

Prospective State Officer,

We appreciate your interest in becoming a State Officer for DECA, Texas Association. Serving as a state officer for DECA, Texas Association is an honor and requires a strong commitment to Texas DECA members. Only the most dedicated and prepared students will assume the leadership roles for developing and carrying forward a challenging program of leadership for Texas.

It takes a special individual to serve as an officer. State officer candidates must be organized, motivated, professional, and eager to work as a team. Candidates must have initiative and high moral and ethical standards. Candidates must also be ready to make DECA a top priority and be willing to present a positive image on behalf of our organization.

Above all, we are looking for student leaders eager to give back. Students that see this as an opportunity to support their fellow members, not as something to just add to a resume.

This packet is designed to provide you with resources and tools to guide you through the application process and includes information related to:

State Officer Qualifications

Officer Roles and Responsibilities

Guide to Campaign and Elections

Application

Agreements & Authorizations

Application Checklist

**PLEASE REVIEW THE ENTIRE PACKET PRIOR TO CONTACTING TEXAS DECA WITH QUESTIONS.**

Again, we appreciate your interest, and we look forward to seeing you soon!

Regards,

Josh Shankle

Executive Director | DECA, Texas Association

## Officer Qualifications

- A. Each chapter may only enter two (2) candidates in the state election each year
- B. Each candidate must be either a) currently in their Junior year of high school or b) a sophomore at the completion of their term as a District Officer
- C. Students applying to become a State Officer may not also apply to be a District Officer for the same academic year unless they are at the completion of their term as a District Officer
- D. An officer candidate is required to attend the DECA, Texas Association State Career Development Conference
- E. The officer candidate must be a paid member in good standing of an accredited high school chapter of DECA, Texas Association
- F. The candidate must submit a completed Officer Candidate Application no later than the date set for submission: **January 12, 2024**
- G. The candidate must score at least 70% on the state officer eligibility exam. The exam will cover information found throughout DECA Direct.org, DECA.org or the [www.texasdeca.org](http://www.texasdeca.org) website, including but not limited to the Texas DECA Bylaws, Robert's Rules of Order, and Texas DECA Facts.
- H. The candidate must have a minimum cumulative grade point average of 2.8 based on a 4.0 system. An official transcript must be sent with the officer candidate application.
  - "A" = 4.0, "B" = 3.0, "C" = 2.0, "D" = 1.0, "F" = 0.0
- I. All candidates must complete a formal interview with the Interview Committee which consists of the State Officer Team and Officer Coordinator. Interviews will be scheduled for Thursday, March 9th.
- J. All candidates must complete a virtual/video interview with an Advisory Committee. Interviews will be scheduled for the week of February 5-8, 2024. The Advisory Committee could consist of Texas DECA Staff members, Former and/or Current Advisors, Former State Officers
- K. The candidate must maintain their Texas DECA membership in good standing throughout their term of office.

## State Officer Roles & Responsibilities

Officers are elected as either President or Vice President. Following the conclusion of the State Conference, the Executive Director, Officer Coordinator, and State Officers will discuss and assign responsibilities for the five (5) Vice President Positions. Vice Presidents will not have specific titles like in previous years and will be tasked with supporting and providing input on a variety of content areas.

Each Vice President will serve as the primary contact officer for two (2) District Officer Teams. The President will support the final District. Districts will be assigned based on location, relationships, experience, and needs.

Texas DECA Staff may elevate one of the Vice Presidents to the role of Executive Vice President at any point throughout the year. This promotion would be made based off of performance, communication, and team needs. The role of the Executive Vice President is to provide an additional leadership voice and responsibility to the team, and will work with the President as needed on a variety of tasks.

Newly Elected Officers will assume their official duties after successful completion of officer training.

## Important Dates for State Officer Applicants

Those interested in serving as a Texas DECA State Officer must adhere to the following due dates for these tasks:

- 12/1/23 – Texas DECA Intent to Run Form: [bit.ly/txITRF](https://bit.ly/txITRF)
  - Anyone interested in serving as a Texas DECA State Officer must complete this form signaling your interest. This will add you to our communication pipeline and ensure that you are registered for the State Officer Exam.
- 12/4/23-12/8/23 – State Officer Exam takes place during the District CDC testing window
  - Test will cover DECA and Texas DECA information, as well as parliamentary procedure. Details can be found on page 9
- 1/12/24 – Texas DECA State Officer Application Due
  - Details can be found on page 31
- 2/5/24-2/8/24 – Advisory Committee Interview
  - More information can be found on page 10.
- 2/12/24 – State Officer Applicant Briefing (4:00 pm CT via Zoom)
- A link will be sent to you via email. We will cover the process on-site, expectations during the final stretch of campaigning, and answer any questions that you may have.

