



IMPACT REPORT

2023-2024



THANK YOU

Washington DECA Stakeholders,

As I reflect on the past year, I am filled with pride and gratitude for what we have accomplished together. This annual report highlights the incredible work of our team, the accomplishments of those we serve, and the generosity of our supporters as we continue to advance our mission and vision.

Over the past year, we have increased needs-based scholarships by 52%, increased membership by 11%, and participation in events by 22%. These successes are a testament to the dedication of our staff, volunteers, advisors, students, and partners who have worked tirelessly to provide access to Washington DECA.

As we look to the future, I am optimistic. We have laid a solid foundation for continued growth and impact. In the coming year, we will focus on expanding our Youth Equity Scholarship Fund, providing resources to our teacher/advisors, and continue outreach to new districts and schools.

Our work is made possible by the unwavering support of our donors, volunteers, and school communities. Your belief in our mission fuels our work, and your generosity enables us to reach new heights. To our students and teacher/advisors, your dedication inspires me daily. You are the heart of this organization.

Together, we have achieved so much, and I am confident that with your continued support, we will accomplish even more in the years to come. Thank you for being part of this journey.

Thank you,

Lori Hairston

Executive Director

2023-2024 BOARD OF DIRECTORS

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Board Chair
Teacher/DECA Advisor
Cedarcrest High School

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Board Vice-Chair
SVP Strategy & Planning
Wells Fargo

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Teacher/DECA Advisor
Wenatchee High School

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Retired
Microsoft

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Better Homes and Gardens

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VP PNW Area Manager
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Ferris High School

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Washington DECA

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Business and Marketing Supervisor
CTE OSPI

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Jackson High School

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CNN Warner Media

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Career Growth Coaching

CHRIS SILVA
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CHASE SIMONDS
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Case Works

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Board Fellow
University of Washington

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Teacher/DECA Advisor
Rogers High School, Spokane

ASHLEY WILSON
Corporate Counsel
Microsoft

RANDY WILSON
Teacher/DECA Advisor
Lakes High School

2023-2024 WASHINGTON DECA STAFF

Lori Hairston, *Executive Director*
Aidan Perales, *Digital Content Creator*
Angela Kim, *Operations Manager*
Chontelle Mackner, *Development Manager*

Linda Andersen, *Operations Assistant*
Nicole Cowan, *Brand & Communications Project Manager,*
State Officer Leadership Coach



Phone: 206.285.1195



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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 school chapters to make positive social and global impacts.



We offer members the opportunity to cultivate their leadership and competition skills, educational goals, and career aspirations.



DECA prepares the next generation to be academically prepared, community oriented, professionally responsible, experienced leaders.

