

2021
IMPACT



REPORT
2022



THANK YOU

We are pleased to share the 2021-2022 Impact Report for Washington DECA. Although COVID-19 continued to impact some of our services, we were thrilled to transition back to in-person events for Fall Leadership Conference and State Competition. The support of our business partners, alumni and donors, helped to maintain the quality of our programs and provided access to financially challenged students.

The accomplishments of our members and advisors were admirable; In the Competitive Events Program, Washington DECA members were first in number of medal winners at the International Career Development Conference. More importantly, we celebrate the outreach and impact our students have had in communities across the state, through hundreds of service projects and educational initiatives.

Washington DECA's Mission, Vision and Strategic Plan will continue to be guiding documents as we strive to embed DEI strategies throughout our programs. We focus on equity and inclusion for all students because participation in DECA can transform a student's hard work and talent into career opportunities and a successful future.

Thank you for the support and commitment to Washington DECA's 11,000 emerging leaders and entrepreneurs.

In Gratitude,

Lori Hairston

Executive Director

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2021-2022 WASHINGTON DECA STAFF

Lori Hairston, Executive Director
Nicole Cowan, Brand & Communications Project Manager
Wendy Menchu-Lopez, Development Coordinator
Linda Andersen, Operations Assistant

Angela Kim, Administrative Assistant
Ivy Pham, Administrative & Marketing Assistant
Danielle Tuason & Dominica Chavez, State Officer Coaches
Kim Frahm, Chapter & Advisor Support



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MISSION VISION

To provide business and leadership opportunities to high school students to succeed in school, careers, and life.

To prepare innovative leaders and entrepreneurs who make a positive social and global impact.



Through DECA, members learn the value of being community oriented leaders by executing community service projects within their chapters to make positive social and global impacts within their schools and communities.



We offer members the opportunity to travel and cultivate their leadership and competition skills, educational goals, and career aspirations through three annual conferences in Washington and internationally.

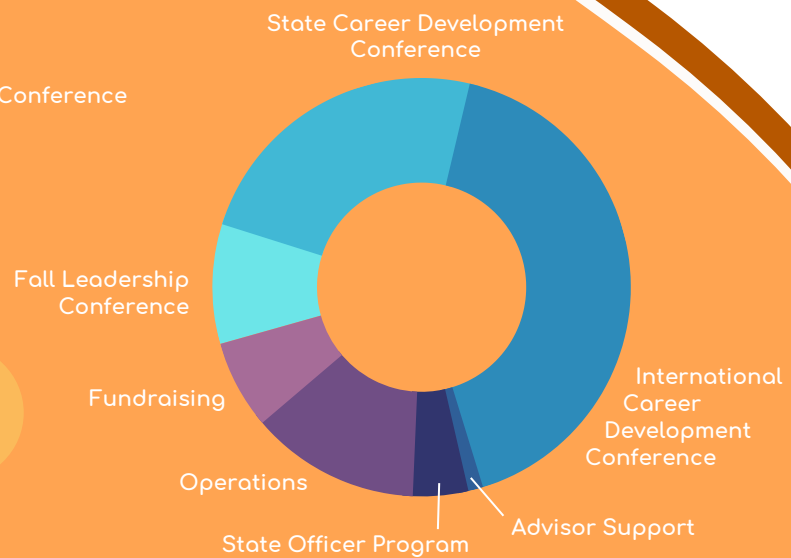
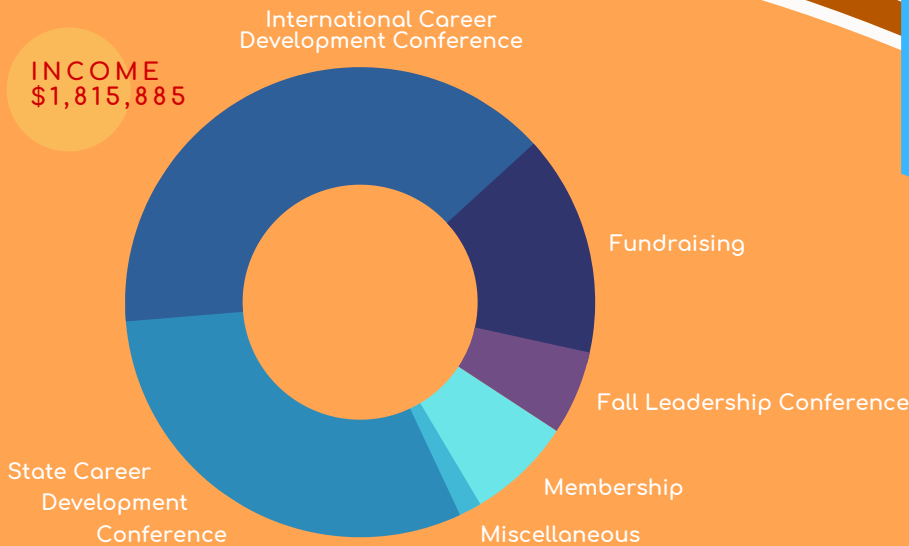
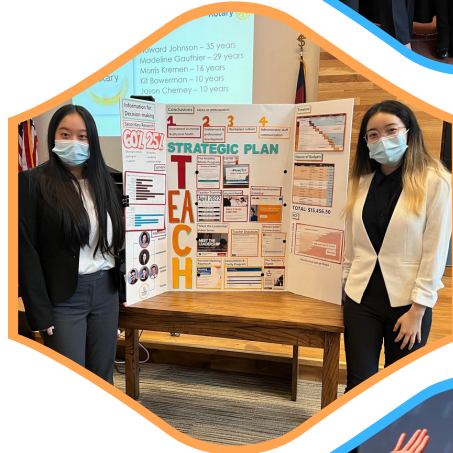