See page 8 of this packet for an overview of your responsibilities during the State Career Development Conference. Page 5 Details conferences and travel requirements, should you be elected.

Unless otherwise noted, items are due by 11:59 pm CT on the day of the posted deadline.

## **Attendance Requirements**

State Officers are required to attend several conferences and virtual meetings throughout their term in office. While representing Texas DECA at these events, DECA, Texas Association will cover the officer's lodging, meals, transportation, and registration expenses. In addition to the 2025 State Career Development Conference (March 6-8, 2025), the 2024-2025 State Officers may attend the following conferences:

**Texas DECA's Leadership Summit\*** | March 20-March 23, 2024 | Austin, Texas

- Officers will finalize the Program of Leadership, assist in the development of new District Officers, perform various action items, lead workshops, and participate in team-building activities.

**International Career Development Conference\*** | April 26-May 1, 2024 | Anaheim, CA

- New State Officers will take part in the Empower Leadership Series training, serve as Voting Delegates for Texas DECA, and assist the Executive Director, Officer Coordinator and DECA, Texas Association Board of Directors as needed. Students may also compete if they advanced.

**Emerging Leader Summit\*** | July 12-14, 2024 | Nashville, TN

- Officers will continue the Empower Leadership Series, develop workshops, construct the annual Program of Leadership, and participate in networking and advocacy opportunities.

**Ultimate Power Trip\*** | November 15-17, 2024 | Charlotte, NC

- Officers will perform and participate in a variety of leadership development workshops, networking and advocacy opportunities. Officers will perform Program of Leadership action items.

**Texas DECA District CDC's** | January 2025 | By Request

\*Denotes Required Conferences. Candidates who will not be able to attend these conferences in their entirety should not apply. Final approval of attendance at a conference is determined by the Executive Director. **Attendance is earned, not guaranteed.**

## State Officer Team Virtual Meetings

The State Officer Team will have monthly meetings to discuss progress on the Program of Leadership, prepare for upcoming events, and provide input on initiatives. The following meeting dates are scheduled for the 2024-2025 State Officer Team:

Note: All meetings are scheduled to last one hour.

- February 20, 2024 – 8:15 pm – Transition and Responsibilities
- February 27, 2024 – 8:15 pm – TLS Preparations
- March Meeting – TBD – TLS Dependent (TLS 20-23)
- April Meeting – NONE – ICDC April 26-May 1
- May 21, 2024 – 8:15 pm – Team Call
- June 25, 2024 – 8:15 pm – Team Call (This date is estimated, it may change based on scheduling of all participants with summer travel)
- July Meeting – NONE – ELS Dates July 12-14
- August 20, 2024 – 8:15 pm – Team Call
- September 17, 2024 – 8:15 pm – Team Call
- October 17, 2024 – 8:15 pm – Team Call
- November Meeting – NONE – Power Trip November 15-17
- December Meeting – NONE – District Conference Competitions and Finals
- January Meeting – TBD – CTSO Week, Dates Dependent
- Pre-State Conference Meetings TBD

## A Guide to Campaigning and Elections

The process to becoming a Texas DECA State Officer involves the following aspects and steps:

1. Fill out the Intent to Run form indicating your interest: [bit.ly/txITRF](https://bit.ly/txITRF)
2. Passing an online officer **exam** with a score of 70% or higher.
3. Successful completion and submission of the Officer **Application** Packet.
4. Participate in a **video/virtual Advisory Committee Interview** with Texas DECA Staff, Current/Former Advisors, and/or Former Officers
5. Participate in an **interview** with the current Texas DECA State Officers, the Officer Coordinator, and a member of the DECA, Texas Association Board of Directors.
6. Network in the **Officer Meet and Greet Session** at the annual State Career Development Conference.
7. Deliver a 2-minute maximum **speech** on stage at the annual Election and Business Session held at the Texas DECA State Career Development Conference.

Points will be accumulated throughout the application and election process and are used to determine the election of officers.

