

State Officer Candidate Application Packet

Executive State Officers

2021-2022

Letter to Chapter Advisors

Missouri DECA Chapter Advisors,

The Missouri DECA State Officer Program provides tremendous opportunities for students to gain new leadership skills, learn critical thinking, improve their planning and organization skills, become stronger speakers, demonstrate initiative, and much more. In short, it is a unique and valuable experience that we are excited to share with your students.

Along with the considerable benefits that come with being a State Officer, there are important responsibilities that officers take on and we need your help to ensure that students who plan to run for state office are aware of these responsibilities and, if elected, both you and they will ensure that those responsibilities are fulfilled.

As an advisor with a candidate and (if elected) a State Officer the expectation is that you will:

- **Assist** your candidate with completing all required aspects of the State Officer candidate application and review their campaign speech and campaign materials.
- Make a personal commitment to cooperate with the State Advisor and State Officer Advisors to ensure that your State Officer fulfills all of their State Officer responsibilities.
- Serve as an ongoing mentor to your State Officer.
- **Arrange** additional time to work with your State Officer.
- Review with your State Officer the State Officer Team Program of Work and Progress Reports to ensure that they are on track and up to date on all assignments.
- **Assist** with travel arrangements, notify parents/guardians to transport or you transport your officer when necessary.
- Edit and review materials and communication before officers submit and distribute them.
- **Provide** your officer with workspace supplies, telephone access, email access and any necessary financial support when appropriate.

By signing the forms included in this packet you are making a commitment to your candidate/state officer and Missouri DECA. Training/directing our State Officers is a team effort and it is essential that the officer's advisor is a part of that team.

Thank you for encouraging your student to step forward and seek a State Officer position with Missouri DECA.

Sincerely,

Cindy Shannon

Cindy Shannan

Missouri DECA State Advisor

Application Procedures

Overview for the Candidate

We are excited that you are considering running for a Missouri DECA State Office. This is an excellent opportunity to develop your leadership skills and professionalism essential for a successful career. Along with the opportunities and benefits of being an officer comes many important responsibilities. *Please strongly consider running for state office only if you are very organized, motivated, and eager to work as a team, show initiative and exhibit high moral and ethical standards*.

The average State Officer will spend five to ten hours a week working on their State Officer assignments and responsibilities. Prior to State Officer meetings, conferences and DECA events the amount of time required tends to spike as officers finalize preparations and polish up assignments. It is important to realize that although academics remain the number one priority, you will not be able to fall behind in your responsibilities as a DECA officer.

You will be required to participate in the team decision making process, perform your assigned tasks, and attend all required conferences and events. It is important to understand that if you are elected you will be required to attend conferences, officer meetings and DECA events throughout the year. You will not be allowed to leave early, come late, or miss any parts of these events (except in the case of an extreme emergency). The expectation is that your State Officer responsibilities and commitments will take priority to any added extra-curricular activities but always after your academics.

Please carefully review the documents and information in this packet to be sure that you fully understand what will be expected/required of you as a State Officer if you are elected.

If you are willing to make this kind of commitment and are the type of person that has the drive to succeed and dedication to get the job done, a DECA office is definitely for you! If you are unsure, you may want to speak with your advisor to see if running for a State Officer is right for you. If you decide to run for office, be assured that holding state office will be one of the most memorable experiences of your life and one of the most effective career preparation experiences you could ever have while in high school. Be ready to make Missouri DECA your first priority and be willing to present a favorable image on behalf of our organization.

State Offices

Each Missouri DECA chapter is allowed to submit one candidate per executive office for President, Vice President of Advocacy, Vice President of Business Partnerships, Vice President of Communication, and Vice President of Community Service, and Vice President of Membership. **No candidate can be a senior since the term is a full year March to March. Any candidate running for State Office must compete at District Competition and is strongly encouraged to compete at State Competition.** These 6 officers will be elected during the virtual State Career Development Conference from March 1-22, 2021.

Applications

Each candidate must submit a completed application to Missouri DECA, Department of Elementary and Secondary Education, P.O. Box 480, Jefferson City, MO 65102. The application may be sent by mail or electronically to the State Advisor and must be postmarked by **February 15, 2021**.

