

Prospective District Officer,

Serving as a district officer for Texas DECA is an honor and requires a strong commitment to your district and all Texas DECA members. Only the most dedicated and prepared students will assume the leadership roles for developing and carrying forward a challenging program of work for Texas.

It takes a special individual to serve as an officer. District officer candidates must be organized, motivated, 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.

On the following pages are procedures, forms to complete, and timelines for the district officer election process. Please ensure these materials are studied and understood. This will foster a positive experience for our potential officers.

District Officer Qualifications	2
Officer Roles and Responsibilities	3
Guide to Campaign and Elections	5
Application	14
Agreements & Authorizations.....	16
Application Checklist.....	24

Again, we appreciate your interest and we look forward to seeing you in San Antonio!

Regards,

Josh Shankle
Executive Director | DECA, Texas Association

Officer Qualifications

- A. Each chapter may only enter three (3) candidates in the district election each year.
- B. The officer candidate must be a paid member in good standing of an accredited high school chapter of DECA, Texas Association and be enrolled in an approved CTE Program.
- C. The candidate must submit a completed Officer Candidate Application no later than the date set for submission. **Contact your respective District Director for submission deadlines and information.**
- D. The candidate must score at least 70% on the district officer eligibility exam. Study information is included in this packet as well as on www.texasdeca.org.
- E. 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
- F. All candidates must complete a formal interview with the Interview Committee at the District CDC.
- G. The candidate must maintain their Texas DECA membership in good standing throughout their term of office.

District Officer Roles & Responsibilities

Officers are elected as either President or Vice President. Following the conclusion of the District Conference, the District Director, Officer Coordinator, and Newly Elected District Officers will discuss and assign roles for the two (2) Vice President Positions. Newly Elected Officers will assume their official duties after successful completion of the District and State Officer Summer Training at the Texas Leadership Summit in July 2017. Below are potential titles for the officer positions.

President

VP of Leadership Development

VP of Social Media

VP of Campaigns

VP of Visual Media

Travel Requirements

District Officers are required to attend several conferences throughout their term in officer. The 2017-2018 District Officers will attend the following conferences:

State Career Development Conference | February 23-25, 2017 | San Antonio, TX

- Officers will assist the conference in a variety of roles. Officers are to attend a mandatory District Officer meeting on Thursday, February 23rd prior to Opening Session. Information will be sent through your District Director.

Texas DECA's Leadership Summit | July 25-28, 2017 | New Braunfels, TX**

- Officers will be given leadership training, create a District Action Plan, and participate in team-building activities. (Note: Travel, lodging, meals and registration will be paid for by Texas DECA for this training)

District Leadership Development Conference | Fall 2017

- Date & Location dependent on District

District Career Development Conference | January 2018**

- Date & Location dependent on District

***Denotes Required Conferences. Candidates who will not be able to attend these conferences in their entirety should not apply.*

Optional District Officer Conference Attendance

DECA's International CDC | April 26-29, 2017 | Anaheim, CA

DECA's Ultimate Power Trip | November 10-12, 2017 | Philadelphia, PA

District Officer Invitations

District Officers may be contacted by individual chapters to attend an event. The School extending the invitation should be prepared to cover the travel costs unless the District Officer would normally attend the event.

A Guide to Campaigning and Elections

The process to becoming a District Officer involves the following aspects and steps:

1. Successful completion and submission of the Officer Application Packet
2. Passing an online officer exam with a score of 70% or higher
3. Participate in an interview with the Nominating Committee
4. Campaign at the District Career Development Conference
5. Deliver a 2-minute maximum speech on stage at the annual Election and Business Session held at the District Career Development Conference

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

Process	Max Points Available
Test	100
Interview Committee	100
Popular Vote	# of votes

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

The individual receiving the highest number of points will be named President. The next two (2) highest point totals will be elected as Vice Presidents.

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

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

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 a combination of true/false and 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. Below are suggested reference materials:

- Robert's Rules of Order*
- Texas DECA Fact Sheet*
- www.texasdeca.org

*Available under the Advisor Resources tab on www.texasdeca.org

Interview Committee

The Interview Committee will consist of a minimum of the current District Officers and one adult DECA leader. 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
- Assist in the election

Interview schedules for candidates will take place during the District Career Development Conference at a designated time and location. Candidates should report to the interview during the designated time frame. Interviews will last between 5 to 10 minutes depending on the number of candidates. Each candidate will have an equal amount of time for his/her interview.

Interview Structure and Screening Criteria

The Interview Committee is comprised of a minimum of 5 members. They will ask candidates questions related to character, DECA, and leadership. Candidates are screened on the following criteria, 100 point total.

