



Our Case - Why Wisconsin DECA is a Sound Investment



“Imagine your business team has just been asked by the Vice-President of Marketing to create a recycling program, including products and related promotions, for a national, rapidly expanding and ‘forward thinking’ electronic and appliance chain. Your innovative program ideas will benefit the company, consumers, as well as the environment.”

You are a junior or senior in high school and your competitive event team has thirty minutes to develop and present such a plan to the judge (a seasoned business manager in marketing, finance, restaurant management, transportation or other key industry)! This DECA competitive event scenario is just one example of providing students with the ability to discover their potential.

DECA enhances the co-curricular education of member/students through a comprehensive learning program that integrates into classroom instruction, applied learning and connection to business and promoting competition. Business and community partnerships are a critical component.

DECA’s activities assist in the development of academically prepared, community oriented, professionally responsible, experienced leaders. Wouldn’t you like having employees in your work force or on your staff who have been part of the *DECA experience*?

What is DECA

A dynamic international organization, DECA has a 60 year history touching lives of more than ten million students, educators, school administrators and business professionals focusing on the experience and preparation of emerging leaders and entrepreneurs.

Currently over 12,000 Wisconsin students in 140+ DECA chapters are involved, motivated and learning life-long skills as they prepare for their future. The *DECA experience* provides students the ability to discover their potential by linking businesses and community leaders in the classroom, on the job, and through competitive events mirroring the business world at the local, state, and national level.

A critical part of the DECA experience for students is making a difference in each local community by raising money, providing services, and giving back to those in need.





DECA's comprehensive learning program:

- ◆ **Integrates into Classroom Instruction** by providing authentic, experiential learning methods preparing DECA members for college and careers.
- ◆ **Applies Learning** by having DECA members put their knowledge into action through rigorous project-based activities requiring creative solutions with practical outcomes.
- ◆ **Connects to Business** through partnerships providing DECA members realistic insight to industry.
- ◆ **Promotes Competition** driving students to excel and improve their performance mirroring the global economy.

DECA prepares the next generation to be:

- ◆ **Academically prepared** for college and careers in marketing, finance, hospitality or management.
- ◆ **Community oriented** by gaining an appreciation for their impact on the community and world.
- ◆ **Professionally responsible** with ethics, integrity and high standards.
- ◆ **Experienced leaders** by practicing key leadership skills such as goal setting, consensus building, and project management

An Introduction and History of the Foundation

The Foundation for Wisconsin DECA was established to build partnerships to support the successful education of literally thousands of promising business and marketing students throughout Wisconsin. It has done so through a solid history of growth and evolution, with one single focus – providing the chance for tomorrow's leaders to realize their individual potential.

1991-1996 Partnership for Progress (P4P) was established in 1991. The Wisconsin DECA Association Board of Directors felt it necessary to plan for the future operation of Wisconsin DECA in response to a challenge that would eventually eliminate Career and Technical Student Organizations (CTSO) services provided by the Wisconsin Department of Public Instruction (DPI). The DPI staff was advised by the then State Superintendent Herbert Grover, that jobs of CTSO State Advisors were in jeopardy. That challenge put in action several initiatives, including P4P.



The Wisconsin DECA Board set two long-term financial goals under the P4P banner:

1. The establishment of semi-endowed funds that could be used to maintain a strong Wisconsin DECA student operation, and
2. Securing funds through existing annual events that could support meaningful activities and participation, focused on career awareness and student opportunity.

1996-2003 In 1996, DPI CTSO staff assumed leadership. Contributions were targeted to directly benefit student WI DECA student members. The goal was to continue to ensure that they received the highest quality programs and services, and to make all programs more affordable to these students.

Revenue from WI DECA events continued to be invested in the established P4P account. P4P funds continued to grow with the addition of new business sponsors. Contributions collected were distributed each year as designated by our donors.

2003-2007 Partnership for Progress became an official 501(c)(3) foundation with a governing board, and volunteer Executive Director.

The focus of P4P at this time became two-fold. One was to develop strong partnerships with businesses and community leaders providing both in-kind and monetary donations for competitive events and scholarships for DECA students and advisors. The other was to assist with operations of WI DECA as the Department of Public instruction continued to reduce CTSO administrative support.

