



COLLEGIATE
DECA®

**EXECUTIVE
OFFICER
CANDIDATE**
APPLICATION PACKET

TERM OF SERVICE
2019-2020



INTRODUCTION

As our primary student brand ambassadors, Collegiate DECA executive officers represent more than 15,000 student members to a variety of key stakeholders, including fellow members, advisors, education administrators, business partners, public policymakers and more. Executive officers commit to serve Collegiate DECA for the year in which they are in office. During this year, there is a high level of expectations of each officer.

While challenging, an officer's term also brings personal and professional growth. Executive officers have an opportunity to broaden their horizons by representing the brand. They also meet new people throughout the year - from Collegiate DECA members across the globe to industry leaders who partner with the organization. Plus, executive officers gain four teammates who help support them and challenge them the entire year.

JOB DESCRIPTION & KEY COMPONENTS

The primary responsibility of an executive officer is to serve the organization on local, state, national and international activities. The goal of the Executive Officer Team is to motivate and inspire Collegiate DECA members, advisors, staff, teachers and others to achieve the mission of the organization.

It is the duty of the president and each vice president of the Collegiate division to serve the division and DECA in any capacity as directed by DECA Inc. staff; to promote the growth and development of Collegiate DECA in accordance with the program of leadership during his/her term of office; and to make him/herself available, as necessary, in promoting the general welfare of Collegiate DECA. An executive officer is expected to dedicate their social media networking outlets (Facebook, Twitter, LinkedIn, Instagram, etc.) to communicating messages to their constituents during his/her term in office.

The average executive officer will spend 10-15 hours a week working on executive officer program of leadership responsibilities. It is important to realize that, although academics remain the number one priority, you will not be able to fall behind in your responsibilities to DECA Inc. members. Below is a listing of typical responsibilities for executive officers.

- Program of leadership development and implementation
- Maintain regular and timely communication with assigned DECA Inc. staff
- Maintain regular and timely communication with team members
- Maintain ongoing communications:
 - *Monthly individual reports*
 - *Social media presence*
 - *DECA Direct Online articles*
 - *DECA Direct Magazine articles*
- Participate in the Executive Officer Council meeting
- Travel, as requested, to promote DECA Inc. at conferences and meetings
 - *Keynote address*
 - *Workshop development and presentation*



BRAND AWARENESS + PASSION

In addition to representing Collegiate DECA's members, executive officers represent the Collegiate DECA brand at large. Executive officers are expected to communicate the Collegiate DECA brand, mission and key organizational messages to a variety of audiences. As a representative of the organization, executive officers must abide by certain rules and expectations, including projecting a professional image, using proper etiquette and interacting positively on social media.



LEADERSHIP

Executive officers are expected to adapt of various situations and maintain the strength and poise of confident leaders. Executive officers must exhibit integrity, responsibility and trustworthiness. They are expected to speak with purpose by communicating in a positive, honest and direct way. Executive officers must be mindful of how their actions depict the organization always. Being a leader is not about the leader. It is about those they are leading. Executive officers should strive to serve Collegiate DECA members and put the success of Collegiate DECA above themselves.



GROWTH MINDSET

As an executive officer, there are countless opportunities to grow – personally and professionally. Executive officers must strive to become a better leader to better serve the organization in every way. They will accept and implement feedback whenever possible to improve the skills used in this role. In addition, they will learn from others whenever possible – from DECA Inc. staff to teachers to Collegiate DECA members. Executive officers will accept and seek out constructive criticism and evaluation of their total performance.



ORGANIZATION + MANAGEMENT

The role of an executive officer requires a commitment. Executive officers are expected to travel, meet deadlines and communicate regularly – all in addition to the other responsibilities in life. To be successful, healthy and happy, organization skills are crucial. An executive officer should excel in time management so that they can give their full attention to the task at hand and focus on the present.

WHAT TO EXPECT

The year of serving as an executive officer begins at the conclusion of the 2019 International Career Development Conference in Orlando, Florida, and concludes at the closing of the 2020 International Career Development Conference.

TEAM EXPECTATIONS

- Develop a Program of Leadership
- Attend required meetings, including but not limited to:
 - *Executive Officer Orientation in Orlando, Florida (April 17, 2019)*
 - *Executive Officer Training (June or July 2019)*
 - *ENGAGE Conference (November 2019)*
 - *Executive Officer Mid-Year Meeting (January 2020)*
 - *International Career Development Conference in Atlanta, Georgia (April 22-25, 2020)*
- Wear an official DECA blazer and professional attire to all functions when representing DECA
- Communicate as a team and uphold the professional standards
- Maintain Collegiate DECA brand standards in person and online (social media, email, etc.)

INDIVIDUAL EXPECTATIONS - VICE PRESIDENT

Work to carry out the initiatives of the VP's own platform as well as the goals collectively established by the Executive Officer Team.

- Actively work to carry out the Program of Leadership set forth by the Executive Officer Team.
- Act as an ambassador to your assigned associations by maintaining communication.
- Provide regular updates to DECA Inc. and the Executive Officer Team.
- Use your social media accounts to share Collegiate DECA-related content.

INDIVIDUAL EXPECTATIONS - PRESIDENT

Oversee the implementation of the Program of Leadership. Ensure Vice Presidents are equipped for success, motivating them to serve the constituents they represent and holding them accountable for doing so.

- Maintain regular communication with Executive Officer Team as well as the officer advisor.
- Use your social media accounts to promote Collegiate DECA, always acting in service of DECA's mission and the Executive Officer Team's Program of Leadership.

