

MONTANA
 DECATM
**YEAR IN
REVIEW**



ANNUAL REPORT
JULY 2026

MONTANA DECA LEADERSHIP

Dear Partners:

It is my privilege to welcome you to the Annual Montana DECA Impact Report and to reflect on an extraordinary year for our organization. This year, Montana DECA reached new heights—celebrating our largest membership year in organizational history, welcoming record-breaking attendance at our conferences, and demonstrating what is possible when students, advisors, educators, and business partners are united by a shared commitment to excellence.

These accomplishments are more than impressive numbers. They are evidence of the strength and momentum of Montana DECA and the growing impact our organization has on students across the state. Every new member represents another student gaining access to opportunities that build confidence, leadership, professionalism, and career-ready skills. Every conference attendee represents a student choosing to challenge themselves, learn from others, and prepare for success beyond the classroom.

At the heart of this success is our commitment to the core values of Montana DECA. Throughout the year, our members put those values into action through leadership, service, competition, professionalism, and a commitment to making a difference in their schools and communities. Our students continue to demonstrate that DECA is not simply an organization they belong to—it is an experience that shapes who they are becoming.

We are equally proud of the quality programming delivered throughout the year. From classroom-connected learning and competitive events to leadership development, conferences, community engagement, and connections with business and industry, Montana DECA continues to provide meaningful experiences that prepare students for college, careers, and life. Quality programming is what transforms membership into impact, and this year's results demonstrate the power of that approach.

None of this would be possible without the dedication of our incredible advisors, school administrators, educators, business partners, volunteers, and supporters. Most importantly, it is made possible by the students who show up, step forward, take risks, lead with purpose, and continually raise the standard for what Montana DECA can accomplish.

This was a record-setting year for Montana DECA, but I believe our greatest accomplishments are still ahead.

Thank you for being part of the Montana DECA story and for helping us prepare emerging leaders and entrepreneurs in marketing, finance, hospitality, and management to make a positive impact in our communities and beyond.



A stylized, handwritten signature in black ink, appearing to read 'John Stiles'.

JOHN STILES
State Director
jstiles@mtdeca.org

MONTANA DECA HIGHLIGHTS

MEMBERSHIP REACHES ALL TIME RECORD

This year, Montana DECA reached a historic membership milestone, surpassing 1,288 members statewide. This achievement reflects the growing enthusiasm for career and technical education and the enduring strength of DECA's mission to prepare emerging leaders and entrepreneurs in marketing, finance, hospitality, and management. With more students participating than ever before, Montana DECA continues to broaden its impact, develop confident and career-ready young professionals, and strengthen the future of business education across Montana.

ENGAGING OUR MEMBERS

From local chapter initiatives to statewide conferences and national competitions, Montana DECA members engage in meaningful experiences that foster leadership, career exploration, and real-world application. Through hands-on learning, competitive events, community service, and professional networking, students develop the skills, confidence, and connections needed to thrive in their future careers. With a strong commitment to inclusion, innovation, and student voice, Montana DECA creates a dynamic community where every member has the opportunity to find their place, discover their purpose, lead with confidence, and pursue their goals.

SUPPORTING OUR ADVISORS

DECA recognizes that advisors are at the heart of student success and is committed to equipping them with the support, resources, and professional development they need to thrive. Through comprehensive training, curriculum resources, advisor academies, mentorship, and access to a network of peers and industry professionals, DECA provides advisors with meaningful opportunities to strengthen their leadership and instructional practices. This investment fosters collaboration, innovation, and continuous growth while empowering advisors to create impactful experiences for their members. By supporting and investing in our advisors, Montana DECA strengthens the foundation of student success and ensures that every member has the guidance and encouragement needed to become a confident leader and future entrepreneur.

CHAMPIONING OUR CHAPTERS

DECA strengthens local chapters through dynamic campaign programs designed to inspire leadership, increase engagement, and drive meaningful growth. These campaigns provide chapters with clear goals, valuable resources, and incentives that challenge members and advisors to elevate their programs and expand their impact. By emphasizing membership growth, community involvement, competitive excellence, and leadership development, chapter campaigns foster a culture of achievement, collaboration, and continuous improvement. Throughout the process, DECA provides strategic guidance, communication resources, and opportunities for recognition, giving every chapter the support and framework needed to succeed. Together, these efforts empower chapters to build stronger programs, engage more students, and make a lasting difference in their schools and communities.

