



# 2016 IMPACT REPORT

New Jersey

myCollegeOptions®

## 2016 DECA Impact Report Table of Contents

About the New Jersey DECA Report	3
New Jersey DECA Impact Report Findings	4
New Jersey DECA Participation	5
Student Achievement	6
College and Career Readiness	7
New Jersey DECA's Influence	8
Employment by DECA Partners	9
Certified School-Based Enterprises	10
 <b><u>Appendices</u></b>	
New Jersey DECA Student Respondent Profile	11
2016 DECA State Conference Registration Card	12

## 2016 New Jersey DECA Impact Report

DECA prepares emerging leaders and entrepreneurs for careers in marketing, finance, hospitality and management in high schools and colleges around the globe. Aspiring to prepare more than 235,000 high school and college members for college and careers, DECA advisors, in 3,500 classrooms, employ DECA's guiding principles. These principles explain the methods for implementing DECA in classrooms and the expected outcomes. The Carl D. Perkins Act uniquely recognizes DECA as an integral strategy for delivering successful Career and Technical Education programs in high schools and colleges.

DECA enhances the preparation for college and careers by providing co-curricular programs that integrate into classroom instruction, apply learning in the context of business, connect to business and the community, and promote competition. DECA members leverage their experiences to become academically prepared, community oriented, professionally responsible, experienced leaders.

DECA continues to partner with My College Options® to highlight the impact that DECA has on students' college and career readiness. Throughout this report are selected highlights of the research collected from students attending the 2016 New Jersey DECA State Career Development Conference (SCDC) compared to all DECA state conference participants nationally and overall New Jersey state data.

### About DECA Inc.

DECA Inc. is a 501(c)(3) not-for-profit student organization with more than 235,000 members in all 50 states, the District of Columbia, Canada, China, Germany, Guam, Honduras, Korea, Mexico, Puerto Rico and Spain. The United States Congress, the United States Department of Education, and state, district and international departments of education authorize DECA's programs. For more information, visit [www.deca.org](http://www.deca.org).

This research was conducted by My College Options®. In the spring of 2016, students attending the State Career Development Conference were encouraged to register for the My College Options College Planning Program. As part of that process, students provided their attitudes and interests related to business careers and their involvement with DECA. The data analysis and research findings resulting from this process are shared in this report. For more information, visit [www.mycollegeoptions.org](http://www.mycollegeoptions.org).



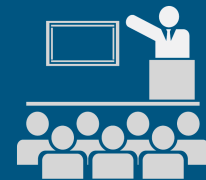
New Jersey DECA represents a diverse group of members, from both genders, across all ethnicities, and from families across all socioeconomic levels.



New Jersey DECA students are academically prepared, demonstrating college and career readiness by pursuing challenging programs of study in high school, including Career and Technical Education programs.

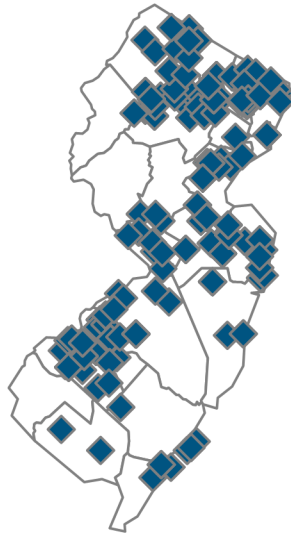


New Jersey DECA helps its members to develop well-defined college and career objectives by encouraging rigorous academic curriculums and promoting professional responsibility.



Through leadership activities, community service, and real-world learning, New Jersey DECA enriches the educational experiences of participating students.

