

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.

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	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 two (2) candidates in the state election each year.
- B. An officer candidate is required to attend the DECA, Texas Association State Career Development Conference. (February 23-25, 2017 | San Antonio, TX)
- C. The officer candidate must be a paid member in good standing of an accredited high school chapter of DECA, Texas Association
- D. The candidate must submit a completed Officer Candidate Application no later than the date set for submission. Ten (10) days prior to his/her respective District CDC) Applications must be mailed to:
 - Josh Shankle, Executive Director Texas DECA
 P.O. Box 164908
 Fort Worth, TX 76161
- E. The candidate must score at least 70% on the state officer eligibility exam. Study information is included in this packet as well as on www.texasdeca.org.
- F. 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
- G. All candidates must complete a formal interview with the Interview Committee at the DECA, Texas Association State CDC. Interviews will be scheduled for Friday, February 24th, 2017.
- H. 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 roles for the five (5) Vice President Positions. Newly Elected Officers will assume their official duties after successful completion of this training. Included are excerpts from the current State Officers on how they view their role on the State Action Team.

President

I believe the crucial aspect of the President's position is that it must require the ability to understand your teammates and how they work, in order to further the effectiveness of the team. The officer team is more than just six teenagers meeting deadlines; more effort towards understanding each other must be put in. It is the President's role to ensure that the team is remaining effective in their Program of Leadership not only by pushing towards deadlines, but by making sure that no one person is too burdened, and that each personality is understood and heard equally. Also, the President must be ready to represent all of Texas before any audience whenever the time may come.

-Hayden Pfaff, Vista Ridge HS

VP of Leadership Development

I believe my role as VP of Leadership Development is to be the communication link between the State Action Team and the District Officers. As a team, the ideas and plans we form for membership increases and community service are awesome, but serve no purpose if not well communicated with the members of Texas DECA. By keeping the District Officers constantly updated, I help to set the tone for Texas DECA to be the best we can be.

-Rushil Modh, Klein Oak HS

VP of Social Media

I see my role as the day to day experience creator. There is no practical way for us to connect to all 14,000+ members and social media is the closet we will ever get. We only get in some cases 140 characters to interact with our members. While this is often a challenge, it's the third most influential tool behind the advisor in the classroom and conferences.

-Tyler Barry, Birdville CTAL

VP of Statewide Campaigns

As the Vice President of Statewide Campaigns I have many tasks that are centered around promoting to and educating chapters about our Texas DECA campaigns as well as DECA's national campaigns. I collaborate with my fellow officers regularly to discuss matters regarding our campaigns and to keep the team updated on successes, statistics and progress.

-James Mayville, San Angelo Central

VP of Team Operations

My role is to organize and keep track of all tasks and assignments given to our officers, as well as promoting competence and order throughout the year. I view my role and responsibilities as important as I work with the other positions by facilitating their timeliness and overall coordination. My position contributes to the organization as whole by ensuring that all of the projects that we discuss are carried out effectively and efficiently in efforts to enhance DECA to its fullest potential.

VP of Visual Media

As Vice President of Visual Media, I produce the visual content that takes internal projects and prompts them to our members. These projects become the face of Texas DECA's statewide campaigns, initiatives and programming. Many times my role is to take the ideas of our team and produce a clean, polished final product.

-Marjorie Sproul, New Tech @ Coppell

-Brittney Colbath, Copperas Cove HS



Travel Requirements

State Officers are required to attend several conferences 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 2018 State Career Development Conference (Feb 2018), the 2017-2018 State Officers will attend the following conferences:

International Career Development Conference** | April 24-30, 2017 | Anaheim, California

 New State Officers will take part in the Empower Leadership Series training, serve as Voting Delegates for DECA, Texas Association, assist Executive Officer Candidates in their campaigns, and assist the Executive Director, Officer Coordinator and DECA, Texas Association Board of Directors.

Emerging Leader Summit** | July 7-11, 2017 | Washington, D.C.

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

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

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

Ultimate Power Trip** | November 9-12, 2017 | Philadelphia, PA

 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 2018 | By Request

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



A Guide to Campaigning and Elections

The process to becoming a Texas DECA State 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 current Texas DECA State Officers, the Officer Coordinator, and a member of the DECA, Texas Association Board of Directors.
- 4. Campaign in the exhibit area of the Texas DECA State Career Development Conference.
- 5. 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	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 five (5) 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 or the Executive Director.