PROPELLING FORWARD

Montana DECA continues to advance a strategic, relevant, and forward-thinking approach to developing emerging leaders and entrepreneurs. As we conclude our current strategic plan, we are embracing a renewed vision centered on four key pillars: Educational Program Excellence, Impactful Partnerships, Elevated Brand Awareness, and Organizational Strength. Together, these priorities will guide Montana DECA's continued growth, strengthen the student experience, deepen our connections with industry and community partners, and position the organization for a strong and sustainable future.



STEADFAST PRINCIPLES WORTH REPEATING

Montana DECA Prepares Emerging Leaders and Entrepreneurs in Marketing, Finance, Hospitality and Management.

DECA'S COMPREHENSIVE LEARNING PLATFORM

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 with realistic insight into industry and promotes 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 THE NEXT GENERATION 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.



DELIVERING PROGRAMS TO 5,600 CLASSROOMS NATIONWIDE AND INTERNATIONALLY

With the majority of DECA advisors serving as certified educators, DECA is uniquely positioned to bring its mission directly into the classroom through instruction, experiential learning, and real-world application. This strong connection to classroom education creates meaningful opportunities for students to engage with business and industry while providing partners with direct access to a diverse network of classrooms and emerging talent. Across the nation—and extending to select countries and territories—DECA connects education, industry, and students on a scale few organizations can match.



PREPARING THE WORKFORCE OF TOMORROW

DECA's mission to prepare emerging leaders and entrepreneurs for careers in marketing, finance, hospitality, and management directly supports the development of a skilled, career-ready talent pipeline. Through innovative, industry-aligned programs, DECA gives students the opportunity to master academic concepts, apply their knowledge in real-world settings, develop technical expertise, and build the durable professional skills needed to succeed in today's workforce.



PROVEN LEADER IN BUILDING BUSINESS AND EDUCATIONAL PARTNERSHIPS

Our business partners include corporations, associations, foundations and colleges and universities, all of whom share our interest in providing students with real-world experiences that challenge them to apply knowledge and skills learned in the classroom. Our greatest strength is our ability and willingness to work with our partners to design a partnership that serves both of our missions.



RESPECTED PARTNER IN EDUCATION OF ALL 50 U.S. DEPARTMENTS OF EDUCATION

Career and Technical Student Organizations are considered integral to the Career and Technical Education curriculum and provide special status and access to schools and students. DECA is one of nine recognized Career and Technical Student Organizations. DECA also provides extensive professional learning opportunities for its DECA advisors to best integrate DECA into the classroom.



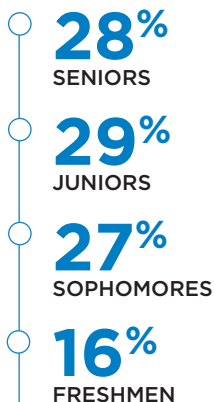
EXPERIENCED MANAGERS AND GOOD STEWARDS OF RESOURCES

For more than 75 years, Montana DECA has successfully delivered hundreds of programs, initiatives, and partnerships that have strengthened student learning and expanded opportunities across the state. Through thoughtful stewardship of its resources, Montana DECA maximizes every investment, directing funds toward high-quality programs, meaningful student experiences, and services that advance its mission and create lasting impact.

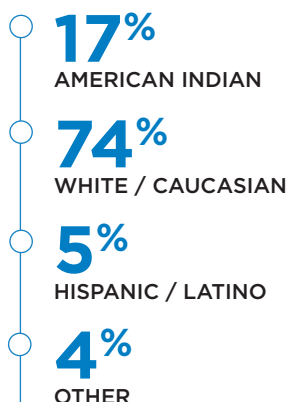
EMERGING LEADERS FOCUSED ON THE FUTURE

Our diverse, highly-motivated DECA members have college and career interests that closely align to our program areas. DECA members understand the need for career preparation and choose to enroll in more business courses than other business students.

GRADE LEVEL



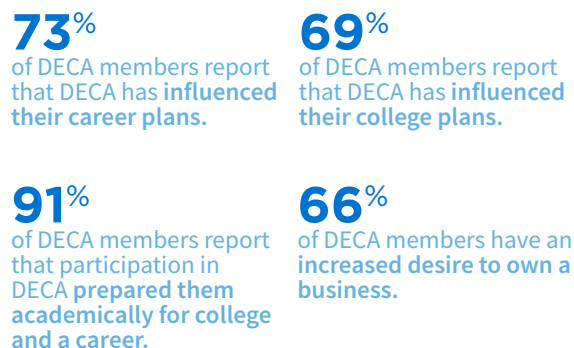
ETHNICITY



Career Competencies



College + Career Plans

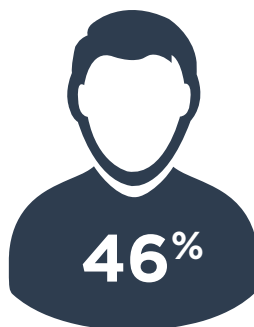


Preparing the Next Generation



20.83%
Increase in Montana
DECA Membership

7.6%
Increase in Montana
DECA Chapters



53%
WITH LESS THAN
THE AVERAGE
HOUSEHOLD
INCOME

46%
WITH MORE
THAN THE
AVERAGE
HOUSEHOLD
INCOME

Research findings courtesy of the National Research Center for College and University Admissions.