DECA's Guiding Principles support our mission and the outcome of polished, professional, and purpose-driven leaders which result from participation in the DECA experience. DECA prepares the next generation of leaders to be academically prepared, community oriented, professionally responsible, experienced leaders.



Strategic Plan

Our 2019–2024 Strategic Plan is used to guide our organization to effectively highlight and shift perspectives on key culture and values. It is comprised of four primary pillars, where each pillar includes several strategic initiatives to frame the overall Strategic Plan.



PILLAR #1 STRENGTHEN FINANCIAL FOUNDATION FOR LONG-TERM SUCCESS

Washington DECA uses a model of donations, program fees, sponsorships, grants, and in-kind gifts to maintain affordable programs and to provide financial assistance to students and chapters in need. Washington DECA is a 501 (c) 3 non-profit organization that has been creating partnerships between business and education since 1947. Washington DECA provides real-world experiences in the fields of business, marketing, hospitality, finance, and entrepreneurship to develop high school students into character-driven leaders who will enrich our businesses and communities.

PILLAR #2

OPTIMIZE STAKEHOLDER RELATIONSHIPS

Washington DECA works with companies, nonprofits, government agencies, and other organizations to positively impact the lives of 11,000 student members and advisors. Our partners contribute more than money. Their ideas, volunteer hours, and in-kind support, help provide business and leadership opportunities to high school students to succeed in school, careers, and life. Visit www.wadeca.org/partner to get involved.

CHAMPIONS \$15,000+



Washington Office of Superintendent of
PUBLIC INSTRUCTION

LEADERS \$10,000 - \$14,999

THE *Glaser* FOUNDATION



ENTREPRENEURS \$5,000 - \$9,999



THE BELLEVUE
COLLECTION



INVESTORS \$2,500 - \$4,999



The Gottfried & Mary Fuchs Foundation



INNOVATORS \$1,000 - \$2,499



Florence B. Kilworth Foundation



Marco J. Heidner Foundation

EMPLOYER GIFT MATCHING



Thank you to our partners who donated \$7,037.23 through employer giving and matching programs.

VOLUNTEERS

Thank you to our generous volunteers who gave their time and talent to support us in 2021-2022. We had 310 business professionals who volunteered 2,136 hours to evaluate written projects, judge competition and work special events. This level of engagement represented a \$63,973.20 value.

*\$29.95 (estimated value of volunteer time as determined by the Independent Sector) x 2,136 volunteer hours.

FRIENDS OF DECA

A special thank you to our Diamond Society Members who are individual donors contributing \$1,000 or more.

- Linda Baret Andersen
- Marie Gallanar
- Lori Hairston
- Marc Hillestad
- Angela Krohn
- Bryan Long
- Jessica & Tom Loutsis
- Devin Schain
- Lisa Tallquist
- Randy Wilson

DIAMOND AWARD WINNER



THE BELLEVUE
COLLECTION™

In 2021-2022, we had the honor of recognizing one outstanding company who has made a lasting impact on the organization through years of service, volunteer hours, member recruitment, and classroom and financial support.