TRAVEL

Newly elected executive officers are required to attend the executive officer orientation session on April 17, 2019. Departures from Orlando must be scheduled after 4:00 p.m. It is the responsibility of newly elected officers and chartered associations to make arrangements accordingly. All expenses are the responsibility of the chartered association and/or newly elected officer.

Elected officers are required to attend conferences, officer meetings and Collegiate DECA events throughout the year, and comply with guidelines for all travel arrangements. Officers are not permitted to leave early, arrive late, or miss any parts of these events (except in the case of an extreme emergency).

QUALIFICATIONS

The following outlines the minimum requirements that must be met for DECA Inc. to accept a person for executive officer candidacy.

To be eligible for executive office, the following criteria must be met:

- The candidate must have the authorization of the Collegiate DECA chartered association advisor or chapter advisor to run for executive office.
- The candidate must be an active member of Collegiate DECA before March 1, 2019.
- The candidate must have a 2.5 academic average or higher based on an "A" letter grade being equivalent to 4.0 for each of the previous two (2) completed semesters of school prior to the DECA ICDC.
- The candidate's application must be complete and submitted by the deadline.
- The candidate must take the Executive Officer Candidate Exam and obtain a satisfactory score - 70% or better.
- The average of the nominating committee interview score and the executive officer exam must be at least 70%.
- Notice of eligibility must be received from DECA Inc. before a candidate may run for an executive office.
- Officer candidates are reminded that executive officers may not serve as chartered association or local officers - neither in the High School nor Collegiate Division - during their term of office.

APPLICATION

The first step in your candidacy is ensuring the approval of your advisor. If you are a member of a chartered association your chartered association advisor is the only person authorized to initiate executive officer candidate nominations for Collegiate DECA. For independent chapters, which are those not located in a chartered association, the Collegiate DECA chapter advisor is the only person authorized to initiate executive officer candidate nominations for Collegiate DECA.

Running for executive office is intentionally not an easy process. It takes a high level of independence, drive and perseverance to be a successful officer. This campaign process will allow you to showcase those characteristics as well as your dedication and commitment to the members.

INTENT TO RUN FORM (OPTIONAL)

The Collegiate DECA chartered association advisor may submit an "Intent to Run" form for a potential candidate. This form does not obligate the member to run, nor is it required for a member to be accepted as a candidate. It does provide the association advisor and DECA Inc. with notice of potential candidates and offers the candidate the option of taking the exam earlier in the application process.

APPLICATION PROCESS

To complete an official application, the candidate must submit all required forms and obtain all necessary signatures. If you are a member of a chartered association your chartered association advisor is the only person authorized to initiate executive officer candidate nominations. For independent chapters, the Collegiate DECA chapter advisor is the only person authorized to initiate executive officer candidate nominations for Collegiate DECA. Each "association" will be allowed to submit a maximum of two (2) candidates for Collegiate DECA executive office.

The authorized Collegiate DECA advisor may use any procedure s/he wishes to determine which candidate(s) is eligible to run for executive office from the chartered association. It is the DECA chartered association advisor's responsibility to verify all documents and sign the certification for nomination form. Furthermore, it is the responsibility of the chartered association advisor to inform officer candidate(s) of the rules that prohibit executive officers from serving as a chartered association officer during their term of office.

ADMINISTRATION OF THE CANDIDATE EXAM

The candidate exam will be administered through an online testing site. Testing instructions will be provided upon the submission of a completed "Intent to Run" form or candidate application. It is the responsibility of the appropriate advisor to designate an adult proctor for the exam. Testing may occur between **February 1, 2019** and **March 31, 2019**. Any candidates who do not pass the exam will be notified prior to ICDC to end their candidacy. Advisors must schedule the executive officer exam by emailing communications@deca.org. Login information will be provided to the advisor within a few days of the scheduled test date.

All testing must be completed by March 31, 2019.

ELECTION PROCEDURES

The following will be strictly adhered to during officer campaigns:

PRIOR TO ICDC

- **The candidate's full application** must be received by DECA Inc. by the due date. It will be reviewed and notice will be sent to the candidate of his/her eligibility to run.
- **The candidate exam** will be administered through an online testing site. It is the responsibility of the association advisor to designate an adult proctor for the exam. Testing may occur between February 1, 2019 and March 31, 2019. Association advisors must schedule the executive officer exam by emailing communications@deca.org. Log in information will be provided to the association advisor within a few days of the scheduled test date. All testing must be completed by March 31, 2019.
- **Executive officer candidates may not purposely campaign outside of their own association prior to being announced as an official candidate at the International Career Development Conference.** DECA understands that new technologies have made it very difficult to communicate within your chartered association without information being accessed outside of your chartered association. In light of this, DECA will allow the use of your chartered association's DECA website, local newspapers, etc., to announce your candidacy. You are also allowed to mention candidacy on your own personal Facebook, Twitter or other social networking page, meant for friends and close associates. However, going live with a Facebook page, or other social networking pages, dedicated to your candidacy is not permitted until you are declared an official candidate at ICDC. We recommend not publishing your plans to support the high school division elements of the strategic plan, but instead using that during your campaign at ICDC. If you use these media, you must do so with the understanding/risk that these can be accessed by people outside of your chartered association, giving them an advantage in knowing their competition. Social networking pages need to be carefully monitored so as not to become a forum for debate on your candidacy.
- Pre-campaign activities at ICDC may start on **April 13, 2019 at 9 a.m.** This means that your team can make phone calls to set up caucus appointments (to begin after the announcement of official candidates) and begin to set up your booth at the time listed in the program. You must be declared an eligible candidate before actual campaigning and caucus appointments can begin. Candidates are reminded that the set-up and operation of campaign booths and related campaign activities prior to the announcement of candidates by the executive officer advisor is at the candidate's risk. Candidates may begin campaign activities and still fail to be slated by the nominating committee.

