



# DECA'S COMPREHENSIVE LEARNING PROGRAM

**D**ECA's Comprehensive Learning Program activities naturally support programs of study in four career clusters: marketing, business management, finance, and hospitality, giving you tools and resources to incorporate DECA into your curriculum and courses and bring your classroom to life.

For each career cluster, DECA programs span secondary and postsecondary, demonstrate strong partnerships, provide an accountability and evaluation system, and deliver professional development. DECA's programs support the development of 21<sup>st</sup> Century Skills and college and career readiness.

DECA's Comprehensive Learning Program offers opportunities for exciting classroom activities that connect your instruction to college and careers. DECA's Comprehensive Learning Program enhances the possibility that a greater range of student cognitive abilities are developed. It also incorporates rigor and relevance through the various activities. When using components of the comprehensive learning program as application or extended learning activities, student members are engaged in the major categories of the cognitive domain.

## COLLEGE, BUSINESS AND EDUCATIONAL PARTNERSHIPS

DECA's more than 60 partners provide scholarships, classroom presentations and career guidance, internships, work experience and community service activities.

■ [www.deca.org/partners](http://www.deca.org/partners)



## COMPETITIVE EVENTS PROGRAM

DECA's Competitive Events Program is an incredible tool for your curriculum. As an integral part of the classroom, DECA's industry-validated competitive events are aligned with National Curriculum Standards. The potential for travel, recognition and awards for learning classroom content is a tremendous motivator — not to mention the scholarships and awards recognizing DECA members for outstanding achievement.

■ [www.deca.org/competitions/highschool](http://www.deca.org/competitions/highschool)



## DECA DIRECT MAGAZINE

Delivered to the classroom four times during the academic year, this full-color publication features articles on career development in marketing, finance, hospitality and management, leadership, community service and professionalism. A classroom worksheet is provided for each issue.

■ [www.decadirect.org](http://www.decadirect.org)



## EDUCATIONAL CONFERENCES

DECA's conferences are targeted, highly focused learning experiences for members and advisors. They bring members into the larger DECA community while providing unique opportunities to extend classroom learning. Each of DECA's conferences connects with corporate professionals to engage members in learning industry-related trends and content. Conferences take place at the local, association, regional and DECA Inc. levels. There are three major types of conferences.

### • Leadership Conferences

Usually held in the summer or fall, these conferences focus on leadership development and college and career preparation through a variety of engaging workshops and speakers.

### • Career Pathways Conferences

These conferences each feature highly specialized content that aligns with specific career pathways and courses, providing an excellent opportunity to connect classroom instruction to the conferences.

- **Career Development Conferences (CDC)** These conferences provide a venue for DECA's Competitive Events Program as well as additional career and leadership development programs. Chartered associations host their own CDCs to determine which members earn the right to represent them at the International CDC.



## EMERGING LEADER SERIES

The DECA Emerging Leader Series strives to empower DECA members to provide effective leadership through goal setting, consensus building and project implementation. Aligned with 21<sup>st</sup> Century Skills in the areas of critical thinking and problem solving, communication, collaboration and creativity and innovation, DECA's Emerging Leader Series prepares DECA members to be effective leaders in college and careers.

■ [www.deca.org](http://www.deca.org)



## GLOBAL ENTREPRENEURSHIP WEEK

An initiative to inspire young people to embrace innovation, imagination and creativity, Global Entrepreneurship Week (GEW) engages millions of young people around the world each November and provides advisors with access to a variety of classroom resources. DECA hosts the DECA Idea Challenge as a premier event of GEW.

■ [www.wearegen.co/gew](http://www.wearegen.co/gew)



## SCHOOL-BASED ENTERPRISES

Put your teaching into context with a school-based enterprise that reinforces and enhances the knowledge and skills needed for careers in marketing, entrepreneurship, finance, hospitality and management. For many members, they provide the first work experience; for others, they provide an opportunity to build management, supervision and leadership skills. DECA provides a rigorous certification program and access to best practices and vendors.

■ [www.deca.org/sbe](http://www.deca.org/sbe)



## SOCIAL MEDIA CORRESPONDENT PROGRAM

Members and advisors simply submit one article per month on a topic of their choice in areas such as recruitment, fundraising, competition, school-based enterprises and more.. The program is designed to create conversation among chapters and share best practices and ideas.

■ [www.decadirect.org/Social-Media-Correspondent](http://www.decadirect.org/Social-Media-Correspondent)



## VIDEO CHALLENGES

DECA and its corporate partners have teamed up to provide classroom activities that challenge members to apply learning in relevant ways. These highly engaging, relevant activities encourage creativity and innovation and allow your members to experience competition from their seats in your classroom. Previous challenges have included the DECA Idea Challenge, FIDM Runway Challenge and Herff Jones Challenge.

■ [www.deca.org/high-school-programs/high-school-video-challenges](http://www.deca.org/high-school-programs/high-school-video-challenges)