Process	Input From	Timeline	Maximum Points
Application/Essay	Executive Director	Due Prior to 1/12/24	100
Test	Subjective	District CDC Test Window 12/4 – 12/8	100
Advisory Interview	Texas DECA Staff, Advisors, Former Officers	February 5-8	100
Interview Committee	State Officers, Officer Coordinator, Board Member	February 15	100
Popular Vote	Chapter Delegates	February 16	(2023 Max: 1075)

If there is a tie, the interview committee score will be used as a tiebreaker.

The individual receiving the highest number of points will be named President. The next five (5) highest point totals will be elected as Vice Presidents.

Additional information on testing, the interview, meet and greet session and campaigning, as well as the Election Session are detailed below.

For questions regarding the points system or campaign process please contact the Executive Director.



## Outline of State Officer Applicant / Candidate Schedule | State CDC 2024

The following activities will occur at the George R Brown Convention Center or a conference hotel during the State Career Development Conference.

### Thursday, February 15, 2024

3:30 pm – 6:30 pm | Interview with Interview Committee – schedule will be determined based on the number of applications received.

8:00 pm | Recognized on stage at Opening Session

### Friday, February 16, 2024

Throughout the Day | Work one shift as assigned, either judge check-in (Am or PM), judge assistance (AM or PM), or Exhibit Area

4:00 pm – 5:00 pm | Meet and Greet Session.

8:00 pm | Business and Election Session – 2-minute maximum speech

### Saturday, February 17, 2024

9:00 am | 2024-2025 State Officer Team announced at Grand Awards Session  
**\*\*Officer Candidates should wear the DECA Blazer, a white button-down shirt, and charcoal slacks, and black shoes for photos on stage.**

12:00 – 2:00 pm | Newly Elected Officer Photos, Meeting, and Luncheon

2:00 pm | Return Home

## Testing Procedures

An on-line test will be administered to officer candidates prior to their respective District CDC. The test will evaluate the candidate's knowledge of DECA, marketing, economics, and parliamentary procedure. The test will be all multiple-choice questions. Candidates will have up to 60 minutes to complete the test. The candidate must score at least 70% on the test to continue with his/her candidacy. **Any information located on DECA.org, DECA Direct.org, and TexasDECA.org may be tested.**

## Interview Committee

The Interview Committee will consist of a minimum of 5 active members of Texas DECA. The Interview Committee will:

- Interview each candidate fairly and objectively to determine eligibility to seek office
- Evaluate a candidate for office using interview scores as criteria
- Approve and post Candidates eligible for office
- Assist in the election

Interview schedules for candidates will take place during the Texas DECA State Career Development Conference at a designated time and location. Candidates should report to the interview during the designated time frame. Interviews will be in groups of 3-5 and last between 5 to 8 minutes per candidate (depending on the number of candidates each time may be between 15-40 minutes). Each candidate will have an equal amount of time and be asked the equal amount of questions for his/her interview.

### Advisory Committee

The Advisory Committee will consist of a minimum of 3 adult representatives of Texas DECA. The Advisory Committee interview will be a group interview with 3-5 total applicants and will last 5-8 minutes per applicant. This interview will ensure the applicants demonstrate high moral character, leadership traits, and knowledge of DECA. This interview will take place via a virtual conference call and scheduled Feb 5-8, 2024.

## TEXAS DECA STATE OFFICER CANDIDATE SCORING GRID

### Interview Committee AND Advisory Committee

	Maximum Points	Points Award
<b>Pre-Interview Introduction</b>   Introduced self properly; Physically poised and ready; Spoke clearly, forcefully; Stated the office sought, stood until invited to sit, Good first impression	10 points	
<b>Character Question Response</b>   Candidate's answers show a strong sense of character, genuineness, and honesty. Answers suggest candidate will work well with fellow DECA members and model good citizenship. Answers are organized, logical, and reasonable. Candidate maintains composure, uses precise words, is interesting to listen to and thinks questions through.	15 points	
<b>DECA Question Response</b>   Candidate's answers show a strong understanding of Texas DECA. Ideas and plans for the future of Texas DECA are strong and reasonable. Answers show candidate has a strong sincerity in the organization. Candidate maintains composure, uses precise words, is interesting to listen to and thinks questions through.	15 points	
<b>Leadership Question Response</b>   Candidate's answers show understanding of traits of a good leader. Answers suggest candidate has self-initiative, dedication, and the ability to motivate many people to accomplish a common goal. Candidate maintains composure, uses precise words, is interesting to listen to and thinks questions through.	15 points	
<b>Appearance</b>   Good color coordination, Hair clean and neat, Good posture, Clothing clean and pressed, Facial appearance is natural, Business attire conservative, Wore DECA blazer, Pleasant smile	10 points	
<b>Attitude</b>   Attentive, Alert and responsive, Self-confident, Enthusiastic, Competitive and open minded, Sincere and conscientious, Socially at ease and comfortable	15 points	
<b>Professionalism</b>   Courteousness, Ability to remember names, Ability to take criticism, Poise, Sense of humor, Conversational	10 points	
<b>Post-Interview</b>   Thanked the committee, left promptly and still eager, Remained poised	10 points	
<b>Total Points</b>	100 points	