MONTANA DECA IN GOOD COMPANY

DECA's partners—including corporations, foundations, associations, colleges, and universities—play a vital role in developing the next generation of leaders and entrepreneurs. Through strategic guidance, industry expertise, and financial support, these partners strengthen educational programming and student experiences while helping prepare DECA members to become career-ready professionals, engaged community leaders, and contributors to a rapidly evolving global economy.

PATHWAY PARTNERS



GOVERNMENT PARTNERS



STRENGTHENING
MONTANA CTSSO'S
LEGISLATIVE
GRANT



EDUCATIONAL PARTNERS



JAKE JABS
College of
BUSINESS &
ENTREPRENEURSHIP



GREAT FALLS COLLEGE
MONTANA STATE UNIVERSITY



GENERAL PARTNERS

406 HOUSES
ALPINE ORTHOPEDICS
BEAR MOUNTAIN BUILDERS
BOZEMAN REAL ESTATE GROUP
CAPITAL SPORTS
COMMON FONT
DICK ANDERSON CONSTRUCTION
EDWARD JONES
EMPOWERED
FLATHEAD ELECTRIC COOPERATIVE
GRAHAM DESIGN & CONSTRUCTION
HUTCHINSON REAL ESTATE COMPANY
KELLER WILLIAMS CAPITAL REALTY
KENYON NOBLE
LISSA DUNKER
MENS WEARHOUSE
MONTANA LIFE REAL ESTATE
MONTANA SOCIETY OF CPAs
MORRISON MAIERLE
NORMA BRYAN
NORTHWESTERN ENERGY
OPPORTUNITY BANK

REACH HIGHER MONTANA
ROCKY MOUNTAIN GOLF
SCHLAUCH BOTTCHEER CONSTRUCTION | SBC
SHADE TREE CONSULTING
SMA ARCHITECTURE + DESIGN
SOVRM
ST. PETERS HEALTH
TITLE FINANCIAL CORPORATION
WHITEFISH LAKE RESTAURANT

MONTANA DECA INCREASING OUR FOOTPRINT

RECORD BREAKING MEMBERSHIP

Montana DECA continues to experience significant growth, expanding its programming, membership, and chapter network at an impressive pace across the state.

• Growth of Membership (20.83%)

Our membership growth reflects the growing enthusiasm for career and technical education, as well as the strength of DECA's mission to prepare emerging leaders and entrepreneurs in marketing, finance, hospitality, and management. With more students engaged than ever before, Montana DECA continues to expand its impact, empower young professionals, and shape the future of business education across the state.

CONFERENCE ENGAGEMENT AT ALL TIME HIGH

Conference engagement across Montana DECA has reached unprecedented levels, reflecting the enthusiasm and commitment of our students and advisors. Participation in the State Career Development Conference (SCDC), International Career Development Conference (ICDC), and leadership trainings continues to grow, providing more students than ever with opportunities to connect, compete, and grow as emerging leaders.

These experiences extend learning beyond the classroom through hands-on competition, leadership development, professional networking, and meaningful connections with peers and industry professionals. This record-setting engagement reflects the energy, relevance, and impact of Montana DECA's programming while strengthening chapter communities and building a bright future for our members and organization.

INTERNATIONAL HONORS AT ALL TIME HIGH

A record 197 Montana DECA members from across the state earned the opportunity to compete at the International Career Development Conference (ICDC), joining 26,800 competitors from around the world. Montana students delivered an impressive performance, earning four Top 10 finishes, two Top Role-Play presentations, 10 finalist recognitions, and 132 Awards of Excellence—a remarkable testament to the talent and preparation of Montana DECA members.

