



MISSOURI  
**DECA**™

**Executive  
State Officer Candidate  
Application Packet**

---

**2011-2012**

---

# Application Procedures

---

## Overview

Congratulations on considering candidacy for Missouri DECA Executive State Office. This is an excellent opportunity to develop your leadership skills and professionalism essential for a successful career. 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. Be ready to make DECA your first priority and be willing to present a favorable image on behalf of our organization.

## Executive State Offices

Each Missouri DECA chapter is allowed to submit one candidate per executive office for President, Vice President, Secretary, and Reporter. These four officers will be elected at the Fall Leadership and State Officer Election Conference held at The Lodge of Four Seasons in Lake Ozark, Mo., on Oct. 16-17, 2011.

## 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 must be sent by fax or mail and postmarked by **September 30, 2011**. The application requires:

- Applicant contact information as well as other general information.
- An essay written by the candidate describing his/her desire to serve as a Missouri DECA State Officer.
- Three letters of recommendation. One letter each from the following:
  - An administrator
  - An advisor or a teacher
  - A community member or an employer
- Signatures of Assurance in the form of (a) the DECA chapter advisor's signature endorsing the candidate, (b) a counselor's signature verifying a minimum 2.5 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.
- 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.
- Internet Permission Form

## Required Conference Attendance

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

- State Officer Leadership Training Conference – November 5-6, 2011
- State Career Development Conference Planning Meeting – January 21-22, 2012
- District Competitive Events Conference – Determined by individual districts
- State Career Development Conference – March 18-20, 2012

In addition, the State President is required to attend the:

- International Career Development Conference – April 27-May 2, 2012

## Letter of Confirmation

Each candidate will receive a letter from the State Office prior to the Fall Leadership and State Officer Election 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 election process. All officer candidates are **required to wear a DECA blazer** for testing, the campaign session, interviews, and the election session. Any candidate not wearing a DECA blazer 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

- A written objective test will be given to officer candidates on Sunday. The test will evaluate the candidate's knowledge of DECA, marketing, and parliamentary procedure. Candidates will have up to 60 minutes to complete the test. A study guide ("Missouri DECA Information Resource Manual") is available on the Missouri DECA website.
- The top 12 candidates in each office achieving the **minimum score of 70%** will be scheduled for an interview with the Screening and Nominating Committee on Monday.

## Step Two: Screening and Nominating Committee Interview

- Interview schedules for the top 12 candidates in each office will be posted outside the Executive Board Room on Monday at 7:00 a.m. Report to the interview based on your scheduled time.
- Interviews will last between 6 to 15 minutes depending on the number of candidates. Each candidate per office will have an equal amount of time for his/her interview.
- The Screening and Nominating Committee for each office is made up of approximately 12-18 members from districts throughout the state. They will interview and rank the candidates.
- The rank of the test scores and interview scores for each office will be added together to determine the cumulative rank. The four candidates for each office with the lowest cumulative ranks will give their speeches at the Election Session on Monday afternoon.
- Preparation materials are available on the Missouri DECA website.

## Step Three: Election Session

- The final four candidates for each office will be posted outside the Executive Board Room on Monday morning. Those candidates should proceed immediately to the Exhibit Hall for further instructions and seating.
- Candidates should be prepared to deliver a 2 ½-minute speech before the voting delegates. A timekeeper will signal 2 minutes. Any candidate exceeding 2 ½-minutes will be signaled to stop. Candidates giving speeches of less than 2½-minutes duration will **not** be penalized.
- Props may **not** be used during the speech nor will another person be allowed to speak on the candidate's behalf.
- Campaign materials are **not** allowed in the election assembly.
- Voting delegates will be seated by district in the election assembly. Remaining conference participants will then be seated at the back of the room. Candidates will then give their speeches and ballots will be cast.

## 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 total votes will be the winner.

# Campaign Procedures

---

## Overview

- **The goal of this session is to allow candidates the opportunity to discuss their platform and qualifications with the voting delegates.**
- Campaign materials (written and printed) and demonstrations will be confined to the “Meet the Candidates” session held Sunday. If students choose to campaign using the Internet, all materials must be focused on their candidacy only.
- All candidates are expected to participate and exhibit materials during this session on Sunday.
- Each candidate can choose up to two individuals from his or her delegation to help set-up the exhibits on Sunday. Upon arrival at the exhibits, the candidate should check in with the exhibit official to receive exhibitor name badges to be used while setting up. The candidate should also check out with the official upon departure to ensure campaign rules and guidelines are met.
- All candidates will have access to an approximately 6’ table with cloth.