## Campaigning

Individuals that have successfully completed the officer application and passed the officer candidate exam will be notified on or before January 22nd that their application to serve as a Texas DECA State Officer has been accepted. At that time, students may begin to campaign utilizing social media. Please refer to the social media contract (required as part of the application packet) for guidelines. Officer candidates that display behavior on their social media profiles that violate the social media contract during this campaign window may be disqualified.

As part of the online application, each candidate will upload an art file for a poster to be printed with dimensions of 18" x 24". Texas DECA will have these signs printed, as submitted (no edits/adjustments will be made), and will bring the posters to State CDC. No handwritten content is allowed on your poster. Candidates will stand next to their easel and interact with students during the Officer Candidate Meet and Greet Session, open to all members in attendance, on Friday, February 16th, 2024. This will be referred to as your campaign area. No literature (flyers, postcards, business cards, stickers, etc.) will be allowed. All campaigning will be done on social media, at the Meet and Greet Session, and in your speech.

**No other campaigning is allowed on-site at the Texas DECA State Career Development Conference.**

Candidates/Campaign Managers/Student Representatives are not allowed to promote a candidate in the Social Lounge/Exhibit Area at any time.

Campaign must adhere to the following guidelines:

- Candidates may only have one additional student member (campaign manager) in their campaign area.
  - Candidates and campaign staff must be in the official DECA blazer and business professional attire
- Candidates will display an 18" x 24" poster on an easel – both items will be supplied and set up by Texas DECA.
  - You will submit your poster to Texas DECA as part of your online application.
    - It is recommended that you set your file size to 18" x 24" as you begin this process. We will send the files to print as is (with no edits/adjustments made).
  - You may take your poster home at the conclusion of the Meet & Greet Session. Easels should be taken to Conference Headquarters.
    - All posters left after the conclusion of the Meet & Greet Session will be discarded.

Candidates may NOT have:

- Candy, drinks or food giveaways
- Literature Items (stickers, business cards, flyers, etc)
- Giveaway items of monetary value
- Costumes of any kind, including campaign t-shirts, hats, buttons, ribbons, etc.
- Loud noise or behavior/chanting in the Meet and Greet Session, Business and Election Session, or any General Session including Friday's entertainment
- Adults – parents, chaperones, or advisors – may not be at the campaign area during the Meet and Greet Session or set-up period
- Items deemed inappropriate by Texas DECA staff and/or members of the DECA, Texas Association Board of Directors.

### Additional Notes:

- Receptions or social activities sponsored by an officer candidate or related party for conference participants are prohibited. To ensure a fair election and equal opportunity to all, districts should not organize any pre-conference meeting, activity, or trade-off.
- DECA Districts are allowed to announce that students are applying for State Officer positions as part of their District CDC, however they cannot promote a candidate/s on social media, mass emails, or other organized communication outlets.
- Students are not allowed to send emails to chapter advisors or student leaders announcing their candidacy, promoting their campaign, and/or requesting their support.
- If you are unsure whether a particular activity is approved/allowed, please contact the Texas DECA Officer Coordinator, Vanessa Dry, at [dry.texasdeca@gmail.com](mailto:dry.texasdeca@gmail.com)

Failure to follow these guidelines may result in disqualification or a point penalty.