- The application requires:
- 1. **Applicant contact information** as well as other general information.
- 2. **An essay** written by the candidate describing his/her desire to serve as a Missouri DECA State Officer.
- 3. Three letters of recommendation. One letter each from the following:
 - a. An administrator
 - b. An advisor or a teacher
 - c. A community member or an employer
- 4. Signatures of Assurance in the form of
 - a. A DECA chapter advisor's signature endorsing the candidate,
 - b. A counselor's signature verifying a minimum 2.75 cumulative grade point average on a 4.0 scale, and
 - c. A parent/guardian's signature allowing the applicant to run and to accept a state office if elected.
- 5. Acceptance of Responsibility and Understanding of Election Process in the form of the applicant's initials and signature acknowledging that he/she fully understands the terms of office, is willing to fully accept responsibilities if elected, understands the election process, and assures that all information on the application is correct. This also requires an administrator's signature.
- 6. Internet Permission Form

Required Conference Attendance

All Missouri DECA State Officers are required to attend each of the following conferences. <u>Candidates</u> who will not be able to attend these conferences should not apply.

- Emerging Leaders Summit, MO State Officer Training prior July 2021 location TBD
- Fall Leadership Conference, Branson, MO October 10-11, 2021
- *Central Region Leadership Conference Milwaukee, November 2021
- State Career Development Conference Planning Meeting, Crown Center, KC, MO January 8-9, 2022
- District Competitive Events Conference Determined by individual district (February)
- Vice President of Advocacy MUST attend Legislative Day, Jefferson City, MO (usually mid-February)
- State Career Development Conference, March 13-15, 2022, Crown Center, KC, MO.
- *International Career Development Conference, April 22-27, 2022 Atlanta, Georgia
- In addition to attendance at these conferences, wardrobe requirements will be addressed & chosen by State Officer Advisors/DECA State Advisor with items purchased (DECA blazer excluded from reimbursement from MO DECA) by MO DECA including; 2 bottoms (khaki skirt/slacks) 3 blouse/shirt and 3 neckties/1 jewelry set.

*NOTE: All State Officers are encouraged to attend Central Region and ICDC. MO DECA will pay for registration and lodging at the Emerging Leader Summit.

Letter of Confirmation

Each candidate will receive an email from the State Office prior to the State Career Development Conference either accepting or denying his/her application for office. All components of the application process must be complete for the candidate to be allowed to proceed.

Election Procedures

Overview

After the application is approved; there are three steps in the Executive Officer election process. All officer candidates are **required to wear a DECA blazer** for the testing, reception, campaign session, interviews, and the election session. Any candidate not wearing a DECA blazer for these events will not be allowed to participate in the election process. Each step is a qualifier for the next step. They are as follows:

Step One: Written Testing

- We will be utilizing Zoom to conduct the tests and interviews. Master schedules will be shared with candidates' time slots. Zoom can be accessed on the candidates' phones if wifi or internet is an issue. The virtual rooms are set up so that the proctors have to click a button to allow students into the virtual room at their allotted time.
- An objective test will be given to all officer candidates March 1st, 5-7pm virtual platform will be used. Each student will test separately. The test has been shortened and each candidate will have 20 minutes to complete the test. The test questions will be shown on the screen via screen share for the candidates to see and the proctor (myself, Mrs. Fannin, or Mr. Buening) will read each question out loud. Students will be required to be by themselves on video and turn the camera to show the proctor their testing environment. Also, students will be required to sit back in their chairs with their hands showing at all times to prevent cheating. We will record each of the testing sessions for our records.
- The test will evaluate the candidate's knowledge of Missouri DECA and DECA Inc. A study guide ("Missouri DECA Information Resource Manual") and objective sheet are available from your Chapter Advisor and on the Missouri DECA website. A virtual platform may be used if in-person is not possible.
- The top candidates in each office achieving the **minimum score of 70%** will be scheduled for an interview with the Screening and Nominating Committee.

Step Two: Screening and Nominating Committee Interview

- Executive Office interviews will take place virtually March 2nd, 5-7pm. Each candidate will be given login information to report to the interview at their scheduled time.
- Each student will interview separately and will have a 15-minute time slot. Members of the Leadership Committee will ask a series of questions for each candidate to answer verbally. We will record each of the interview sessions for our records.
- The Screening and Nominating Committee for each executive office is comprised of previous state officers, state officer advisors, and Missouri DECA staff.
- The rank of the test scores and interview scores for each office will be added together to determine the cumulative rank. The top three candidates for each executive office will participate in a question/answer process.
- Preparation materials are available on the Missouri DECA website.

