

State Officer Candidate Information Packet 2021/2022

Congratulations! You are taking your first steps to becoming a state officer. It is important to note that serving as an Ohio DECA officer is a commitment. As a state officer, you represent more than 5,000 student members to a variety of key stakeholders, including fellow members, advisors, education administrators, business partners, public policymakers and more.

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

***The goal of the Ohio DECA Officer Team is to motivate and inspire Ohio DECA members, advisors, staff, teachers, board and professional members, and others to achieve the mission of the organization.*** It is the duty of each state officer to serve in any capacity as directed by the Ohio DECA state staff; to promote the growth and development of Ohio 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 DECA. An Ohio DECA 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.

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 Ohio DECA members. Below is a listing of typical responsibilities for state officers.

• Program of leadership development and implementation

• Maintain regular and timely communication with your advisor, Cheryl Bourland, and team members

• Maintain ongoing communications:

- Monthly individual reports

- Social media presence

• Travel, as requested, to promote Ohio DECA at district conferences and to Ohio DECA Chapters

***In order to be eligible to run for a state officer position, the candidates must meet the following:***

* Be an active member in good standing of both Ohio DECA and DECA, Inc.
* Have a cumulative grade point average of at least 2.5, based on a 4.0 system, for the previous four completed semesters.
* Complete and email the Participant Media Release, Application for Ohio DECA Office, Signature Form and School Registrar Form to hamet.ly@education.ohio.gov and [crenardbourland@gmail.com](mailto:crenardbourland@gmail.com) by February 1, 2021.

If you have any questions, please feel free to contact the Ohio DECA Leadership Coordinator by email Cheryl Bourland (crenardbourland@gmail.com). Good luck on your endeavor to become an Ohio DECA State Officer.

Sincerely,

Cheryl Bourland, Leadership Coordinator ***&*** Crystal Dortch, Ohio DECA State Advisor

***Duties and Responsibilities of Ohio DECA State Officers***

**BRAND AWARENESS + PASSION**

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

**LEADERSHIP**

* Ohio DECA officers are expected to adapt to various situations and maintain the strength and poise of confident leaders.
* Ohio DECA officers must exhibit integrity, responsibility and trustworthiness.
* They are expected to speak with purpose by communicating in a positive, honest and direct way.
* Ohio DECA 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.
* State officers should strive to serve Ohio DECA members and put the success of DECA above themselves.

**GROWTH MINDSET**

* As a state officer, there are countless opportunities to grow – personally and professionally. State 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 state staff to teachers to DECA members.
* State officers will accept and seek out constructive criticism and evaluation of their total performance.

**ORGANIZATION + MANAGEMENT**

* The role of an Ohio DECA state officer requires a commitment.
* State officers are expected to 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 association officer should excel in time management so that they can give their full attention to the task at hand and focus on the present.

**All State Officers:**

* Develop a Program of Leadership (POL) and actively work to carry out the goals established by the team
* Attend **ALL** required meetings
* Wear an official DECA blazer and professional attire to all functions when representing DECA
* Communicate as a team and uphold professional standards
* Maintain DECA brand standards in person and online (social media, email, et cetera).

**All State Officers (continued):**

* Use your social media accounts to promote Ohio DECA and DECA Inc.
* Assist in the planning and organization of all Ohio DECA activities including recruitment of judges for the district, state and international conferences, promoting Ohio DECA to civic and business organizations, and other goals as they arise.
* Represent Ohio at the International DECA Career Development Conference.
* Attend district conferences, representing the officer team.
* Arrange transportation to Official Ohio DECA Activities.
* Be available to the Ohio DECA Leadership Coordinator and State Advisor for any other duties that may arise.
* Develop projects as a team and implement plans to help Ohio DECA Members make an IMPACT on their chapter, school and community in community outreach, membership development, and partner/sponsorship development and submit IMPACT Awards
* The elected officers will be appointed to one of 5 positions by the state leadership team after the first training session. One officer will be named president, secretary, and vice president of leadership.

**Vice President of Public Relations:**

1. Organize and implement a public relations campaign to lead the association officer team to promote the Ohio DECA brand with exposure through social media
2. Increase awareness of Ohio DECA through correspondence with the media and through Internet, Twitter, Facebook, Snapchat, the Ohio DECA website and other communication channels and manage these social media accounts
3. Implement a plan to help Ohio DECA Members make an IMPACT on their chapter, school and community in the area of promotion, specifically promoting DECA Month and Global Entrepreneurship Week.