NOMINATING COMMITTEE

- Chartered association advisors will be asked to appoint representatives to serve on the nominating committee. The nominating committee may consist of student delegates, a chartered association advisor and/or a member of the DECA Board of Directors. Nominating committee representatives cannot be from an association that has a candidate running for executive office.
- If a candidate is late to a nominating committee interview, s/he will be disqualified unless the committee feels the individual has a reasonable excuse. The following are **NOT ACCEPTABLE** excuses: (a) overslept, (b) the restaurant was slow, (c) chartered association pictures, (d) could not find the room and (e) forgot to check the schedule. Only candidates interviewed by the nominating committee will be qualified for executive office.
- Each candidate will bring a final campaign budget to the interview session, listing expenditures and revenues including in-kind donations. (This would show any changes from the one submitted with the application.) A sample of each of the two (2) promotional items (giveaways) plus any printed material (brochures, flyers, cards, posters, signs, folders) must be brought to the interview session on the first day of the conference. Each of these items should be listed on the final campaign budget. These samples will be returned.
- **No other materials are to be taken to the nominating committee interview**, except for a small bag, if the candidate elects.
- Combined scores on the officer candidate exam and the nominating committee interview, along with the materials submitted for application for executive office, will be used to select qualified candidates.

CAMPAIGNING AND CAUCUSING

- Executive officer candidates are encouraged to focus their campaign efforts on their personal brand and qualifications for leadership.
- Candidates will be allowed **two (2)** promotional items (giveaways) plus any printed material (brochures, flyers, cards, posters, signs, folders). Material distributed during caucusing, at the campaign booth or to any voting delegate may not exceed these two (2) promotional items plus printed material. **That means only 2 giveaways total** – even if one only has limited distribution.

- It is recommended that Collegiate DECA associations and independent chapters take the opportunity to rent campaign booths at the International Career Development Conference. These booths serve as campaign headquarters for officer candidates. Booth rental will be \$100 U.S. currency, and must be reserved by March 4, 2019 to ensure availability: each table-top booth (no pipe and drape backdrop*) will be furnished with one six-foot table two chairs, and an officer candidate name sign, with a total area dimension of approximately 8' x 8'. Booth assignments will be determined by DECA Inc. There is a maximum of one (1) booth per candidate. Candidates must keep all their campaign materials and equipment within the space allotted. Walkways around the booth may NOT be used to extend the space of the booth. DECA reserves the right to make changes in the arrangement of these booths if necessary.
- Each candidate will receive an email by the end of March to order electrical power or other items for the campaign booth.
- Apart from organized caucuses, campaigning is confined to the exhibit hall. **No campaigning is allowed outside of the exhibit hall.**
- Campaign t-shirts with the name or likeness of the candidate can be worn **ONLY** by a candidate's campaign team and **ONLY** in the exhibit hall. Campaign team members must cover the t-shirts when exiting the exhibit hall to comply with the rule that no campaigning is to be done outside of the exhibit hall.
- Candidates will not be allowed to distribute any food or beverage items at any time (including having a bowl of candy, popcorn, fruit, etc.). This includes any activities at the booth, during any caucusing, to members as a thank you, meals to voting delegates, etc. The only exception to this is an individual bottled water in closed, plastic containers. If water is distributed, it will count as one of the two allowed giveaways.
- It is a DECA rule that no campaign material can be attached (taped, glued, tacked, hung, stuck) to the walls, floors or other property of the convention center – even if the campaign team has received permission from convention services. No campaign materials are allowed anywhere in conference hotels (even on the door or window of the candidate's own room). No stickers will be allowed unless previously attached to your campaign promotional items. **No campaigning is allowed near or inside of the Shop DECA store/booth area. Please stay clear of this area.**
- It is the responsibility of each chartered association and candidate to see that ALL campaign material are picked up and removed from the convention center immediately following the close of the campaign booths. Failure to do so could result in the disqualification of the candidate. No campaign material will be allowed in any of the election sessions.
- **An adult advisor must be present during all officer candidate caucus interviews.**
- **There will be no campaigning after curfew.** This includes officer candidate caucuses. All candidates and campaign workers must be in their rooms by curfew and no after-hours online caucusing is to occur.
- If a chartered association or independent chapter believes a campaign violation has been made, the association or independent chapter advisor may notify the DECA Inc. staff member in charge of elections.
- Candidates should keep in mind that they are all running as individual candidates. No "pacts" or agreements should be made between candidates.

CANDIDATE CAMPAIGN SESSIONS

- Each candidate will be given the opportunity for one **3-minute speech** during the designated session at ICDC. Following all of the candidates' speeches/presentations, voting delegates will have an opportunity to submit questions for the candidates. The questions asked will be determined by the election coordinator, and will be limited according to the time available during the session. Once a question is asked, all candidates will have an opportunity to respond.
- Voting delegates are to sit in a reserved section during this session. No campaign material is to be handed out during this session to those in attendance.

ELECTION SESSION

- Those candidates who qualify to run for executive office must attend the election session. Before the ballots are distributed, those who are qualified will come forward when their name is called so the voting delegates know who is still in the running. Candidates will leave the room during the voting, but must remain close in case a re-vote is needed. There will be no campaigning during this time.
- Candidates and their campaign teams should never engage in vote trading – for example, promising your chartered association's voting delegates will vote for a certain presidential candidate if that candidate's chartered association will vote for a certain VP. Doing so compromises the voting delegate's ability to make an independent choice and demonstrates underhanded practices by the candidate. This practice could jeopardize a person's candidacy.

