



SHREWSBURY HIGH SCHOOL

DECA

Student DECA Leaders

Founders & Officers

Fawwaz Naeem: Co-President

Shiv Patel: Co-President

Swathi Kannan: Vice President

Nayan Kaul: Treasurer

Advisor: Mr. Andreola



What is DECA?

DECA (Distributive Education Clubs of America) is a nationwide, competitive business organization that prepares students for entrepreneurship in categories such as **finance, management, hospitality, and marketing**.

Throughout the school year, DECA members participate in various competitions to express their knowledge in a specific business category by presenting ideas about business situations to an industry professional judge(s).

DECA members can either compete with a roleplay, written category, and/or a virtual business challenge.

Fast Facts about DECA

- DECA was founded in 1946
- DECA has chapters in all 50 states and in 5 countries
- There are around 225,000 members in the high school division
- Over 60 colleges and businesses partner with DECA
- More than \$300,000 in scholarships are awarded annually to members
- 91% of DECA members report that participation in DECA prepared them academically for college and a career

98%

of DECA members report they **gained skills in problem solving.**

97%

of DECA members report they learned how to **communicate thoughts and ideas.**

86%

of DECA members report they learned how to **work as part of a team.**

98%

of DECA members report they gained skills to **improve personal and professional behavior.**

Sample Role Play Performance Indicators



PRINCIPLES OF MARKETING, 2017

Participant: _____

JUDGE'S EVALUATION FORM
SAMPLE

I.D. Number: _____

INSTRUCTIONAL AREA
Economics

Did the participant:

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the principles of supply and demand?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
2.	Describe the functions of prices in markets?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
3.	Explain the concept of competition?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
4.	Identify factors affecting a business's profit?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
21st CENTURY SKILLS						
5.	Reason effectively and use systems thinking?	0-1	2-3	4-5	6-7	
6.	Communicate clearly?	0-1	2-3	4-5	6-7	
7.	Show evidence of creativity?	0-1	2-3	4-5	6-7	
8.	Overall impression and responses to the judge's questions	0-1	2-3	4-5	6-7	
TOTAL SCORE						

Each competitive event details performance indicators in content and 21st century skills.

SHS DECA Chapter Development Timeline

April 2022: Began conversations with Massachusetts DECA State Advisor and Mr. Andreola (SHS Business teacher), to be our advisor for the DECA chapter.

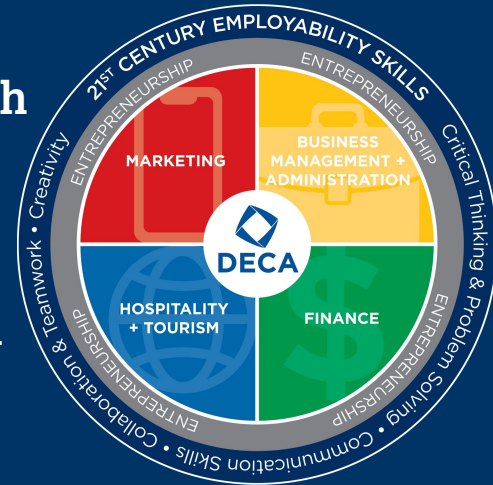
May 2022: Met with SHS administration to review the opportunity and benefits of having a DECA chapter at SHS. Met with DECA state advisor and state level officers.

Summer 2022: Held organizational meetings to plan for the upcoming school year, with a goal to be ready to compete during the 2022-2023 school year.

September 14th, 2022: Held our first information meeting for students at SHS.

Benefits of DECA for our students

- Encourages students to collaborate and work in a team with other peers.
- Boosts creativity and critical thinking skills while problem solving.
- Allows students to improve their public speaking skills and confidence while presenting.
- Provides direct access to scholarships.
- Allows students to network with industry professionals and students globally.
- DECA continues at the college level if students choose to do so.



Overview of our competition season

Districts

800+ students



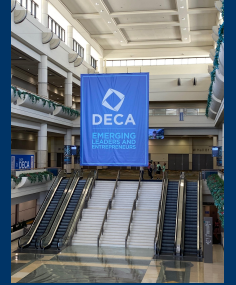
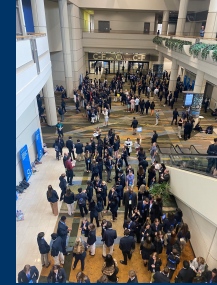
States (SCDC)

3,000+ students



Internationals (ICDC)

14,000+ students



Key Achievements this year

The Shrewsbury High School DECA Team was awarded the State Champion **Excel Award** which was awarded for exemplifying tremendous teamwork skills, organization and leadership.

62 registered student members in the SHS chapter this year (Certificate of Achievement for Membership Campaign)

12 District Finalists

1st place winner, 5 students placed in the top 3

5 State Finalists

1st place for highest exam score and 2nd place overall in Personal Financial Literacy:

Nayan Kaul

1 International Finalist Personal Financial Literacy: **Nayan Kaul**

Ran a successful fundraiser with over 100 students in attendance

Goals for the upcoming year

- **Increase our awareness and student membership at SHS**
 - Interest informational meeting at start of the year
 - Activity Fair
 - Colonial Way
- **Increase student qualifiers for competitions**
 - States (Boston, MA)
 - Internationals (Anaheim, California)
- **Increase our fundraising efforts to offset trip costs**
 - Seek partnership opportunities with businesses

Highlights of our Year