2025-2026 MEMBERSHIP

1,288

MEMBERS

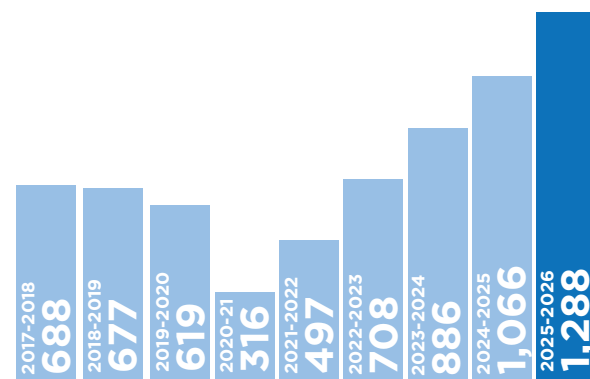
953 | STUDENTS

20 | ADVISORS

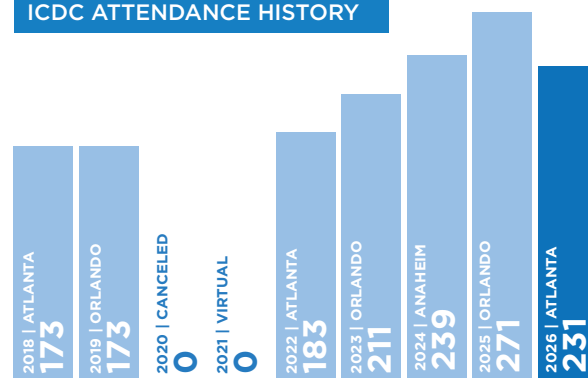
105 | PROFESSIONALS

210 | ALUMNI

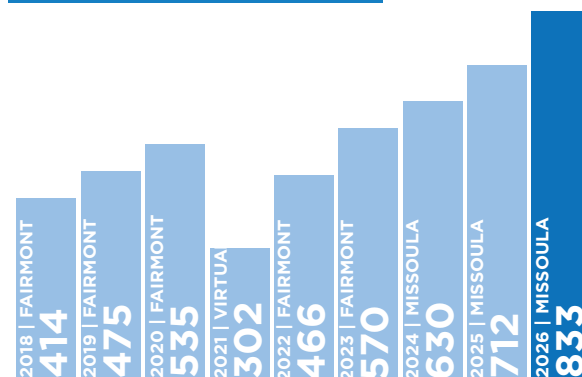
HISTORICAL MEMBERSHIP



ICDC ATTENDANCE HISTORY



SCDC ATTENDANCE HISTORY



EXPERIENCED MANAGEMENT & GOOD STEWARDS OF RESOURCES

ANNUAL FINANCIAL PERFORMANCE

FY 2025 REVENUE

751,859

FY 2025 EXPENSES

742,172

GOVERNMENT GRANT FUNDING

FY 2023

129,000

FY 2024

133,737

FY 2025

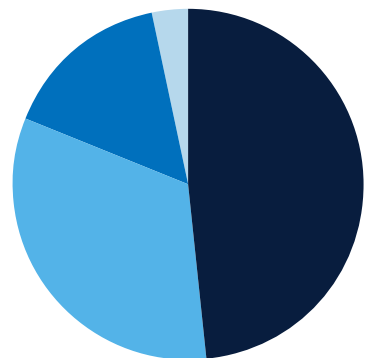
140,331

DEVELOPMENT ACTIVITY

Contributions from corporations, universities, and associations support a variety of Montana DECA activities including scholarships, conferences, advocacy, and more. The generous contributions from our partners continue to surpass budget expectations and enhance program performance. Our corporate and individual giving continues to expand with the growth and enhancement of donor relations, and expansion of program reach, impact and efforts.

All generated revenue is returned to our members through scholarships, professional programs, conference support and member services.

PROGRAMING BREAKDOWN

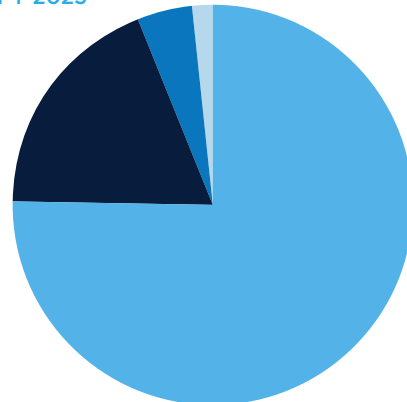


Montana DECA puts members at the center of its financial model by reinvesting revenue directly into member-centric programming. Funds generated through membership and other activities support conferences, competitions, leadership development, and educational experiences that provide tangible value to students. This approach ensures that Montana DECA's resources are continually invested back into its members, strengthening the overall membership experience and preparing students for future success.