IN-KIND SPONSORS

Thank you to our individual and corporate partners who donated

\$72,234.42

worth of goods and services in 2021-2022.

Space limitations prohibit us from listing our Visionary, Entrepreneur and Professional and Alumni members, but we gratefully acknowledge all these individuals and families for their support. Contact Lori Hairston with any questions.

PILLAR #2 OPTIMIZE STAKEHOLDER RELATIONSHIPS (CONTINUED)

SUPPORTING EDUCATORS

Each day, thousands of teachers across the globe and over 240 throughout Washington use DECA in their classrooms, instructional design, and educational programming. DECA Advisors can gain access to decades of experience and expertise through our DECA Chapter Support Center.



Annual support provided for Washington DECA Advisors include a New Advisor In-Service, professional development workshops for DECA competition, clock hours during conferences, weekly advisor newsletters and Teach DECA, a website filled with helpful tutorials, templates, videos, and everything else needed to teach, DECA!

PILLAR #3

INCREASE BRAND AWARENESS & UNDERSTANDING OF DECA



Washington DECA has impacted the lives of more than 300,000 students, educators, school administrators and business professionals since founded in 1947. Our mission of providing business and leadership opportunities to high school students to succeed in school, careers, and life, shines brighter as the future of the business industry continues to expand, transform, and progress.

75 years ago, there was a rising need for high school students to develop critical skills necessary for entering the business world. Washington DECA has grown from a dozen members to 11,000 members, serving 11 geographical Areas across Washington state.

[LEARN MORE](#)



