

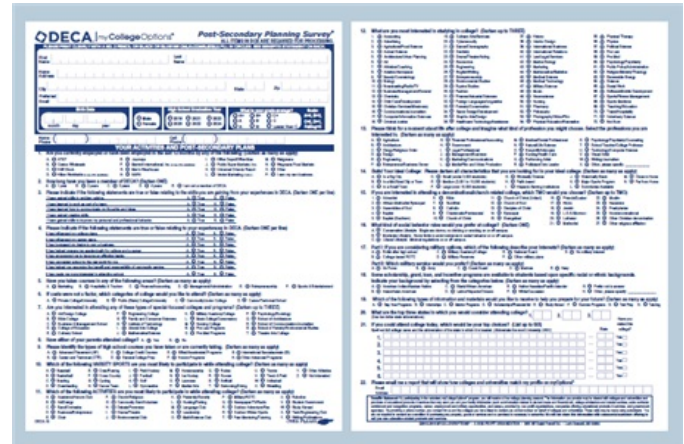
Platform Overview State of Massachusetts

Methodology

This data visualization platform is provided by the myOptions™ team explicitly for the purpose of analyzing the aggregated responses of a specific population of students and educators. The question topics represented within this platform were identified and crafted in partnership with DECA and the myOptions™ team to produce actionable strategic insights into program effectiveness, student and educator opinions and ultimately, to measure and achieve successful outcomes.

Students and educators were asked to provide their attitudes and opinions on these specific topics, in a classroom or other educational setting, during the registration process for the myCollegeOptions College Planning Program. The interactive visualizations within this platform are comprised of responses provided during multiple academic years and can be displayed with a wide variety of filters and side by side comparisons. All references within this platform to the “National Average” represent the true average for that topic or response set derived from the complete, relevant student population of the myCollegeOptions program.

The sample sizes used to determine the results for any given topic for a selected group, a filtered subset or the national average is displayed in the “Sample Size” section of the subsequent pages. This allows for a real-time determination of the generalizability of any finding, with a high degree of confidence and accuracy.



About myOptions

myOptions™ is a non-profit organization that provides assistance and valuable resources to millions of students, their parents, and high school faculty and mentors nationwide. We offer the nations largest free college planning program--myCollegeOptions®--which helps students create timely connections to the colleges and universities of their choice.

Specifically for secondary educators, myOptions Encourage is a complementary technology platform with progress-monitoring dashboards, custom reports, and education-specific research that empowers you to lead your students to college and career success. Check your students' progress, monitor and advise on educational opportunities, and help students make informed post-secondary choices.

About DECA

DECA/Collegiate 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 215,000 high school and college members for college and careers, DECA advisors, in more than 3,500 schools, employ DECA's guiding principles. These principles explain the methods for implementing DECA in the classroom 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 co-curricular education of members through a comprehensive learning program that integrates into classroom instruction, applies learning, connects to business and promotes competition. DECA members leverage their experiences to become academically prepared, community oriented, professionally responsible, experienced leaders.

Student Demographic Dashboard Massachusetts

These visualizations represent the plans, attitudes and opinions of a specific group of students and educators participating in the myCollegeOptions Program. The aggregate responses, collected over multiple academic years, can be filtered and further analyzed with the tools below.

Select State
Massachusetts

Legend

- SCDC State Volume
- SCDC National Volu..
- National State Volu..

Filters

Gender
All

Race/Ethnicity
All

HS Graduation Year
All

First Generation College Bound
All

GPA
All

DECA Sample Sizes

SCDC State
1,524

SCDC National
20,138

Student Demographic Profile

Gender

	Female			Male		
SCDC State	53.3%	54.8%	54.9%	46.7%	45.2%	45.1%

Racial/Ethnic Background

White/Caucasian	83.1%
Asian/Asian-American	10.8%
Latino/Hispanic/Chicano	5.7%
Black/African-American	3.7%
Prefer Not to Answer	3.6%
American Indian/Alaskan Native	1.8%
Native Hawaiian/Pacific Islander	0.9%
Other, please specify:	0.0%

First Generation College Bound

	First Generation College Bound	A Parent Attended College
SCDC State	6.6%	93.4%
SCDC National	9.9%	90.1%
National State	22.8%	77.2%

