



District Advisor Handbook

Table of Contents

1. INTRODUCTION
2. LEADERSHIP ROLES
3. STATE STAFF
4. DUTIES OF DISTRICT ADVISOR
5. DRESS CODE (ICDC)
6. DECA Consent Form
7. DECA Advisor Awards (presented at SCDC)
8. Scholarships
9. DISTRICT VICE PRESIDENT DUTIES AND ELECTION

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Introduction

Handbook Purpose

This ***District Advisor Handbook*** is designed to provide basic information for you to successfully perform your duties as a District Advisor. The *Handbook* should be used as a reference for information important for your role as a District Advisor, and as a resource for your district. In addition to the information provided under each section, you may wish to add district policies, conference planning information, minutes of past meetings, financial reports, or other records which could be of importance to your district operations. This central file of district information could be a valuable resource for future district leaders.

Missouri DECA is a career and technical student organization with more than 8,500 members in 179 chapters in high schools and career centers across the state. Missouri DECA ranks sixth in terms of membership of all state associations. The success of Missouri DECA has been built upon a strong organizational base with dedicated, capable leaders to serve the organization. The position of District Advisor is one of the most important of these state leadership positions.

Missouri is divided into 12 geographic areas called DECA Districts. Each chapter is assigned to a district. Districts vary from large geographic areas with relatively fewer members such as District 2 in central Missouri and District 12 in the boot heel, to districts which cover smaller areas but have a high concentration of members such as District 6 in the eastern part of the state. A map of the DECA Districts with a list of chapters in each can be found in Section 4 of this *Handbook*.

Districts serve several important functions in the state organizational structure.

Officer Election: Each district elects a District Vice President to serve on the state action team. The District Vice President also provides student leadership for district activities.

Leadership Training: Districts may conduct a Leadership Training session in the fall for DECA members.

Professional Development: By meeting regularly to conduct district business chapter advisors share ideas and learn from each other about DECA and program activities.

District CDC: Districts operate Career Development Conferences for the purpose of giving the members opportunities to participate in the competitive events program and to select winners who represent their schools and the district at the State Career Development Conference. Over four times as many students are able to participate in a District CDC as participate in the State CDC.

Quotas: Although the size of districts varies, each district receives a representative number of participation slots at the State Career Development Conference based on the number of members in the district.

The District Advisor plays a crucial role in the success of each of these functions. While each district determines its own method for selecting the District Advisor, the individual who fills that role must recognize that it is an important leadership position; for the student members, the chapter advisors, and the state association. It requires skill, organization, and dedication to serve as leader of your peers in a voluntary position. Those who have served before you have established a foundation of success on which you can build to provide a better educational experience for DECA members in your district.

Missouri DECA District Advisor Handbook

Leadership Roles

A strong state association is built upon individuals who assume leadership roles and effectively fulfill those roles. The success of these leaders is dependent upon a commitment to the role and the organization, the skills and abilities to carry out those responsibilities, and the support of the organization and its members.

In addition to the leadership provided by the State Action Team, adult leadership is provided through these established leadership positions:

The **STATE ADVISORS** have primary responsibility for the operation of the state association. In Missouri the state advisors are employees of the Department of Elementary and Secondary Education with DECA as part of their job description. The state advisors' responsibilities range from membership and new chapter development to conference planning to fiduciary responsibility for the state association.

The **BOARD OF DIRECTORS** has primary responsibility for establishing policies for the operation of the state association. Six chapter advisors, each representing two districts, are elected by those districts for three year terms on the Board.

The **DECA INCORPORATED REPRESENTATIVES** are Missouri's representatives on the corporate board of DECA. They attend the annual meeting of DECA, INC. to fulfill their responsibilities of membership. The number of representatives for any state is based upon membership. Missouri currently has three representatives. The positions are filled by the State Advisors and the President of the Board of Directors.

The **DISTRICT ADVISORS** are selected by each district to provide leadership for all district activities, except those directly related to competitive events. District advisors work closely with the District Vice-President.

The **DISTRICT COMPETITIVE EVENT DIRECTORS** are selected by the State Advisor to operate the competitive events program in each district. The Competitive Events Directors plan and conduct the District Career Development Conference and process the chapter registrations for the State Career Development Conference.

The **STATE OFFICER ADVISORS** are selected by the State Advisor to assist with the training of the State Action Team and to coordinate their program of activities throughout the year. The State Officer Advisors also assist with officer functions at the State CDC and International CDC.

The **LEADERSHIP ACADEMY DIRECTORS** are selected by the State Advisor. They provide leadership training during the Fall Leadership Conference and for the Leadership Delegates at the State CDC.

