



2022-2023 Fact Sheet

Business, Finance, Logistics and Marketing Education

The business, finance, logistics and marketing education program in Ohio is a career-technical program of instruction offered through Ohio's public schools to (1) teach business, finance, logistics and marketing, (2) improve the techniques of business and customer service, and (3) impart an understanding of the social, civic, and economic responsibilities of those engaged in America's free, competitive society. Business, finance, logistics and marketing education provides training for students interested in a career in business occupations. Students study the functions of business which include distribution, financing, logistics, marketing-information management, promotion, product/service management, pricing, and selling. They also study economics, management, and business concepts.

DECA

DECA is the co-curricular component of business, finance, logistics and marketing education that provides a program of student activities related to business education. DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management in high schools and colleges around the globe. The activities enhance their preparation for college and careers by providing co-curricular programs that integrate into classroom instruction, applying learning in the context of business, connecting to business and the community and promoting competition. The student members leverage their DECA experience to become academically prepared, community oriented, professional responsible, experienced leaders. Membership in DECA is open to all students who are enrolled in a state approved career-technical education program.

Board of Directors

The Ohio DECA Board of Directors is the primary governing body for the organization. The make-up of the board consists of a talented group of educators, organization and community leaders and professionals. Meeting regularly throughout the year, the Board of Directors establishes policies relative to the interpretation and implementation of the constitution and bylaws. The Board of Directors includes voting members and two ex-officio (non-voting) members that include the Board's President and the Chartered Association Advisor. Directors are elected in May of each year and traditionally serve three-year terms.

The Executive Council of Ohio DECA, Inc.

The Executive Council consists of one advisor from each of the 12 Ohio DECA districts. The Executive Council Representative is elected by each district according to policies and procedures established by the local advisors within the district. The representative is elected to serve a two-year term with new members elected annually. Even-numbered districts elect representatives in even-numbered years and odd-numbered districts elect a representative in odd-numbered years. A council member must be an advisor of an active chapter and must have taught a minimum of two years. An advisor must have local administration approval to hold an Executive Council position.



Ohio Career Technical Education Definition

Career Technical Education (CTE) provides students of all ages with the academic and technical skills, knowledge and training necessary to succeed in future careers and to become lifelong learners.

Ohio Career Technical Education Vision

Every Ohio secondary career tech program graduate is prepared for successful employment and ongoing education, and every Ohio business has the workforce it needs to prosper.

Ohio Career Technical Education Mission

Provide leadership and support for the successful delivery of quality career-technical education to drive quality workforce development in Ohio.

Ohio Career Technical Education Signature Areas

The Office of Career-Technical Education has identified four signature areas that recognize the state’s highest workforce development needs and align the efforts of the Office with these needs – *Career Connections, Career Preparation, Career Readiness, Program Quality*. More details are available on the Ohio Department of Education website.

Career Fields in Ohio

Ohio has [16 career fields](#) (areas of study) in career-technical education. Students have opportunities to concentrate their studies in one of these fields.

Key People to Know (Hint: Use the Internet to complete the table below)

Superintendent of Public Instruction	
Director, Career-Technical Education	
Associate Director, Career-Technical Education	
Assistant Director, Career-Technical Education	
Chartered Association Advisor	
Leadership Coordinator	
Scoring Coordinator	
Summer Leadership Retreat Director	



Career Technical Student Organizations (CTSOs)

There are five career-technical student organizations that offer CTE students the opportunity to improve technical skills, practice leadership and social skills, and volunteer for community and school service activities. These organizations provide real-world experiences that challenge students to develop and succeed. There are five state supported CTSOs in Ohio: *Business Professionals of America (BPA)*, *DECA*, *Family, Career and Community Leaders of America (FCCLA)* *Future Farmers of America (FFA)*, and *SkillsUSA*.

DECA Facts	Ohio DECA	DECA, Inc.
Advisor	Crystal Dortch	Frank Peterson, Executive Director
Address	Ohio DECA 25 South Front Street, MS 604 Columbus, OH 43215-4183	DECA, Inc. 1908 Association Drive Reston, VA 20191
Phone	614-466-3077	703-860-5000
Official Student Publication		DECA Direct
Websites	www.ohiodeca.org	www.deca.org
Mission Statement	DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management.	
Theme	Get the Edge	
Annual Dues	\$8.00	\$8.00
Regional Breakdown	Ohio is part of the Central Region	There are four regions of DECA, Inc. Central Region, North Atlantic Region Southern Region, Western Region
DECA Month	November 1-30, 2022	November 1-30, 2022
Conferences	Ohio DECA Career Development Conference March 10-11, 2023 - Columbus, OH	Central Region Leadership Conference December 9-11, 2022 International DECA Career Development Conference April 22-25– Orlando, Florida
DECA, Inc.	Ohio DECA, Inc. is the legal identity for the organization comprising all Ohio DECA chapter advisors.	DECA, Inc., chartered nationally in 1946, is the legal identity for the elected board of trustees that administers the DECA youth program.



Developing Answers to Frequently Asked Questions

Practice Answers Designed to Help You Frame Your Responses

1. As a legislator, why should I provide funding to career technical education?

Career Tech inspires students to identify paths to future success and provides students opportunities to demonstrate the knowledge and skills necessary for high school graduation and beyond. Students learn through career exploration, take college courses and earn industry credentials. They receive customized learning that matches their passions and interests with their career aspirations.

2. As a businessperson, how can I help Ohio DECA?

We have many opportunities in business and marketing education as well as DECA. Ultimately, all these opportunities help us. You can provide internships or job placements for students, host field trips, become a guest speaker, act as a DECA judge, help a student prepare for competition, participate on an advisory committee, and/or contribute funds to DECA, a non-profit educational organization.

3. How do you start a DECA chapter in your school?

First, you must work with your administration to start a career-technical business program or to convert a business program in your school into a career-technical program. It takes time and energy to convince administrators and school boards, but it is worth it. Promotional materials and resources are available at deca.org.

4. What is the organization of CTE in Ohio?

CTE is offered in comprehensive districts, compact districts, joint vocational schools and career centers, in grades 7-12, across the state. All programs are required to include at least four courses within the program of study; include opportunities for students to earn postsecondary credit, include opportunities to earn relevant industry credentials, participate in career-technical student organizations, participate in work based learning, and earn technical skill attainment.

Now, Build Your Own Answers to These Questions

1. Why is DECA worthwhile?
2. As a student, how can I get involved in DECA?
3. Why is Perkins funding important to CTE?
4. As a parent, how can I get involved in DECA?
5. What is a policy advocate?
6. How does Ohio DECA use its money?
7. Why did you decide to participate in DECA?
8. How can alumni get involved?



Websites and Materials to Study

DECA Inc. Website: www.deca.org
<ol style="list-style-type: none">1. What opportunities does DECA offer for leadership and competition?2. How does DECA Inc. provide opportunities for advocacy on a national level?3. How do you bring DECA to your school, if you do not already have a chapter?4. How can a legislator or business professional get involved in DECA?
Ohio DECA Website: http://www.ohiodeca.org
<ol style="list-style-type: none">1. What is the Ohio DECA Executive Council?2. What are Ohio's state level conferences?3. What is Ohio DECA Summer Retreat (camp)?
Advance CTE Website: www.careertech.org
Please study the sections identified. <ul style="list-style-type: none">• Career Technical Education (About CTE and Programs of Study)• Federal Policy (The Perkins Act)• Promote CTE (All Sections)