## Campaign Rules and Guidelines

The following rules and guidelines apply to campaigning procedures.

- Campaign materials may only be distributed **during** the “Meet the Candidates” session with the exception of transporting materials to and from the session, and campaign activities are limited to the “Meet the Candidates” session. Failure to adhere to this policy will result in disqualification.
- **Candidates should consider the appropriateness and potential residual or waste of give-away items.** Items like water pistols, candles, or those creating a large mess are inappropriate. Election officials and the state staff reserve the right to not allow items deemed inappropriate.
- Materials may not be attached to the walls.
- Candidates must provide their own equipment including easels.
- Campaign materials should focus on the goals and qualifications of the candidate.
- Campaign space is assigned to each candidate by the State Office and cannot be changed. The location will be identified upon check-in for campaign set-up.
- Candidates are responsible for removing all materials from the exhibit area and surrounding hotel property following the “Meet the Candidates” session.
- Any sound producing equipment should be kept at a volume that does not infringe on the campaigning of other candidates.
- **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.**

## Tentative Conference Schedule for Candidates

---

Below is a tentative schedule of state officer candidate activities at the Fall Leadership and State Officer Election Leadership Conference for planning purposes. Check your program upon arrival for updates. State officer candidates are also required to attend all events for all conference delegates, including the dinner session and general session. Candidates will not participate in Sunday’s Mini-Competitive Events.

### Sunday, October 16

3:00-4:30 p.m. “Meet the Candidates” Exhibit Set-up  
7:30 p.m. Officer Candidate Testing and Reception  
9:45-10:45 p.m. “Meet the Candidates” Exhibit

### Monday, October 17

7:00 a.m. Interview Schedules Posted  
8:00 a.m. Screening and Nominating Committee Interviews Begin  
11:00 a.m. Candidate Finalists Posted  
Noon Election Session

# Test Preparation

---

A written objective test will be given to officer candidates on Sunday. The test will evaluate the candidate's knowledge of DECA, marketing, and parliamentary procedure through a combination of 50 true/false, multiple choice and short answer questions. Candidates will have up to 60 minutes to complete the test. A study guide ("Missouri DECA Information Resource Manual") is available on the Missouri DECA website, which was used to construct the test.

The top 12 candidates in each office achieving the **minimum score of 70%** will be scheduled for an interview with the Screening and Nominating Committee on Monday.

## 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. In order 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 marketing, finance, hospitality and management.
6. What are the dates of the Central Region Leadership Conference?

# Interview Structure and Screening Criteria

---

The Screening and Nominating Committee is made of approximately 12-18 members. They will ask candidates questions related to character, DECA, and leadership. Sample questions may be found on the Internet by searching for general interview questions. Candidates are screened on the following criteria.

## Pre-Interview (5 points)

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

## Character Question Response (15 points)

Candidate's answers show a strong sense of character, genuineness, and honesty. Answers suggest candidate will work well with fellow DECA members and model good citizenship. Answers are organized, logical, and reasonable. Candidate maintains composure, uses precise words, is interesting to listen to and thinks questions through.

## DECA Question Response (15 points)

Candidate's answers show a strong understanding of Missouri DECA. Ideas and plans for the future of Missouri DECA are strong and reasonable. Answers show candidate has a strong sincerity in the organization. Candidate maintains composure, uses precise words, is interesting to listen to and thinks questions through.

## Leadership Question Response (15 points)

Candidate's answers show understanding of traits of a good leader. Answers suggest candidate has self-initiative, dedication, and the ability to motivate many people to accomplish a common goal. Candidate maintains composure, uses precise words, is interesting to listen to and thinks questions through.

## Appearance (10 points)

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

## Attitude (10 points)

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

## Professionalism (10 points)

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

## Speech (15 points)

Proper grammar	Word selection	Speaks clearly, smoothly
Good diction	Appropriate use of gestures	Good eye contact

## Post Interview (5 points)

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

# 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 Officer 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. Failure to attend a conference will result in dismissal from the State Officer Team.