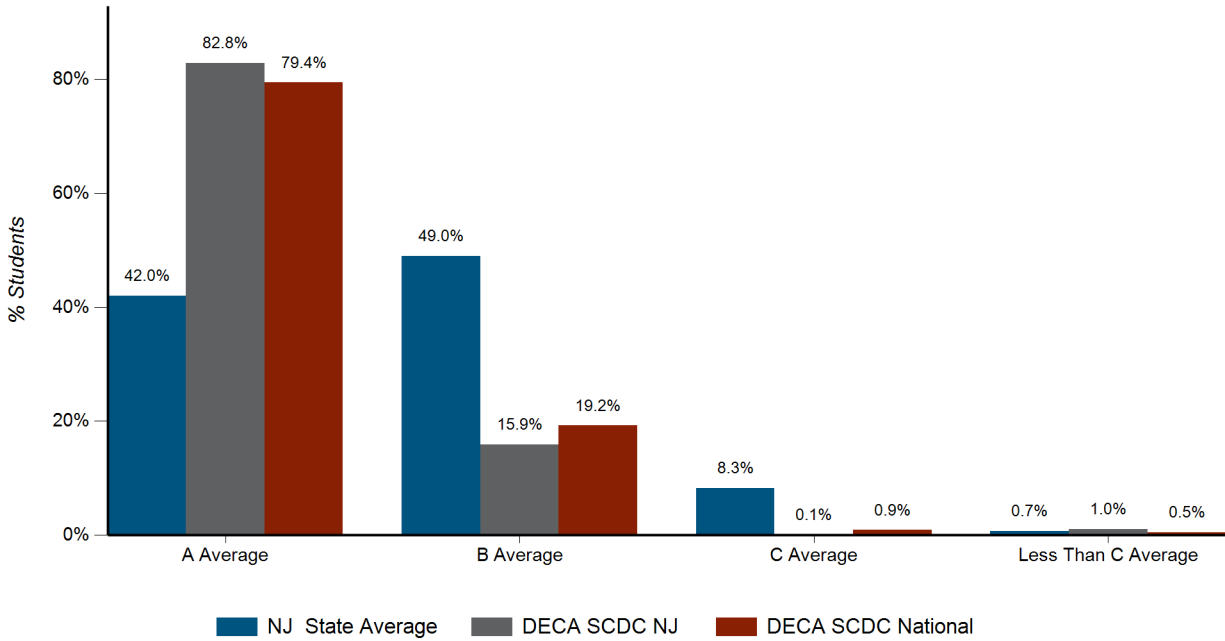
### Map of New Jersey DECA by Zip Code



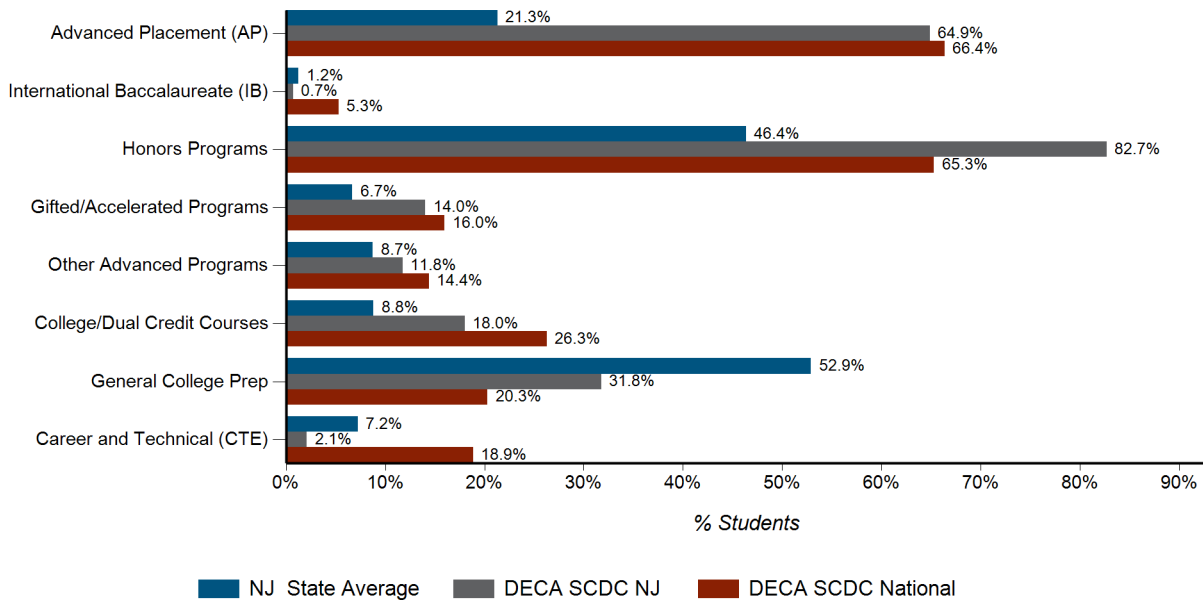
### Estimated Household Income of New Jersey DECA Participants

Mean Household Income	\$113,680.30
Percent of New Jersey DECA SCDC Participants with less than the mean (average) household income	43.0%
Percent of New Jersey DECA SCDC Participants with greater than the mean (average) household income	57.0%

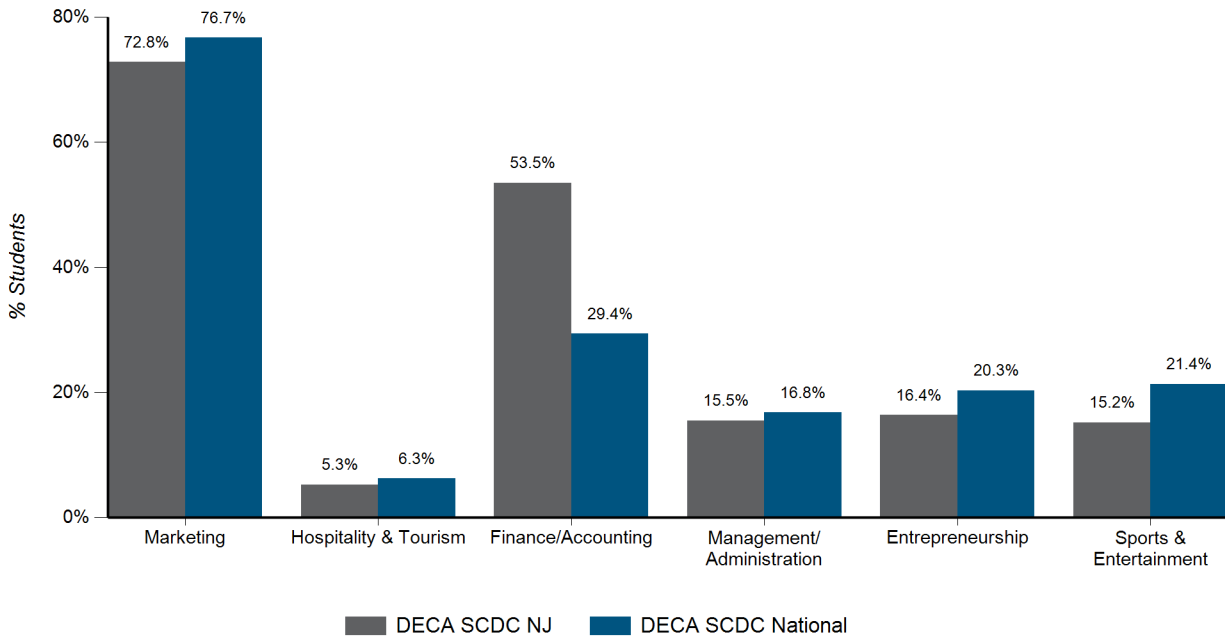
### Grade Point Average of New Jersey DECA Participants