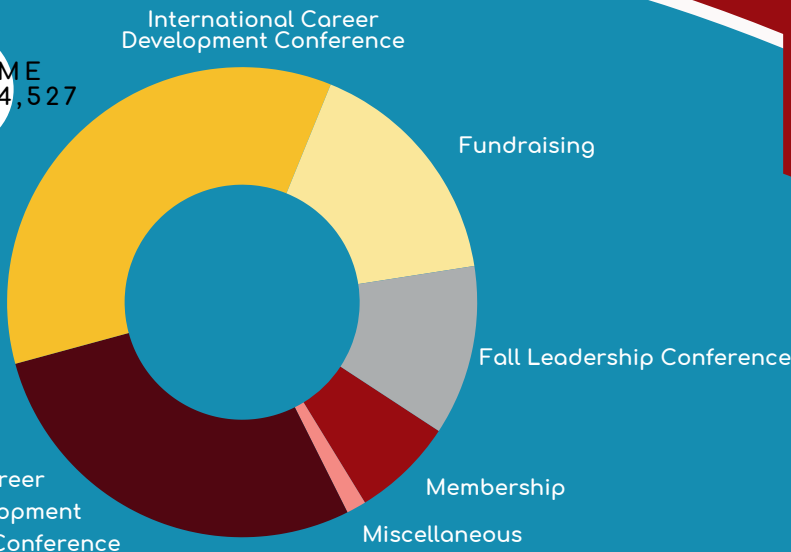


Strategic Plan

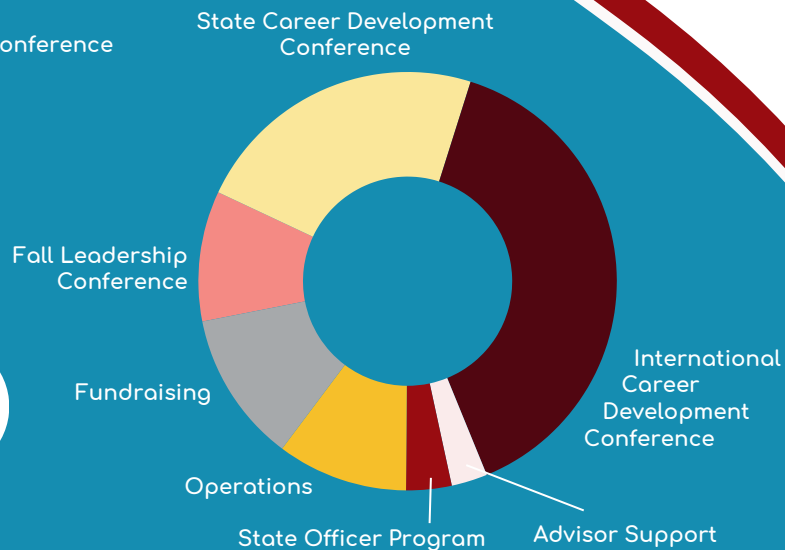
Our 2019–2024 Strategic Plan is used to guide our organization and is comprised of four primary pillars.



INCOME
\$2,624,527



EXPENSES
\$2,534,838



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 15,000 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 OF CHANGE \$15,000+



The Barret Family Foundation

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



ENTREPRENEURIAL SPIRIT \$5,000 - \$9,999



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



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



VOLUNTEERS

Thank you to our generous volunteers who gave their time and talent to support us in 2023-2024. We had **583 business professionals** who volunteered **3,393 hours** to evaluate written projects, judge competition and work special events. This level of engagement represented a **\$107,987.74** value.

*\$31.80 (estimated value of volunteer time as determined by the Independent Sector) x 393 volunteer hours.

FRIENDS OF DECA

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

Lisa Tallquist
Lori Hairston
Marc Hillestad
Nate Miles
Rod & Cindy Brooks

[more>>>>?](#)

DIAMOND AWARD WINNER



In 2023-2024, 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 **\$119,677.82**

worth of goods and services in 2023-2024.

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

We are deeply grateful for the support received at our first Ignite the Future Evening Benefit! A huge success due to supporter generosity, the evening was filled with inspiring stories from DECA alumni and professionals, showcasing the transformative impact of DECA's programs. Through supporter contributions, we raised an incredible \$96,000, enabling hundreds of students to access the life-changing DECA experience. Continued support is crucial as we work to expand scholarship opportunities, allowing more students to participate in DECA and develop into leaders who will positively impact their communities. Together, we are building a brighter future for the next generation and look forward to hosting Ignite the Future again in fall 2025!



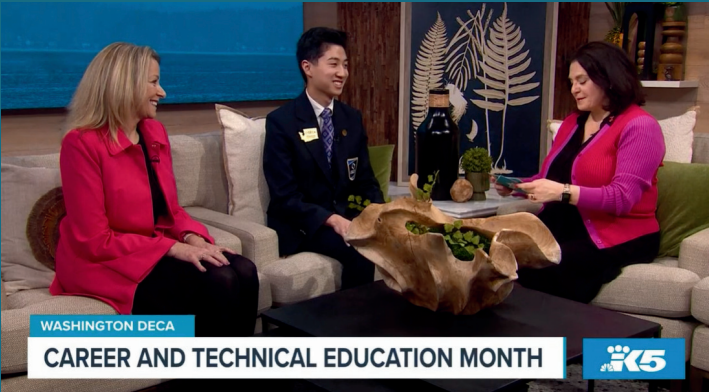
During Career and Technical Education (CTE) Month, we partnered with Washington Career and Technical Student Organizations (CTSOs) to emphasize the need for strong legislative support for CTE. A total of 95 CTSO officers represented and advocated on behalf of Washington's 343,159 CTE high school students.

Washington DECA State Officers met with legislators to highlight the positive impact of DECA and CTE programs. Our visit to the Capitol allowed us to strengthen relationships with lawmakers, ensuring their ongoing support for CTE and DECA members across Washington.



PILLAR #3

INCREASE BRAND AWARENESS & UNDERSTANDING OF DECA



Our Executive Director, Lori Hairston, and State President, William Chang, shared with viewers opportunities to get involved with our annual State Conference, while advocating for DECA and Career and Technical Education (CTE) during Career and Technical Education Month on New Day Northwest by King 5 News, one of the most trusted local news sources in the country.



