

DECA Inc. was founded in 1946 in Memphis Tennessee. DECA originally stood for Distributive Education Clubs of America but it has outgrown that title. Beginning in the early 1900's distributive education became popular in America. Distributive education was simply the term used to describe business and selling at the time. In 1938 the George Dean Act was passed which provided federal funds to improve vocational and distributive education in public high schools and colleges. Cooperative work programs were springing up in schools around the country, where students would apply their distributive education learning at internships and jobs. In 1945 states from across the country decided they needed an organization for students in these programs. Because they were going to school and working they didn't have much time for clubs or normal after school activities, and this organization sought to give them that opportunity. In 1946 DECA became a chartered organization.

The framework of DECA took inspiration from the FFA (Future Farmers of America). Our organization is still very similar to theirs. Over the years DECA has grown into what it is today. There are currently over 219,000 high school DECA members in 3,500 schools around the world.



In the original deca logo the four corners stood for 1.) vocational understanding, 2.) Civic Consciousness, 3.) Social Intelligence, and 4.) Leadership Development. The wrapped package in the middle is symbolic of a job well done and the satisfaction a salesperson feels after completing a sale. As you can see the logo has changed a lot through the years and become more modern, but the DECA diamond has been representing us for decades.