TOTAL FUNDING

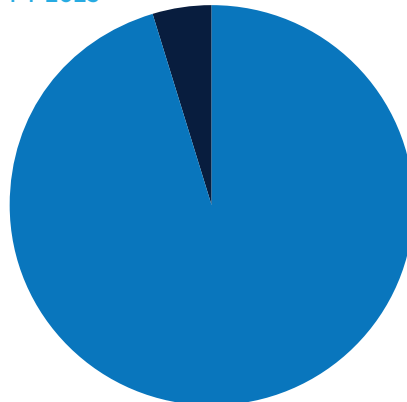
Our revenue and expense activity enhance the message that our primary goal is to prepare emerging leaders and entrepreneurs. Our activity demonstrates a strong investment in our membership, and continued involvement in the business community.

REVENUE BREAKDOWN FY 2025



- OPI Grant Funding | 18.7% | \$140,331
- Membership Dues & Misc. | 1.6% | \$12,543
- Corporate Partners | 4.3% | \$32,346
- Conferences | 75.4% | \$566,639

EXPENSE BREAKDOWN FY 2025



- Administrative | 4.5% | \$33,278
- Programs | 95.5% | \$708,894

MONTANA DECA OUR PURPOSE AT WORK



SCHOOL-BASED ENTERPRISES

School-based enterprises (SBEs) are student-led businesses that operate within a school setting to meet real market needs while providing an authentic, hands-on learning experience. Integrating classroom instruction with practical application, SBEs reinforce national curriculum standards in marketing, finance, hospitality, and management while developing essential career and leadership skills.

Students may operate retail businesses, cafés, mobile kiosks, online stores, or service-based ventures offering products such as spirit wear, food and beverages, school supplies, signage, creative design, and advertising. Through these experiences, students gain valuable exposure to entrepreneurship, customer service, financial management, marketing, operations, and leadership.

For many students, an SBE provides their first meaningful work experience and an opportunity to apply classroom knowledge in a real-world environment. For others, it offers a pathway to strengthen management, supervision, and entrepreneurial skills while preparing for success in college, careers, and beyond. DECA advisors and educators have recognized the power of school-based enterprises as an experiential learning tool for more than four decades, making SBEs an enduring and impactful component of career and technical education.



CHAPTER CAMPAIGNS + SCHOOL BASED ENTERPRISE CERTIFICATION

DECA's chapter engagement programs experienced remarkable participation, with 1,715 chapters submitting campaign entries and 926 chapters submitting for school-based enterprise gold certification. The success of these initiatives was evident: 851 chapters earned SBE gold certification or re-certification, and over 1,100 chapters achieved Thrive level recognition across both the chapter and membership campaigns.



ADVISOR RESOURCES & SUPPORT

DECA equips chapter advisors with a comprehensive suite of strategy tools, classroom resources, and professional learning opportunities designed to strengthen instruction, deepen student engagement, and connect learning to the business world. The enhanced resource center features activities from DECA's Comprehensive Learning Program that transform curriculum into authentic, hands-on experiences, allowing members to develop and apply essential academic, technical, and career-ready skills.

On-demand professional learning modules further support educators in their role as chapter advisors, providing practical strategies and resources to strengthen both classroom instruction and chapter programming. Through these innovative tools and ongoing support, DECA ensures advisors have the relevant, high-quality resources they need to create engaging learning environments and prepare students for success.



EXPANSION OF DECA+

DECA+ provides educators and students with industry-validated case studies, exams, and project exemplars that seamlessly integrate into classroom instruction and competitive event preparation. With nearly 100 on-demand resources, DECA+ helps students explore career pathways and industry trends while building knowledge of essential terminology, performance indicators, and workplace skills.



ENHANCED EMERGING LEADER SERIES

Developing emerging leaders is at the heart of the DECA experience, and the DECA Emerging Leader Series delivers a comprehensive leadership program designed to do just that. Focused on goal setting, consensus building, and project implementation, the series empowers members to lead with confidence and purpose. Aligned with 21st Century Skills—critical thinking, problem solving, communication, collaboration, creativity, and innovation—the Emerging Leader Series equips DECA members to succeed in both college and their careers. These leadership academies are offered at the DECA International Career Development Conference, with Elevate and Empower also available as part of the broader Emerging Leader Series experience.



BRAND RESOURCES & TOOLKIT

With a legacy spanning over 75 years, DECA has impacted more than ten million students, educators, and business professionals since its founding in 1946. DECA's brand represents a dynamic and transformative experience in preparing emerging leaders and entrepreneurs. Through consistent messaging, visual identity, and on-demand marketing resources—including logos, templates, and videos—DECA empowers chapters to effectively communicate and amplify their brand at the local level.