Step Three: Election of Executive State Officers

- March 3rd, 5pm: Candidates will receive individual emails on their status as a candidate, if they did not pass the test (70% or higher) they will not move on to voting and will not submit a video for Q&A. Candidates will receive question for Q&A video.
- March 5th, 5pm: Q&A Videos uploaded to YouTube and link sent to Mrs. Shannon
- March 8th, 8am: Candidates can post videos to their campaign social media pages once videos are approved
- March 9th-11th: Voting
- March 16th, 5pm: District Advisors must submit completed voting ballots as a district to Mrs.
 Shannon
- March 19th: Winner announced at virtual Grand Awards ceremony

 March 22nd, 5:00pm: Winners will receive information packets, pins will be given at summer training in July

Determination of Winner

The winning candidate for each office will be determined by cumulative rank. The test score, interview score, and total votes cast will each be ranked. These ranks will be added together, and the candidate with the lowest total rank will be declared the winner. If there is a tie, the candidate with the highest test score will be the winner.

Campaign Procedures

Overview

• The goal of this session is to allow candidates the opportunity to share their platform and qualifications with the voting delegates.

Campaign Rules and Guidelines

The following rules and guidelines apply to campaigning procedures and set up before testing.

- Video/Voting: The candidates who pass the test will be required to submit a recording of themselves answering the question provided by Kaylee Chappelow, State Officer Director on March 3rd. The video can be no longer than 1 minute in length or it will not be accepted. Videos must be uploaded to YouTube and the link emailed to Mrs. Shannon at cindy.shannon@dese.mo.gov by March 5th at 5:00pm. Once approved by Mrs. Shannon, the candidates can post their videos to their campaign social media pages. The voting period will be 3 full days. Voting delegates will vote using ballots emailed to Chapter Advisors. Chapter Advisors will submit ballots to District Advisors. District Advisors will submit completed voting ballots to Mrs. Shannon.
- If candidates desire to post videos to share their story with the voting delegation they may do so using social media (sharing all sites with Ms. Chappelow). If the video is inappropriate, the applicant will be withdrawn as a candidate. Social Media campaigns may be activated and utilized after the candidate has been approved and notified via email by the State Advisor.

Attire: Professional Dress is required for the interview, testing, and video recordings. A jacket is required (DECA Blazer preferred, but we realize it may not be possible due to stay at home circumstances). No t-shirts or tennis shoes allowed.

Candidates are encouraged to use creativity in marketing themselves. This step of the election process does not factor into the calculation of cumulative rank, but does give the candidate an opportunity to position his/her goals and qualifications in the minds of voting delegates.

Test Preparation

A written objective test will be given to ALL officer candidates. The test will evaluate the candidate's knowledge of DECA and marketing, through a combination of true/false, multiple choice and short answer questions. Candidates will have up to 20 minutes to complete the virtual test. A study guide ("Missouri DECA Information Resource Manual") and objective sheet are available on the Missouri DECA website, which were used to construct the test.

The top candidates in each office achieving the **minimum score of 70%** will be scheduled for an interview with the Screening and Nominating Committee.

Sample Test Questions

True or False:

- 1. Missouri DECA offers eight team decision making events.
- 2. The Missouri DECA Magazine is called *DECA Dimensions*.

Multiple Choice:

- 3. POAs are extremely important for State Officers. Which of the following is false about POAs?
 - a. State officers are required to prepare a POA.
 - b. To attend the International CDC, a POA must be submitted that meets the minimum criteria.
 - c. POAs document activities carried out by the officers during the school year.
 - d. Each state officer is required to implement six activities as part of the POA.
- 4. The group responsible for setting policies and guidelines for National DECA is:
 - a. DECA Inc.
 - b. The DECA Board of Directors
 - c. The National Officer Team
 - d. The NAB

Short Answer:

5.	Fill in the correct word in the blank to complete the new DECA Mission Statement.				
	DECA prepares emerging (a)	and (b)	in		
5.	What are the dates of this year's Central Region Leadership Conference?				