ELECTION AND VOTING PROCEDURES

The Collegiate DECA division elects up to five (5) officers. These include a president and four (4) vice presidents.

All official election and voting procedures will take place at the International Career Development Conference in April 2019. The process will begin with the nominating committee who will determine those individuals who are qualified for executive office candidacy. Only candidates declared eligible can seek nomination. The announcement of all eligible candidates will take place after the nominating committee interviews and again at the beginning of the campaign session.

In the Collegiate DECA division, each geographic unit with current membership will be allowed one (1) voting delegate, plus one (1) voting delegate will be allowed each Chartered Association. One hundred (100) additional voting delegates will be apportioned to Chartered Associations according to their membership sixty (60) days prior to the election/business session as a percentage of the total DECA membership in this division. The number of total votes allowed for each delegation will be announced prior to the conference (these totals will be provided to each association through your DECA Inc. representative and/or Collegiate DECA advisor, as well as to all officer candidates.)

For non-chartered "states" with multiple chapters attending ICDC, the votes will be divided according to membership: if only one voting delegate, the chapter with the highest membership will receive the voting delegate. If more than one voting delegate allowed, the first priority would be to have each chapter represented, as their delegate allocation will allow.

The voting delegates will be seated in a designated voting delegate section by delegation and in alphabetical order. Voting delegates must be seated in the designated voting delegate section at the time that the meeting is called to order. Once the meeting is called to order, no one will be allowed to be seated as a voting delegate. Non-voting delegates in attendance will be allowing to sit in the observers' section only.

A roll call of voting delegates will be taken at ALL voting delegate sessions. If a delegation does not have their maximum number of voting delegates present during a session, the votes will be lost for those delegates not present. Example, if a delegation seats 20 of its 26 delegates, they will lose the 6 votes and maintain only the 20. It is understood that, because of schedule conflicts, a delegation may need to make substitutions with their voting delegates (this may be done without penalty). Also, due to this, voting delegates will not be penalized for not wearing a voting delegate ribbon to the sessions.

Voting will be by secret ballot. Collegiate DECA Bylaws do not require all delegates from an association to vote for the same candidate for a given position; in fact, voting delegates are encouraged to vote independently based on their own assessment of each candidate. Voting will be done by designated voting delegates only. Other official business may also be conducted during the election session. Candidates declared qualified will be announced at the beginning of the campaign session. It will not be necessary for candidates declared eligible to be nominated from the floor.

The voting delegates will rank in order from five (5) to one (1) the candidates they determine should be elected to the officer team. First choice will be indicated with a one (1) and the order descends appropriately from there. Voting delegates may only indicate five (5) candidates to fill the officer team. They may elect fewer than five (5) candidates if they feel it is appropriate; a candidate name left on the ballot without a number receives no vote.

As indicated by Bylaw IV, Section 3: a candidate will receive points for each vote: 1st place = 5 points, 2nd place = 4 points, 3rd place = 3 points, 4th place = 2 points, and 5th place = 1 point. The candidate receiving the highest number of points at the election session and having stated a willingness to serve as president shall be elected president. The next four candidates receiving the most points at the election session and having stated a willingness to serve as vice president shall be elected as vice presidents.

Voting will continue only if there is a point tie for either the position of president or for the fifth seat on the officer team.

If the voting continues, the candidates remaining will come forward as their name is called so that the voting delegates may see which candidates they wish to vote for.

A run-off election will be made not with a rank order system but by simple vote. For the office of president, the candidate receiving the most votes will be elected as president, the opponent will be elected to the officer team and serve as a vice president. For the fifth seat on the officer team the candidate receiving the most votes will be elected.

The newly elected officers will be announced at the conclusion of the Grand Awards Session.

NO CAMPAIGN MATERIAL WILL BE ALLOWED IN ANY OF THE ELECTION SESSIONS.

REQUIRED MATERIALS

APPLICATION REQUIREMENTS

The complete application must be received at DECA Inc. no later than **March 4, 2019**. The following list describes the components of the application. The following materials must be included in an **official DECA folio** to be considered for nomination as a candidate for executive office.

APPLICATION

- Completed Collegiate DECA Executive Officer Candidate Application Form
- Completed Advisor Certification for Nomination Form
- Completed Executive Officer Code of Professional Conduct Form
- Completed Executive Officer Commitment Form
- Completed Willingness to Serve Form
- Completed Campaign Booth Rental Form
- Payment for Campaign Booth Rental, \$100 U.S. payment made payable to DECA.

SUPPORTING DOCUMENTATION

PERSONAL BIOGRAPHY - This personal biography should be written like the officer biographies on the website and may be used in articles related to the conference.

RÉSUMÉ - This professional résumé should focus on your qualifications for executive office and be a maximum of two (2) pages in length.

LETTER OF INTENT - This letter should be written to the nominating committee and should explain your goals and objectives for wanting to serve as an executive officer. This letter should include your plans to support the collegiate division elements of the strategic plan and should encourage the nominating committee to nominate you to run for executive office. This letter should be no longer than two (2) pages.

THREE (3) LETTERS OF RECOMMENDATION - These three letters should focus on the professional aspects of your personality and should demonstrate you as a team player and capable leader. One of your recommenders must be your chartered association advisor, if you are a member of a Collegiate DECA association. Otherwise, one must be completed by your Collegiate DECA chapter advisor.