Testing Procedures

An on-line test will be administered to officer candidates prior to 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

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 last between 6 to 15 minutes depending on the number of candidates. Each candidate will have an equal amount of time for his/her interview.

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



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 Physically poised and ready Spoke clearly,

forcefully

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 (15 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



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 state 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 state 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 state 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 State 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 STATE OFFICER CANDIDATE SCORING GRID

Interview Committee

	Maximum	Points
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	Points 10 points	Award
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	15 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	
Total Points	100 points	



Campaigning

Limited campaigning will take place in the exhibit hall Thursday night, and all day Friday. Candidates are limited to one campaign booth (electricity is optional and an extra fee is charged) 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 and include a cost for all campaigning materials at **Registration**.

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 <u>only</u> current students should be behind those booths.
- All booths MUST have someone manning the booth during campaign hours.

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 posted by the Interview Committee.
- C. Candidates will be allowed a maximum of two (2) minutes to deliver a prepared, informative campaign speech. In addition, each candidate may be required to give up to a one (1) minute address of an impromptu question immediately following the campaign speeches. 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 Texas, DECA Association Board of Directors.
- 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 State Officers will be announced at the Grand Awards Ceremony.



DECA, Texas Association | State 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 (20)17-18)	
Advisor's Name	::			
Advisor's Email	:			
Advisor's Phone	e Number: ()			
	apter:			
School District:		DECA District: _		
School Address	: <u></u>			
	Number & Street,	City,	State	Zip
Courses Taken i	in Marketing:			
DECA Offices He	old:			
DECA Offices no	eld:			





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 term of office.** I also agree that if elected, I will attend the International CDC, International DECA State Officer Leadership Development Training Conference in July, Texas State and District Officer Training Conference in July, ELS, Ultimate Power Trip and the following Texas State CDC.

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 State Action Team 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 ar	nd prompt attention to this matter. As	
part of a group format, I hereby aut	thorize DECA, Texas Association to display	
	(student name), picture, school	
information, address, phone number	r, 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	



<u>Texas DECA State Officer Candidate</u> <u>Statement of Responsibility</u>

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 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 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 State 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.



<u></u>	be allowed to participate if this packet is ater than the application deadline. {Ten (10) CDC}
before a nominating committee, cam speech. Since each step is a qualifier	required to take an online test, appear appaign, and deliver a 2-minute maximum to the next part of the process, I realize that I any one of these steps should I fail to meet a
11. I understand that I must w interviews and the election session.	rear a DECA blazer for campaigning,
	nd will adhere to all rules, guidelines, and ng as a DECA, Texas Association State Officer.
closing session on Saturday, February session for all newly elected and curr	ed, I must remain overnight following the y 25 th , 2017 until a training an orientation rent state officers has been completed that be at the expense of my local school district
	<u> </u>
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 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 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 State Officer required meetings for myself and my officer.



officer candidate if this application pack	will not be allowed to participate as a state set is incomplete, inaccurate, or received n (10) days prior to your respective District
7. I understand that my student of appear before a nominating interview compaign, and deliver a 2-minute speed	·
8. I understand that my student is campaigning, interviews, and the election	must wear an official DECA blazer for on session.
9. I understand that Texas DECA and registration for all required confere begins at the close of training following	
Sunday afternoon immediately followin training session for all newly elected Sta	ny student must stay Saturday night and g closing session of State CDC for a atte Officers. The hotel and transportation cal ISD or at the expense of the student.
11. I understand that, if my stud the District and State Officer training se Summit. Texas DECA will provide me wirexpected to travel with my students and assignments designated by the Executiv	th lodging and meals, however I am dattend any workshops and complete
Signature of Applicant	Printed Name of Applicant



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 and his/her advisor 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.

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 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 applica	ation packet gives a true and accurate
picture of the applicant's record and t	herefore, 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 hir	m/her fulfill all duties including
accompanying the officer to sessions	as requested.
Signature of Advisor	Printed Name of Advisor



State 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
State Officer Candidacy Guidelines (Page 16)
Social Media Authorization (Page 17)
State 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)