For the school year, we challenged our members to help fight low blood supplies throughout the state by partnering with Bloodworks Northwest and Vitalant. The seven month partnership asked chapters to host either a blood OR monetary drive and use their chapter's social media pages to raise awareness about Bloodworks Northwest and Vitalant.



With each dollar raised, pint of blood donated, virtual blood donor secured and social media post published, chapters earned points for the Race to Save Lives Leaderboard and we awarded the top three chapters for their efforts.

Through this state-wide service campaign, we hope to grow the impact we have on local communities and encourage civic consciousness in members.



PILLAR #4

EXPAND ACCESS TO THE DECA EXPERIENCE

3rd largest DECA membership in the world

900 members from Washington DECA qualified for the **International Career Development Conference**

4,381 members attended the **State Career Development Conference**

1,867 members attended the **Fall Leadership Conference**

269 DECA advisors who are educators

175 DECA chapters across Washington state

\$20 Registration dues for students, alumni, and professional members

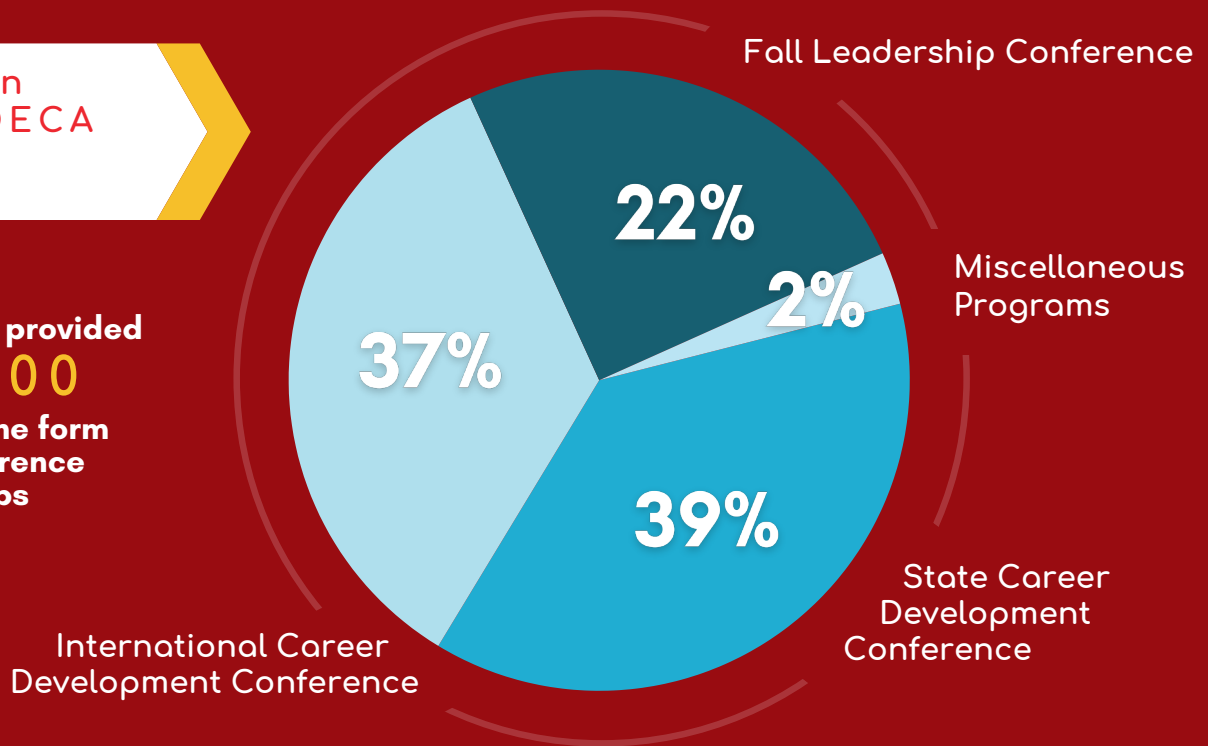
\$561 Average cost per student to attend the **Fall Leadership Conference**

\$537 Average cost per student to attend the **State Career Development Conference**

\$1674 Average cost per student to attend the **International Career Development Conference**

Members in Washington DECA
15,029

Washington DECA provided
\$134,400
to members in the form of DECA conference scholarships



194

Project Management Papers evaluated during competition

535

Entrepreneurship Business Plans competed at the State Conference

299

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.