OFFICIAL TRANSCRIPT - You must submit an official scholastic transcript with the school's official seal or notary. The transcript must include a written description or explanation of the grading procedure and must be signed by a school official. The grading procedure should explain the grades in relation to A, B, C, D, and failing. If the school system's grading procedure grants incomplete as a grade, the "I" must be verified as either a NO GRADE or FAILING. (Note: "unofficial" transcript will be acceptable with the initial submission due on March 4, 2019.)

COLOR DIGITAL PHOTO

The picture should demonstrate your professional side and be from the shoulders up, in a DECA blazer. You should submit it electronically to communications@deca.org no later than March 4, 2019.

CAMPAIGN DETAILS

LIST OF CAMPAIGN ITEMS - You must submit a list of all items that will be used as a part of your campaign. This includes items to be given away as well as items used within your campaign booth (TV, dart boards, basketball hoops, etc.).

PLANNED CAMPAIGN BUDGET - For nomination, you are required to submit a basic budget including all expenditures you anticipate as well as all the revenues you are counting on. The revenues will include in-kind donations. NOTE: *This budget should be as specific as possible, excluding travel costs for your campaign team. See the sample budget below. DECA understands the budget may change prior to ICDC, which is why you must bring an updated budget to the nominating committee.*

| SAMPLE BUDGET | | | |
|----------------------|----------|---------------------------------|----------------|
| EXPENDITURE | QUANTITY | DESCRIPTION | COST |
| Printing | 7,500 | brochures, flyers, banners | \$4,000 |
| Giveaways | 5,000 | pencils, buttons | \$750 |
| TOTAL EXPENSE | | | \$4,750 |
| REVENUE | | DESCRIPTION | INCOME |
| Corporate Donations | | Donations from local businesses | \$2,500 |
| Giveaways | | In-kind donations | \$750 |
| Fundraising | | fundraising | \$1,500 |
| TOTAL REVENUE | | | \$4,750 |

NOMINATING COMMITTEE EVALUATION CRITERIA

The following list represents items that the Nominating Committee will be looking for in the interview process:

PRE-INTERVIEW

Introduced self properly, stated the office seeking, spoke clearly and forcefully, good first impression, physically posed and ready, stood until invited to sit down

APPEARANCE

Good color coordination, clothing clean and well pressed, hair clean and neat, facial appearance clean and natural, wore DECA blazer, good posture, pleasant smile

ATTITUDE

Attentive, enthusiastic, self-confident, supports own convictions, socially at ease and comfortable, alert and responsive, sincere, conscientious, competitive and open-minded

PROFESSIONAL MANNER

Courteous, poised, ability to take constructive criticism, ability to remember names, sense of humor, conversational

SPEECH

Proper grammar, good diction, speaks clearly and smoothly, appropriate word selection, appropriate use of gestures, good eye contact

LEADERSHIP QUESTIONS RESPONSE

Organization of answer, answers are logical and reasonable, answers questions directly and readily, interesting to listen to, precision of word usage (concise, speaks to the point), maintains cool (doesn't get flustered or shaken), thinks question through before answering

DECA QUESTIONS RESPONSE

Organization of answers, answers are logical and reasonable, answers questions directly and readily, interesting to listen to, precision of word usage (concise, speaks to the point), maintains cool (doesn't get flustered or shaken), thinks question through before answering

POST INTERVIEW

Thanked the committee, remained poised, left promptly, still eager

BYLAWS

The following is a copy of the current Articles in the Collegiate DECA Bylaws that outline executive officer candidacy:

COLLEGIATE BYLAW IV - EXECUTIVE OFFICERS

SECTION 1. National Officers: Section 1. Only active members of Collegiate DECA will be eligible for national office in this division. To be eligible as a candidate to run for national office, he/she must have either a grade point of 2.5 or higher for the two most recent semesters or a 2.5 or higher accumulative grade point average based on an "A" letter grade being equivalent to 4.0. Must attain the score necessary for the office desired on the approved National Officer examination, which includes Parliamentary Procedure and DECA Information; must be holding or have held a chartered association or local chapter office; and must submit the approved application, photograph, school transcript, resume, and a letter from the state advisor through a chartered association. If the officer candidate is a member of a chapter that is not part of a chartered association, a letter from the chapter advisor must be included in their application. The chartered association, or independent chapter(s) within the same state, territory or equivalent geographical unit, may submit a maximum of two candidates.

SECTION 2. Upon confirmation of the requirements identified in Section 1, and following a personal interview with each candidate, and after considering all other information then available, the nominating committee will submit to the voting delegates a slate of candidates.

SECTION 3. Election shall be by written secret ballot. The voting delegates will be allowed to cast a vote in rank order from 1 to 5 for the candidates they support. A delegate may choose not to select a full slate of candidates. A candidate will receive points for each vote received: 1st place = 5 points, 2nd place = 4 points, 3rd place = 3 points, 4th place = 2 points, 5th place = 1 point. A candidate must receive at least the number of points that is equal to 51 percent of the voting delegates voting to qualify for election. Each candidate will be polled in advance to determine if they are willing to serve as president and/or vice president. The individual who received the highest number of points that has stated willingness to serve as president shall be elected president. The next four individuals receiving the highest number of points that have stated willingness to serve as vice president shall be elected as vice presidents.

SECTION 4. National officers of Collegiate DECA shall consist of a president and four vice presidents, and will be known collectively as the National Council of Collegiate DECA. It shall be the duty of the National Council to plan for the welfare, to represent and to act for this division as occasions may demand.

SECTION 5. No individual may succeed himself as an officer and no individual may serve as an officer for more than one division.

SECTION 6. The National Council may fill by appointment any vacancy occurring in the national officers for the unexpired term, except the office of president, which shall be filled by the vice president that received the second most points during the election session in which the current National Council was elected.

