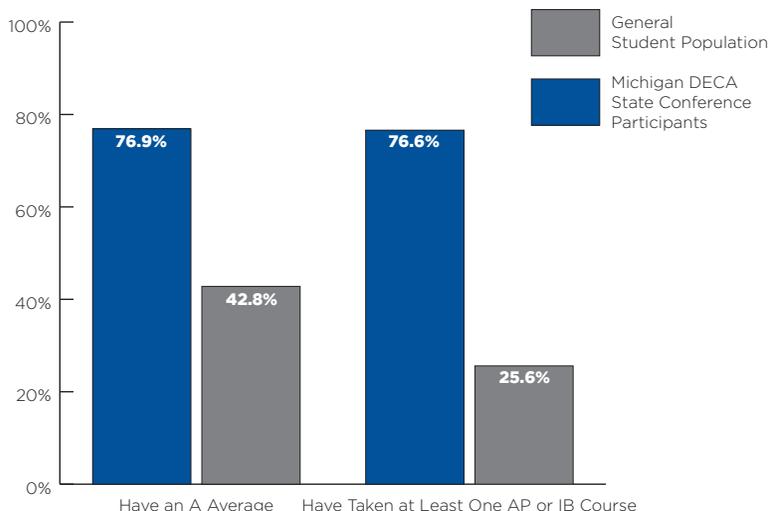
Through participation in DECA, members are...



ACADEMIC EXCELLENCE

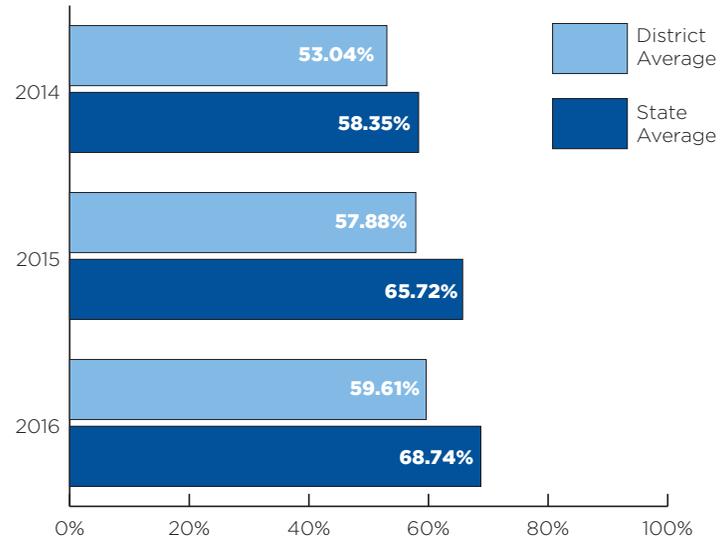
Michigan DECA Members are academically prepared, demonstrating college and career readiness by pursuing challenging programs of study in high school. A spring 2016 study by My College Options found that:

- 76.9% of the Michigan DECA members attending the state conference had an A Average as compared to 42.8% of the total population of Michigan Students.
- 76.6% of the Michigan DECA members attending the state conference had taken at least one Advanced Placement or International Baccalaureate Course compared to 25.6% of the total population of Michigan Students.

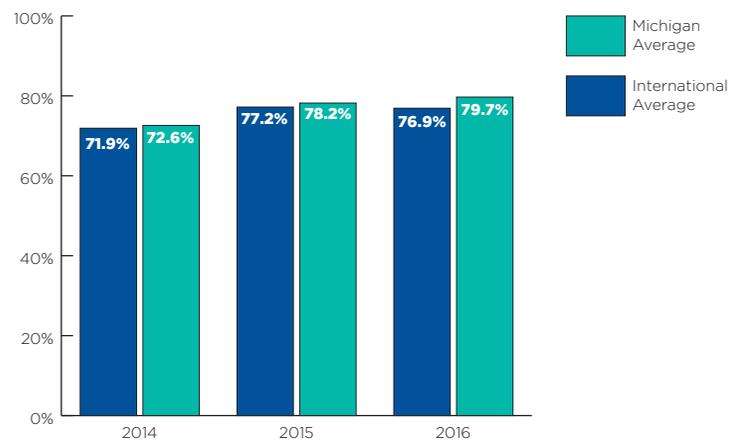


MARKETING CLUSTER EXAM

Michigan DECA helps its members develop well-defined college and career objectives by encouraging rigorous academic curriculums and promoting professional responsibility.



Michigan DECA members excel on the Marketing Cluster Examination at DECA's International Career Development Conference. The chart below illustrates that not only do Michigan members score above the national average, it also illustrates that our members have an annual year over year increase.



INTERNATIONAL MEDAL COUNT

Michigan came in fifth for the total number of medals received at the 2016 International Career Development Conference. In addition to achieving this milestone, we also saw a substantial increase in the number of medals for the past four years.