COMPETITIVE EVENTS PROGRAM

DECA's industry-validated competitive events are an integral extension of the classroom, aligned with National Curriculum Standards across the career clusters of marketing, finance, hospitality, and business management. These events challenge students to think critically, solve problems creatively, and perform under pressure—mirroring real-world business scenarios. Whether delivering a case study solution in 10 minutes or presenting a prepared pitch, DECA members gain valuable experience as emerging professionals. Competitive events are grouped into three broad categories: role-plays and case studies, prepared events, and online simulations, with diverse options available in entrepreneurship and personal financial literacy as well.



DECA CHAPTER CAMPAIGNS

There are great awards for DECA chapters that attain recognition through DECA's Chapter Campaigns, including the opportunity to earn a certificate, pennant, plaque, flag, and even two allocations to attend the Thrive Academy at DECA's International Career Development Conference. DECA offers five unique campaigns that help chapters grow and build lasting partnerships within their school and community.

Community Service Campaign

DECA members are always finding unique ways to serve their community. Chapters document one or more community service activities performed throughout the year, ensuring at least 75% of their members are involved, and create at least one form of publicity or promotion for the event.

Ethical Leadership Challenge

Through the Ethical Leadership Challenge, chapters conduct three school outreach activities and three community outreach activities.

Membership Campaign

Just like in business, continued growth is one of the keys to success. DECA's membership campaign is designed to help your chapters grow by making the DECA experience available to more student members, keeping alumni involved and engaging professional members such as administrators, teachers, parents and business partners.

Promotional Campaign

The Promotional Campaign provides chapter members an opportunity to share with their school and community what DECA is all about and how their chapter is making a positive impact on its members and community.

Advocacy Campaign

This campaign takes place in February, during Career and Technical Education Month®. Chapters complete three school outreach activities, three public policymaker outreach activities and three community outreach activities.

MONTANA DECA PROPELLING OUR ORGANIZATION FORWARD

STRATEGIC PLAN

Montana DECA Inc. is committed to shaping the next generation of emerging leaders and entrepreneurs by providing students with dynamic opportunities to develop their skills, confidence, and career readiness. To continue delivering on this mission, we have developed a bold and strategic road-map that will guide our efforts over the next three years.

Our strategic plan is built around four key objectives:

- **Elevated Brand Awareness** – Expanding DECA's reach by sharing its impact and value with broader audiences, ensuring increased engagement from students, educators, business leaders, and the community.
- **Impactful Partnerships** – Strengthening and growing relationships with industry partners, educational institutions, and community stakeholders to enhance opportunities for our members.
- **Excellence in Educational Programs** – Continuously improving our resources, competitions, and experiential learning opportunities to empower teacher-advisors and equip students with the skills needed for future success.
- **Organizational Strength** – Ensuring strong governance, sustainable infrastructure, and operational excellence to support long-term growth and success.



ANNOUNCING A NEW PATHWAY PARTNERSHIP WITH VALLEY CREDIT UNION

Montana DECA is proud to announce a new Corporate Pathway partnership with Valley Credit Union, expanding opportunities for students to connect classroom learning with real-world experiences in financial services, entrepreneurship, and business. As part of the partnership, Valley Credit Union will provide Stukent subscriptions to all Montana DECA chapters statewide, giving students and advisors access to innovative, industry-aligned digital learning resources. The partnership will also introduce the Best School-Based Enterprise in Montana Challenge, recognizing student-led businesses that demonstrate excellence in entrepreneurship, innovation, and real-world application.

This partnership represents a shared investment in Montana's future workforce. By providing access to cutting-edge learning tools and celebrating outstanding school-based enterprises, Valley Credit Union and Montana DECA are empowering students to develop the knowledge, skills, and confidence to become Montana's next generation of business leaders and entrepreneurs.



RALLY ORDER POWERS ALL MONTANA SCHOOL BASED ENTERPRISES

Rally Order is proud to provide FREE systems to all Montana DECA School-Based Enterprises, helping transform student-run stores into real-world learning environments while improving daily efficiency. Built with education in mind, Rally Order integrates classroom learning with hands-on experience in point-of-sale technology, inventory management, sales, customer service, and business operations. At the same time, streamlined ordering, checkout, inventory tracking, and store management reduce administrative work—giving teachers more time to teach and students more opportunities to learn, lead, and operate their businesses like professionals.