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Duties of the District Advisor

The District Advisor is responsible for all leadership activities in the District except those directly related to planning and conducting the District competitive events program. Those responsibilities are the job of the District Competitive Events Director. Most often the District Career Development Conference is jointly planned by the District Advisor and Competitive Events Director.

Specific responsibilities of the District Advisor include:

1. Plan and conduct regular meetings of chapter advisors in the district
2. Develop a calendar of district activities
3. Maintain an accurate directory of DECA advisors in the district
4. Maintain a record of meetings and files of meeting minutes
5. Disseminate information to chapter advisors
6. Supervise the accounting and recordkeeping activities of the district Treasurer
7. Submit to the state advisor the annual District Financial Report prepared by the Treasurer
8. Assist the district vice president with their program of activities
9. Plan and conduct the election of district vice president according to state guidelines and procedures
10. Supervise the district caucus session at state fall leadership and election conference
11. Plan and conduct district meetings at the State CDC in cooperation with the District Vice President
12. Represent the district at state meetings
13. Communicate with the Board of Directors representative for your district
14. Provide leadership and assistance to chapter advisors in the district

POLICY MANUAL: Please refer to the following sections of the Missouri DECA Policy Manual for more information.

- Section 4.3: Selection of the District Advisor
- Section 4.4: Duties of the District Advisor



DRESS TO IMPRESS

DRESS CODE WHEN APPEARING BEFORE JUDGES AND ON-STAGE

OFFICIAL DECA BLAZER WITH
COLLARED DRESS SHIRT & APPROPRIATE NECKWEAR (NECKTIE, ASCOT, SCARF)



OFFICIAL DECA BLAZER WITH
DRESS BLOUSE



DRESS SLACKS



DRESS SKIRT



OFFICIAL DECA BLAZER WITH
BUSINESS DRESS



ALL SKIRTS
& DRESSES
MUST BE AT
OR BELOW
THE KNEE.

DRESS SHOES



BOAT SHOES ARE UNACCEPTABLE
FOOTWEAR.

Missouri DECA Consent Form
2019-2020

The Missouri Association of DECA requires each delegate attending a state association approved conference to read and complete this form and return it to the Chapter Advisor as partial completion of the registration requirements. Completion and signing of this form indicate that the DECA member, DECA member's parent or guardian, school administrator, and chapter advisor have read this form and approve its contents. Consent and approval indicated by the signing parties are applicable to the following Missouri DECA activities:

State Officer Training Conference — Doubletree Hotel, Jefferson City • September 7-8, 2019

Fall Leadership and State Officer Election Conference — Branson • October 13-14, 2019

Central Region Leadership Conference — Minneapolis, MN • December 6-8, 2019, 2019

State CDC Planning Meeting — Crown Center, KC, MO • January 11-12, 2020

Missouri ACTE Legislative Day — Jefferson City • February 12, 2020

State DECA Career Development Conference — Crown Center, KC, MO • March 22-24, 2020

International DECA Career Development Conference — Nashville, TN • April 28-May 3, 2020

TRAVEL CONSENT

I hereby give my son ☐ daughter ☐, _____, permission to participate in the Missouri DECA activities listed above.

MEDICAL CONSENT

I, _____, _____, of _____, _____,
(Name of Parent Guardian) (Relationship to Member) (Name of Member) (Age)

_____, of _____,
(Social Security Number) (Complete Home Address, Including Zip Code)

_____, hereby authorize in advance any necessary medical treatment required by my
(Home Phone Number)

son/daughter listed above while he/she is absent from home while participating in any of the activities listed above.

Parent's work phone number: (____) _____ Parent's cell phone number: (____) _____

Family Physician's Name: _____ Phone: (____) _____

Street/City/State/Zip: _____

—

List all medications allergic to: _____

**Please make a COPY OF BOTH THE FRONT
AND BACK OF YOUR HEALTH INSURANCE COMPANY CARD and
attach to this document.**

INTERNET CONSENT

I hereby give Missouri DECA permission to post the name and pictures of the above member on the Missouri DECA website for DECA related activities.