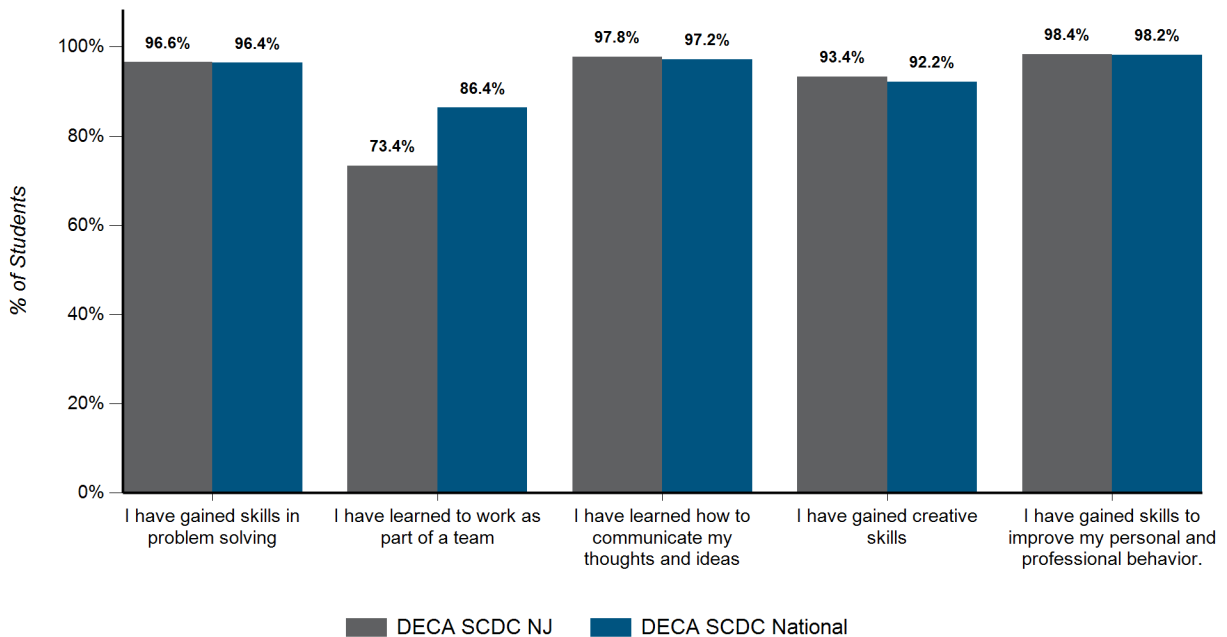
### Current High School Courses Taken by New Jersey DECA Participants



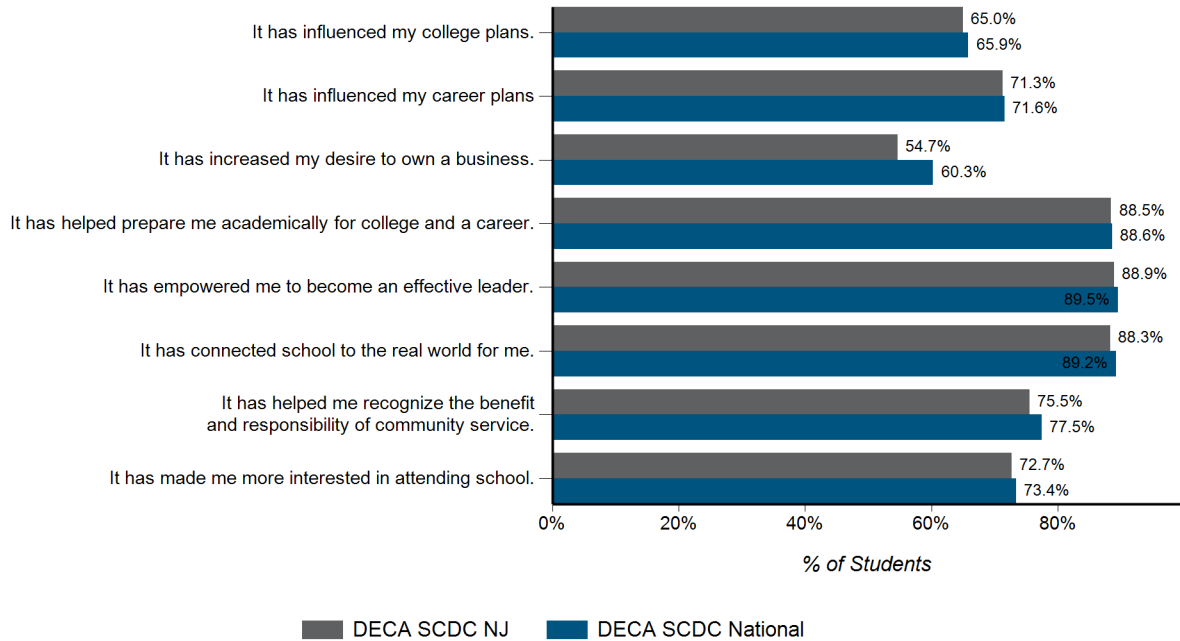
## Business Courses Taken by New Jersey DECA Participants



