



**DECA<sup>®</sup>**

**EXECUTIVE  
OFFICER  
CANDIDATE**  
APPLICATION GUIDE

TERM OF SERVICE  
**2022-2023**



Dear Prospective Executive Officer:

As our primary student brand ambassadors, DECA executive officers represent more than 150,000 student members to a variety of key stakeholders, including fellow members, advisors, education administrators, business partners, public policymakers and more. Executive officers commit to serve DECA for the year in which they are in office. During this year, there is a high level of expectations of each officer.

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

The first step in candidacy is ensuring the approval of your Chartered Association Advisor as he/she is the only person authorized to initiate executive officer candidate nominations for the high school division.

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EXECUTIVE OFFICER CANDIDATE

# INTRODUCTION

## EXECUTIVE OFFICER JOB DESCRIPTIONS

### OVERVIEW

Executive officers of DECA's High School Division are elected, after having met the requirements set forth in the DECA constitution and *High School Division Bylaws*. Officers of the High School Division of DECA shall consist of one president and four regional vice presidents.

It shall be the duty of the officers, functioning as a team, to plan for the welfare of the division, to represent and to act for the division as occasion may demand.

### SPECIFIC DUTIES

#### **PRESIDENT**

It shall be the duty of the president of the High School Division to serve this division in any capacity as directed by DECA Inc. staff and preside at meetings of this division; to make all necessary committee appointments or individual assignments; to report the progress of a Program of Leadership for his/her team's term of office; and to make themselves available, as necessary, in promoting the general welfare of DECA. Executive officers are expected to dedicate their social media networking outlets (Facebook, Twitter, LinkedIn, Instagram, Snapchat, TikTok, etc.) to communicating messages to their constituents during their term in office.

#### **REGIONAL VICE PRESIDENTS**

It shall be the duty of each regional vice president to serve this division in any capacity as directed by DECA Inc. staff; to promote the growth and development of DECA within their region in accordance with the Program of Leadership during their term of office; and to make him/herself available, as necessary, in promoting the general welfare of DECA. Executive officers are expected to dedicate their social media networking outlets (Facebook, Twitter, LinkedIn, Instagram, Snapchat, TikTok, etc.) to communicating messages to their constituents during their term in office.

## EXECUTIVE OFFICER RESPONSIBILITIES

### GENERAL DUTIES

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

The year of serving as an executive officer begins at the conclusion of the 2022 International Career Development Conference in Atlanta, Georgia, and concludes at the closing of the 2023 International Career Development Conference in Orlando, Florida.

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

- Develop and implement a program of leadership
- Maintain regular and timely communication with assigned DECA Inc. staff
- Maintain regular and timely communication with executive officer team members
- Maintain ongoing communications:
  - Daily social media presence
  - Monthly DECA Direct Online articles
- Participate in the annual Executive Officer Council meeting
- Promote DECA Inc. at conferences and meetings (in-person or virtual)
- Develop a motivational keynote address
- Develop a signature workshop presentation
- Wear an official DECA blazer and professional attire during all functions when representing DECA
- Maintain DECA brand standards in-person and online (social media, email, etc.)

### EXECUTIVE OFFICERS ARE NOT PERMITTED:

- To serve as a judge for any DECA event on a local, district, area, association or international level during his/her term of office.
- To serve as a member of any local, district, area or association DECA election or nominating committee.
- To be involved with or support - in any capacity - a local, district, area, association or international DECA officer candidate's campaign.
- To personally endorse any person, product or service on behalf of DECA other than those persons, products or services which are approved for DECA Inc. sales projects or Shop DECA during his/her term of office.
- To accept personal honorariums or payments for services performed as a DECA executive officer.
- To obligate DECA Inc. for funds or services of any nature.