William Chang, *Bellevue HS*
STATE PRESIDENT

Sidhya Ganesh, *Skyline HS*
AREA 4

Zachary Song, *Olympia HS*
AREA 8

Kayla Suherman, *Glacier Peak HS*
AREA 1

Avianca Bauer, *Enumclaw HS*
AREA 5

Jayanth Gorrepati, *Union HS*
AREA 9

Devan Harrison, *Roosevelt HS*
AREA 2

Navaj Nune, *Hanford HS*
AREA 6

Audrey Tan, *Pullman HS*
AREA 11

Manya Pradeep Narayan, *Eastlake HS*
AREA 3

Ferrah Capas, *Central Kitsap HS*
AREA 7

AREA LEADERS

Washington DECA is fortunate to have 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 **Will Hill**
989 members *Marysville-Pilchuck HS*

AREA 5 **DerekENZ**
1,251 members *Auburn Mountainview HS*

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

AREA 2 **Daniel Mills**
1,800 members *Jackson HS*

Mark Zender
Kentwood HS

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

AREA 3 **Lindsay Haney**
2,462 members *Woodinville HS*

AREA 6 **Leslie Bell**
1,203 members *Chiawana HS*

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

AREA 4 **Tammi Riggers**
2,032 members *Bellevue HS*

AREA 7 **Betsi Feider**
1,461 members *South Kitsap HS*

AREA 11 **Erin Ruehl**
1,291 members *Shadle Park 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 2,075 members who participated in industry workshops, a business pitch competition, mock role-play competitions and mock job interviews, keynote sessions and an advanced student leadership academy. Nearly 200 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 and largest event in Bellevue, WA outside of sports. This year, we were able to offer members the opportunity to earn certification in Microsoft Office Suite and through the Project Management Institute.

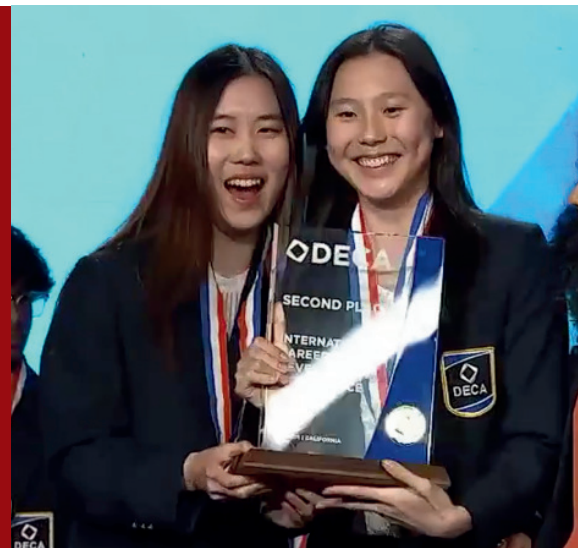
In addition, 269 volunteers from the business community donated their time and talent to serve as judges. Top students from each of the 50 events qualified for the International Career Development Conference (ICDC). This year, we had a record number of state conference attendees at 5,000.

INTERNATIONAL CAREER DEVELOPMENT CONFERENCE (ICDC)

The Washington DECA delegation attending the international DECA conference reached a recording-breaking 1,120 students and advisors. In addition to competition, students and advisors participated in leadership training academies and professional development opportunities over the 5-day conference in Anaheim, CA.

Washington DECA members earned the following awards: 158 Washington participants advanced from the preliminaries to the final competition. During the Grand Awards Session, Washington competitors had earned 7 third-place awards, 8 second-place awards, and 7 first-place awards!

Overall, every 1 in 7 Washington competitors were a finalist (Top 20 team) and of those 45 Top 20 teams, 40 teams placed Top 10 in their event!



INTERNATIONAL SUCCESS

Washington DECA School-Based Enterprises Achieve Record Success

Our School-Based Enterprises (SBEs) made history at the International Career Development Conference (ICDC), securing top placements in the SBE Foods category, claiming an impressive sweep of 1st through 5th place.

The SBE Chapter Certification Program provides recognition for outstanding achievement by school-based enterprises and motivates SBEs to strive for excellence and growth. The program provides SBEs with standards for model operations and reinforces the integration of National Curriculum Standards and 21st-century employability skills into the SBE learning lab environment. Earning certification within your SBE garners international recognition, provides credibility, validates curriculum efficacy, and strengthens the relevancy of the school-run store as a valuable teaching tool.