High School Graduation Year

Year	SCDC State	SCDC National	National State
2020	33.3%	33.3%	13.8%
2021	37.0%	33.7%	29.5%
2023	7.4%	10.2%	18.7%
2024	0.2%	0.2%	11.1%
Other	22.1%	22.5%	27.0%

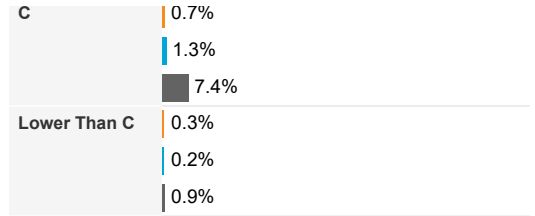
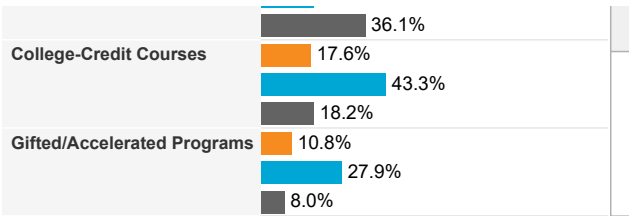
Academic Achievement

Current High School Courses

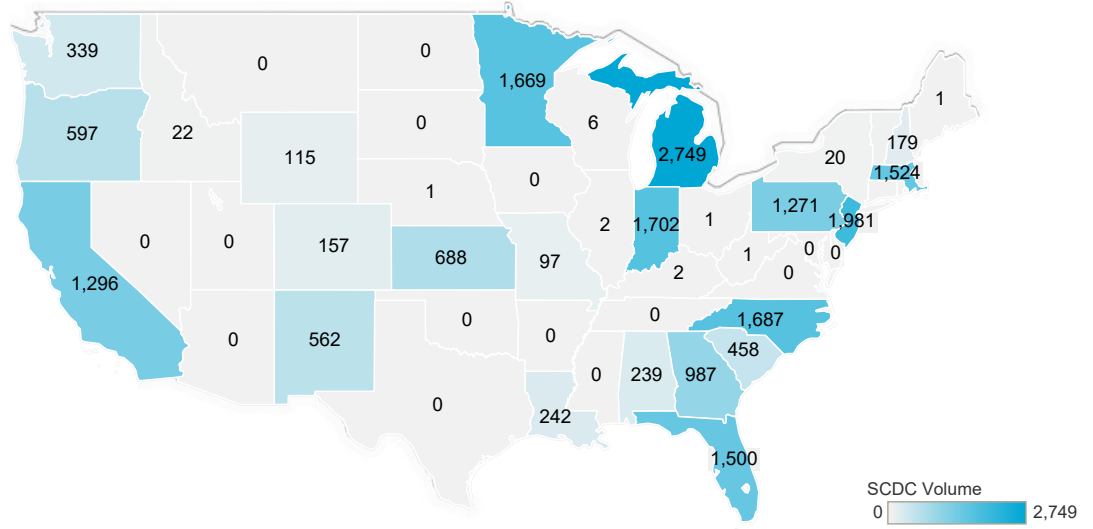
Honors Program	93.0%
Advanced Placement (AP)	65.6%
General College Prep	40.2%