If you do **not** want your name or picture posted to the website, sign here: _____

DELEGATE CONDUCT PRACTICES AND PROCEDURES

1. The term "delegate" shall mean any DECA member, including advisors, attending Missouri DECA approved activities.
2. There shall be no defacing of public property. Any damages to any property or furnishing in the hotel rooms or building must be paid for the individual or chapter responsible.
3. Delegates shall keep their adult advisors informed of their activities and whereabouts at all times.
4. Delegates should be prompt and ready for all activities and financially prepared for all possibilities.
5. Dates shall be permitted between delegates only and to authorized activities only.
6. No alcoholic beverages or narcotics in any form shall be possessed by delegates at any time, under any circumstances.
7. No smoking or vaping will be permitted.
8. No delegates shall leave the conference site (except for authorized activities) unless permission has been received from the Chapter Advisor.
9. Delegates are required to attend all general sessions and activities assigned, including workshops, competitive events, committee meetings, etc. for which they are registered unless engaged in some specific assignment taking place at the same time.
10. Identification badges will be worn at all times, and competitors must be prepared to show picture identification.
11. Appropriate dress of businesslike attire is expected. DECA blazers are proper for any conference activity.
12. Chapters will be responsible for delegates' conduct.
13. No boys in girls' rooms, no girls in boys' rooms without the door wide open and permission of Chapter Advisor or chaperone.
14. Students are not allowed to drive to any State, Regional or International DECA event. All delegates (including advisors) to these conferences are expected to travel as a delegation, attend the entire conference and complete all conference activities.
15. Delegates violating or ignoring any of the conduct rules will subject their entire delegation to being unseated and their candidates or competitive events participants being disqualified. Individual delegates may be sent home immediately at their own expense. Curfew will be enforced. Curfew means delegates will be in assigned rooms.
16. Delegates shall not engage in any lewd, indecent, sexual, or obscene act or expression. Delegates shall not engage in verbal, physical, or sexual harassment, hazing, or name-calling. The use of slurs against any person on the basis of race, color, creed, national origin, ancestry, age, sex, sexual orientation, or disability is prohibited.

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approve the student named on page 1 to attend and travel to the Career Development Conference and other listed activities of DECA. I realize that violation of any rules can result in the immediate return of the student, at his or her own expense, to his/her home community. It is the responsibility of the parent/guardian to meet the delegate at the airport, bus terminal, etc., should it be necessary to send the delegate home.

Furthermore, I have read and fully understand the Missouri DECA Delegate Conduct Practices and Procedures and agree to comply with these conduct guidelines. I am aware of the consequences that will result from violation of any of the above guidelines.

(Parent or Guardian Signature)

(Date)

(DECA Member Signature)

(Date)

(Chapter Advisor Signature)

(Date)

(School Official Signature)

(Date)

(SIGNATURES REQUIRED)

Diamond Award

*The **Missouri DECA Diamond Award** is presented each year at the State Career Development Conference to Chapter Advisors for the outstanding contributions made to their District.*

Each district may submit one recipient for this award. A maximum of 12 individuals may be recognized annually (one for each District).

The qualification form must explain *why the individual should be receiving this award* and is **to be submitted by the District Advisor** to the State DECA Advisor.

In order to be eligible for this award, the recipient must be a current DECA Chapter Advisor.

The following criteria are considered in the selection of a recipient:

1. A nomination form must be completed which states the contributions of the individual to the DECA District.
2. The nominee must attend the State Career Development Conference.
3. The nomination form may be *emailed* or *postmarked*, but must be submitted **by March 1**.

This nomination can be opened and you will be able to type directly in the areas provided. You can submit by clicking in the upper right, or save the file and send via email.

Diamond Award Nomination

*This nomination must be submitted to the State Office by **March 1**.*

Nominee's Name _____

Chapter _____ District # _____

This individual has served as a Chapter Advisor for _____ years.

*Our district submits the **Diamond Award** nomination for the above named for the following reasons:*

_____ *will make the presentation at the Monday evening Advisor's meeting.*

_____ District Advisor's Signature _____ Date

Friends of DECA

*A special recognition award, **Friends of DECA**, is presented each year at Missouri DECA's State Career Development Conference to individuals **for outstanding contributions** to Marketing Education and/or Cooperative Career Education programs in their community. This award is presented to the selected individuals during the **Opening Session**.*

- **Each chapter** may submit the name of **one** individual for this award. The nominee qualification form must explain why the individual should be receiving an award and must be **submitted by the Chapter Advisor to the State Advisor**. The State Awards Committee will select the recipients.
- For an individual to qualify for this award, they must have participated and assisted the Marketing Education or Cooperative Career Education program **for at least the past three years**. This award applies to individuals who contribute to the local Marketing or Cooperative Education program. No active Marketing or Cooperative Education teacher-coordinator is eligible for this award. **Business leaders, school officials, parents, etc., are candidates**.
- A maximum of three individuals may be recognized annually. *The award carries the added recognition of becoming an **Honorary Life Member of Missouri DECA**.*

The local teacher-coordinator will receive notification prior to the State Career Development Conference. This will enable plans to be made so the individual will be present during the Opening Session to accept the award. **Presence at the Opening Session is a requirement for eligibility.**

Use the following form and format for listing the qualifications of your nominee. Use the opening sentence provided as well as a numerical list stating the nominee's qualifications. Provide as many items as are appropriate. Include a single closing paragraph by the Chapter Advisor. If more space is needed, submit via email or fax.