## Election Session/Speech Procedures

- A. At the time of elections, delegates will check in by district and be directed to their seats. Roll Call will begin promptly at 8:00 pm. If not present at the start of Roll Call, those chapters will be ineligible to vote.
- B. Following Roll Call, officer candidates will be presented. Candidates will give their campaign speech in a randomized order.
- C. Candidates will be allowed a maximum of two (2) minutes to deliver a prepared, informative campaign speech. Props may not be used during the speech, nor will another person be allowed to speak on the candidate's behalf. Song parodies, performances, skits, theatrical monologues, calls to action, call and response, intentional audience participation, etc. are not allowed and may result in disqualification. Contact Texas DECA Officer Coordinator, Vanessa Dry, at [dry.texasdeca@gmail.com](mailto:dry.texasdeca@gmail.com), for more information.
- D. Balloting will occur under the direction of the DECA, Texas Association Staff.
- E. Newly Elected Officers will be determined based on the candidates with the most points from all five sections; the Application and Essay, Advisory Committee, Test, Interview with Nominating Committee and Popular Vote will be added together to result in the candidate's score. If there is a tie the Interview Committee score will be used as a tiebreaker.
- F. Newly Elected Officers will be announced at the beginning of the Grand Awards Ceremony.



### Essay Topic

Experience The Difference is not only this year’s theme, but it is a call to action. How do you encourage students to Experience The Difference with DECA?

*Essays should be no more than 350 words.*

### Application and Essay Evaluation Grid

	Below Expectation	Meets Expectation	Exceeds Expectation	Points Awarded
All items were received on time and presented in a professional manner	0 – 4	4 – 6	7 - 10	
Candidate exudes professionalism in application and social media footprint. This also includes any communications during the application period	0 – 8	9 – 16	17 – 25	
Evaluation of Application and Candidate Bio	0 – 8	9 – 16	17 – 25	
Evaluation of Essay Topic	0 – 15	16 – 30	31 -40	

**Applications received after the deadline  
(11:59 pm CT on January 12th, 2024)  
will not be accepted for any reason.**

### Agreements & Authorizations

The following agreements must be signed and included in the candidate’s State Officer Application. Please contact Josh Shankle, Executive Director, with any questions regarding these agreements.

#### State Officer Candidacy Guidelines

I have read and understand the Texas DECA State Officer Candidacy Guidelines. By signing this agreement, I agree to adhere to all of the guidelines listed in this application packet and understand that a violation of these guidelines may result in disqualification from the election. **DECA, Texas Association reserves the right to check social media websites prior to candidates achieving candidacy as well as during their candidacy and term of office.** I also agree that if elected, I will attend all conferences and activities deemed as required and noted in this packet.

These activities call for mandatory attendance, and will take precedence over school sporting events, dances, college classes and other functions.

Signature of Applicant	Printed Name	Date
Signature of Parent/Guardian	Printed Name	Date
Signature of Advisor	Printed Name	Date

Social Media Authorization

DECA, Texas Association and the Texas DECA Board of Directors maintain a web site which offers pertinent information to schools, DECA advisors and student members. Information about the State Officer Team would be useful as a means to contact the officers. For Texas DECA to accomplish this, permission is needed for students under the age of 18.

Thank you for your consideration and prompt attention to this matter. As part of a group format, I hereby authorize DECA, Texas Association to display \_\_\_\_\_ (student name), picture, school information, social media accounts, and Texas DECA provided e-mail address on [www.texasdeca.org](http://www.texasdeca.org).

_____	_____	_____
Signature of Applicant	Printed Name	Date
_____	_____	_____
Signature of Parent/Guardian	Printed Name	Date

PHOTO RELEASE

I hereby grant permission to Texas DECA to use photographs and/or video taken in publications, news releases, online, and in any other communications related to the mission of Texas DECA.

_____	_____	_____
Signature of Applicant	Printed Name	Date
_____	_____	_____
Signature of Parent/Guardian	Printed Name	Date

## **Texas DECA Social Media Policy:**

**Below are the guidelines that we would like for you to be aware of in using both your personal as well as your official DECA social media sites.**

### **Protect your own privacy**

Privacy settings on social media platforms should be set to what you are comfortable with. Other privacy settings that might allow others to post information or see information that is personal should be set to limit access. Be mindful of posting information that you would not want the public to see.

### **Be Honest**

Nothing gains you notice in social media more than honesty - or dishonesty. Do not say anything that is dishonest, untrue, or misleading. If you have a vested interest in something you are discussing, point it out. But also, be smart about protecting yourself and your privacy. What you publish will be around for a long time, so consider the content carefully and also be cautious about disclosing personal details.