Pre-Interview Introduction (10 points)

Introduced self properly forcefully	Physically poised and ready	Spoke clearly,
State the office sought	Stood until invited to sit	Good first impression

Character Question Response (15 points)

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.

DECA Question Response (15 points)

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.

Leadership Question Response (15 points)

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, and is interesting to listen to.

Appearance (10 points)

Good color coordination	Hair clean and neat	Good posture
Clothing clean and pressed	Facial appearance is natural	Pleasant smile
Business attire conservative/wore DECA blazer		

Attitude (10 points)

Attentive	Alert and responsive	Self-confident
Enthusiastic	Competitive and open minded	
Sincere and conscientious	Socially at ease and comfortable	

Professionalism (10 points)

Courteousness	Ability to remember names	Poise
Ability to take criticism	Sense of humor	Conversational

Post-Interview (10 points)

Thanked the committee	Left promptly and still eager	Remained poise
-----------------------	-------------------------------	----------------

Application Essay (5points)

No spelling errors	Easy to understand	Covered Topic
--------------------	--------------------	---------------

Screening and Nominating Process

Questions and Case Problems Examples for Candidates

1. Officer Image

Image will be determined immediately upon introduction and before and during interview.

2. Character

- a. Do you have a favorite quote or saying?
- b. What would your DECA Advisor say is your greatest strength?
- c. What would your best friend say is your greatest flaw?
- d. Why is a "positive attitude" important to a District officer?
- e. What does the statement, "Ethics is a critical part of business," mean to you?
- f. What does the statement, "To serve rather than be served," mean to you?
- g. What is your favorite hobby? Why?
- h. How do you see Marketing in your everyday life?

3. DECA

- a. Why do you wish to be a District officer?
- b. What is the greatest contribution you can make to DECA?
- c. Why is DECA important to a Marketing student?
- d. Why is a good first impression essential for a District officer?
- e. What is the relationship between the Marketing program and DECA?
- f. Do students who complete the Marketing program really get better jobs?

4. Leadership

- a. Do you feel everyone has the same capacity for leadership? Why?
- b. What qualities do you possess that make you a good leader?
- c. How are leadership and responsibility related?
- d. What significant contributions have you made to your DECA chapter?
- e. Define teamwork as it relates to a DECA District Officer Team?
- f. Are you employed? What are your responsibilities at work?
- g. What kind of program of work have you established for yourself?
- h. What should be the most important goal of DECA?
- i. What leadership characteristics do you possess that will be of greatest benefit to Texas DECA?
- j. In what other school and community activities do you participate?

TEXAS DECA DISTRICT OFFICER CANDIDATE SCORING GRID
Interview Committee

	Maximum Points	Points Award
Pre-Interview Introduction Introduced self properly; Physically poised and ready; Spoke clearly, forcefully; Stated the office sought, Stood until invited to sit, Good first impression	10 points	
Character Question Response 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	
DECA Question Response 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	
Leadership Question Response 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	
Appearance 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	
Attitude Attentive, Alert and responsive, Self-confident, Enthusiastic, Competitive and open minded, Sincere and conscientious, Socially at ease and comfortable	10 points	
Professionalism Courteousness, Ability to remember names, Ability to take criticism, Poise, Sense of humor, Conversational	10 points	
Post-Interview Thanked the committee, Left promptly and still eager, Remained poised	10 points	
Application Essay No spelling errors, Covered topic, Easy to understand	5 points	
Total Points	100 points	

Campaigning

Limited campaigning will take place in the area designated by the District Director. Candidates are limited to one campaign booth (electricity is not guaranteed) and:

- 2 minute speech
- Literature
- Candy miniatures to give out
- Candidates are required to be dressed in the official DECA Blazer.
- Campaign Managers or Assistants must be in professional dress (suit required)
- The expense report must be submitted to your District Director and include a cost for all campaigning materials.

Items to Note

- Videos will be allowed, a monetary value of \$50 will assessed for each electronic display device on your budget.
- There will not be a limit on the number of pieces of or types of literature, but all printed items must be accounted for in your budget.
- Give away items should not exceed a value of \$2 each and must be school appropriate.
- Applications will go directly to Executive Director.
- The campaign booths are student ran booths, and only current students should be behind those booths.

The following are prohibited at any time

- Costumes including t-shirts
- Drinks, Food: any give away other than trial size or smaller candy
- Loud Music
- Loud behavior or chanting in the exhibit hall
- Adults (parents, chaperones, teachers, etc.) behind campaign booths

Receptions or social activities sponsored by an officer candidate 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.