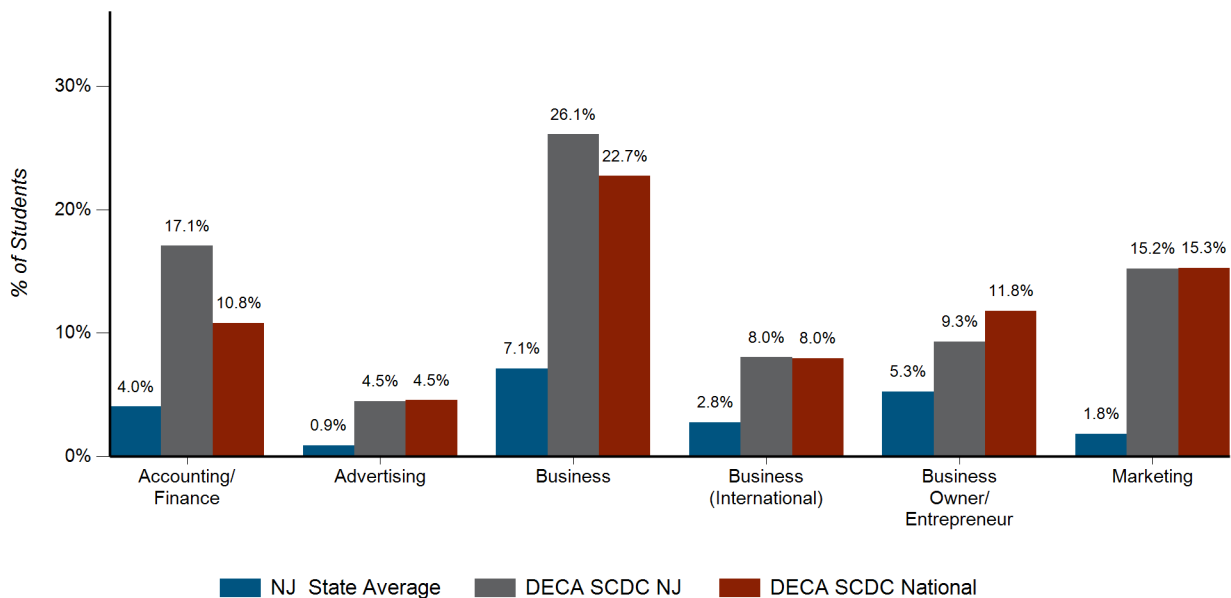
## Experiences of New Jersey DECA Participants