### **Respect your audience, Texas DECA, and your fellow members**

The public in general, and Texas DECA's staff and members, reflect a diverse set of customs, values and points of view. Don't say anything contradictory or in conflict with the Texas DECA website. Don't be afraid to be yourself, but do so respectfully. This includes not only the obvious (no ethnic slurs, offensive comments, defamatory comments, personal insults, obscenity, etc.) but also proper consideration of privacy and of topics that may be considered objectionable or inflammatory - such as politics and religion. Use your best judgment and be sure to make it clear that the views and opinions expressed are yours alone and do not represent the official views of Texas DECA.

### **Controversial Issues**

If you see misrepresentations made about Texas DECA in the media, you may point that out. Always do so with respect and with the facts. If you speak about others, make sure what you say is factual and that it does not disparage that party. Avoid arguments. Brawls may earn traffic, but nobody wins in the end.

Don't try to settle scores or goad competitors or others into inflammatory debates. Make sure what you are saying is factually correct.

### **Be the first to respond to your own mistakes**

If you make an error, be up front about your mistake and correct it quickly. If you choose to modify an earlier post, make it clear that you have done so. If someone accuses you of posting something improper (such as their copyrighted material or a defamatory comment about them), deal with it quickly - better to remove it immediately to lessen the possibility of a legal action.

### **Think About Consequences**

Remember that you are in a fish bowl – everyone is looking and watching what you do. Posting pictures is appropriate when it represents what Texas DECA stands for. You are the face of Texas DECA.

Participating in illegal activities such as smoking, drinking, or behavior that is not representative of our professional organization may result in dismissal from office.

### **Social Media Tips**

The best way to be interesting, stay out of trouble, and have fun is to write about what you know. There is a good chance of being embarrassed by a real expert, or of being boring if you write about topics you are not knowledgeable about.

Quality matters. Use a spell-checker. If you're not design-oriented, ask someone who is whether your graphics looksdecent, and take their advice on how to improve it.

The speed of being able to publish your thoughts is both a great feature and a great downfall of social media. The time to edit or reflect must be self-imposed. If in doubt over a post, or if something does not feel right, either let it sit and look at it again before publishing it or ask someone else to look at it first.

A picture is worth a thousand words. Think about who, what, and where the picture is being taken ... what would your parents or your boss think about the picture?

**Below are non-negotiable Social Media Policies for Texas DECA Officers.**  
**Violation of these policies may result in immediate dismissal from your position as a State Officer.**

- 1) Executive Director and Officer Coordinator has full access to all Texas DECA social media pages, including passwords and usernames. State officers may not change passwords without written permission from the Executive Director and Officer Coordinator.
- 2) Executive Director and Officer Coordinator will determine what email and phone numbers should be used for these accounts
- 3) State Officers will confirm with the Executive Director and Officer Coordinator that the Executive Director has all of the correct passwords before leaving their office at the end of their term.
- 4) While acting in their official Texas DECA capacity, any posting, following, retweeting or other interaction with pages including politics, gambling, pornography, or any subject that is not connected with DECA and its mission may be met with immediate dismissal.
- 5) Any changes to the Texas DECA Social Media profiles including but not limited to, bios, header pictures, profile pictures, and links must be approved through the Executive Director and Officer Coordinator.
- 6) Policies related to the posting of content are subject to Executive Director and/or Officer Coordinator's decision. (i.e., calendar of approved posts).
- 7) Executive Director and Officer Coordinator have final say over any Texas DECA social media platforms and postings. Officers are not allowed to begin posting on a new platform without prior permission from the Executive Director and/or Officer Coordinator.
- 8) Officers personal social media must reflect a positive image upon themselves and DECA.

If you have a doubt or question, contact Vanessa Dry, Officer Coordinator at [dry.texasdeca@gmail.com](mailto:dry.texasdeca@gmail.com).

### Social Media Accounts

Some students may elect to create a DECA specific account for social media. Please provide Texas DECA Staff with the information on accounts that you intend to utilize during social media campaigning and during your term, if elected.

Platform: \_\_\_\_\_ Handle: \_\_\_\_\_

Platform: \_\_\_\_\_ Handle: \_\_\_\_\_

Platform: \_\_\_\_\_ Handle: \_\_\_\_\_

Platform: \_\_\_\_\_ Handle: \_\_\_\_\_

Platform: \_\_\_\_\_ Handle: \_\_\_\_\_

### Tagging Texas DECA

It is recommended that you tag Texas DECA on all social media posts. Texas DECA is @TexasDECA on all social media platforms.