Nomination Forms are due to the State Advisor by **March 1**. Arrangements and expenses for Award Winners are the nominating DECA Chapter's responsibility.

This nomination can be opened and you will be able to type directly in the areas provided. You can submit by clicking in the upper right, or save the file and send via email.

Friends of DECA Award Nomination

*This nomination must be submitted to the State Office by **March 1**.*

Nominee's Name _____
First Middle Initial Last

Position/Title _____

Place of Business _____

Business Address _____
Street City State Zip

Chapter _____ District # _____

List all accomplishments which qualify the nominee for this award. Include a minimum of 5 items (in addition to #1)

*Our Chapter submits the **Friends of DECA** nomination based on the following.*

1. This individual has participated and assisted with the Marketing and Cooperative Education program for ____ years.
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Chapter Advisor's Rationale for Nomination:

Chapter Name _____

School Name _____ Date _____

Signature Chapter Advisor Signature Chapter President

Crystal Catalyst Award

*The **Missouri DECA Crystal Catalyst Award** is presented each year at the State Career Development Conference **to one Advisor** who has shown initiative in providing **innovation, encouragement and enthusiasm** in a manner that **benefits the entire Missouri DECA Association**..*

This nomination form must explain *the individual's contributions to the state association and the beneficial results* and is **to be submitted to the State Advisor**.

In order to be eligible for this award, the recipient must be a current DECA Chapter Advisor.

The following criteria are considered in the selection of a recipient:

1. A nomination form must be completed which states the contributions of the individual to the DECA District.
2. The nominee must attend the State Career Development Conference.
3. The nomination form may be *emailed* or *postmarked*, but must be submitted **by March 1**.

This nomination can be opened and you will be able to type directly in the areas provided. You can submit by clicking in the upper right, or save the file and send via email.

Crystal Catalyst Award Nomination

*This nomination must be submitted to the State Office by **March 1**.*

Nominee's Name _____

Chapter _____ District # _____

*Please provide contributions the nominee has made to Missouri DECA. List specific contributions, the benefits and results from each which qualify the person to be a recipient of the **Crystal Catalyst Award***

_____ Advisor's Signature

_____ Date



Foundation for Missouri DECA 2020 Scholarships

The Foundation for Missouri DECA provides scholarships for members of Missouri DECA who plan to continue their studies in marketing, finance, hospitality, management, entrepreneurship, business administration, or a related field at an accredited two or four year college or university. The official Missouri DECA Scholarship Application must be used to apply for scholarships for which one is eligible. Students are able to apply for multiple scholarships, if eligible. Please review the requirements for each scholarship. Completed applications must be postmarked by **Saturday, February 28, 2020**. Scholarship recipients will be announced at the State CDC Opening Session on March 15, 2020. All applicants must be graduating seniors.

Available Scholarships

Lester B. Kesterson Scholarship

\$1,000

This scholarship honors retired Director of Marketing and Cooperative Education and Missouri DECA State Advisor Lester B. Kesterson. Eligible applicants must be enrolled in a DESE-approved Marketing or Cooperative Career Education program, be an active DECA member, and must attend the State CDC as a competitive event participant. Funds for this award are provided by interested individuals and organizations, as well as the Foundation for Missouri DECA. A maximum of three students may receive this award annually. The criteria for awarding this scholarship are scholastic ability and demonstrated leadership.

Jim Shelenhamer Memorial President's Scholarship

\$1,000

This memorial scholarship honors past Missouri DECA State President, Jim Shelenhamer. The current Missouri DECA State President is eligible to apply for this scholarship. The criteria are that the applicant completes a successful Program of Activities during their officer term and represents Missouri DECA honorably.

Bud Hartley Memorial Scholarship

\$1,000

This scholarship is in memory of past Missouri DECA Board President and Waynesville DECA chapter advisor, Mr. Bud Hartley. Eligibility is based upon successfully participating in the internship component of a DESE-approved Marketing or Cooperative Career Education program and being an active DECA member. **This scholarship has the following additional requirements:** a letter of recommendation from the chapter advisor describing the nominee's participation in the internship and how it impacted the student *and* an essay prepared by the student describing how their involvement in DECA and the internship made a difference in their life. Each Missouri DECA chapter is eligible to submit **one** application.