TIMETABLE FOR EXECUTIVE OFFICER CANDIDATE

All material, information, forms, etc. for application for executive office must be sent to the chartered association DECA advisor in time to meet the received deadline—**March 4, 2019**—to DECA Inc. The campaign schedule is below.*

February 1- March 31 Between February 1 and March 31, the executive officer candidate exam will be administered online and proctored by the chartered association advisor or their designee. Candidates will be notified if their exam score makes them ineligible to continue running.

The association advisor or chapter advisor must schedule the officer exam by emailing communications@deca.org.

March 4 Completed application forms and required supporting data must be received by the executive officer advisor at DECA Inc., 1908 Association Drive, Reston, VA 20191.

April 13 Executive Officer Candidate Interviews, and eligibility announcement
9:00 a.m. - 3:00 p.m., approximately. Campaign booth set-up from 1:00 p.m. - 5:00 p.m.

April 14 Campaign booths will be open for the general public from 8:00 a.m. - 4:00 p.m.

Voting Delegates Briefing/Presidential Campaign Session. Officer candidates must attend.

April 15 Campaign booths will be open for the general public from 7:30 a.m. - 12:00 p.m.
Booths must be taken down at 4:00 p.m.

April 16 Election Session at 10:30 a.m. (or immediately following the Achievement Session)
(Seating begins at 11:30 a.m.)

April 17 Newly elected executive officers will be required to attend Executive Officer Orientation at 9:00 a.m. to completion (approximately 1:00 p.m.) with past executive officers and the executive officer advisor. This is a mandatory meeting. Please make flight arrangements after 4:00 p.m. on this date.

June/July Executive Officer Training. All new executive officers MUST attend or resign their office.

***All dates and times are subject to change.**



EXECUTIVE OFFICER CANDIDATE APPLICATION FORM

Must be received at DECA Inc. no later than March 4, 2019.

Each prospective executive officer candidate and his/her chapter advisor must complete this form and send it to his/her chartered association advisor. *Please type.*

Candidate Information

| | | |
|-----------------------------------|---------------------------------|---------------------------------|
| Name | | Office Sought |
| Home Street Address | | |
| City | State/Province | ZIP |
| Home Telephone Number | Date of Birth | Gender |
| Candidate Cell Phone Number | Candidate E-mail Address | Graduation (Month-Day-Year) |
| DECA appropriate Instagram handle | DECA appropriate Twitter handle | Candidate personal Facebook URL |

Chapter/School Information

| | | |
|-------------------------|-------------------|----------------------|
| Chapter/School Name | | Chapter Advisor Name |
| City | State/Province | ZIP |
| School Telephone Number | School Fax Number | |

DECA Information

Number of years in High School DECA (if any):

List of High School DECA Offices Held (if any):

Number of years in Collegiate DECA:

List of Collegiate DECA Offices Held:

Future DECA Objectives:

Current Employer (if applicable):

Career Objectives:

Additional Leadership Roles Outside of DECA (on campus or in the community):



**COLLEGIATE
DECA**
CERTIFICATION FOR NOMINATION

CERTIFICATION BY CHAPTER ADVISOR + SCHOOL ADMINISTRATOR

The credentials for _____ (officer candidate), the choice of our chapter, are attached. To the best of our knowledge, this applicant meets the qualifications specified in the DECA bylaws and the current guidelines and the current guidelines for executive office—the candidate below has held or is holding a chapter or chartered association officer position with Collegiate DECA.

If nominated, this candidate will receive the enthusiastic support of the school, chapter and advisor in the execution of his/her campaign for office.

Chapter Advisor's Signature

School Administrator's Signature

School/Chapter

City

State/Province

ZIP

CERTIFICATION BY CHARTERED ASSOCIATION ADVISOR (if applicable)

The credentials for _____ (officer candidate), the choice of our chartered association, are attached. To the best of our knowledge, this applicant meets the qualifications specified in the Collegiate Division bylaws and the current guidelines for executive office.

If nominated, this candidate will receive the enthusiastic support of the chartered association and advisor in the execution of his/her campaign for office.

Chartered Association

Signature of Chartered Association Advisor



EXECUTIVE OFFICER CODE OF PROFESSIONAL CONDUCT

As the elected representatives of the student members of DECA's High School and/or Collegiate DECA Divisions, executive officers assume and accept a high degree of responsibility to conduct themselves in a manner that brings credit to themselves, the organization and the members.

Because ultimate responsibility for DECA's finances, procedures and policies of necessity remain the sole purview of the elected board of directors and their executive director, the executive officers are precluded from:

- Entering into any contractual relationship on behalf of the organization and
- Committing the organization to any policy without specific authorization of the board of directors or executive director.

By signing this Executive Officer Code of Professional Conduct, individual officers agree to abide by the policies described below and to assume responsibility for their conduct while serving as an executive officer. The specific areas of violation are listed to provide guidance to the officer, and are not to be considered as all-inclusive.

CATEGORY 1. PROFESSIONAL RESPONSIBILITIES AND STANDARDS

As an executive officer, I will

- complete and submit all reports and assignments on time and correctly formatted.
- attend and participate in all called meetings, conferences and appointments.
- comply with all conference rules and regulations including curfews, dress codes, etc.
- abide by the executive officer dress code while representing the association.
- follow instructions given by the Executive Officer Advisor.
- not use tobacco products while visible (in the presence of student members or advisors, online, etc.)
- not use profanity or other vulgar or inappropriate language or behavior.
- not lie, cheat or steal.
- not consume or possess alcoholic beverages while representing the organization, regardless of age.
- not engage in any activity that may be perceived as violating the rules of conduct for the function I am attending (follow the higher standards of conduct of either the function or the Executive Officer Code of Conduct).
- obtain advance approval from the Executive Officer Advisor for all activities where I am representing DECA/Collegiate DECA. *Officers may not independently solicit invitations to meetings or conferences.*

Violations of the Professional Responsibilities and Standards may result in travel suspensions and, ultimately, removal from office. These violations are focused on the officer's representation of DECA/Collegiate DECA at any activity. Violations will be documented and the penalties will be assessed by DECA Inc. staff.