EXECUTIVE OFFICER CANDIDATE TIMELINE

Virtual Election Schedule:

- March 1st, 5-7pm: Testing
- March 2nd, 5-7pm: Interviews
- March 3rd, 5pm: Candidates will receive individual emails on their status as a candidate, if they did not pass the test (70% or higher) they will not move on to voting and will not submit a video for Q&A. Candidates will receive question for Q&A video.
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Interview Structure and Screening Criteria

For all officer candidates, the Screening and Nominating Committee will be comprised of former State Officers, State Officer Advisors, and Missouri DECA Staff Members. The purpose of the interview is to further evaluate the candidates and determine who the most qualified candidates are. This is a professional interview that will test each candidate's knowledge, give insight into their personality, and allow each prospective officer to share their vision for Missouri DECA.

Responses to Character Questions (20 points)

Candidate's answers show a strong sense of character, genuineness, and honesty. Answers suggest the candidate will work well with fellow DECA members. Answers are logical and reasonable. Candidate maintains composure, uses precise words, delivers a well-organized answer, and is engaging.

Responses to DECA Questions (20 points)

Candidate's answers show a strong understanding of both National DECA and Missouri DECA. Ideas and plans for Missouri DECA are strong and reasonable. Answers show the candidate is sincerely interested in the success of the organization. Candidate maintains composure, uses precise words, delivers a well-organized answer, and is engaging.

Responses to Leadership Questions (20 points)

Candidate's answers show understanding of traits of an effective leader. Answers suggest the candidate has self-initiative, dedication, and the ability to motivate people to accomplish a common goal. Candidate maintains composure, uses precise words, delivers a well-organized answer, and is engaging.

Speech (15 points)

Proper grammar Articulation Good diction

Appropriate use of gestures Good eye contact

Attitude and Professionalism (15 points)

Attentive Self-confident Enthusiastic

Sincere and courteous Poised Socially at ease and comfortable

Appearance (5 points)

Well groomed Appropriate business attire DECA blazer

Introduction and Exit (5 points)

Proper introduction Clear, confident speech Good first impression
Thankful to committee Prompt exit Good final impression

Responsibilities of Missouri DECA State Officers

General Responsibilities

It is vital that each Missouri DECA State Officer understands his or her responsibility to the Missouri DECA Association. Each member of an effective State Action Team recognizes that contributions to the team goals will advance the entire state organization at a greater level than concentration on individual goals. In addition to a Program of Activities, State Officers also provide leadership in multiple ways – from developing the conference theme to presiding over sessions – at the State Career Development Conference.

Required Conferences

All Missouri DECA State Officers are required to attend each of the following conferences.

- 1) Emerging Leaders Summit, MO State Officer Training prior July 2021
- Fall Leadership Conference, Branson, MO October 10-11, 2021
 *Central Region Leadership Conference Milwaukee, November 2021
- 3) State Career Development Conference Planning Meeting, Crown Center, KC, MO January 8-9, 2022
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- 5) Vice President of Advocacy MUST attend Legislative Day, Jefferson City, MO (usually mid-February)
- 6) State Career Development Conference, March 13-15, 2022, Crown Center, KC, MO.
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In addition to attendance at these conferences, wardrobe requirements will be addressed & chosen by State Officer Advisors/DECA State Advisor with items purchased (DECA blazer excluded from reimbursement from MO DECA) by MO DECA including; 2 bottoms (khaki skirt/slacks) 3 - blouse/shirt and 3 neckties/1 jewelry set.

*NOTE: All State Officers are encouraged to attend Central Region and ICDC. MO DECA will pay for registration and lodging at the Emerging Leader Summit.

Program of Activities

All Missouri DECA State Officers are required to complete a Program of Activities (POA) according to guidelines stated in the Program of Activities section of the State Officer Handbook.

- Complete a slate of approved activities which addresses the State Action Team's goals.
- Adhere to all deadlines set by State Officer Advisors/ Leadership Trainer.
- Submit monthly paperwork by deadline to assigned State Officer Advisors/ Leadership Trainer.
- Submit documentation of completed activities in the provided three-ring binder prior to the State CDC.

Maintain Contact with State Officer Advisors

All Missouri DECA State Officers are required to keep in close contact with the State Officer Advisors throughout the year.