## New Jersey DECA's Influence on College, Career and Leadership

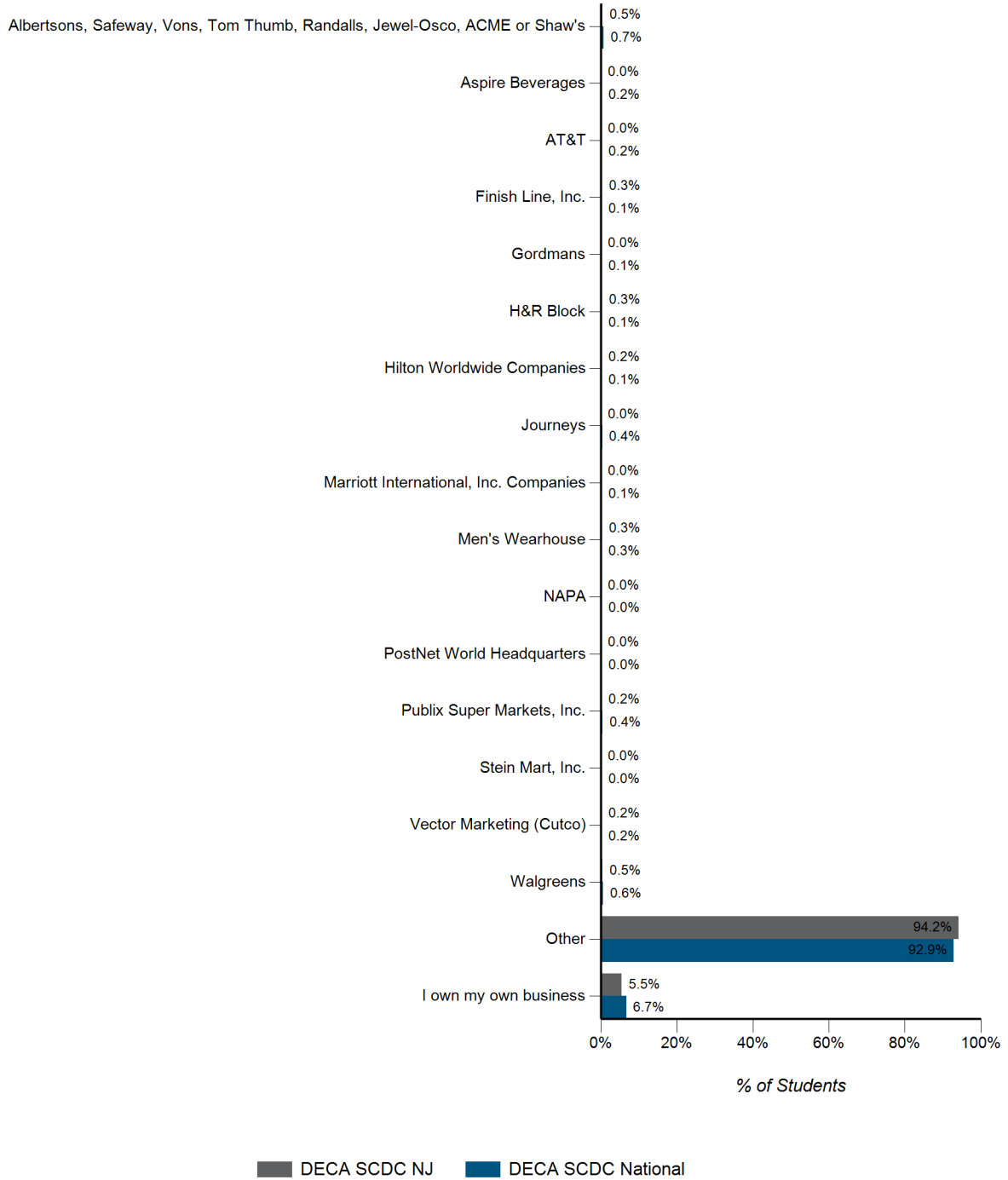


## Business Major and Career Interest of New Jersey DECA Participants





## Employment of New Jersey DECA Participants by DECA Partners



### DECA Certified School-Based Enterprises in New Jersey High Schools

High School Name	Certification Level
Cinnaminson High School	Gold Re-certified
Ocean Township High School	Gold Re-certified
Highland Park High School	Gold
Washington Township High School	Gold

High School Name	Certification Level
Delsea Regional High School	Gold Re-certified
Union City High School	Gold Re-certified
Northern Burlington Regional High S...	Gold

## 2016 New Jersey DECA Student Respondent Profile

Gender	NJ State Average	DECA SCDC NJ	DECA SCDC National
Female	51.8%	51.3%	51.2%
Male	46.0%	41.9%	43.1%
Unknown	2.3%	6.8%	5.7%

Race	NJ State Average	DECA SCDC NJ	DECA SCDC National
American Indian/Alaskan Native	3.4%	1.4%	2.9%
Asian/Asian-American/Pacific Islander	9.4%	14.5%	14.2%
Black/African-American	17.6%	3.9%	7.9%
Latino/Hispanic/Chicano	30.9%	8.2%	10.8%
Middle Eastern	3.1%	3.5%	2.4%
White/Caucasian	37.0%	66.9%	62.5%
Other	5.7%	2.4%	2.1%
Prefer not to Respond	11.1%	9.5%	8.8%

Graduation Year	NJ State Average	DECA SCDC NJ	DECA SCDC National
2016	12.7%	42.3%	38.3%
2017	27.0%	33.5%	33.1%
2018	25.7%	18.2%	19.7%
2019	21.4%	6.0%	8.7%
2020	13.1%	0.0%	0.1%

# DECA Post-Secondary Planning Survey<sup>®</sup>

ALL ITEMS IN BOX ARE REQUIRED FOR PROCESSING.

PLEASE PRINT CLEARLY WITH A NO. 2 PENCIL OR BLACK OR BLUE INK ONLY! COMPLETELY FILL IN CIRCLES.

First Name				Last Name			
Home Address							
City					State		
Preferred Email							
Your High School Name							
Birth Date		Sex		High School Graduation Year		What is your grade average?	
month	day	year	<input type="radio"/> Male <input type="radio"/> Female	<input type="radio"/> 2016 <input type="radio"/> 2017	<input type="radio"/> 2018 <input type="radio"/> 2019	<input type="radio"/> 2020 <input type="radio"/> 2021	<input type="radio"/> A+ <input type="radio"/> A <input type="radio"/> A- <input type="radio"/> B+ <input type="radio"/> B <input type="radio"/> B- <input type="radio"/> C+ <input type="radio"/> C <input type="radio"/> Lower than C
Scale: A=4, B=3, C=2, D=1, Failing=0							
Home Phone ( ) ( ) ( ) ( ) ( ) ( )				Cell Phone ( ) ( ) ( ) ( ) ( ) ( )			

## YOUR ACTIVITIES AND POST-SECONDARY PLANS

- Are you currently employed or have been employed in the last 12 months by any of the following: (Darken as many as apply)
 

A. <input type="radio"/> AT&T	E. <input type="radio"/> Hilton Worldwide (or any of its subsidiaries)	I. <input type="radio"/> NAPA	M. <input type="radio"/> Stein Mart, Inc.	Q. <input type="radio"/> I own my own business.
B. <input type="radio"/> Finish Line, Inc.	F. <input type="radio"/> Journeys	J. <input type="radio"/> PostNet World Headquarters	N. <input type="radio"/> Vector Marketing (Cutco)	
C. <input type="radio"/> Gordmans	G. <input type="radio"/> Marriott International, Inc. (or any of its subsidiaries)	K. <input type="radio"/> Publix Super Markets, Inc.	O. <input type="radio"/> Walgreens	
D. <input type="radio"/> H&R Block	H. <input type="radio"/> Men's Wearhouse	L. <input type="radio"/> Safeway, Inc.	P. <input type="radio"/> Other	
- Read the following statements and indicate if they are true or false relating to your experience in DECA. (Darken ONE per line)
 

I have gained skills in problem solving.	A. <input type="radio"/> True	B. <input type="radio"/> False
I have learned to work as part of a team.	A. <input type="radio"/> True	B. <input type="radio"/> False
I have learned how to communicate my thoughts and ideas.	A. <input type="radio"/> True	B. <input type="radio"/> False
I have gained creative skills.	A. <input type="radio"/> True	B. <input type="radio"/> False
I have gained skills to improve my personal and professional behavior.	A. <input type="radio"/> True	B. <input type="radio"/> False
- Read the following statements and indicate if they are true or false relating to your DECA experience. (Darken ONE per line)
 

