

## Business Professionals of America (BPA) and DECA, An Association of Marketing Students



Business Professionals of America (BPA) and DECA, An Association of Marketing Students, are the Career and Technical Student Organizations serving business, finance and marketing education students. Membership in BPA is open to all students enrolled in a state approved career and technical business or finance education program. Membership in DECA is open to all students enrolled in a state approved marketing education program.

BPA and DECA provide opportunities for students to develop skills in the areas of career and technical understanding, leadership, civic consciousness, and social awareness. Both are co-curricular in nature and intended to be an integral part of business, finance and marketing education, their respective courses and pathways. Performance Elements for both organizations are included in the Core and Pathways standards documents of the Delaware Business, Finance and Marketing Education Standards and Recommended Curriculum.

### **Business Professionals of America**

Business Professionals of America is the leading Career Technical Student Organization for students pursuing careers in business management, office administration, information technology, and other related career fields. BPA has more than 51,000 members in over 2,300 chapters in 23 states. BPA is a co-curricular organization that supports business and information technology educators by offering curriculum based on national standards. Resources and materials are available online and designed to be customized to a school's program.

#### **Mission Statement**

The mission of Business Professionals of America is to contribute to the preparation of a world-class workforce through the advancement of leadership, citizenship, academic, and technological skills.

#### **Vision Statement**

Business Professionals of America is committed to developing the best possible career and technical education organization for students in the United States. The measure of our success will be the perception that alumni of Business Professionals of America are highly competent and skilled workforce professionals who enable business and industry to maintain the economic vitality and high quality of life associated with our celebrated United States of America.

## **Goals**

The Secretary's Commission on Achieving Necessary Skills (SCANS) has been adopted as the strategic direction for a certification program, competitive events, leadership, and direction for interaction with business, career/job preparation, and workplace competencies.

## **Pledge**

We are met in a spirit of friendship and good will as we prepare for productive lives in business and office careers. We work together to develop professionalism and leadership through Business Professionals of America and pledge our loyalty to our nation.

## **Creed**

I believe in the future which I am planning for myself in the area of business occupations and in the opportunities which my vocation offers.

I believe in fulfilling the highest measures of service to my vocation, my fellow beings, my country, and my God.

I believe in the democratic philosophies of private enterprise and competition and in the freedom of this nation and that these philosophies allow for the fullest development of my individual abilities.

I believe that by doing my best to live according to these high principles I will be of greater service to both myself and to mankind.

## **Delaware Business Professionals of America Divisions**

The *Middle Level Division* is for middle school students enrolled in State approved business education courses. The *Secondary Division* is for high school students enrolled in State approved business and finance programs.

## **Torch Awards and Special Recognition Programs**

These programs recognize outstanding active chapters and members on the local, regional, state and national levels. Achievement is based on member's involvement. The complete guidelines for the Torch Awards Program can be found online at [www.bpanet.org](http://www.bpanet.org).

## **Competitive Events Structure**

The Workplace Skills Assessment Program is an integral part of Business Professionals of America. The goal of the program is to provide all business students with the opportunity to demonstrate workplace skills learned through business education curricula in four strand areas: Administrative Support; Financial Services; Information Technology; and Management, Marketing and Human Resources. Through this program, students will:

- Demonstrate occupational competencies;
- Broaden knowledge, skills, and attitudes;
- Expand leadership and human relation skills;
- Demonstrate a competitive spirit; and
- Receive recognition.
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- Broaden knowledge, skills, and attitudes;
- Expand leadership and human relation skills;
- Demonstrate a competitive spirit; and
- Receive recognition.

The complete guidelines for the Workplace Skills Assessment Program can be found online at [www.bpanet.org](http://www.bpanet.org)

### **Online Resources**

Additional information regarding national programs can be found on the National Center web site at [www.bpanet.org](http://www.bpanet.org), the Delaware State Career & Technical Education web site at [www.doe.k12.de.us](http://www.doe.k12.de.us), or the BPA State Officer web site at [www.delawarebpa.org](http://www.delawarebpa.org).

## **DECA, An Association of Marketing Students**

DECA chapters operate in over 4,500 high schools across the U.S., Puerto Rico, Guam and Canada. With over 172,000 members, DECA's high school division is recognized and endorsed by all 50 state departments of education and the U.S. Department of Education. Membership in the high school division is restricted to students with a career interest in hospitality, finance, sales and service, business administration and/or entrepreneurship. DECA programs are co-curricular, meaning programs are based on nationally recognized standards in one or more of the curriculum areas.

### **DECA Purposes**

To unite in a common bond, without regard to race, color, sex, or national origin, fulltime students enrolled in classes in marketing education.

To provide leadership and set an example for the local chapters, while at the same time serving them, with the primary purpose of creating a strong unity among the individual chapters.

To provide recognition and prestige through an association of local chapters.

To provide leadership and service for the individual members of each chapter, in the areas of social intelligence, civic consciousness, vocational understanding, and leadership development, as represented by the four points of the DECA Diamond

To foster a deep respect for the dignity of work, while assisting students in establishing realistic career goals and attaining a purposeful life.

To create enthusiasm for learning, and to use this enthusiasm to promote high standards in quality of work, pride, scholarship, and human relations.

To develop the ability of students to plan together, organize, and carry out worthy activities and projects through the use of the democratic process.

To foster a wholesome understanding of the functions of marketing and management organizations and a recognition of their mutual interdependence.

To develop patriotism through a knowledge of our nations heritage and the practice of democracy.

### **Mission Statement**

The mission of DECA is to enhance the co-curricular education of students with interests in marketing, management and entrepreneurship.

DECA helps students develop skills and competence for marketing careers, build self-esteem, experience leadership and practice community service.

DECA is committed to the advocacy of marketing education and the growth of business and education partnerships.

### **DECA Creed**

I believe in the future, which I am planning for myself in the field of marketing and management, and in the opportunities which my vocation offers.

I believe in fulfilling the highest measure of service to my vocation, my fellow beings, my country, and my God- that by so doing, I will be rewarded with personal satisfaction and material wealth.

I believe in the democratic philosophies of private enterprise and competition, and in the freedoms of this nation-that these philosophies allow for the fullest development of my individual abilities.

I believe that by doing my best to live according to these high principles, I will be of greater service both to myself and to mankind.

### **Benefits of DECA**

- Enables students to achieve high academic and occupational standards.
- Develop meaningful partnerships.
- Links school based learning to the real world of work and family.
- Motivates youth to become better students and productive citizens.
- Provides students an opportunity to excel.
- Gain confidence through competition.
- Belonging to a positive group.

### **Goals of DECA**

To provide an opportunity for demonstration and development of the competencies important to student success in there chosen marketing career.

To inspire and develop leadership, self-confidence and self-acceptance in students.

To support the development of student civic responsibility in our competitive free enterprise system.

To inspire students to assess and improve personal and business communication skills.

To provide an opportunity for students to identify and develop ethical standards in marketing.

To provide a mechanism to involve teachers, administrators, employers, parents, business and community leaders in the Marketing Education experiences of students.

### **Online Resources**

Additional information regarding national programs can be found on the National Center web site at [www.deca.org](http://www.deca.org), the Delaware State Career & Technical Education web site at [www.doe.k12.de.us](http://www.doe.k12.de.us), or the DECA State Officer web site at [www.delawaredeca.org](http://www.delawaredeca.org).