CATEGORY 2. CONDUCT UNBECOMING AN EXECUTIVE OFFICER

As an executive officer, I will not

- violate the law, including but not limited to
 - consuming or possessing alcoholic beverages or other controlled substance.
 - theft or other felony crimes.
- represent someone else’s work as my own.
- engage in any manner of sexual conduct/harassment or other activities that may discredit the organization (includes written or verbal comments and all forms of physical contact).
- discriminate against others.
- violate one or more of the Professional Responsibilities and Standards to a degree deemed as extreme by the Executive Officer Advisor (i.e., using excessive profanity to a staff member or advisor, etc.).

Violations of Conduct Unbecoming an Executive Officer will result in suspensions or removal from office. A violation of the Conduct Unbecoming an Executive Officer does not necessarily have to be associated with the officer’s representation of DECA/Collegiate DECA. Violations will be documented, and penalties assessed by the Executive Officer Advisor. Officers may appeal the decision to the Board of Directors.

The chartered association advisor and officer will be notified in writing of any violation when the penalty is assessed.

I, _____, understand and agree to this Code of Conduct.

| | |
|-------------------------------|------|
| Officer Candidate’s Signature | Date |
|-------------------------------|------|

I have read the above and understand this code of conduct as it pertains to the executive officer candidate.

| | |
|---|------|
| Parent/Guardian Signature (if under 18 years old) | Date |
|---|------|

| | |
|---|------|
| Chartered Association Advisor’s Signature | Date |
|---|------|

Adopted by DECA Inc. Board of Directors 1998



EXECUTIVE OFFICER SOCIAL MEDIA EXPECTATIONS

As DECA Inc.'s executive officers, you will represent DECA at all times, especially online. Your social media actions will not only reflect you, but DECA as an entire organization. Anything you tweet, share or post will have a direct impact on DECA Inc., as well as its members, advisors, partners and all constituents.

In addition to adhering to the Code of Conduct, below are expectations for executive officer use of social media, which should be broadly understood for purposes of this policy to include Twitter, Instagram, Facebook, Snapchat, blogs, message boards, chat rooms, electronic newsletters, online forums, social networking sites, and other sites and services that permit users to share information with others in a contemporaneous manner.

EXPECTATIONS

The following principles apply to professional use of social media on behalf of DECA Inc., as well as personal use of social media when referencing DECA Inc.

- A. Executive officers are responsible for promoting DECA Inc. programs, activities, conferences, announcements, etc., on social media. DECA Inc. will occasionally share or repost executive officers' social media posts, but it is not expected of DECA Inc. to do so. Executive officers are DECA's brand ambassadors; DECA Inc. is *not* theirs.
- B. Executive officers should be aware of the effect their actions may have on their images, as well as DECA Inc.'s image. The information that executive officers post or publish may be public information for a long time, and could hold great weight with DECA's constituents. It is of the utmost importance that executive officers think before they post and weight the impact their social media activity could have on an organization of over 225,000 individuals.
- C. Executive officers should be aware that DECA Inc. (or any of DECA Inc.'s members, advisors and partners) may observe content and information made available by executive officers through social media. Executive officers should use their best judgment in posting material that is neither inappropriate nor harmful to DECA Inc., its executive officers, members, advisors and partners.
 - If a member, advisor or partners alerts DECA Inc. to any questionable content an executive officer has posted on his or her personal or private social media accounts, DECA Inc. reserves the right to take disciplinary action on the executive officer(s) responsible for the content.
- D. Executive officers must brand their DECA-related accounts appropriately and professionally to meet DECA's branding guidelines. Officers may take branded items from DECA's social media accounts or websites, or may reach out to the communications department to receive any specific branding items. Appropriate branding includes but is not limited to:
 - Facebook cover photos
 - Twitter header photos
 - Bio's on Twitter and Instagram
 - Must include your official title and a link to www.deca.org.
 - Handle or usernames (Twitter + Instagram)

- For high school presidents - @DECA_NAME // @DECANAME
- For high school regional vice presidents - @decavpNAME
 - It is important that your name is exactly the same on both Twitter and Instagram.

**It is important that your name is exactly the same on both Twitter and Instagram.*

***In the situation where a designated username has already been taken, an exception can be made.*

- E. Any content posted on social media should always adhere to the standards explained in the Code of Conduct. Although not an exclusive list, some specific examples of prohibited social media conduct include posting commentary, content, or images that are defamatory, proprietary, harassing, libelous, or that can create a hostile environment, on and offline. Other content that executive officers are **explicitly** prohibited from posting about include:
- Politics – DECA does not support taking a stance on *any* hot button topics. Please remember that DECA Inc. is bipartisan because it is in the education landscape, and has a civic responsibility to not influence the choices of others in these matters.
 - *With the exception being anything related to The Carl D. Perkins Vocational and Technical Education Act, DECA’s Congressional Advisory Board, or any advocacy trips and/or DECA conference activities that are taking place on government property.*
 - Religion – DECA Inc. has a diverse and unique membership and strives to be inclusive towards all its members by remaining neutral towards religions holidays, events and traditions.
 - *For example, we ask that executive officers use the term “Happy Holidays” instead of “Merry Christmas”*
 - Alcohol beverages, alcoholic consumption, controlled substances, illegal drugs, tobacco products, e-cigarettes, vaporizers or partying of any kind.
- F. Executive officers are not to publish, post or release any information that is considered confidential or not public. If there are questions about what is considered confidential, executive officers should check with the high school division assistant director or DECA’s communications department.
- G. Social media networks, blogs and other types of online content sometimes generate press and media attention or legal questions. Executive officers should refer these inquiries to authorized DECA Inc. spokespersons, through the appropriate DECA staff, and are not to engage in any unauthorized press or media inquiries without permission from DECA Inc.
- H. Executive officers should get appropriate permission from the high school division assistant director or DECA’s communications department before referring to or posting images of questionable content.