- State Officer Leadership Training Conference – November 5-6, 2011
- State Career Development Conference Planning Meeting – January 21-22, 2012
- District Competitive Events Conference – Determined by individual districts
- State Career Development Conference – March 18-20, 2012

In addition, the State President is required to attend the:

- International Career Development Conference – April 27-May 2, 2012

## 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
- Submit monthly paperwork by deadline to assigned State Officer Advisors
- Submit documentation of completed activities in a 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 Reporter.
- 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.

# Duties of Missouri DECA State Officers

---

## State President

The President oversees all activities conducted by the State Action Team. The President works closely with the State Advisor, State Officer Advisors, and the State Action Team to ensure that all undertakings are successful. The President assumes the main leadership role at the State Career Development Conference. The President acts as the primary public relations agent and makes as many public appearances as possible on behalf of Missouri DECA. The president is responsible for leading the Missouri DECA delegation in all DECA conference meetings, including ICDC. The President provides articles and pictures for state publicity. The President supervises the development, implementation, and evaluation of one goal of the State Action Team's Program of Activities and assists the District Vice Presidents in carrying out the goals. The President uses leadership skills and vision to inspire all Missouri DECA members.

## State Vice President

The Vice President functions in the absence of the President and performs other duties as directed by the President. The Vice President is prepared to assume the duties and responsibilities of the President should the need arise. The Vice President provides articles and pictures for state publicity. The Vice President supervises the development, implementation, and evaluation of one goal of the State Action Team's Program of Activities and assists the District Vice Presidents in carrying out the goals. The Vice President assumes a leadership role at the State Career Development Conference.

## State Secretary

The Secretary prepares minutes of all State Action Team meetings and distributes to members. The Secretary is responsible for keeping permanent records of all state meetings. The Secretary reads any communications at meetings. The Secretary counts and records votes when taken. The Secretary handles all communications on behalf of the State Action Team and serves as a coordinator for special projects adopted by the State Action Team. The Secretary provides articles and pictures for state publicity. The Secretary supervises the development, implementation, and evaluation of one goal of the State Action Team's Program of Activities and assists the District Vice Presidents in carrying out the goals. The Secretary assumes a leadership role at the State Career Development Conference.

## State Reporter

The Reporter compiles a record of all Missouri DECA activities. Information and pictures for this record will be supplied by all members of the State Action Team. The Reporter prepares and collects news and feature stories for submission to *DECA Dimensions* and other publications. The Reporter's main role is the promotion of Missouri DECA. The primary responsibility is the planning, organization, and implementation of statewide publicity in order to convey information from chapters, districts, and the business community. The Reporter supervises the development, implementation, and evaluation of one goal of the State Action Team's Program of Activities and assists the District Vice Presidents in carrying out the goals. The Reporter assumes a leadership role at the State Career Development Conference.

## District Vice Presidents

The District Vice Presidents preside 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. The primary responsibilities include providing articles and pictures for publicity, assisting the State Action Team with special projects within their districts, carrying out the State Action Team Program of Activities, and performing duties as directed by the State President. All District Vice Presidents assume a leadership role at the State Career Development Conference.

2011-2012

## **Missouri DECA State Officer Candidate Application**

---

Name \_\_\_\_\_ Office Sought \_\_\_\_\_

Date of Birth \_\_\_/\_\_\_/\_\_\_ Gender \_\_\_\_\_ Home Phone (\_\_\_\_) \_\_\_\_\_

Home Address \_\_\_\_\_ Cell Phone (\_\_\_\_) \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

E-Mail Address \_\_\_\_\_

School & District \_\_\_\_\_ DECA Advisor \_\_\_\_\_

Parent(s)/Guardian(s) \_\_\_\_\_

---

**Essay:** Why do you want to serve as a Missouri DECA State Officer? Include personal characteristics, experiences, and achievements that qualify you for this office. Include goals and plans you have for Missouri DECA. Please attach your essay of no more than two pages.