The foundation's original name, "Partnership for Progress" (P4P), was changed to the Foundation for Wisconsin DECA to reflect its overall work to support WI DECA. While Partnership for Progress remains the legal name for the foundation, it is no longer the primary title, but our mission remains the same.

The Foundation for WI DECA develops financial resources through business and community partnerships providing opportunities for high school students in Wisconsin DECA. FWD is committed to helping the students and advisors of Wisconsin DECA grow professionally by providing leadership and financial support.

We look to organizations that know the value of a sound investment in tomorrow's young leaders and entrepreneurs today through business partnership.

DECA Inc. is a 501(c) (3) not-for-profit student organization. The Wisconsin Department of Instruction authorizes the Wisconsin DECA program.

The Foundation for Wisconsin DECA is a registered 501 (c) (3) not-for-profit program authorized to raise funds for Wisconsin DECA.



Originally, 80% of the Foundation funds came from a single source, the proceeds of our annual DECA statewide conference. This ended in 2009 and was all but eliminated, necessitating creation a new entity to take over the operations of it. The result was the loss of our single largest revenue source.

What will happen if we can't replace this revenue?

1. Our scholarship and professional development support awards will virtually disappear, guaranteeing that some of our most promising talent won't be able to test and develop their skills on a peer-to-peer national basis.
2. A vital service arm of the whole DECA program will no longer be functional as a proven link between education and business.

The continuation of the Foundation for Wisconsin DECA programs is very important as they serve a large population of active students and teachers throughout Wisconsin.

◇ **Wisconsin High School DECA Chapters served annually – 150**

◇ **Student population – 11,000**

Goals

Our goal is to provide the following services for bright business and professionally focused Wisconsin DECA high school students and their hard working advisors/teachers:

- Provide an annual post secondary scholarship in the amount of \$500 for one member/student in each of the 138 chapters of Wisconsin DECA (\$500 X 138 Wisconsin DECA Chapters = \$69,000).
- Individual travel scholarships provided each year for students statewide earning a place to compete at the International Career Development Conference. Scholarships awarded annually will total \$25,000.
- Grants in the amount of \$1,500 will be provided, based on merit, to four Wisconsin DECA advisor/teachers to attend Conclave, an industry related

Partner Strategy

FWD's marketing strategy is to actively engage Wisconsin DECA alumni, businesses and individuals who have seen the positive impact of supporting or mentoring Wisconsin DECA students and/or chapters at the local and state level to raise the funds needed to continue its efforts.

Business Partners to date have included:

- ◆ Culver's VIP Foundation
- ◆ Culver's Franchising
- ◆ Grand Geneva Hotel
- ◆ Marcus Hotels & Resorts
- ◆ POS Systems Group
- ◆ Otis Spunkmeyer
- ◆ Alliant Energy Foundation
- ◆ PepsiAmericas of Beloit
- ◆ Foundation of Wisconsin's Auto & Truck Dealers
- ◆ Fre5h Production5
- ◆ Wisconsin Speaker's Association
- ◆ Nedrebo's Formal Wear
- ◆ Park Bank

"When you teach young people to feel confident about themselves and their decisions, provide positive influence and leadership role models, you are preparing them for their future. While we should do that for all of our youth, this is a program that gets results."

Lea Culver
Culver's VIP Foundation



Culver's 2010 State Career Development Conference
Scholarship Winners for Restaurant *Quick Serve*



Conclusions

Wisconsin DECA and the Foundation for Wisconsin DECA is an excellent investment in

Additionally, we take pride in our ability to maintain a cost-effective operation that maximizes benefits for our scholarship recipients. We hope that you will agree and expand your partnership with the following opportunities:

- ◇ Provided Funds for Scholarships –
 - DECA member/student travel to the International Career Development Conference (Orlando, Florida in 2011)
 - Post Secondary for DECA member/students (minimum \$500)
 - Marketing Educator professional development (\$1500 per advisor)
- ◇ Underwrite Wisconsin DECA Programs and Events

In addition to scholarships, the following support is needed:

- ◇ Judge at Career Development Conferences (District•State•International)
- ◇ Be a student mentor – in the classroom or on-the-job
- ◇ Provide student internship opportunities
- ◇ Visit classrooms as a Guest Speaker
- ◇ Provide In-Kind support

Sponsorship of Wisconsin DECA and the Foundation is critical to the success of the organization.

For more information about Wisconsin DECA visit www.wideca.org

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