

# DECA's Attributes and Values



Attributes and values describe the organization's priorities and standards. They are used as a part of a description of what DECA's brand represents.

## Competence Innovation Integrity Teamwork

**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.

DECA is a 501(c)3 not-for-profit student organization with more than 200,000 members in all 50 U.S. states, the District of Columbia, Canada, China, Germany, Guam, Hong Kong, Korea, Mexico and Puerto Rico. The United States Congress, the United States Department of Education and state, district and international departments of education authorize DECA's programs.

North Dakota DECA is supported by North Dakota State Board for Career and Technical Education, the Department of CTE, the Department of Public Instruction, and North Dakota Activities Association.

**THE MISSION OF NORTH DAKOTA DECA IS TO PREPARE EMERGING LEADERS AND ENTREPRENEURS IN MARKETING, FINANCE, HOSPITALITY AND MANGEMENT.**