Foundation for Missouri DECA 2020 Scholarships

Kent McDaniel Memorial Scholarship

\$1,000

This scholarship is in memory of past Missouri DECA Board President and Springfield Parkview DECA chapter advisor, Mr. Kent McDaniel. The nominee should exemplify a student whose life has been positively impacted as a result of their involvement in Marketing or Cooperative Career Education and DECA. **This scholarship has the following additional requirements:** a letter of recommendation from the chapter advisor describing how the nominee has been impacted by membership in DECA's program and student organization *and* an essay prepared by the student about how involvement in DECA and the education program has made a difference in their life. Each Missouri DECA chapter is eligible to submit **one** application.

Lead a Legacy Scholarship

\$1,000

Missouri DECA members benefit greatly from the continued commitment and service provided by its alumni. This scholarship honors the tradition of giving back to continue the legacy of excellence. Nominees should exemplify qualities of servant leadership and a spirit of making a positive difference through community service. **This scholarship has the following additional requirements:** a letter of recommendation describing the nominee's character and service to others *and* an essay prepared by the student about their philosophy on giving back and their plans to help future Missouri DECA members.

Gary & Deborah Altrup Scholarship

\$1,000

Every scholar grows through guidance, support and opportunity. Deborah and the late Gary Altrup gave, and continue to give, their children all the love and guidance they could have asked for, while exposing them to a world of possibilities for the future. This scholarship was founded to continue their legacy by providing one exceptional scholar with the chance to continue their education and seize their own opportunity. **This nominee for this scholarship must also mee**

State Fall Leadership and Officer Election Conference

Each district will have the opportunity to conduct officer election sessions **at the State Fall Leadership Conference** where District Vice Presidents will be elected. The Fall Conference can play a critical role in developing motivation and membership for DECA chapters. It gives students the opportunity to experience DECA beyond the confines of the local school classroom. A State Fall Conference program which combines leadership workshops, presentations by business people on the latest in marketing innovations, and sessions on DECA programs and competitive events is a valuable learning experience for students which will increase their interest in DECA and often sets the stage for a successful year for individual student members and the DECA chapter.

District Vice President Duties and Election

District Vice President Duties

The District Vice President presides over all district meetings and activities as deemed necessary by the District Advisors and District Competitive Events Directors. As a member of the State Action Team they:

- ◆ Serve as a liaison between the Missouri Association of DECA and the local chapters within each district
- ◆ Communicate with State Action Team on behalf of district
- ◆ Provide publicity for the district
- ◆ Assist the State Officers with special projects within their districts
- ◆ Assist with carrying out the State Action Team Program of Activities
- ◆ Assume the district leadership role at the State Career Development Conference

See additional information about the duties for District Vice Presidents in the Section 11 of the Handbook.

District Vice President Election

The District Advisor is responsible for planning and conducting the election of the District Vice President. Many districts make this the focus of their Fall Conference. Other districts use established procedures to elect the District Vice President. The critical requirement, as established in the Missouri DECA Policy Manual and cited below, is that the District Vice President be identified through an election process. Every member who meets the district eligibility requirements should have an opportunity to run for election. The district adoption of state level eligibility requirements and procedures is recommended. Each student member should have the opportunity, either directly or through a representative, to cast a vote for the election of District Vice President.

POLICY MANUAL: Please refer to the following sections of the Missouri DECA Policy Manual for more information.

- Section 3.5: Election of District Vice Presidents
- Section 3.7: District Vice Presidents Elected to Executive Office
- Section 3.8: Requirements of District Vice Presidents and State Officers

State Action Team

The State Action Team is composed of the four state officers elected at the State Career Development Conference. The State Action Team is the student leadership group for the state association. The State Action Team meets in the summer after the state election for training and planning for the year's activities. The team meets again in January for the purpose of planning the State Career Development Conference. The State Action Team is expected to attend the conferences and trainings as outline in the policy manual. If the minimum requirements are met, the registration fee for the conference is waived for State Action Team members. State Action Team members are eligible to attend the International Career Development Conference at the supported chapter rate if the minimum requirements are met.

Other resources include the [State Officer Application](#), [Information Resource Manual](#), [DECA Board Policy Manual](#), [District Map](#) and [Our Leaders](#). All of these are found on our website www.missourideca.org.