## EXECUTIVE OFFICER RESPONSIBILITIES

### KEY COMPONENTS



#### **BRAND AWARENESS + PASSION**

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



#### **LEADERSHIP**

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



#### **GROWTH MINDSET**

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



#### **ORGANIZATION + MANAGEMENT**

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

## EXECUTIVE OFFICER RESPONSIBILITIES GUIDELINES

### TO THE ORGANIZATION

- Your foremost responsibility as an executive officer is to represent the hundreds of thousands of DECA members throughout the organization, not solely the members of your association, region or division.
- The entire organization will be judged by people's impressions of you. Consequently, you must always **be mindful of the image you project** in appearance, in speaking and in manners.
- You are charged with the responsibility of projecting yourself as a **professional student leader**.
- You are charged with the responsibility of **developing enthusiasm** whenever you speak officially for DECA Inc.
- In the short time you will have as an executive officer, you should select not more than two priority items as your primary focus for your term.

### TO DECA MEMBERS

- As an executive officer, you have the challenge to provide examples of **leadership, inspiration and enthusiasm** to ALL DECA members. The example that you set will affect each member's enthusiasm, involvement and emotions toward DECA.
- At all times, you must exhibit the **qualities of leadership** that will contribute to the growth of DECA through its many members.
- You will inspire leadership in direct proportion to the degree that you, as an individual, give leadership.

### TO OTHER OFFICES

- You cannot hold any other DECA office on a local or association local level while serving as an executive officer.
- It is your duty to **maintain communication** with other members of your team on a weekly basis.
- Members of chapter and association officer teams must be treated with **utmost respect**. Without their support, your efforts will be wasted.

### TO DECA INC. STAFF

- The Leadership Specialist at DECA Inc. has been assigned to work with you to coordinate the efforts and assignments of all executive officers.
- While DECA Inc. staff members support you, and want to help you, they have a tremendous workload. **You should not request services from them directly**. All requests for assistance should be directed through the Leadership Specialist.
- Any correspondence originating from DECA Inc. staff or chartered association advisors to you that was not copied to the Leadership Specialist, should be forwarded to that person as soon as possible. The Leadership Specialist can act as a conduit for getting assignments done or as a buffer for inappropriate requests.

## **TO CHARTERED ASSOCIATIONS**

- An executive officer must be prepared to **assist chartered associations** in their growth and development as requested by the chartered association advisor.
- All requests for the services of an executive officer must be **approved by DECA Inc. staff**.
- An executive officer should be prepared at all times on any occasion to make **impromptu remarks** or to “say a few words” about DECA.

## **TO THE DECA INC. BOARD OF DIRECTORS**

- It is the responsibility of the Executive Officer Team of the High School Division and the Collegiate Division to serve as a council and **make recommendations** to the Board of Directors of DECA Inc.
- It is the responsibility of the executive officers to help carry out the recommendations approved by the Board of Directors in previous years.

## EXECUTIVE OFFICER RESPONSIBILITIES

### TRAVEL + REQUIRED EVENTS

Newly elected executive officers are required to attend the executive officer orientation session on April 27, 2022. Departures from Atlanta must be scheduled after 3:00 p.m. It is the responsibility of newly elected officers and chartered associations to make arrangements accordingly. All expenses are the responsibility of the chartered association and/or newly elected officer.

Elected officers are required to participate in conferences, officer meetings and DECA events throughout the year either in-person or virtually and comply with guidelines. Officers are not permitted to leave early, arrive late, or miss any parts of these events (except in the case of an extreme emergency). Failure to attend a conference will result in dismissal from the executive officer team.

Due to the numerous obligations of the president, he/she may decide to defer college for his/her term of office and not obligate him/herself to a full-time job. Most regional vice presidents attend college during their terms. Because of the level of commitment required, regional vice presidents are encouraged to register for a light course load, minimize other activities/sports involvement and discuss absences with professors and an academic advisor before enrolling in classes. If a regional vice president attends a college outside of the region s/he was elected to represent, that officer should expect his/her travel to be limited due to transportation costs.