It has influenced my college plans.	A. <input type="radio"/> True	B. <input type="radio"/> False
It has influenced my career plans.	A. <input type="radio"/> True	B. <input type="radio"/> False
It has increased my desire to own a business.	A. <input type="radio"/> True	B. <input type="radio"/> False
It has helped prepare me academically for college and a career.	A. <input type="radio"/> True	B. <input type="radio"/> False
It has empowered me to become an effective leader.	A. <input type="radio"/> True	B. <input type="radio"/> False
It has connected school to the real world for me.	A. <input type="radio"/> True	B. <input type="radio"/> False
It has helped me recognize the benefit and responsibility of community service.	A. <input type="radio"/> True	B. <input type="radio"/> False
It has made me more interested in attending school.	A. <input type="radio"/> True	B. <input type="radio"/> False
- Have you taken courses in any of the following areas? (Darken as many as apply)
 

A. <input type="radio"/> Marketing	B. <input type="radio"/> Hospitality & Tourism	C. <input type="radio"/> Finance/Accounting	D. <input type="radio"/> Management/Administration	E. <input type="radio"/> Entrepreneurship	F. <input type="radio"/> Sports & Entertainment
------------------------------------	--	---	--	---	---
- If costs were not a factor, which categories of college would you like to attend? (Darken as many as apply)
 

A. <input type="radio"/> Private College/University	B. <input type="radio"/> State College/University	C. <input type="radio"/> Community/Junior College	D. <input type="radio"/> Vocational/Technical School
---	---	---	--
- Specialized schools and colleges offer degree programs in selected professional areas. Which categories of college would you like to attend? (Darken up to THREE)
 

A. <input type="radio"/> Architectural College	G. <input type="radio"/> School of Economics	M. <input type="radio"/> School of Journalism	S. <input type="radio"/> Nursing College
B. <input type="radio"/> Art/Design College	H. <input type="radio"/> College of Education/Teaching	N. <input type="radio"/> Law School	T. <input type="radio"/> School of Psychology/Sociology
C. <input type="radio"/> Bible College	I. <input type="radio"/> Engineering College	O. <input type="radio"/> College of Mathematics	U. <input type="radio"/> College of Science
D. <input type="radio"/> School of Business	J. <input type="radio"/> Family and Consumer Sciences	P. <input type="radio"/> Medical School	V. <input type="radio"/> Institute of Technology
E. <input type="radio"/> School of Communications	K. <input type="radio"/> School of Forestry/Environmental Studies	Q. <input type="radio"/> Military Academy/College	W. <input type="radio"/> Theatre Arts College
F. <input type="radio"/> Culinary School	L. <input type="radio"/> General/Liberal Arts College	R. <input type="radio"/> Music College/Conservatory	X. <input type="radio"/> Other/Undecided
- Have either of your parents attended college? A.  Yes B.  No
- Please identify the types of high school courses you are currently taking. (Darken as many as apply)
 

A. <input type="radio"/> Advanced Placement (AP)	C. <input type="radio"/> Honors Programs	E. <input type="radio"/> Other Advanced Programs	G. <input type="radio"/> General College Prep
B. <input type="radio"/> International Baccalaureate (IB)	D. <input type="radio"/> Gifted/Accelerated Programs	F. <input type="radio"/> College/Dual Credit Courses	H. <input type="radio"/> Career and Technical (CTE)
- Which of the following VARSITY SPORTS are you most likely to participate in while attending college? (Darken as many as apply)
 

A. <input type="radio"/> Baseball	E. <input type="radio"/> Crew/Rowing	I. <input type="radio"/> Football	M. <input type="radio"/> Ice Hockey	Q. <input type="radio"/> Soccer	U. <input type="radio"/> Track & Field
B. <input type="radio"/> Basketball	F. <input type="radio"/> Cross Country	J. <input type="radio"/> Golf	N. <input type="radio"/> Lacrosse	R. <input type="radio"/> Softball	V. <input type="radio"/> Volleyball
C. <input type="radio"/> Bowling	G. <input type="radio"/> Cycling	K. <input type="radio"/> Gymnastics	O. <input type="radio"/> Martial Arts	S. <input type="radio"/> Swimming/Diving	W. <input type="radio"/> Wrestling
D. <input type="radio"/> Cheerleading/Dance Team	H. <input type="radio"/> Field Hockey	L. <input type="radio"/> Horsemanship	P. <input type="radio"/> Rodeo	T. <input type="radio"/> Tennis	X. <input type="radio"/> Other Athletics
- Which of the following ACTIVITIES are you most likely to participate in while attending college? (Darken as many as apply)
 

A. <input type="radio"/> Academic/Honors Club	F. <input type="radio"/> Church/Religious	K. <input type="radio"/> Fraternity/Sorority	P. <input type="radio"/> Military/ROTC	U. <input type="radio"/> Robotics
B. <input type="radio"/> Art/Design	G. <input type="radio"/> Community Serv/Volunteer	L. <input type="radio"/> Hunting/Fishing	Q. <input type="radio"/> Newspaper/TV/Radio	V. <input type="radio"/> Student Government
C. <input type="radio"/> Band/Orchestra	H. <input type="radio"/> Debate/Forensics	M. <input type="radio"/> Language Club	R. <input type="radio"/> Outdoor Adventure/Rec	W. <input type="radio"/> Study Abroad
D. <input type="radio"/> Business/Entrepreneur	I. <input type="radio"/> Drama/Theatre	N. <input type="radio"/> Leadership	S. <input type="radio"/> Outdoor Winter Sports	X. <input type="radio"/> Tech/Engineering Club
E. <input type="radio"/> Choir	J. <input type="radio"/> Environmental Club	O. <input type="radio"/> Math/Science Club	T. <input type="radio"/> Peer Mentoring/Tutoring	Y. <input type="radio"/> Writing/Publications