- Consult your assigned State Officer Advisor if in doubt about an activity meeting minimum Program of Activities requirements.
- Contact your State Officer Advisor if you have *any* obstacles that create difficulty in fulfilling your role as a State Officer.

Further Responsibilities

- Attend the District Career Development Conference in the capacity as a State Officer and participate in a competitive event.
- Wear an official DECA blazer and professional attire to all functions when representing Missouri DECA.
- Consult and cooperate with your Chapter Advisor, District Advisor and District Competitive Events Director on all district activities.
- Submit photographs and articles as requested by the State Vice President of Communication.
- Act in a professional manner at all times. Your actions are representative of all members of Missouri DECA. Reflect a positive image on behalf of our organization.
- Comply with guidelines for supervised travel arrangements. Members of the State Officer Team are **required** to have an adult advisor supervise all transportation.
- Although not required, State Officers are strongly urged to attend Legislative Day.

Duties of Missouri DECA State Officers

State President

- Oversees all activities conducted by the State Action Team and works closely with the State Advisor, State Officer Advisors, and the State Action Team to ensure that all undertakings are successful.
- Acts as the primary public relations agent and makes as many public appearances as possible on behalf of Missouri DECA.
- Create and implement strategies to increase awareness and membership across the State.
- Responsible for leading the Missouri DECA delegation in all DECA conference meetings, including ICDC.
- Responsible for maintaining communication between all members of the State Action Team throughout the year.
- Supervises the development, implementation, and evaluation of the Leadership Development goal of the State Action Team's Program of Activities and assists the District Vice Presidents in carrying out the goal.
- Assumes the main leadership role at the State Career Development Conference.
- Provides articles and pictures for state publicity.
- In addition, the President oversees the implementation of all other goals.

State Vice President of Advocacy

- Supervises the development, implementation, and evaluation of the advocacy goal of the State Action Team's Program of Activities and assists the District Vice Presidents in carrying out the goal.
- Serves as a coordinator for special projects adopted by the State Action Team with legislative outreach.

- Attends ACTE Legislative Day to inform members of Missouri General Assembly about DECA. Be sure you check with your advisor about your DECA District CDC to see if it conflicts BEFORE you apply for this office.
- Maintains contact with members of Missouri DECA's Congressional Advisory Board with updates and news about Missouri DECA as provided by the Vice President of Communication
- Provides articles and pictures for state publicity.
- Supervises Legislator's Breakfast planned and implemented in January every year with assistance from entire SAT.
- Assumes a leadership role at the State Career Development Conference.

State Vice President of Business Partnerships

- Conducts the planning, organization, and implementation of statewide initiatives to develop business partnerships with Missouri DECA.
- Serves as a coordinator for special projects adopted by the State Action Team with business partnerships.
- Supervises the development, implementation, and evaluation of the advocacy goal of the State Action Team's Program of Activities and assists the District Vice Presidents in carrying out the goal.
- Maintains contact with business partnerships on updates and news about Missouri DECA as provided by the Vice President of Communication.
- Provides articles and pictures for state publicity.
- Assumes a leadership role at the State Career Development Conference.

State Vice President of Communication

- Conducts the planning, organization, and implementation of statewide publicity in order to convey information from chapters, districts, and the business community.
- Continually promotes Missouri DECA by compiling a record of all Missouri DECA activities
 including pictures. Information and pictures for this record will be supplied by all members of the
 State Action Team.
- Prepares and collects news and feature stories for use on the Missouri DECA social media sites, website, and other DECA publications.
- Supervises the development, implementation, and evaluation of the advocacy goal of the State Action Team's Program of Activities and assists the District Vice Presidents in carrying out the goal.
- Leads the state officer team in utilizing the Missouri DECA Facebook page, Instagram and Twitter Accounts to promote and publicize DECA programs, events, conferences, and activities.
- Assists the State President with communication of the State Action Team.
- Assumes a leadership role at the State Career Development Conference.

State Vice President of Community Service

- Supervises the development, implementation, and evaluation of the community service goal of the State Action Team's Program of Activities and assists the District Vice Presidents in carrying out the goal.
- Works with District Vice-Presidents and individual chapters to carry-out successful community service projects.
- Maintains contact with the Muscular Dystrophy Association State Representative, as possible.
- Plans a statewide community service event to be conducted in conjunction with the State Career Development Conference.
- Provides articles and pictures for state publicity.