EVENT	LOCATION	DATES	WHO
Executive Officer Orientation	Atlanta, GA	April 27, 2022	All Officers
Executive Officer Training	Salt Lake City, UT	July 5-8, 2022	All Officers
Emerging Leader Summit (ELS)	Salt Lake City, UT	July 8-10, 2022	All Officers
Chartered Association Management Conference (CAM)	Orlando, FL	August 10-12, 2022	President
Chartered Association Fall Leadership Conferences		October-November 2022	As invited by associations
The Ultimate DECA Power Trip	Arlington, VA	November 11-13, 2022	NARVP, SRVP
Western Region Leadership Conference	Anaheim, CA	November 17-19, 2022	WRVP
Central Region Leadership Conference	Milwaukee, WI	December 9-11, 2022	CRVP
Executive Officer Mid-Year Meeting	Reston, VA	January 2023	All Officers
Chartered Association Career Development Conferences		February-March 2023	As invited by associations
International Career Development Conference (ICDC)	Orlando, FL	April 20-25, 2023	All Officers

\* Travel dates and locations are subject to change throughout the year

## EXECUTIVE OFFICER CANDIDATE QUALIFICATIONS

The following outlines the minimum requirements that must be met for DECA Inc. to accept a person for executive officer candidacy. To be eligible for executive office, the following criteria must be met:

- The candidate must have the authorization of the DECA chartered association advisor to run for executive office.
- The candidate must be an active member of DECA before March 1, 2022.
- The candidate must be holding or have held a chartered association office, which may include a regional, area, or district office as may be identified within that chartered association, or a local chapter office.
- The candidate must have a 2.5 academic average or higher based on an “A” letter grade being equivalent to 4.0 for each of the previous two (2) completed semesters of school prior to the DECA ICDC.
- The candidate’s application must be complete and submitted by the deadline.
- The candidate must take the Executive Officer Candidate Exam and obtain a satisfactory score – 70% or better.
- The average of the nominating committee interview score and the executive officer exam must be at least 70%.
- Notice of eligibility must be received from DECA Inc. before a candidate may run for an executive office.
- Officer candidates are reminded that executive officers may not serve as chartered association or local officers – neither in the High School nor Collegiate Division - during their term of office.

## HIGH SCHOOL DIVISION BYLAWS

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

### HIGH SCHOOL BYLAW IV – EXECUTIVE OFFICERS

**Section A.** Only active members of the High School Division shall be eligible for executive office in the division. To be eligible, a candidate must have a scholastic average of 2.5 or higher, an “A” letter grade being equivalent to 4.0 for each of the previous two semesters of school prior to the International Career Development Conference; must attain the score necessary for the office desired on the approved DECA information examination; must be holding or have held an elective chartered association office, which may include a regional, area, or district office as may be identified within that chartered association, or a local chapter office; and must submit the approved application for candidates, photograph, school transcript, resume, and a letter from the chartered association advisor through a chartered association. A maximum of two candidates may be submitted by the chartered association.

**Section B.** Upon confirmation of the requirements identified in Section 1 and following a personal interview(s) with each candidate, and after considering all other information then available, the nominating committee shall submit to the voting delegates a slate of all candidates declared eligible for each executive office. There will be no additional nominations from the floor. The president shall be elected by a majority vote of all the voting delegates for this division and the regional vice presidents shall be elected by a majority vote of the voting delegates in each respective region of this division.

**Section C.** Executive officers of the High School Division of DECA shall consist of a president and four regional vice presidents and shall be known collectively as the Executive Council of the High School Division. It shall be the duty of the Executive Council to plan for the welfare, to represent, and to act for this division as occasions may demand.

**Section D.** No individual may succeed himself/herself as an officer and no individual may serve as an officer for more than one division.

**Section E.** The Executive Council may fill by appointment any vacancy occurring in the executive officers for the unexpired term, except the office of president, which shall be filled by the vice president from the region of the president.

### HIGH SCHOOL BYLAW V – EXECUTIVE OFFICERS

**Section A. PRESIDENT:** It shall be the duty of the president of the High School Division to preside at all meetings of this division; to make all necessary committee appointments including designation of a committee chairman; to develop with his/her executive council a program of action for his/her term of office; and to make himself/herself available, as necessary, in promoting the general welfare of DECA.