GPA

A	70.3%
B	28.7%



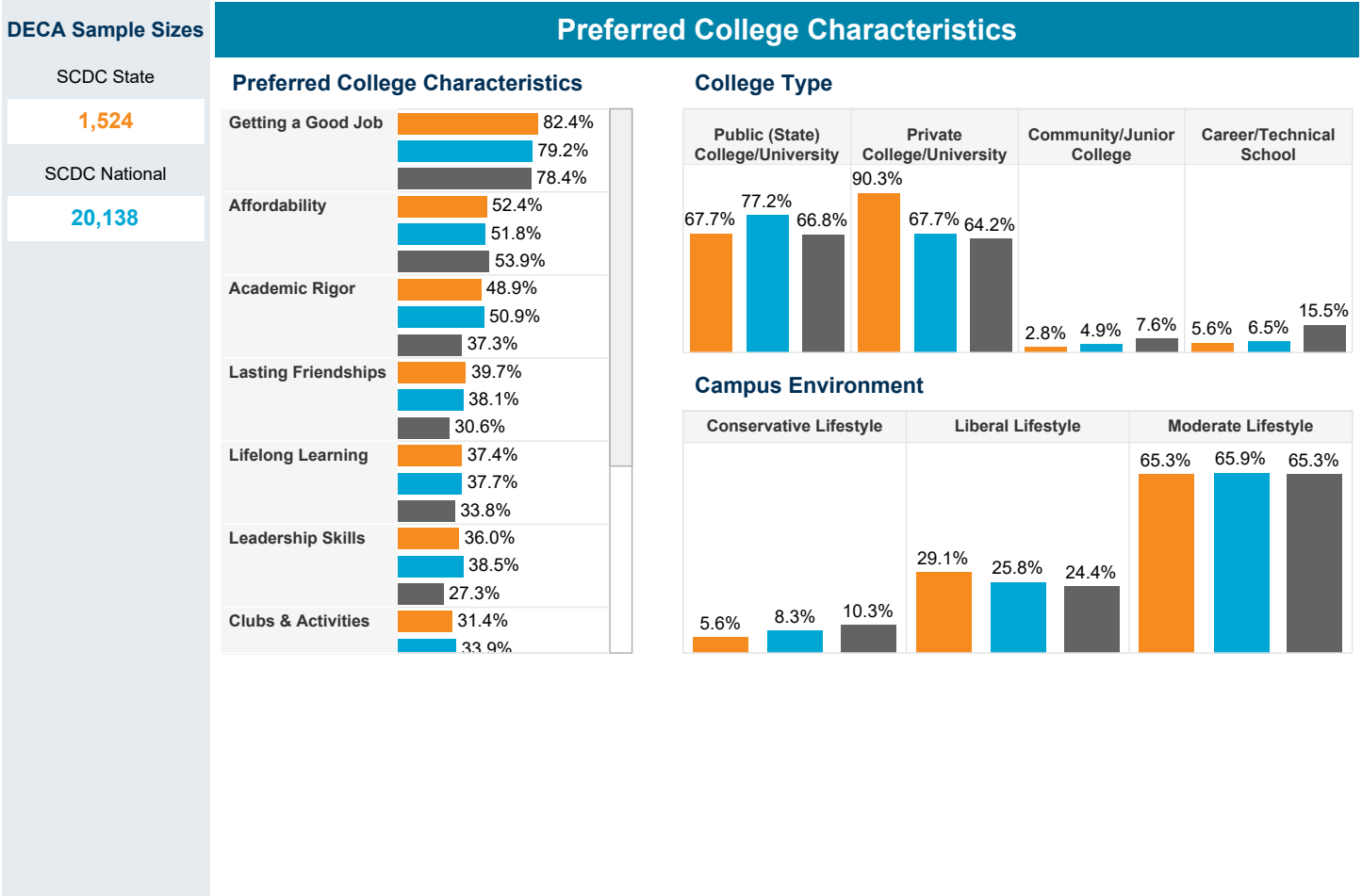
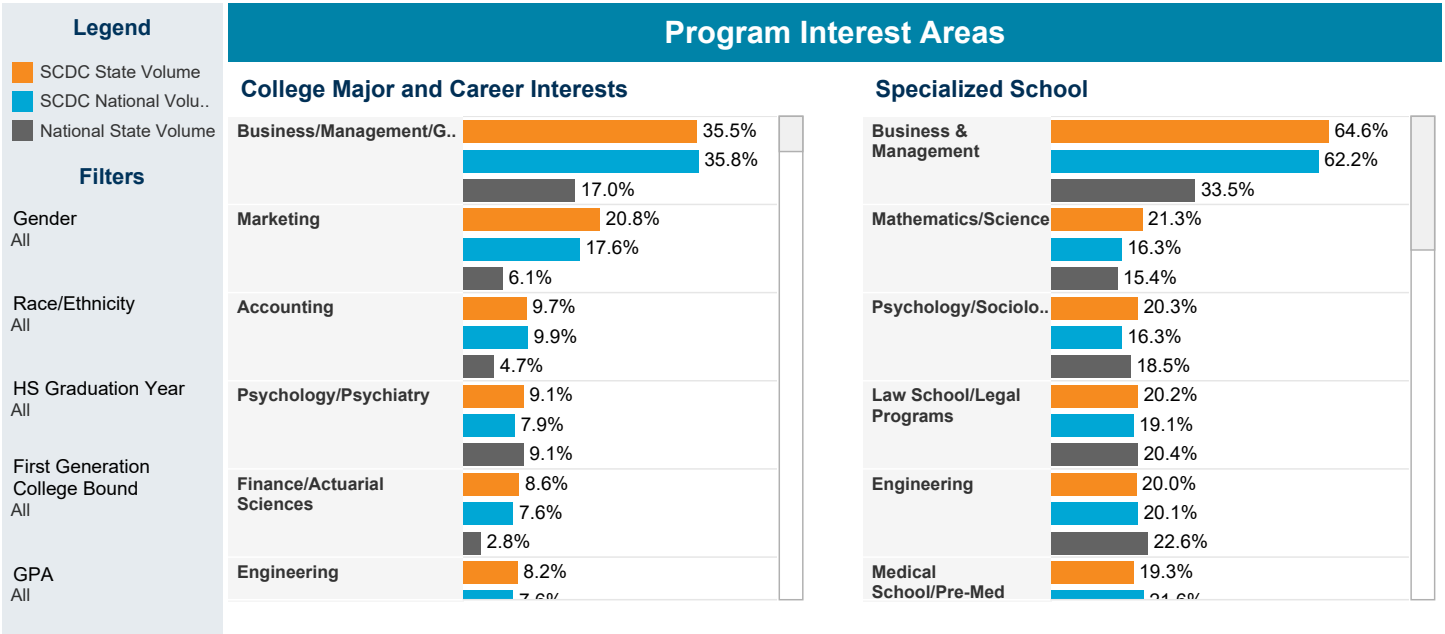
Location of DECA Students