DECA-16

OVER PLEASE

**11. Please choose TWO occupational areas that BEST fit your major interests or future career path. (Darken TWO)**

- |   |   |   |   |
|---|---|---|---|
| 1. <input type="radio"/> Accounting/Finance             | 19. <input type="radio"/> Communications/Public Relations     | 37. <input type="radio"/> Equine Studies            | 55. <input type="radio"/> Pharmacy                      |
| 2. <input type="radio"/> Advertising                    | 20. <input type="radio"/> Computer/Information Sciences       | 38. <input type="radio"/> Fashion                   | 56. <input type="radio"/> Philosophy                    |
| 3. <input type="radio"/> Aeronautics/Flight Training    | 21. <input type="radio"/> Criminal Justice/Law Enforcement    | 39. <input type="radio"/> Foreign Language          | 57. <input type="radio"/> Photography/Video/Film        |
| 4. <input type="radio"/> Aerospace Technology           | 22. <input type="radio"/> Culinary/Chef                       | 40. <input type="radio"/> Forestry/Conservation     | 58. <input type="radio"/> Physical Education/Recreation |
| 5. <input type="radio"/> Agricultural Sciences          | 23. <input type="radio"/> Dance/Choreography                  | 41. <input type="radio"/> Game Design and Developer | 59. <input type="radio"/> Physical Therapy              |
| 6. <input type="radio"/> App/Mobile Tech                | 24. <input type="radio"/> Dental Health                       | 42. <input type="radio"/> Graphic Arts/Design       | 60. <input type="radio"/> Physics                       |
| 7. <input type="radio"/> Architecture                   | 25. <input type="radio"/> Doctor/Physician                    | 43. <input type="radio"/> History/Archaeology       | 61. <input type="radio"/> Politics/Government Science   |
| 8. <input type="radio"/> Art                            | 26. <input type="radio"/> Drama/Theatre Arts                  | 44. <input type="radio"/> Interior Design           | 62. <input type="radio"/> Psychology/Psychiatry         |
| 9. <input type="radio"/> Athletics/Coaching             | 27. <input type="radio"/> Earth Sciences/Geology              | 45. <input type="radio"/> Journalism                | 63. <input type="radio"/> Religion/Ministry/Theology    |
| 10. <input type="radio"/> Attorney/Lawyer               | 28. <input type="radio"/> Economics                           | 46. <input type="radio"/> Law/Legal Services        | 64. <input type="radio"/> Science                       |
| 11. <input type="radio"/> Biology                       | 29. <input type="radio"/> Engineering (Chemical)              | 47. <input type="radio"/> Marine Biology            | 65. <input type="radio"/> Social Work/Human Services    |
| 12. <input type="radio"/> Broadcasting/Radio/TV         | 30. <input type="radio"/> Engineering (Civil)                 | 48. <input type="radio"/> Marketing                 | 66. <input type="radio"/> Software Developer            |
| 13. <input type="radio"/> Business                      | 31. <input type="radio"/> Engineering (Computer)              | 49. <input type="radio"/> Mathematics/Statistics    | 67. <input type="radio"/> Sports Management             |
| 14. <input type="radio"/> Business (International)      | 32. <input type="radio"/> Engineering (Electrical/Electronic) | 50. <input type="radio"/> Medical Science           | 68. <input type="radio"/> Sports Medicine               |
| 15. <input type="radio"/> Business Owner/Entrepreneur   | 33. <input type="radio"/> Engineering (General)               | 51. <input type="radio"/> Medical Technology        | 69. <input type="radio"/> Teaching/Education            |
| 16. <input type="radio"/> Chemistry                     | 34. <input type="radio"/> Engineering (Mechanical)            | 52. <input type="radio"/> Military Science          | 70. <input type="radio"/> Travel/Hospitality            |
| 17. <input type="radio"/> Child Care/Development        | 35. <input type="radio"/> English/Writing                     | 53. <input type="radio"/> Music                     | 71. <input type="radio"/> Veterinary Medicine           |
| 18. <input type="radio"/> Christian Services/Missionary | 36. <input type="radio"/> Environmental Studies               | 54. <input type="radio"/> Nursing/Health Care       | 72. <input type="radio"/> Undecided/Other               |

**12. Build Your Ideal College: Please darken all characteristics that you are looking for in your ideal college. (Darken as many as apply)**

- |  |  |   |  |  |
|--|--|---|--|--|
| A. <input type="radio"/> In a big city               | D. <input type="radio"/> Small (under 3,000 students)      | G. <input type="radio"/> Ethnically diverse | J. <input type="radio"/> Historically black    | M. <input type="radio"/> Close to home |
| B. <input type="radio"/> In a mid-sized city or town | E. <input type="radio"/> Medium (3,001 to 10,000 students) | H. <input type="radio"/> Ethnically similar | K. <input type="radio"/> Major sports program  | N. <input type="radio"/> Far from home |
| C. <input type="radio"/> In a small town             | F. <input type="radio"/> Large (over 10,000 students)      | I. <input type="radio"/> Faith-based        | L. <input type="radio"/> Dormitories available |  |

**13. If you are interested in attending a denominational/church-related college, which TWO would you choose? (Darken up to TWO)**