**Section B. REGIONAL VICE PRESIDENT:** It shall be the duty of each regional vice president to serve this division in any capacity as directed by the president; to promote the growth and development of DECA within his region in accordance with the Program of Work during his term of office; and to make himself available as necessary, in promoting the general welfare of DECA.

EXECUTIVE OFFICER CANDIDATE

# ELECTION PROCEDURES

## PRE-ELECTION PROCESS

### APPROVAL

The first step in your candidacy is ensuring the approval of your chartered association advisor as they are the only person authorized to initiate executive officer candidate nominations for the high school division.

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

### APPLICATION PROCESS

To complete an official application, the candidate must submit all information required in this packet, along with all signed forms, to his/her chartered association advisor. **The DECA chartered association advisor is the only person authorized to initiate executive officer candidate nominations for the high school division.** Where requested, the chartered association advisor must sign via physical signature or digital signature. *Typed names will not be accepted as signatures.* Each chartered association will be allowed to submit a maximum of one (1) candidate for president and one (1) candidate for the regional vice president from the region of which the chartered association is a member.

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

### PRIOR TO ICDC

The candidate's full application must be received by DECA Inc. by the due date. It will be reviewed and notice will be sent to the applicant of eligibility to run. *Late or incomplete applications will not be accepted.*

Once a candidate has been declared for an office, they do not have the option of changing their decision and running for another office unless that option is expressly offered by the DECA Inc. staff. That offer will be made in writing to all eligible candidates if, and only if, there is a severe imbalance in the number of applicants for specific offices. In the case of this offer, there is absolutely NO obligation for the applicant to change. Doing so would have to be a decision that the applicant, the chartered association advisor and the applicant's campaign team feel comfortable with.

Executive officer applicants may not purposely campaign outside of their own association prior to being announced as an official candidate at the International Career Development Conference. DECA Inc. understands that new technologies have made it very difficult to communicate within your chartered association without information being accessed outside of your chartered association. In light of this, DECA will allow the use of your chartered association's DECA website, local newspapers, etc., to announce your candidacy. You are also allowed to mention candidacy on your own personal social networking pages, meant for friends and close associates. However, going live with a social networking channel dedicated to your candidacy is not permitted until you are declared an official candidate at ICDC. We recommend not publishing your plans to support the high school division elements of the strategic plan, but instead using that during your campaign at ICDC. If you use these media platforms, you must do so with the understanding/risk that these can be accessed by people outside of your chartered association, giving them an advantage in knowing their

competition. Social networking channels need to be carefully monitored so as not to become a forum for debate on your candidacy.

A questionnaire with campaign short-answer questions must be completed by all candidates. The completed questionnaire must be submitted to DECA Inc. no later than **March 4, 2022**. (*See questions on page 34*).

On Saturday, April 23, 2022, an official announcement of qualified candidates will be posted on [decadirect.org](http://decadirect.org) and the Guidebook app with information on the candidates.

## ADMINISTRATION OF THE CANDIDATE EXAM

The candidate exam will be administered through an online testing site. Testing instructions will be provided upon the submission of a completed “Intent to Run” form or candidate application. It is the responsibility of the association advisor to designate an adult proctor for the exam. Testing may occur between **February 1, 2022 and March 31, 2022**. Any candidates who do not pass the exam will be notified prior to ICDC to end their candidacy. Association advisors must schedule the executive officer exam by emailing **[debbie@deca.org](mailto:debbie@deca.org)**. Login information will be provided to the association advisor within a few days of the scheduled test date. **All testing must be completed by March 31, 2022.**

## NOMINATING COMMITTEE INTERVIEW

The following will be strictly adhered to during officer campaigns:

### COMMITTEE PROCEDURES

Chartered association advisors will be asked to appoint representatives to serve on the nominating committee. The nominating committee may consist of a chartered association delegate from each of the four DECA regions, a chartered association advisor and/or a member of the DECA Board of Directors. Nominating committee representatives cannot be from an association that has a candidate running for executive office, or have been involved in the preparation of any candidate.