DECA CALENDAR OF EVENTS

2026-2027

JULY

- 6-9 DECA AP Business with Personal Finance
AP Summer Institute
University of North Carolina at Charlotte
- 15-16 Advisor Professional Learning Virtual Conference
Virtual | deca.org/advisor-virtual-conference
- 25-28 Adobe x DECA Luminary Program
San Francisco, CA

SEPTEMBER

- 13-14 Montana DECA Annual Business Meeting
Helena, MT | DELTA Colonial Hotel
- 14 Chapter Officer Leadership Training | 8:30am-12:30pm
Virtual - Zoom
- 15 District-Level Instructional Areas Announced
decadirect.org
- 28-10.2 School-based Enterprise Week
deca.org/sbeweek
- 30 DECA+ Activate Your Chapter Inventive Deadline
If 2025-2026 Membership was 100+ = Increase Student Members by 5%
If 2025-2026 Membership was 100- = Increase Student Members by 20
- 30 2027 SCDC Housing Request Due @ 5pm MST
mtdeca.org/scdc

OCTOBER

- 1 State Conference Registration Site Opens
mtdeca.org/scdc
- TBA DECA AMPED Advisor Professional Learning Conference
TBA | deca.org/amped
- 15 The Ultimate DECA Power Trip Registration Due
deca.org/power

NOVEMBER

#DECAMONTH

- 15 Initial Membership Dues Deadline
deca.org/register
- 16-22 Global Entrepreneurship Week
genglobal.org/gew
- 20-22 The Ultimate DECA Power Trip
Louisville, KY | deca.org/power
- 24 Early Bird SCDC Registration Due
mtdeca.org/scdc | \$150 per Attendee
Chapter registration and housing must be entered and submitted for early bird registration. Registration and housing is non-refundable upon submission. Events may not be edited upon submission.

DECEMBER

- 1 DECA Chapter Campaigns + Membership Campaign Due
deca.org/campaigns
- 1 School-based Enterprise Certification Opens
deca.org/sbe
- 2 Sports + Entertainment Marketing Conference
Registration Due
deca.org/sem
- 2-5 ACTE Career Tech Vision
New Orleans, LA | careertechvision.com
- 18 State Conference Registration Due @ 5pm MST
mtdeca.org/scdc
Registration and Housing is non-refundable upon submission.

JANUARY

- 4-8 Written Project Submission Portal & Online Testing Open
mtdeca.org/scdc
- 8 SCDC Invoice Payment Due
\$35/Day Late Fee for Payment Postmarked After Deadline
- 11-15 Online Testing Open
mtdeca.org/scdc
- 11 Student Scholarship Applications Due
deca.org/scholarships
- 14 School-based Enterprise Certification Due
deca.org/sbe
- 20 Advisor Scholarship Applications Due
deca.org/advisorapplications
- 27-31 Sports + Entertainment Marketing Conference
Orlando, FL | deca.org/sem
- 31-2.2 State Career Development Conference
mtdeca.org/scdc
Missoula, MT | Hilton Garden Inn

FEBRUARY

#CTEMONTH

- 1 Emerging Leader Honor Award Applications Open
deca.org/honoraward
- 4 Initial Bump-Ups Due to Google Sheets
5pm MST
- 5 Final Bump-Ups Due to Google Sheets
8pm MST
- 9 ICDC Registration, Tours & Housing Due to Google Sheets
5om MST

MARCH

- 1 Advocacy Campaign Due
deca.org/campaigns
- 1 Executive Officer Candidate Applications Due
deca.org/officers
- 3 ICDC Invoices Payment Due
\$35/Day Late Fee for Payment Postmarked After Deadline
- 23 ICDC Blazer Order Deadline
shopdeca.org
- 23-30 ICDC-Qualifying Written Entry Submissions Open
deca.org/icdc
- 31 Emerging Leader Honor Award Nominations Due
deca.org/honoraward

APRIL

- 17-20 DECA International Career Development Conference
Anaheim, CA | deca.org/icdc

FUTURE CONFERENCE DATES/LOCATIONS

State Career Development Conference
January 30 - February 1, 2028 | Missoula, MT
February 4-6, 2029 | Missoula, MT
February 3-5, 2030 | Missoula, MT

International Career Development Conference
April 22-25, 2028 | Orlando, FL
April 21-24, 2029 | San Francisco, CA
April 27-30, 2030 | Anaheim, CA
April 26-29, 2031 | Orlando, FL

MONTANA DECA ENGAGE WITH OUR PROGRAMMING

DECA continues to be a leader in supporting key educational initiatives through its comprehensive learning program, which directly supports Career Clusters®, National Curriculum Standards, career competencies, project-based learning and financial literacy.