---

**Letters of Recommendation.** Provide the **name** and **title** for each of the following:

- Administrator \_\_\_\_\_
  - Advisor or Teacher \_\_\_\_\_
  - Community Member or Employer \_\_\_\_\_
- 

**Signatures of Assurance:**

Counselor: I verify that the above named DECA State Officer Candidate has a minimum 2.5 cumulative grade point average on a 4.0 scale or the equivalent.

\_\_\_\_\_ *Guidance Counselor Signature*

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 copies of mailings sent to my student in order to keep me informed of State Officer activities.

\_\_\_\_\_ *DECA Chapter Advisor Signature*

Parent or Guardian: I am in support of this candidate becoming an elected state officer of Missouri DECA. I will do whatever I can to support and encourage him/her and see that he/she completes the term of office. I understand the election process and am aware that the candidate can only advance if the application packet is completed.

\_\_\_\_\_ *Parent/Guardian Signature*

---

2011-2012

## **Missouri DECA State Officer Candidate Application**

---

Name \_\_\_\_\_ Office Sought \_\_\_\_\_

---

**Acceptance of Responsibility and Understanding of Election Process:** I recognize that the following obligations are a part of a Missouri DECA State Officer's responsibilities. I agree to meet the following expectations and others set forth by the Missouri DECA State Advisor and Missouri DECA State Officer Advisors. Initial each item.

### **Initials**

- \_\_\_\_\_ 1. I will be a dues-paying member of local, state, and national DECA.
- \_\_\_\_\_ 2. I will carry out the State Officer's Program of Activities and submit reports to the State Officer Advisors according to established deadlines and specifications.
- \_\_\_\_\_ 3. I will attend the following conferences and other events as assigned by the State DECA Advisors and State Officer Advisors. These conferences are mandatory.
- \_\_\_\_\_ State Officer Leadership Training Conference – November 5-6, 2011
- \_\_\_\_\_ State Career Development Conference Planning Meeting – January 21-22, 2012
- \_\_\_\_\_ District Competitive Events Conference – Determined by individual districts
- \_\_\_\_\_ State Career Development Conference – March 18-20, 2012
- \_\_\_\_\_ International Career Development Conference – April 27-May 2, 2012  
(mandatory for state president)
- \_\_\_\_\_ 4. I will adhere to the conduct code and dress code established in the Missouri DECA Comprehensive Consent Form.
- \_\_\_\_\_ 5. I will clear absences associated with DECA in advance with all of my teachers and employer.
- \_\_\_\_\_ 6. I will adhere to dress guidelines established for State Officers at the State CDC.
- \_\_\_\_\_ 7. I understand that I will not be allowed to participate if this application packet is incomplete, inaccurate, or postmarked later than **September 30, 2011**.
- \_\_\_\_\_ 8. I understand that I will be required to take a written test, appear before an interview committee, prepare materials for a campaign session, and deliver a 2 ½-minute maximum campaign speech. Since each step is a qualifier to the next part of the process, I realize that I might not be allowed to continue at any one of these steps. I also understand I must wear a DECA blazer for testing, campaign session, interviews, and the election session.
- \_\_\_\_\_ 9. I understand that if I am removed from office or cannot fulfill my duties, I will be financially responsible to reimburse Missouri DECA for the expenses the association occurred on my behalf.
- \_\_\_\_\_ 10. I have read, understand, and will adhere to all rules, guidelines, and responsibilities associated with serving as a Missouri DECA State Officer.

\_\_\_\_\_  
Applicant Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Administrator Signature

\_\_\_\_\_  
Date

Submit completed application  
by **September 30, 2011**, to:  
Jefferson

Missouri DECA  
P.O. Box 480  
City, MO 65102  
Fax: (573) 526-4261

# 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 number) and e-mail address on the Missouri DECA website.

\_\_\_\_\_  
Parent/Guardian's Signature

\_\_\_\_\_  
Date

Please return, with application, by **September 30, 2011**, to:

Missouri DECA  
P.O. Box 480  
Jefferson City, MO 65102  
Fax: (573) 526-4261

Missouri DECA  
P.O. Box 480  
Jefferson City, MO 65102  
573/751-4367  
573/526-4261 (fax)

<http://dese.mo.gov/careered/bmit-deca-officer-packet.pdf>

*Revised August 2011*