**Vice President of Policy Advocacy:**

1. Provide leadership for the officer team to implement a plan to help Ohio DECA Members make an IMPACT on their chapter, school and community in the area of advocacy
2. The Policy Advocate would be the “expert” in explaining various policies affecting Career-Technical Education (CTE) and Career-Technical Student Organizations (CTSO).
3. The Policy Advocate would be the designated State Officer to attend requested visits involving, but not limited to, administrators, business representatives, State Representatives, or other important individuals.
4. The policy advocate officer would also reach out to officers of other career-technical student organizations in Ohio to partner with them to promote the value of all CTE programs
5. The policy advocate will attend conferences and meetings with other CTSO officers to promote benefit of CTE in Ohio

**Timetable For Ohio DECA Officer Candidacy**

|  |  |
| --- | --- |
| **Date** | **Action** |
| February 1 | Elected officer candidates must submit JotForm application and required documents including: Application for Ohio DECA Officer Signature, School Registrar, Participant Multimedia Release Forms and Resume |
| February 13 | Officer screening in Columbus, OH exact location TBA  Candidates will take a 50-question objective test and participate in a candidate interview.  Bring electronic copy of PDF file to include candidate biography, photo and platform to be posted on ohiodeca.org |
| February 14 | Elected officer candidates will receive a phone call from a member of the screening committee to inform them if they have been selected as an officer candidate. |
| March 13 | Top 10 elected officer candidates will participate in officer candidate meeting, meet the candidate, and election selection sessions. District representatives will compete for selected state officer positions (Public Relations/Policy Advocate) |
| March 14 | Top 5 elected officer candidate vote receivers will be announced as Executive Leadership Committee and VP of Public Relations/Policy Advocate winners will be announced at the Grand awards ceremony. |
| April 24-28 | 7 Elected/Selected Ohio DECA Officers will attend ICDC and participate as voting delegates |

**Required Dates For All Ohio DECA Officers**

All Ohio DECA officers are required to attend conferences, officer meetings and 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. Failure to attend any of these important events will result in dismissal from the state officer team.

|  |  |  |
| --- | --- | --- |
| **Event** | **Location** | **Dates** |
| ICDC | Anaheim, CA | April 24 – April 28, 2021 |
| Officer training & Executive Council Meeting | Columbus, OH | June 3-4, 2021 |
| Ohio DECA Summer Leadership Retreat | FFA Camp Muskingum, Carrollton, OH | July TBA 2021 |
| Officer training | Columbus, OH | September 30th to October 1st, 2021 |
| Ohio DECA Fall Conference(s) | Columbus or Regional | November 2021 (specific dates TBA) |
| Officer training & Executive Council Meeting | Columbus, OH | December 1-3, 2021 |
| Officer training | Columbus, OH | January 13-14, 2022 |
| Officer training | Columbus, OH | February 10-11, 2022 |
| Ohio DECA CDC | Columbus, OH | March 10-13, 2022 |

**ELECTED OFFICER SCREENING GUIDELINES**

1. Screening will take place at 9 am on Sunday, February 13th at a location to be announced. Candidates for elected officer positions will take an objective test (based on Ohio DECA fact sheet, deca.org website (including the Student Leader Resource guide and leadership principles presented on pages 3 to 9 of the book, The 7 Habits of Highly Effective Teens by Sean Covey).
2. Appear before a nominating committee for a personal interview. This committee is responsible for selecting a maximum of ten officer candidates for the five elected officer positions. The committee will consist of current state officers, state staff, and possibly members of the Executive Council.
3. During the interview session, the candidate will present a **prepared answer** for a question. The topic for this question is ***“What is your DECA Elevator speech” or how would you describe DECA to a stranger on an elevator who asks, “what’s DECA?”*** The student may use notes if she or he chooses. The officer candidate will have four minutes to answer this question.
4. This interview session will also include impromptu questions related to DECA, career-technical education with a focus on business careers, future plans, current activities, leadership characteristics, teamwork and state officer responsibilities.
5. At screening, all candidates will be given the opportunity to submit an electronic pdf file of a bio and campaign platform with a photo, no more than 2 pages to be placed on the Ohio DECA web site. All members will have the opportunity to view the documents to grasp a better concept of who is running for office prior to the conference. This document will allow candidates to present a platform to voting delegates and Ohio DECA members.
6. The School Registrar form and Participant Media Release form are included in this section.
7. Each DECA Chapter may only apply for one elected officer position

**OHIO DECA STATE OFFICER CANDIDATE CAMPAIGN GUIDELINES**

If you are chosen as a state officer elected candidate, these guidelines **must be followed**. Guidelines are established to ensure fairness in the competition and to maintain the professional intent of the leadership conference.

