



**Academically Prepared
Community Oriented
Professionally Responsible
Experienced Leaders**

Membership Information

The Mission Statement:

- **National DECA's Mission Statement:** DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality, and management. DECA enhances co-curricular education of members through a comprehensive learning program that integrates classroom instruction, applies learning, connects to business and promotes competition.
- **Robinson DECA's Mission Statement:** To enhance the co-curricular education of students with interest in marketing, management, & entrepreneurship. DECA helps students to develop skills and competence for marketing careers, to build self-esteem, to experience leadership and to practice community service.

Our Guiding Principles & 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 prepares students 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.

Our Attributes & Values are:

- Competence, Innovation, Integrity, & Teamwork

Robinson DECA Values:

- **Inspiration.** A setting where proactive individuals of immense potential propel each other towards the achievement of their goals.
- **Leadership.** The qualities of leadership and success found in today's business leaders.
- **Opportunity.** The means in which to experience people and places which may otherwise not be possible.
- **Character.** Enhance character attributes to not only make members more respected leaders, but better citizens as a whole.
- **Experience & Professionalism.** To ready members for real-world business situations when they arise, as a result of the simulated professional business environment that only the DECA community can create.
- **Networking Skills.** The ability to interact with a diverse group of people from around the region, the state, and the country.
- **Attitude & Aspiration.** Open the minds of members to the realization that with a positive attitude, they can preserve to the achievement of any goal.
- **A Reputation of Excellence.** Members shall develop a reputation for these characteristics, as they celebrate their success and personal growth with Robinson DECA; by doing so, the organization achieves a similar reputation to achieving its mission!



Some Frequently Asked Questions:

- **How do you answer the question: What does “DECA” stand for?**
 - Simply say: DECA is an association of marketing students.
 - “DECA” is not an acronym; the letters do not stand for separate words – what-so-ever.
- **How long has DECA existed and what is the Robinson DECA Legacy?**
 - DECA was founded in 1946. With over a 60 year history, DECA has touched the lives of more than ten million students, educators, school administrators and business professionals. Their strong connection with our organization has resonated into a brand that people identify as a remarkable experience in the preparation of emerging leaders and entrepreneurs.
 - More than 60 years ago, DECA organized around an ambitious goal: to improve education & career opportunities for students interested in careers in marketing, management, and entrepreneurship. Last year, Robinson DECA was the LARGEST DECA Chapter in the state of Virginia! We were the 2nd Largest in the world!!!!!! Let’s keep the tradition going!! ***Be a part of the DECA Legacy at Robinson!***

Membership Goals & Challenges:

- **Student Members:** We have 15 marketing classes at Robinson Secondary School, and we want every student in each class to join! All marketing classes that obtain 100% membership on or before September 24 will get a Chick-Fil-A party on October 28/29!
- **Parent / Professional / Alumni Members:** The DECA student who gets the most professional, parent, and/or alumni to join DECA will have the chance to win \$100!!! Yes, parents are allowed to join as professional members! There is a 10 person minimum for this contest/challenge!
- **What is at stake with our membership?** Other high schools in FCPS and Virginia are trying to take over our title of being the LARGEST in Virginia!!! Don’t let them take away our legacy! What are you waiting for? Join the Robinson DECA Chapter NOW!

DECA Dues:

- **Student Dues: \$30**
- **Parent Dues (optional): \$15**
- **Alumni/Professional Dues (optional): \$15**
- Please fill out the information on the next page, attach your payment, & give it to your marketing teacher on or before **September 24!** Please make checks payable to “Robinson DECA.” You may fundraise to defer the cost of dues. If you sell \$100 worth of Yankee Candle products, your dues will be paid for!





**Academically Prepared
Community Oriented
Professionally Responsible
Experienced Leaders**

2010-11 Membership Form

Student Members

Name: _____ Birthday: _____ Email: _____

Marketing Teacher: Hepner Hinkhouse Elmore O'Brien Class Period: 1 2 3 4 5 6 7

Amount Due for Student Membership: \$30

Please Circle Form of Payment: Check Cash Fundraising* 3rd Period Teacher & Room #: _____

Student Signature: _____ Parent Signature: _____

Professional / Parent / Alumni Members

Name(s): _____ Email: _____

Please circle which one you are joining as: Professional Parent Alumni


Amount Due for Professional / Parent / Alumni Membership: \$15

Please Circle Form of Payment: Check Cash Fundraising*

Signature: _____

Thank you for choosing to join one of THE BEST organizations in our school, the state, & in the country, Robinson DECA!