College Planning Dashboard Massachusetts

These visualizations represent the plans, attitudes and opinions of a specific group of students and educators participating in the myCollegeOptions Program. The aggregate responses, collected over multiple academic years, can be filtered and further analyzed with the tools below.

Select State
Massachusetts



Student Impact Dashboard Massachusetts

These visualizations represent the plans, attitudes and opinions of a specific group of students and educators participating in the myCollegeOptions Program. The aggregate responses, collected over multiple academic years, can be filtered and further analyzed with the tools below.

Select State
Massachusetts

Legend

■ SCDC State Volume

■ SCDC National Volume

Filters

Gender
All

Race/Ethnicity
All

HS Graduation Year
All

First Generation College Bound
All

GPA
All

Business Preparation

Business Courses Taken

Marketing	■ 71.9%	■ 71.1%
Finance/Accounting	■ 35.4%	■ 35.8%
Entrepreneurship	■ 26.1%	■ 25.7%
Management/Administrati..	■ 20.9%	■ 22.6%
Sports & Entertainment	■ 17.3%	■ 16.2%
Hospitality & Tourism	■ 11.2%	■ 9.2%

Professional and 21st Century Skills

I have gained skills to improve my personal and professional behavior.	■ 98.1%	■ 98.3%
I have learned how to communicate my thoughts and ideas.	■ 97.7%	■ 97.1%
I have learned to work as part of a team.	■ 86.0%	■ 86.0%
I have gained skills in problem solving.	■ 97.1%	■ 96.9%
I have gained creative skills.	■ 93.3%	■ 92.7%

College, Career and Leadership

College and Career Impact

It has helped prepare me academically for college and a career.	■ 90.9%	■ 91.8%
It has increased my desire to own a business.	■ 57.8%	■ 62.5%
It has influenced my career plans.	■ 67.9%	■ 72.4%
It has influenced my college plans.	■ 63.1%	■ 66.2%

School and Leadership Impact

It has connected school to the real world for me.	■ 91.0%	■ 90.8%
It has empowered me to become an effective leader.	■ 91.9%	■ 90.8%
It has helped me recognize the benefit and responsibility of commun..	■ 73.2%	■ 79.3%
It has made me more interested in attending school.	■ 66.5%	■ 71.1%

Employment Experience

Employment Through DECA Sponsors

Other	■ 96.0%	■ 92.3%
I own my own business.	■ 4.2%	■ 7.5%
AT&T	■ 0.6%	■ 0.7%
Marriott International, Inc. (or any of its subsidiaries)	■ 0.6%	■ 0.3%
Walgreens	■ 0.6%	■ 0.4%
Wegmans Food Markets	■ 0.2%	■ 0.4%
Men's Wearhouse	■ 0.1%	■ 0.3%

DECA Sample Sizes

SCDC State

1,524

SCDC National

20,138

NAPA

0.1%

Length of DECA Membership