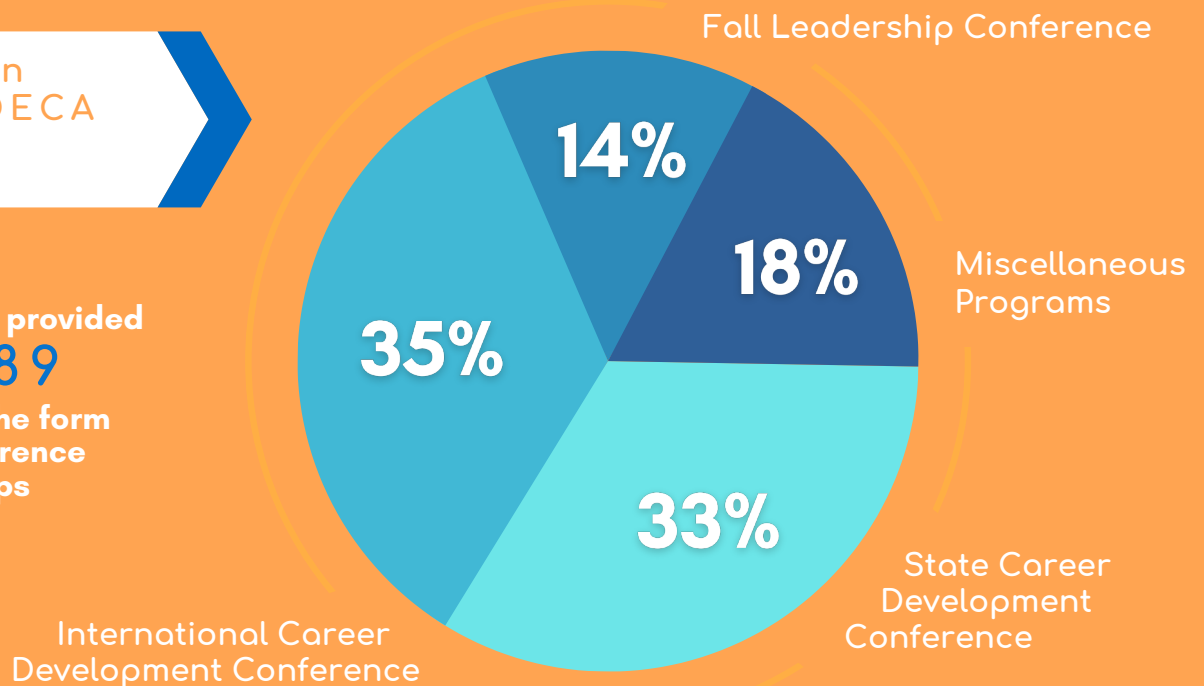
PILLAR #4

EXPAND ACCESS TO THE DECA EXPERIENCE

3rd	largest DECA membership in the world	249	DECA advisors who are educators
1,040	members from Washington DECA qualified for the International Career Development Conference	166	DECA chapters across Washington state
3,882	members attended the State Career Development Conference	\$20	Registration dues for students, alumni, and professional members
971	members attended the Fall Leadership Conference	\$303	Average cost per student to attend the Fall Leadership Conference
		\$309	Average cost per student to attend the State Career Development Conference
		\$1,250	Average cost per student to attend the International Career Development Conference

Members in Washington DECA
10,881

Washington DECA provided
\$90,689
to members in the form of DECA conference scholarships



75+
Project Management Papers evaluated during competition

300+
Entrepreneurship Business Plans competed at the State Conference

170+
Operations Research Papers evaluated by business leaders



STATE OFFICERS

As Washington State's largest student association, giving a voice to our student members is vital to our growth and overall success. The 12-member team is comprised of the State President and 11 Area Presidents who represent different geographic regions of the state. The state officers create and execute a Program of Work based on student-led initiatives that they determine will best improve and enhance the organization.



Suhani Nog, *Eastlake HS*
STATE PRESIDENT

Aakash Baheti, *Skyline HS*
AREA 4

Dan Sunchu, *Olympia HS*
AREA 8

Aidan Perales, *Burlington-Edison HS*
AREA 1

Britney Ibarra, *Enumclaw HS*
AREA 5

Akshaya Sakala, *Camas HS*
AREA 9

Andrew Miner, *Shorecrest HS*
AREA 2

Anika Halappanavar, *Richland HS*
AREA 6

Kayden Delvo, *Wenatchee HS*
AREA 10

Sanjana Reddy, *Lake Washington HS*
AREA 3

Danielle Poulin, *Puyallup HS*
AREA 7

Clare Deyarmin, *University HS*
AREA 11

AREA LEADERS

Washington DECA is fortunate to have so many dedicated teachers and advisors who go the extra mile coordinating and running competitive events, managing one of the 11 geographical areas, and supervising activities at conferences.



AREA 1 **Jaron Twitchell**
579 members *Mount Vernon HS*

AREA 5 **Alana Vinther**
844 members *Tyee HS*

AREA 9 **Suzie Downs**
525 members *Camas HS*

AREA 2 **Daniel Mills**
1,304 members *Jackson HS*

AREA 6 **Meaghan Callahan**
750 members *Chiawana HS*

AREA 10 **Sierra Larkin**
438 members *Wenatchee HS*

AREA 3 **Lindsay Haney**
1,978 members *Woodinville HS*

AREA 7 **Stephanie Pike**
1,108 members *Bethel HS*

AREA 11 **Erin Ruehl**
839 members *Shadle Park HS*

AREA 4 **Tammi Riggers**
1,380 members *Bellevue HS*

AREA 8 **Jennifer Fabritius**
386 members *Olympia HS*



PROGRAMS

FALL LEADERSHIP CONFERENCE (FLC)

The Fall Leadership Conference provides hands-on learning opportunities for a diverse group of students across Washington state. This program featured 850 members who participated in industry workshops, a business pitch competition, mock role-plays and job interviews, keynote sessions and a well-being circuit in partnership with Virtues Matter and #SharetheLOVEDECA. 104 business partners provided support in the form of judges and workshop presenters.



STATE CAREER DEVELOPMENT CONFERENCE (SCDC)

Competitive events provide students with an experiential learning opportunity in business and marketing applications. Students qualify by advancing from regional competitions in 11 geographical locations across Washington state. SCDC has become the premier event for Washington DECA.

In addition, 142 volunteers from the business community donated their time and talent to serve as judges. Top students from each of the 50 events qualified for the International Career Development Conference (ICDC).

INTERNATIONAL CAREER DEVELOPMENT CONFERENCE (ICDC)

1,040 students and advisors attended the ICDC in Atlanta, Georgia. In addition to competition, students and advisors participated in leadership training and professional development opportunities.

At ICDC, Washington DECA emerged as the top association, earning the following awards. 190 Washington DECA participants advanced from the preliminaries to the final competition. During the Grand Awards Session, 70 teams were honored, each as one of the top 10 competitors in their event. As the awards ceremony closed, 45 of our students had placed in the top three, earning 12 third-place awards, 6 second-place awards, and 12 first-place awards!