- |  |  |  |  |   |
|--|--|--|--|---|
| A. <input type="radio"/> Adventist                   | F. <input type="radio"/> Bible                     | K. <input type="radio"/> Church of God       | P. <input type="radio"/> Jewish        | U. <input type="radio"/> Nazarene                     |
| B. <input type="radio"/> African Methodist Episcopal | G. <input type="radio"/> Catholic                  | L. <input type="radio"/> Disciples of Christ | Q. <input type="radio"/> L.D.S./Mormon | V. <input type="radio"/> Presbyterian                 |
| C. <input type="radio"/> Assemblies of God           | H. <input type="radio"/> Charismatic/Pentecostal   | M. <input type="radio"/> Episcopal           | R. <input type="radio"/> Lutheran      | W. <input type="radio"/> Nondenominational            |
| D. <input type="radio"/> Baptist                     | I. <input type="radio"/> Church of Christ          | N. <input type="radio"/> Evangelical         | S. <input type="radio"/> Mennonite     | X. <input type="radio"/> Other Christian Denomination |
| E. <input type="radio"/> Baptist (Southern)          | J. <input type="radio"/> Church of Christ (United) | O. <input type="radio"/> Friends/Quaker      | T. <input type="radio"/> Methodist     | Y. <input type="radio"/> None of the above            |

**14. What kind of social behavior rules would you PREFER on a college campus? (Darken ONE)**

- A.  Conservative: Separate male/female living arrangements. No drinking, smoking, or drugs on or off campus.  
 B.  Moderate: Observing reasonable limits and avoiding extremes in behavior on or off campus.  
 C.  Liberal: Observing minimal campus regulations.

**15. Part I: If you are considering the military, which of the following describe your plans? (Darken as many as apply)**

- |   |   |   |   |
|---|---|---|---|
| A. <input type="radio"/> Enlist after high school | C. <input type="radio"/> Military Academy/College | E. <input type="radio"/> National Guard       | G. <input type="radio"/> No military interest |
| B. <input type="radio"/> College-based ROTC       | D. <input type="radio"/> Military Reserves        | F. <input type="radio"/> Other military plans |   |

**Part II: Which military service would you prefer? (Darken as many as apply)**

- |                                    |                               |                                      |                                  |                               |
|------------------------------------|-------------------------------|--------------------------------------|----------------------------------|-------------------------------|
| A. <input type="radio"/> Air Force | B. <input type="radio"/> Army | C. <input type="radio"/> Coast Guard | D. <input type="radio"/> Marines | E. <input type="radio"/> Navy |
|------------------------------------|-------------------------------|--------------------------------------|----------------------------------|-------------------------------|

**16. Scholarship, grant, loan, and incentive programs are available to students based upon specific racial or ethnic backgrounds.**

**Indicate your background by selecting from the categories below. (Darken as many as apply)**

- |  |  |  |  |
|--|--|--|--|
| A. <input type="radio"/> American Indian/Alaskan Native        | C. <input type="radio"/> Black/African-American  | E. <input type="radio"/> Middle Eastern  | G. <input type="radio"/> Other                 |
| B. <input type="radio"/> Asian/Asian-American/Pacific Islander | D. <input type="radio"/> Latino/Hispanic/Chicano | F. <input type="radio"/> White/Caucasian | H. <input type="radio"/> Prefer not to respond |

**17. Are you interested in pursuing any of the following activities to help plan for your future? (Darken as many as apply)**

- |  |  |                                      |  |  |                                    |                                   |
|--|--|--------------------------------------|--|--|------------------------------------|-----------------------------------|
| A. <input type="radio"/> Career Planning | B. <input type="radio"/> Gap Year Programs | C. <input type="radio"/> Internships | D. <input type="radio"/> Mentor Programs | E. <input type="radio"/> Summer Programs | F. <input type="radio"/> Test Prep | G. <input type="radio"/> Tutoring |
|--|--|--------------------------------------|--|--|------------------------------------|-----------------------------------|

**18. What are the top three states in which you would consider attending college?**

(Use two letter state abbreviations) 1.   2.   3.

**19. If you could attend college today, which would be your top choices? (List up to FIVE)**

Spell out full college name and the abbreviation of the state in which it is located. (Abbreviate the word University-UNIV)

	State	Have you visited this college?
1. <input type="text"/>	<input type="text"/>	Yes <input type="checkbox"/>
2. <input type="text"/>	<input type="text"/>	Yes <input type="checkbox"/>
3. <input type="text"/>	<input type="text"/>	Yes <input type="checkbox"/>
4. <input type="text"/>	<input type="text"/>	Yes <input type="checkbox"/>
5. <input type="text"/>	<input type="text"/>	Yes <input type="checkbox"/>

**20. Please email me a report that will show how colleges and universities match my profile on myCollegeOptions.org.**

Email Address

Dear Student: We've entrusted My College Options®, a service operated by the National Research Center for College & University Admissions™, to manage the research findings due to their many years of dedication to higher education. The most important benefit of participating in this voluntary survey and research project is the information you and your family will receive from colleges and universities. In some cases, you and your family may also receive information about educational products & services such as student loans and financial aid, college admissions and tutorial services, extra-curricular enrichment and recognition programs, career, employment and military opportunities, and camps, provided by non-profit organizations, companies offering educational products & services, and government agencies. My College Options does not share your information with commercial marketers offering to sell you non-education-related products and services.



1908 Association Drive • Reston, VA 20191

703-860-5000 • [www.DECA.org](http://www.DECA.org)

## RESEARCH FOR THE FUTURE

Prepared by My College Options®, the nation's  
largest college planning program.

[www.mycollegeoptions.org](http://www.mycollegeoptions.org)

myCollegeOptions®