Election Session/Speech Procedures

- A. At the time of elections, delegates will check in by district and be directed to their seats. Before speeches begin, the names of chapters not present will be restated. If not present at that time, 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 as designated by the District Director.
- C. Candidates will be allowed a maximum of two (2) minutes to deliver a prepared, informative campaign speech. A timekeeper will signal 1-minute remaining. All speeches will be timed. Props may not be used during the speech, nor will another person be allowed to speak on the candidate’s behalf.
- D. Balloting will occur under the direction of the District Director or appointed advisor(s).
- E. Winners will be determined based on the candidate with the most points. All three sections, the Test, Interview with Nominating Committee and Popular Vote will be added together to result in the candidates score. If there is a tie the Interview score will be used.

Process	Max Points Available
Test	100
Interview Committee	100
Popular Vote	# of votes

- F. Newly elected District Officers will be announced at the Awards Ceremony.

DECA, Texas Association | District Officer Candidate Application

Note | This information must be typed or word processed. Handwritten applications will not be considered.

Name: _____

Home Address: _____

Number & Street, City, State Zip

Email Address: _____

Date of Birth: _____ Grade Level (2017-18) _____

Advisor's Name: _____

Advisor's Email: _____

Advisor's Phone Number: (____) _____

High School/Chapter: _____

School District: _____ DECA District: _____

School Address: _____

Number & Street, City, State Zip

Courses Taken in Marketing: _____

DECA Offices Held: _____

DECA Activity Participation: _____

Outside Organizations, Leadership Positions and Participation: _____

Work Experience (List Job Title, Dates, and Brief List of Duties): _____

Community Service Experience: _____

DECA's Competitive Event Participation: _____

Individual Skills & Abilities: _____

Agreements & Authorizations

The following agreements must be signed and included in the candidate's District Officer Application. Please contact your District Director, with any questions regarding these agreements.

District Officer Candidacy Guidelines

I have read and understand the Texas DECA District 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 term of office.** I also agree that if elected, I will attend the required conferences and leadership trainings in their entirety.

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 of Applicant

Signature of Parent/Guardian

Printed Name of Parent/Guardian

Signature of Advisor

Printed Name of Advisor

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 District Officers would be useful as a means to contact the officers. In order 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, address, phone number, social media accounts and e-mail address on www.texasdeca.org.

Signature of Applicant

Printed Name of Applicant

Signature of Parent/Guardian

Printed Name of Parent/Guardian

Texas DECA District 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 District Officer's responsibilities. I agree to meet the following expectations and others set forth by the District Director. 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 District Action Plan and submit reports to the District Director, Executive Director or Officer Coordinator according to established deadlines and specifications.

_____ 4. I will attend all required conferences as assigned by the District Director.

_____ 5. I will adhere to the DECA, Texas Association Officer Code of Conduct, Dress Code, Social Media Code 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 District Officers.

_____ 8. I will take proper care of the uniform 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. Contact your District Director for deadline dates.

_____ 10. I understand that I will be required to take an online test, appear before a Nominating Committee, campaign, 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.

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

Signature of Applicant

Printed Name of Applicant

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 District 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 district officer in carrying out the District Officer's District Action Plan by providing tools and training and make sure reports to the District 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 District Officers assigned by the District 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 Code, 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 District Officer required meetings for myself and my officer.

_____ 6. I understand that my student will not be allowed to participate as a District officer candidate if this application packet is incomplete, inaccurate, or received later than the application deadline. Contact your District Director for deadline dates.

_____ 7. I understand that my student will be required to take an online test, appear before a Nominating Committee.

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

Signature of Advisor

Printed Name of Advisor

Principal's Agreement

I give my approval for this student to run for a District office in DECA, Texas Association. If elected, I approve the student and his/her advisor to attend the District/State Leadership Retreat, planning meetings, the District Career Development Conference and all other necessary meetings.

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

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

Signature of Applicant

Printed Name of Applicant

Signature of Campus Principal

Printed Name of Campus Principal

Signature of Advisor

Printed Name of Advisor

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 district office in Texas DECA. If this student is elected to a district 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 of Advisor

District Officer Candidate Checklist

Before submitting your application and supporting documents, please be sure you have included the following:

- _____ Typed copy of your application (Pages 14-15 of this packet)
- _____ Signed copy of all agreements and authorizations
 - _____ District Officer Candidacy Guidelines (Page 16)
 - _____ Social Media Authorization (Page 17)
 - _____ District Officer Statement of Responsibility (Page 18)
 - _____ Advisor Statement of Responsibility (Page 20)
 - _____ Principal's Agreement (Page 22)
 - _____ Advisor Statement of Assurance (Page 23)
- _____ An official copy of your high school transcript through the completion of the previous academic year.
- _____ 3X5 Headshot photo (preferably in a DECA blazer)
- _____ Typed response to the following essay topic. The essay should be 250 words or less.

Essay Topic: How can you help others achieve personal success?