Nominating committee members may serve as a voting delegate for their association.

If a candidate is late to a nominating committee interview, s/he will be disqualified unless the committee feels the individual has a reasonable excuse. The following are NOT ACCEPTABLE excuses: (a) overslept, (b) the restaurant was slow, (c) chartered association pictures, (d) could not find the room and (e) forgot to check the schedule. Only applicants interviewed by the nominating committee will be qualified for executive office.

Each applicant will bring a final campaign budget to the briefing session, listing expenditures and revenues including in-kind donations listed at fair market value. (This would show any changes from the one submitted with the application.) A sample of any printed material (brochures, flyers, cards) must be brought to the interview session on the first day of the conference. Each of these items should be listed on the final campaign budget. These samples will not be returned.

Each applicant will bring their completed display poster to the briefing session. See “Campaigning” section for more information.

**No other materials are to be taken to the nominating committee interview, except for a small bag, if the candidate elects.**

Combined scores on the officer candidate exam and the nominating committee interview, along with the materials submitted for application for executive office, will be used to select qualified candidates.

## **NOMINATING COMMITTEE INTERVIEW**

### **EVALUATION CRITERIA**

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

#### **PRE-INTERVIEW**

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

#### **APPEARANCE**

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

#### **ATTITUDE**

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

#### **PROFESSIONAL MANNER**

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

#### **SPEECH**

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

#### **LEADERSHIP QUESTIONS RESPONSE**

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

#### **DECA QUESTIONS RESPONSE**

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

#### **POST-INTERVIEW**

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

## CAMPAIGNING

Executive officer candidates are encouraged to focus their campaign efforts on their personal brand and qualifications for leadership.

Candidates will be allowed one (1) item of printed material (brochures, flyers, cards) to handout. Printed material may be distributed during the “Meet the Candidates Session”, during caucusing or to any voting delegate.

Each candidate is allowed to design and decorate a maximum 2x3-foot (24”x36”) poster to display in the Exhibit Hall. This poster will be turned into DECA Inc staff at the start of the Executive Officer Candidate Orientation. No edits may be made to the poster after this time. **Candidates may spend up to \$100 on the production of the poster.**

The following are unacceptable items or actions during campaigning:

- Candidate t-shirts
- Distribution of any food or beverage items (candy, popcorn, water, etc.)
- Stickers
- No campaigning after curfew to include candidate caucus interviews
- No campaign giveaways of monetary value (includes fair-market value of “donated items”)

If a chartered association believes a campaign violation has been made, the chartered association should notify the DECA Inc. staff.

## CANDIDATE CAMPAIGN SESSIONS

Each candidate will be given the opportunity for one 3-minute speech at the Presidential or Regional Campaign Sessions. Everyone in attendance will listen to the presidential speeches, and then the regions will break into separate sessions for speeches by the Regional Vice President candidates. There may be a question and answer period for each candidate.

No campaign material is to be handed out during this session to those in attendance.

## MEET THE CANDIDATES

On Monday, April 25, 2022, there will be a **“Meet the Candidates” Session**. Candidates will be given their posters to display and may distribute any printed material to members during this time. This session will be an opportunity for candidates to have one-on-one conversations with members.

## CAUCUSING

Starting on April 23, 2022 at 9:00 a.m. your team may make phone calls or text to set up caucus appointments (to begin after the announcement of official candidates). You must be declared an eligible candidate before actual campaigning and caucus appointments can begin. Candidates may begin campaign activities and still fail to be slated by the nominating committee.

Although it is not required to caucus with all voting delegates, it is recommended that candidates visit with all the delegates from your region.