NATIONAL CURRICULUM STANDARDS

Reinforce career and academic standards identified by business and industry



CAREER COMPETENCIES SKILLS GAP

50% of graduates are not considered workforce ready by hiring managers



ENTREPRENEURIAL MINDSET

33% of employers are seeking entrepreneurship skills in new hires



FINANCIAL LITERACY

75% of students graduate unprepared to manage finances



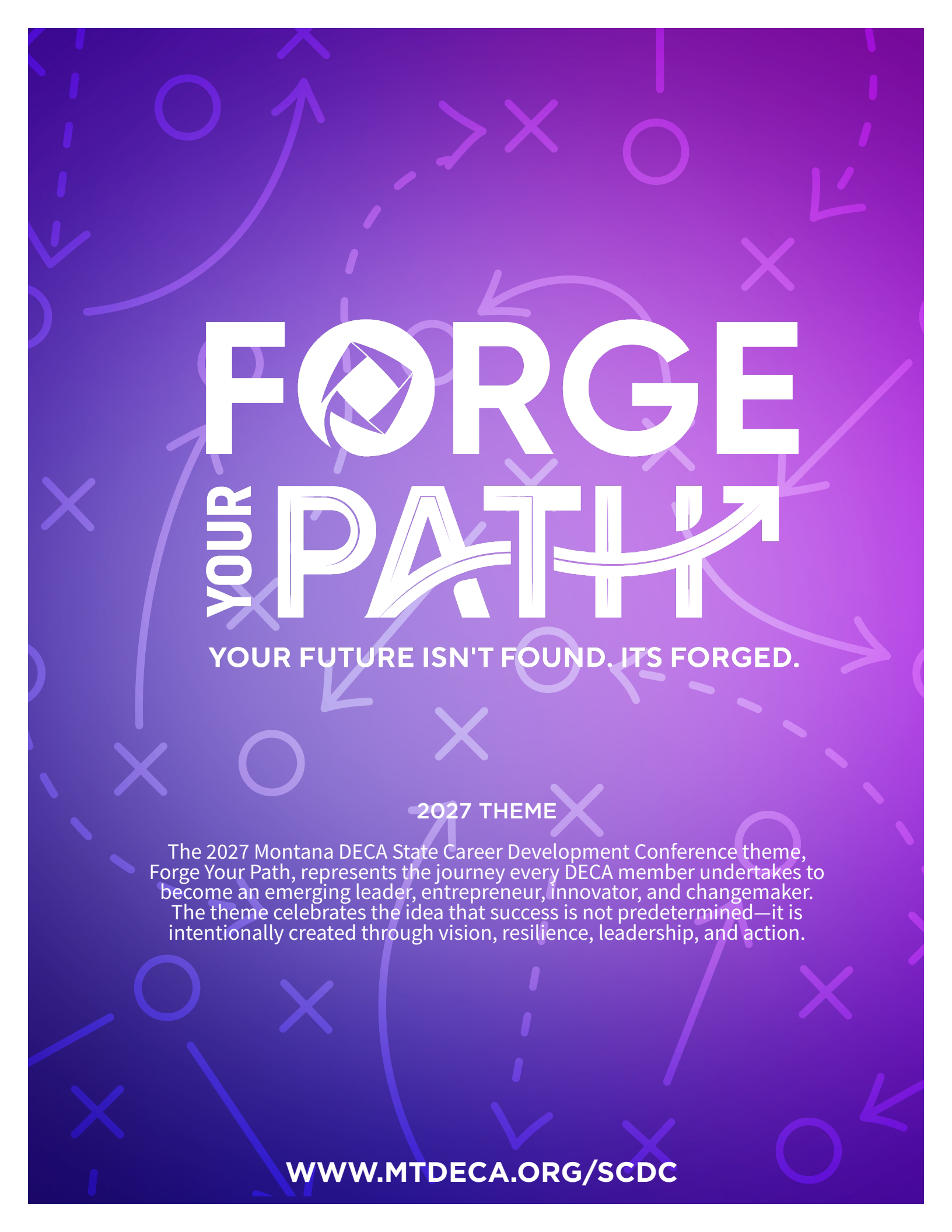
PROJECT MANAGEMENT

97% of organizations believe project management is critical to business performance and success



TEACHER RECRUITMENT, ENGAGEMENT + RETENTION

81% of DECA advisors say that DECA makes teaching more meaningful and engaging



FORGE YOUR PATH

YOUR FUTURE ISN'T FOUND. ITS FORGED.

2027 THEME

The 2027 Montana DECA State Career Development Conference theme, Forge Your Path, represents the journey every DECA member undertakes to become an emerging leader, entrepreneur, innovator, and changemaker. The theme celebrates the idea that success is not predetermined—it is intentionally created through vision, resilience, leadership, and action.

WWW.MTDECA.ORG/SCDC

PREPARING
EMERGING
LEADERS &
ENTREPRENEURS
IN MARKETING,
FINANCE, HOSPITALITY
AND MANAGEMENT
PREPARING
EMERGING
LEADERS &
ENTREPRENEURS
IN MARKETING



MONTANA
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