A YEAR OF IMPACT

As we emerged from the pandemic, engagement increased across our state as in-person events commenced again. Take a look at some of the highlights of 2021-2022.



Visit Bellevue awarded Washington DECA the first-ever **Destination Convention of the Year Award** in May 2022. Our organization was noted as being a "convention powerhouse in Bellevue bringing thousands of students to the city each year that has a combined economic impact of \$3.2 million for both the State Career Development Conference and the Fall Leadership Conference."

At our annual **Emerging Leaders Luncheon**, we heard from two outstanding individuals. **Elora Hancock** (pictured left) is a Class of 2022 graduate from North Mason High School who is accompanied by her guide dog, Macho. Elora shared the impact DECA had on her as a member and received a standing ovation for her resilience as a emerging leader who finished third place at the International Career Development Conference in Personal Financial Literacy.

Nate Miles (pictured right) is a Pasco High School DECA alumnus and former State Officer who shared his experience of a humbling background and financial barriers, in which the support from his DECA membership and advisor enabled him become an extremely successful executive.



Washington DECA members swept DECA's International Competition by placing as the top association in the world with thirty Top 3 teams.



Our organization created the first student-led Diversity, Equity and Inclusion Student Ambassador Team who executed several initiatives in support of a more inclusive organization.



In the fall, 500+ members received the DECA Cards, a mobile-app in partnership with Virtues Matter and the #SharetheLOVEDECA initiative, aimed to help students build a culture of appreciation, connection and self-care.

WHY DECA?



In my DECA experience, I have made friendships with fellow members which has made me more enthusiastic for my future career plans. Looking at my future, I hope to pursue marketing and eventually get to a level where I can travel and make connections. **DECA has helped with my communication skills and pushed me to do well in my marketing class.** The **impact DECA has had on my life is grand and seen inside and outside of school.** Even so, it has helped me be prepared for my future job applications and interviews.

SOPHOMORE, HERITAGE HIGH SCHOOL



When I was a freshman, I was a shy and nervous wreck. I did not know how to communicate with people and how the practice of business and its many elements impact my life on a day-to-day basis. **DECA has made me break out from my shell and really explore the world and different topics that I had no confidence in.** I plan to pursue higher education, more specifically finance. **DECA has allowed me to explore different ecosystems in the business world** and I know **one day I will help people, companies, and businesses** with my financial experience to help them **achieve their goals as well.**

SENIOR, HIGHLAND HIGH SCHOOL



DECA has introduced me to a great variety of situations and events that have prepared me for the future. From role-plays to leadership conferences, **DECA has prepared me to take on scenarios with determination and professionalism.** DECA has sharpened my communication skills and has **bettered my ingenuity.** I plan to go into the field of environmental engineering, which requires a substantial amount of communication with coworkers and clients, along with a strong dedication to solve problems. **The leadership and professional social skills I have gained from DECA will aid me tremendously.** Thank you for all that you do.

SENIOR, DEER PARK HIGH SCHOOL



2022 ADVISOR OF THE YEAR
Mrs. Erin Ruehl
Shadle Park High School

SPECIAL RECOGNITION

Washington DECA has grown to be the third largest DECA association, with the help of many supporters, community members, and volunteers. In 2021-2022, we had the honor of recognizing two outstanding people who have made a lasting impact on the organization through years of service, volunteer hours, member recruitment, and financial and classroom support.



2022 HALL OF FAME
RECIPIENT
Ms. Linda Andersen

91% OF DECA MEMBERS REPORT THAT DECA EXPERIENCES CONNECTED SCHOOL TO THE REAL WORLD FOR THEM

98%

OF DECA MEMBERS REPORT THEY GAINED SKILLS TO IMPROVE PERSONAL AND PROFESSIONAL BEHAVIOR

73%

OF DECA MEMBERS REPORT THAT DECA HAS INFLUENCED THEIR CAREER PLANS

OUR STUDENT MEMBERS LEVERAGE THEIR

DECA EXPERIENCE

TO
BE

ACADEMICALLY

PREPARED

COMMUNITY ORIENTED

PROFESSIONALLY RESPONSIBLE

EXPERIENCED

LEADERS