### Enforcement

By signing below, I agree to adhere to the above policies and guidelines and am aware that violations may be subject to disciplinary action, up to and including termination for cause.

\_\_\_\_\_  
Signature of Applicant

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature of Parent/Guardian

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Date

Texas DECA State Officer Candidate

Statement of Responsibility

Name: \_\_\_\_\_

School/Chapter: \_\_\_\_\_

Cell Phone Number: \_\_\_\_\_

**Acceptance of Responsibility and Understanding of Election Process:** I recognize that the following obligations are a part of a Texas DECA State Officer's responsibilities. I agree to meet the following expectations and others set forth by the Texas DECA State Advisor and Texas DECA State Officer Coordinator. Initial each item.

**Initials**

\_\_\_\_\_ 1. I will be a dues-paying member of local, state and international DECA.

\_\_\_\_\_ 2. If elected, I will represent my chapter, district, and state with integrity and honor.

\_\_\_\_\_ 3. I will carry out the State Officer's Program of Leadership and submit reports to the Executive Director and/or Officer Coordinator according to established deadlines and specifications.

\_\_\_\_\_ 4. I will attend all required conferences as assigned by the Executive Director of DECA, Texas Association.

\_\_\_\_\_ 5. I will adhere to the DECA, Texas Association Officer Code of Conduct, Dress Code, Social Media Contract and the Comprehensive Consent Form.

\_\_\_\_\_ 6. I will clear absences associated with DECA in advance with all of my teachers and employer (if applicable).

\_\_\_\_\_ 7. I will adhere to dress guidelines established for State Officers.

\_\_\_\_\_ 8. I will take proper care of the uniform items and clothes furnished to me by DECA, Texas Association and will always bring these clothes to DECA conferences as required by our clothing schedule.



\_\_\_\_\_ 9. I understand that I will not be allowed to participate if this packet is incomplete, inaccurate, or received later than the application deadline.

\_\_\_\_\_ 10. I understand that I will be required to submit an application, take an online test, appear before a nominating committee and an advisory committee, campaign during the meet and greet session, and deliver a 2-minute maximum speech. Since each step is a qualifier to the next part of the process, I realize that I might not be allowed to continue at any one of these steps should I fail to meet a previous step's requirements.

\_\_\_\_\_ 11. I understand that I must wear a DECA blazer for campaigning, interviews, and the election session-recording of my speech and short answer response.

\_\_\_\_\_ 12. I have read, understand, and will adhere to all rules, guidelines, and responsibilities associated with serving as a DECA, Texas Association State Officer.

\_\_\_\_\_ 13. I understand that, if elected, I must participate in the onboarding luncheon which will be on-site on February 17<sup>th</sup>, 2024. I will have transportation back home, either with my school or a family member.

\_\_\_\_\_  
Signature of Applicant

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Date

Advisor Statement of Responsibility

Officer Candidate Name: \_\_\_\_\_

Advisor Name: \_\_\_\_\_

Advisor Cell Phone Number: \_\_\_\_\_

School/Chapter: \_\_\_\_\_

**Acceptance of Responsibility and Understanding of Election Process:** I recognize that the following obligations are a part of a Texas DECA State Officer Advisor's responsibilities. I agree to meet the following expectations and others set forth by the Executive Director and DECA, Texas Association's Board of Directors. Initial each item.

**Initials**

\_\_\_\_\_ 1. I will be a dues-paying member of local, state, and international DECA.

\_\_\_\_\_ 2. I will assist my state officer in carrying out the State Officer's Program of Leadership by providing tools and training and make sure reports to the Executive Director or Officer Coordinator are completed according to established deadlines and specifications.

\_\_\_\_\_ 3. I will attend all required conferences and other events required of the State Officers assigned by the Executive Director and complete all DECA, Texas Association duties assigned.

\_\_\_\_\_ 4. I will make sure my officer adheres to the DECA, Texas Association Officer Code of Conduct, Social Media Contract, Dress Code and the Comprehensive Consent Form.

\_\_\_\_\_ 5. I will complete all paperwork required of my school division to clear absences associated with Texas DECA State Officer required meetings for myself and my officer.