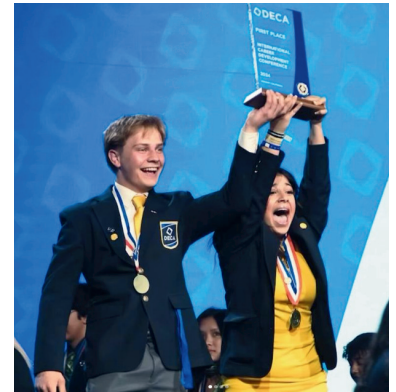
Over 800 chapters competed at the international event, writing a 50-page certification report and preparing a 15-minute presentation for an industry professional. The report covered: Financial analysis, operations, marketing-information management, market planning, product/service management, pricing, distribution/channel management, promotion, selling, and human resources management.

During the International Competition, student teams presented on Product and Service Management. Their oral presentation explained how the school-based enterprise achieves the following performance indicators:

- ◆ Plan reductions (e.g., anticipated markdowns, employee/other discounts, stock shortages).
- ◆ Identify components of a retail image.
- ◆ Choose vendors.
- ◆ Plan merchandise assortment (e.g., styling, sizes, quantities, colors).
- ◆ Determine stock turnover.

The schools placing in the top 8 of SBE - Foods competition included:

Deer Park (1st), Issaquah (2nd), South Kitsap (3rd), Auburn (4th), Cheney (5th) and Clarkston (8th).



DECA Inc. Innovations and DECA-Cated Award

Our 2023-2024 State Officer Team achieved a dual victory at the close of their term, earning both the DECA Inc. Innovations Impact Award and the Most DECA-Cated Award. These awards recognize our unique student-led programs, including efforts to close the financial accessibility gap through DECA Discounts and supporting chapter success via the Lead DECA program (leveling the chapter playing field through uniform resources). Through partnerships with The Bellevue Collection for student discounts, and a robust resource bank developed by 16 chapter leaders, the State Officers demonstrated exceptional leadership, collaboration, and support for our 15,000 members, building an inclusive and empowering environment across the state.



WHY DECA?



DECA is truly life-changing and taught me how to be my own independent person, how to work through problems by thinking it out, step by step, and finding several solutions. DECA is something I take seriously because I now know what I want to do in the future, using skills learned from DECA and applying them to the future.

MEAD HIGH SCHOOL DECA MEMBER



Starting high school, I was a shy, scared kid, and after joining DECA and competing both freshman and sophomore year I am more confident in myself and my abilities. DECA has given me the confidence I need to network and meet others. This program provides students the opportunity to expand their knowledge in the world of business, gain confidence in presenting and public speaking, along with providing the skills to construct direct, moving presentations, quick-thinking, and public speaking skills. Without DECA, I would not be who I am today.

CLARKSTON HIGH SCHOOL DECA MEMBER



For me, I dreamed of working in business but never knew how to learn more about it. I thought the only way for me to learn about business was to attend a top university and pursue a business degree, but my financial situation made it difficult for me to imagine myself attending a top school. However when I entered high school, I found DECA. I was intrigued by the concept of learning business skills and competing in events that mimic the work people do in the industry. The preparation process and competing in events allows me to envision myself attending a top school and working in the business field because of DECA. DECA makes me, and other students, motivated to pursue our dream career in business, despite our personal obstacles. DECA is the best because it gives opportunities to people who aren't as lucky as others.

RENTON HIGH SCHOOL DECA MEMBER

SPECIAL RECOGNITION

Washington DECA has seen continued growth and success with the help of many supporters, community members, and volunteers. In 2024, 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.

**Congratulations to our
2024 Advisors of the Year!**



Karen Morton
Lake Stevens High School



Randy Wilson
Lakes High School

92% OF DECA MEMBERS REPORT THAT DECA EXPERIENCES EMPOWERED THEM TO BECOME AN EFFECTIVE LEADER

98% OF DECA MEMBERS REPORT THEY GAINED SKILLS TO IMPROVE PERSONAL AND PROFESSIONAL BEHAVIOR

91% OF DECA MEMBERS REPORT THAT PARTICIPATION IN DECA PREPARED THEM ACADEMICALLY FOR COLLEGE AND A CAREER

OUR STUDENT MEMBERS LEVERAGE THEIR

DECA EXPERIENCE

TO BE **ACADEMICALLY**

PREPARED

COMMUNITY ORIENTED

PROFESSIONALLY RESPONSIBLE

EXPERIENCED

LEADERS



WASHINGTON

DECATM