Total Amount Enclosed for Robinson DECA 2010-11 Membership

 \$ _____

***Fundraising with Robinson DECA:**

Every year, Robinson DECA participates in the Fall Yankee Candle Fundraiser. **For every \$100 the Robinson DECA member sells, he/she can use \$30 towards membership dues, field trips, t-shirts, and/or any other DECA costs or fees throughout the school year.** Students need to keep track of fundraising amounts and debit amounts from their DECA accounts. No fundraising monies can be exchanged for actual money; it can only be used for fees established by the Robinson DECA Chapter. Any unused fundraised monies will be spent on the End of the Year DECA Banquet.

If you elect to not join Robinson DECA this year, please check here:

Also, please write a 1 paragraph detailed description on why you are electing to not participate. Please turn this in with all your other forms so you will receive credit.



**Academically Prepared
Community Oriented
Professionally Responsible
Experienced Leaders**

2010-11 Program of Work

Membership Goals

- ✓ To maintain the LARGEST Chapter in the State! If your class earns 100% membership on or before September 24, you will get a Chick-Fil-A party on Oct 28/29!
- ✓ Last year we had **430** student, parent, professional, and alumni members. Let's aim for **475+** this year!!!!



Leadership Development & DECA Competition Opportunities

- ✓ Fairfax County Leadership Development Conference for current officers: Date is To Be Determined
- ✓ District Leadership Conference & Competition
 - Monday, November 1; Lake Braddock Secondary School (Estimated Cost is \$20-30)
- ✓ State Leadership Conference & Competition
 - March 3-6; Norfolk, Virginia (Estimated Cost is \$150-400)
- ✓ International Career Development Conference & Competition
 - April 29 – May 4; Orlando, Florida (Estimated Cost is \$800-1,500)



Social Intelligence & Professional Networking

- ✓ Taste of Robinson Booth – In it to Win It!
- ✓ Chick-Fil-A Challenge week of October 1 against Lake Braddock Secondary School!
- ✓ DECA Week – October 10-16
- ✓ General Membership Meetings will be held at least once a month during class time. DECA Officers plan, manage, and run ALL the meetings! At these meetings, you will learn about current events about marketing, management, and entrepreneurship. All PAID Robinson DECA members will also be given juice and doughnuts! Dates are: Oct 20 & 21, Nov 22 & 23, Dec 16, 17, 20, & 21, Jan 20 & 21, March 15 & 16, April 25 & 26, and May 19 will be our end of the year banquet!



Community Service

- ✓ "Drinking & Driving...Is it worth it?" Public Relations Campaign for Fall, 2010
- ✓ Other activities to be determined by Second/Third Year Marketing Students/Written Events



Team Building, Career Development, & other Field Trip Opportunities

- ✓ State Fair -- September 28, Richmond, Virginia (Estimated Cost is \$100-120)
- ✓ Hershey Park & QVC Tour – October 15 (Estimated Cost is \$90 - \$125)
- ✓ Hemlock – November 9 (Estimated Cost is \$75-\$100)
- ✓ DECA Power Trip DC Experience – November 12-14 (Estimated Cost \$250-\$350)
- ✓ New York City Career Experience Field Trip with a focus on the Sports, Entertainment, & Fashion Industry – December 3 (Estimated cost \$150-\$250)
- ✓ Nationals Stadium &/or Camden Yards – Date to be determined (Estimated cost \$60-100)
- ✓ And MUCH, MUCH MORE to be determined!



Fundraising

- ✓ Fall Catalog Yankee Candle – Sept 7 – Sept 27
- ✓ Holiday Gift Wrap at Fair Oaks Mall – December - Dates to be determined
- ✓ Spring Catalog Yankee Candle – March 12 – April 1
- ✓ Chick-Fil-A Challenge – Week of October 1
- ✓ Gertrude Hawk – Dates are to be determined
- ✓ Fall & Spring Car Washes
- ✓ DECA Fashion Show – January 12



2010-11 Themes

- ✓ Robinson DECA: _____
- ✓ VA DECA: Discover the possibilities!
- ✓ National DECA: Enrich your life. Build your future. Expand your network. Create your story.