\_\_\_\_\_ 6. I understand that my student will not be allowed to participate as a state officer candidate if this application packet is incomplete, inaccurate, or received later than the application deadline.

\_\_\_\_\_ 7. I understand that my student will be required to submit an application, take an online test, appear before a nominating committee and an advisory committee, campaign during the meet and greet session, and deliver a 2-minute maximum speech.

\_\_\_\_\_ 8. I understand that my student must wear an official DECA blazer for campaigning, interviews, and the election session.

\_\_\_\_\_ 9. I understand that Texas DECA will cover lodging, meals, transportation, and registration for all required conferences once his/her officer term in office begins at the close of training following State CDC.

\_\_\_\_\_ 10. I understand that, if elected, my student must participate in the onboarding luncheon which will be on-site on February 17<sup>th</sup>, 2024. My student will have transportation back home, either with my school or a family member.

\_\_\_\_\_  
Signature of Advisor

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Date

Principal's Agreement

I give my approval for this student to run for a state office in DECA, Texas Association. If elected, I approve the student to attend the State Officer ELS Training, the District/State Leadership Retreat, planning meetings, the Ultimate Power Trip, State CDC, ICDC and all other necessary meetings under the supervision of Texas DECA staff. Should my school/District require a local employee travel with this student, I understand that this travel will be at the expense of the local school/District.

I have read and understand the requirements of a Texas DECA State Officer Candidate Advisor.

If our student is elected to a Texas DECA State Office and an advisor change occurs due to school assignments or policy, another advisor will be appointed to fulfill the State Officer Advisor responsibilities.

\_\_\_\_\_  
Signature of Principal

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Date

Advisor's Statement of Assurances

I certify the information in this application packet gives a true and accurate picture of the applicant's record and therefore, recommend him/her for a state office in Texas DECA. If this student is elected to a state office, I accept the responsibilities required in helping him/her fulfill all duties including accompanying the officer to sessions as requested.

\_\_\_\_\_  
Signature of Advisor

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Date

Financial Responsibility Agreement

I, \_\_\_\_\_(Candidate’s name), understand that DECA, Texas Association will cover expenses associated with being a State Officer. If elected, I understand that should I at any point be removed from or vacate my position I will return all items purchased or pay for the items equal to the actual amount paid for each item within 45 days of removal from office. Average annual expenses for apparel is \$650.00.

Additionally, should I be removed from or vacate my position I will refund Texas DECA for any expenses incurred ahead of any conference(s) in which I confirmed my attendance for.

_____	_____	_____
Signature of Applicant	Printed Name	Date

_____	_____	_____
Signature of Parent/Guardian	Printed Name	Date

Should a student fail to pay any balance owed to Texas DECA, the balance will be applied to the chapter. The chapter will be placed on a financial block until that balance is paid.

_____	_____	_____
Signature of Advisor	Printed Name	Date

_____	_____	_____
Signature of Administrator	Printed Name	Date

## State Officer Candidate Application Checklist

All must be submitted by January 12<sup>th</sup>, 2024, the following items through <http://bit.ly/txdecastateapp>

### Campaign Items to be shared on [www.texasdeca.org](http://www.texasdeca.org)

- Biography, written in third person, with a maximum of 150 words
- 1-Page biographical flyer (saved as a PDF File)
  1. This should include the following: Courses Taken in Marketing, Finance, Hospitality, Management, and Entrepreneurship, DECA Offices Held, DECA Activity Participation, Outside Organizations: Leadership Positions and Participation, Community Service Experience, DECA's Competitive Event Participation, Individual Skills & Abilities
- 1 Headshot photo of you in a DECA blazer, in portrait/vertical orientation (photo should be a .jpeg or .png image) – **NOT a "selfie"**

### Required Signature Items

The following items are all found in the State Officer Application. The forms should be reviewed, signed, and scanned individually. You will attach the files in their required spots of the application submission form,

<http://bit.ly/txdecastateapp>

- State Officer Candidacy Guidelines, Social Media Authorization, Photo Release, & Social Media Contract Enforcement, Student's & Advisor's Statement of Responsibility, Financial Responsibility Agreement, Administrator's Agreement, and Advisor's Statement of Assurances

### Additional Required Items

Typed essay response (350 words or less: Experience The Difference is not only this year's theme, but it is a call to action. How do you encourage students to Experience The Difference with DECA?)