1. Each candidate will be allowed three (3) minutes to present his or her platform or speech during an election session. Candidates will answer one impromptu leadership question, randomly drawn. All questions asked will be professional in nature and will attempt to reveal the candidate’s creativity and leadership ability.
2. Each candidate will be seated at a table prior to the election session for a “Meet the Candidate” Session. No materials of any sort will be allowed to be distributed to delegates except for a business card with candidate contact information.
3. ***Each candidate must attend an orientation meeting.*** At this meeting, the candidates will be given their speech order, and order for the impromptu question that will be asked of them.
4. Voting delegates will have the opportunity to ask questions of the candidates during the “Meet the Candidate” prior to the Election Session and an additional “Meet the Candidate” session following the delivery of speeches.
5. The election session will be open to advisors, parents, and all member delegates. Each chapter will be allowed to designate up to 5 members as voting delegates. Once the candidates have delivered their speeches and answered an impromptu leadership question in front of an audience, all but designated voting delegates and candidates will be asked to leave the room. The voting delegates will be given an additional 20 minutes to ask candidates questions before casting their vote for up to 5 individuals presented on the ballot.

**Guidelines For Campaign Activities Occurring Prior To Start Of State Career Development Conference**

1. **All** campaign guidelines are in effect from the day of screening until the conclusion of the Career Development Conference.
2. Candidates are **NOT** permitted to contact other DECA members with the intent to campaign.
3. Candidates may **NOT** visit with any chapters outside of their school facility for campaigning purposes or for preparation for campaigning.
4. Candidates may **NOT** e-mail, Facebook, Twitter or use any other social media or any other internet avenues to contact other chapters or their members.
5. Candidates may **NOT** campaign at organized DECA events.
6. **No** items (promotional clothing, signs, etc.) may be worn or posted at the Career Development Conference. Instead, elected candidates will participate in a professional “Meet the Candidate” Session
7. Any violation of these guidelines may result in the disqualification of the candidate at the discretion of the State Advisor.
8. Please note, candidates and their advisors are responsible for the actions of members of their chapter, so please make sure that individuals who support your candidacy are familiar with these important rules.

**Tips for Public Relations/Policy Advocate Selected Officers**

1. Study all the following resources: Ohio DECA Fact sheet, the deca.org website including the Student Leader Resource Guide, and pages 3 to 9 of the Sean Covey book, The 7 Habits of Highly Effective Teens, and Policy Advocate Study Guide (posted on ohiodeca.us google site)
2. Practice and prepare for your interview with judges
3. Prepare to present your public relations/policy advocate plan for developing brand awareness of Ohio DECA/DECA to your judges during your interview and describe the channels of communication you intend to use to reach out to members, potential members, advisors and professional members
4. Practice your self-introduction

Public Relations Interview Evaluation:

* PR plan for Ohio DECA *to include student members, advisors and professional members (30)*
* What is your DECA elevator speech? (30)
* Career goal (10)
* Value of a Career Technology Program, which emphasizes business, finance, hospitality, marketing and management career fields for students? (10)
* Professionalism (20)

Policy Advocate Interview Evaluation:

* Application and Value of Career Technology Program (20)
* Plan to advocate to business professionals, educational leaders and elected officials on behalf of Ohio DECA (30)
* What is your DECA elevator speech? (30)
* Career goal (10)
* Professionalism (10)

**The State Officer Candidate Application, media release and school registrar form MUST be submitted by February 1, 2021, for you to interview at the Ohio DECA Officer Screening. If you fail to submit these forms prior to screening, you will not be allowed to screen.**

**STATE OFFICER EXPENSE REIMBURSEMENT PROCESS**

Ohio DECA does reimburse most expenses while completing state officer activities. For details on expenses, see list below.

**Lodging**

Lodging for state officer planning meetings, council sessions, Officer Screening, and the Ohio Career Development Conference is paid by Ohio DECA.

**Mileage**

Mileage for state officer activities is reimbursed at $ .58 per mile. Mileage to districts/schools will be reimbursed if pre-approved by State Advisor.

**Meals**

Officers will be reimbursed for meals during training and conferences. Currently, the rate is $54 per day. If the hotel provides a breakfast in the room rate, the amount will be reduced. Officers will need to pay for meals and provide receipts, and they will be reimbursed later for those expenditures.

At the $54 rate the breakdown is:

Breakfast- $13.00

Lunch- $15.00

Dinner- $26.00

**National Conference**

Officers are reimbursed a maximum of $200.00 (no additional dollars for state winners) for participation at ICDC. Payment is made to the chapter advisor after the conference.

This reimbursement is given only if the officer completes assigned activities – attendance at the state meeting, opening and closing sessions (entire session), and competitive event or voting delegate obligations.

**Registration for State Conference**

Officers are not required to pay a registration fee. However, they must be registered for competitive events with their chapter, if participating.

**Uniform Expense**

Skirts with uniform blouses for women and pants, shirts and ties for men are provided at no expense. The official DECA blazer must be provided by the chapter.

**NON-REIMBURSED EXPENSES**

Some students may choose to exceed reimbursement limits on meals, creating additional expenses.

