

DECA's Guiding Principles



The guiding principles are designed to explain how DECA fulfills our mission in two distinct statements—the first addresses what we do and the second addresses the result.

DECA's Comprehensive Learning Program

Integrates into Classroom Instruction

An integral component of classroom instruction, DECA activities provide authentic, experiential learning methods to prepare members for college and careers.

Applies Learning

DECA members put their knowledge into action through rigorous project-based activities that require creative solutions with practical outcomes.

Connects to Business

Partnerships with businesses at local and broader levels provide DECA members realistic insight into industry and promote meaningful, relevant learning.

Promotes Competition

As in the global economy, a spark of competition drives DECA members to excel and improve their performance.

DECA's prepares the next generation to be

Academically Prepared

DECA members are ambitious, high-achieving leaders equipped to conquer the challenges of their aspirations.

Community Oriented

Recognizing the benefit of service and responsibility to the community, DECA members continually impact and improve their local and broader communities.

Professionally Responsible

DECA members are poised professionals with ethics, integrity and high standards.

Experienced Leaders

DECA members are empowered through experience to provide effective leadership through goal setting, consensus building and project implementation

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