DECA ACCOUNTS + PRIVATE ACCOUNTS

DECA-Related Social Media Accounts

Upon being elected as a DECA Inc. executive officer, you will be asked to create official, DECA-related social media accounts. The content posted on these accounts should always relate to DECA's mission statement and guiding principles, as well as adequately represent your position as an officer and DECA brand ambassador.

You can create your official, DECA-related social media accounts in one of two ways:

- 1) Transition your existing social media accounts into your official, DECA-related social media accounts by changing your handles and updating your information to adhere to the branding guidelines explained in Item D.
- 2) Create new social media accounts that will serve as your official, DECA-related accounts for the duration of your term, and will follow to the branding guidelines explained in Item D.

If questionable content is posted by an executive officer on his or her DECA-related social media account, DECA Inc. reserves the right to monitor the content in question, request a discussion with the officer about the content, mandate that the content be removed and enact any disciplinary action on the executive officer responsible for the content.

Personal Accounts

It is highly recommended that executive officers keep separate personal accounts to limit incidents of unfortunate judgement. Even if you have a separate, personal account, you are still expected to adhere to DECA's Code of Conduct and DECA still reserves the right to discuss inappropriate posts, request the removal of content or enact disciplinary action on any executive officers who put DECA Inc.'s reputation at risk via content posted on a personal account.

To eliminate any confusion or issues down the road, we ask that you decide now if you would like to create separate, personal accounts. You are allowed to change your mind later and create a separate, personal account.



EXECUTIVE OFFICER COMMITMENT FORM

The following are commitments required of all DECA executive officers.

- Present myself and DECA in a professional manner always.
- Make DECA a priority for my term in office.
- Become knowledgeable in marketing, finance, hospitality, management, entrepreneurship, competitive events and all other DECA programs.
- Travel and complete assignments given to me as a duty of my office.
- Maintain regular communications with my constituents, my Executive Officer Team members and the Officer Advisor.
- Develop into a competent and professional speaker through preparation and practice.
- Accept, internalize and seek feedback throughout my term.
- Serve as a contributing member of the Executive Officer Team, always maintaining a cooperative attitude.

I have read, understand the items listed above as well as the Code of Conduct, Role Responsibilities and Officer Expectations. If elected, I commit to following the rules and procedures outlined in this handbook. I recognize that breaking policies or these rules may result in limitations being set on my roles as an executive officer and/or the possible removal from office.

Officer Candidate's Signature

Date

Parent/Guardian Signature (if under 18 years old)

Date

Chartered Association Advisor's Signature
(if applicable)

Date

 COLLEGIATE
DECA
CAMPAIGN BOOTH RENTAL FORM
INTERNATIONAL CAREER DEVELOPMENT CONFERENCE

Type or Print Clearly

Yes, _____ would like to reserve a campaign booth for our executive officer candidate.
Chartered Association

Please reserve a booth for:

| | |
|--|--|
| _____ Candidate's Name | _____ Office Sought |
| _____ Candidate's Street Address | _____ Candidate's City, State/Province, Zip |
| _____ Candidate's Phone | _____ Candidate's E-mail Address |
| _____ Chartered Association Advisor | _____ Chapter Advisor |

Please return this form with your \$100 U.S. currency or equivalent check payable to DECA. Must be received at DECA, 1908 Association Drive, Reston, VA 20191, no later than March 4, 2019.



WILLINGNESS TO SERVE FORM

Instructions: Make your decision regarding which role(s) you are willing to serve on the Executive Officer Team and fill out ONLY the appropriate box. You may appeal your decision only until the nominating committee meeting to determine candidate eligibility begins. That meeting takes place on **April 13, 2019**. Appeals must be made in writing to the director of elections. The appeal may be emailed to communications@deca.org prior to **April 13, 2019** or delivered in person (at the hotel) prior and up until the beginning of the officer candidate orientation session.

I, _____, am willing to serve in *either* the role of **President** *or* the role of **Vice President**, depending on the voter decision. I understand that due to the selection process every voting delegate will have the choice to elect all five members of the Officer Team and that based on their decision the roles will be decided.

Signature

Association/Chapter

OR

I, _____, am willing to serve in *only* the role of **President**. I understand that due to the selection process every voting delegate will have the choice to elect all five members of the Officer Team and that based on their decision the roles will be decided. If they do not give me the highest-ranking then I forfeit any role on the Officer Team.

Signature

Association/Chapter

OR

I, _____, am willing to serve in *only* the role of **Vice President**. I understand that due to the selection process every voting delegate will have the choice to elect all five members of the Officer Team and that based on their decision the roles will be decided. If I receive the highest ranking, which according to the bylaws would allot me the role of President, then I forfeit the chance to be President and instead accept the role of Vice President on the Officer Team.

Signature

Association/Chapter