**Application for Ohio DECA Officer Signature Form**

**Candidate Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ School: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Consent Signatures:**

***Candidate:*** I understand the official description of the responsibilities of Ohio DECA Officers, and I am willing to fulfill the responsibilities of the office I am seeking. I understand that I can be removed from office for failing to fulfill my responsibilities. I have read the expense reimbursement information and the guidelines for office. I will attend all meetings and required activities and will not ask to be excused from any of the required events.

**Candidate Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_**

***Advisor:*** This candidate is a member in good standing of the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ DECA Chapter of Ohio DECA and International DECA. To the best of my knowledge, the information on this application form is factual. The candidate and his or her employer and parents/guardians understand the responsibilities of the office that the candidate is seeking. Employer and parents/guardians are willing to help the candidate fulfill the responsibilities of the office, as identified in this document.

If this student is elected/selected as an officer, I will attend the Ohio DECA Career Development Conference, the International Career Development Conference, and the Ohio DECA Fall Leadership Conference. I will also assist the candidate in fulfilling the requirements of office during the entire term including assistance with transportation to and from state officer trainings.

**Advisor Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Date: \_\_\_\_\_\_\_\_\_\_\_\_\_**

***Principal/Director:*** I understand the responsibilities of both the Ohio DECA Officer, as identified in this document. If the above-named candidate is elected/selected, I will permit the student and advisor to fulfill both their state and international responsibilities. I understand the responsibilities related to transportation to and from activities for the entire year of service. I have reviewed the expense reimbursement information. If this student is selected/elected as an officer, I will support their attendance at all activities. I will support the international conference attendance of both the teacher/advisor and student.

**Principal/Director Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Date: \_\_\_\_\_\_\_\_\_\_\_\_\_**

***Parent/Guardian:*** I understand the responsibilities of the Ohio DECA Officer, as identified in this document, and I give my permission for my child to seek this office and to perform the duties and responsibilities. I have reviewed the expense reimbursement information and the required dates of service and agree to support my child. I will support their attendance at all meetings and required activities and will not ask for them to be excused from any of the required events.

**Parent/Guardian Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

***Employer:*** I understand the responsibilities of an Ohio DECA Officer, and I understand that if the above-named candidate is selected/elected, he or she will be required to perform the assigned duties. I am willing to release this student trainee from work to perform these duties.

**Employer Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_**

**School Registrar Form**

**Required Academic Information**

Please provide your grade point average for the last four semesters completed (based on a 4.0 system). and send it with your application form to Ohio DECA prior to January 30, 2020. Please do not provide any student transcripts.

**GRADE POINT AVERAGE(GPA): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**School Registrar’s Printed Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**School Registrar’s Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Date: \_\_\_\_\_\_\_\_\_\_\_**

**Participant Multi-Media Release**

I, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, as parent or legal guardian/custodian of

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (student’s name) who is an Ohio DECA State Officer Candidate, authorize Ohio DECA to publicize my child’s name, use videotapes, photographs, and publish or cause to be published information relevant to his/her achievements. This information may be used in local, regional, state or national publications of Ohio DECA to be released to appropriate newspapers and/or news publications, as well as the Ohio DECA Google Site.

I authorized release of the above information as it relates to Ohio DECA activities.

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Signature of Parent or Legal Guardian/Custodian & Printed Name Date**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Address/City/State/ Zip Code**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Parent phone number**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Student Signature (if 18 years of age or older) & printed name Date**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Address/City/State Zip Code**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Phone number**

***Becoming An Ohio DECA Officer***

***(feedback from screening)***

This year the quality of officer candidates was incredible. The committee of officers and state staff found it extremely difficult to narrow the list of 20 candidates to 10. However, the following general comments helped us to distinguish a good candidate from a great candidate.

1. When you enter an interview room, always greet everyone in the interview room or seated on the committee with a handshake and introduction. If the individual you greet does not say their name clearly, ask them to repeat their name so you hear it
2. Make sure to anticipate questions and give answers that you have thought about
3. Try to display a real sense of confidence when answering questions
4. Try to relate to the committee as much as possible when answering questions
5. When asking questions, make sure to display good listening skills
6. Be sure to read all directions carefully when preparing for an interview process so you do not miss an important detail
7. Spend time thinking about why you want to serve as an association officer and know who you plan to represent
8. Talk to current and former officers in the organization so you can find out the strengths/weaknesses of the organization; try to find out the biggest challenges within the organization and think about what you can do make a difference
9. Try to be personable and relatable
10. Be honest and sincere
11. At the end of the interview, ALWAYS, ALWAYS, ALWAYS, ask questions that will sell you! When you are told, this concludes our questions, do you have any questions or comments, the answer should never be “No”
12. End an interview with a handshake to all interview participants and a thank you for their time and consideration