• Assumes a leadership role at the State Career Development Conference.

State Vice President of Membership

- Conducts the planning, organization, and implementation of statewide membership growth initiatives for professional and alumni membership.
- Assists the president to create and implement strategies to increase awareness and membership across the State.
- Serves as a coordinator for special projects adopted by the State Action Team with membership engagement.
- Supervises the development, implementation, and evaluation of the Membership Development goal of the State Action Team's Program of Activities and assists the District Vice Presidents in carrying out the goal.
- Provides articles and pictures for state publicity.
- Assumes a leadership role at the State Career Development Conference.

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For	Office	Use	ONLY#	

2021-2022

Missouri DECA State Officer Candidate Application

NameDECA District #			
Executive Office	ers: Mark the office for which you will be campaign	ing for in	2021-2022.
Select □ Pres	sident	t Busines	s Partnerships Vice-President Communication
□Vice-Presiden	nt Community Service Vice-President Membership	p	
Date of Birth	/	_	Home Phone ()
Home Addres	SS_		Cell Phone ()
City		MO	Zip
E-Mail Addre	ess		
School & Dis	strict	DECA	Advisor
Parent(s)/Gua	ardian(s)		
experi Misso point		nis office 500 word	. Include goals and plans you have for
• Administrator	commendation: Provide each of the following: or Name:eacher:	Title:	
• Community N	Member or Employer		Title:
Signatures of Counselor:		iivalent.	
Advisor:	I endorse the above named DECA State Officer Candidate's leadership skills, seriousness, integrity, and willingness to serve. Should my student be elected to office, I agree to advise him/her in the completion of the State Officer Program of Activities. I understand that I will receive emails sent to my student in order t keep me informed of State Officer activities and I am responsible to Assist with travel arrangements, notify parents/guardians to transport - or transport my officer when necessary. **DECA Chapter Advisor Signature**		
Parent or Guardian:			m/her and see that he/she completes the term ware that the candidate can only advance if hat I may need to assist with transporting

2021-2022

Missouri DECA State Officer Candidate Application

Name	Office Sought
☐ President ☐ Vice-President Advocacy ☐ V	rice-President Business Partnerships □Vice-President Community Service
□Vice-President Communication □Vice-Pre	esident Membership
obligations are a part of a Missouri DECA Sta	anding of Election Process: I recognize that the following ate Officer's responsibilities. I agree to meet the following puri DECA State Advisor and Missouri DECA State Officer
1. I will be a dues-paying member of local 2. I will carry out the State Officers' Prospective according to established deadlines and 3. I will attend the following conference State Officer Advisors. These conferes Emerging Leaders Summit J. Fall Leadership Conference, *Central Region Leadership State Career Development Compositive Events Compositive Ev	ogram of Activities and submit reports to the State Officer Advisors d specifications. It is and other events as assigned by the State DECA Advisors and ences are mandatory.
Consent Form. 5. I will clear absences associated with I Governorment of the second o	take a written test, screening interview process, Q & A session. ne next part of the process, I realize that I might not be allowed to lso understand I must wear a DECA blazer for the testing,
10. I have read, understand, and will adhe serving as a Missouri DECA State Of	ere to all rules, guidelines, and responsibilities associated with ficer. In of the State Planning Meeting in January, you will not be
Applicant Signature	Date
Administrator Signature	Date
Parent/Guardian Signature	Date
Submit completed application Electronically ONE Document Entrary 15, 2021, to:	Fmail cindy shannan@dese mo goy

Missouri DECA Internet Permission Form

Missouri DECA maintains a website which offers pertinent information to schools, DECA advisors and students. Information about the State Action Team would be useful as a means to contact the officers. We would like to include a picture of each officer with his/her name, school information and e-mail address. In order for Missouri 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.		
I hereby authorize Missouri DECA to display	's,	
	(student name)	
picture, school information (school, address, and phone	e number) and e-mail address on the	
Missouri DECA website.		
Parent/Guardian's Signature Da	nte	
Please return, with application, by February 15, 2021,	to:	
Electronic Submission ONLY - Email: Cindy Shannon Cindy.shannon@dese.mo.gov	n, State DECA Advisor	