### **Only voting delegates may ask questions of the candidates.**

- All candidates must be wearing **professional dress** when caucusing with voting delegates.
- Caucusing must be done in an appropriate regional room or area that allows for free exchange between candidates and voting delegates and does not block any hotel/convention center traffic. Places such as pool rooms, saunas or game rooms are not appropriate.
- An adult advisor **MUST** be present during all caucusing.
- All questions asked must be appropriate and is not in violation of the conference code of conduct.
- Caucusing must be finished in enough time for the candidate to return to his/her hotel before curfew. We suggest finalizing caucusing by 11:30 p.m. in order to allow for travel time.
- Violating these guidelines can result in disqualification of candidacy.

## ELECTION SESSION + VOTING PROCEDURES

Those candidates who qualify to run for executive office must attend the election session. Before the ballots are distributed, those who are qualified will come forward when their name is called so the voting delegates know who is still in the running. Candidates will leave the room during the voting, but must remain close in case a re-vote is needed. There will be no campaigning during this time.

Candidates and their campaign teams should never engage in vote trading – for example, promising your chartered association’s voting delegates will vote for a certain presidential candidate if that candidate’s chartered association will vote for a certain Vice President. Doing so compromises the voting delegate’s ability to make an independent choice and demonstrates underhanded practices. This practice could jeopardize a person’s candidacy.

The High School Division elects five (5) executive officers. These include a regional vice president for each of the four regions and a president.

All official election and voting procedures will take place at the International Career Development Conference in April 2022. The process will begin with the nominating committee who will determine those individuals who are qualified for executive office candidacy. Only candidates declared eligible can seek nomination. The announcement of all eligible candidates will take place after the nominating committee interviews and again at the start of the campaign session.

Voting will be done during the business and election session by designated voting delegates only, and will be by secret ballot. The voting delegates will be seated by region and chartered association. Chartered association votes may be divided among the candidates for any given office. Other official business may be conducted during the business election session if necessary.

The number of total votes allowed each chartered association will be announced prior to the conference. In the High School Division, each chartered association will be allowed two (2) votes, and an additional three hundred (300) votes will be apportioned to chartered associations according to their membership as a percentage of the total DECA membership in the High School Division as of sixty (60) days prior to the start of the International Career Development Conference.

The president will be elected by a majority of all voting delegates for the high school division, and the regional vice presidents shall be elected by a majority vote of the voting delegates in each respective region of the high school division. The voting delegate will be allowed to cast an affirmative or an abstention vote, such abstention counting neither for nor against the candidate. In the case of only one candidate running for an office, the voting delegate will have the option of a negative vote. The “no” vote means that the delegate would rather have no representative than the one running.

Voting will continue until one candidate in each race has a majority of the votes. On each ballot, candidates with the lowest votes or those who do not receive 20% of the votes will be dropped from the ballot.

Until a majority vote is reached, after each vote is taken the remaining candidates will come forward as their names are called so that the voting delegates may see which candidates they wish to vote for on the next ballot.

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

***No campaign material will be allowed in any of the election sessions.***

## TIMETABLE FOR EXECUTIVE OFFICER CANDIDACY

All required application materials and forms for executive office must be sent to the chartered association DECA advisor in time to meet the “received by” deadline—**March 4, 2022**—to DECA Inc. The campaign schedule is below.\*

- February 1 Between February 1 and March 31, the executive officer candidate exam will be administered online and proctored by the chartered association advisor or their designee.
- Applicants will be notified by April 4 if their exam score makes them ineligible to continue running.
- The chartered association advisor must schedule the executive officer exam by emailing [debbie@deca.org](mailto:debbie@deca.org).**
- March 4 Application Submission Deadline  
*Submit all materials at [deca.org/hsofficers](https://deca.org/hsofficers).*
- April 23 Executive Officer Candidate Interviews, and eligibility announcement  
9:00 a.m. – 3:00 p.m., approximately.
- April 24 Voting Delegates Briefing/Presidential Campaign Session. Officer candidates must attend. Regional Campaign Sessions will follow the Presidential Campaign Session.
- April 25 “Meet the Candidates” Session
- April 26 Election Session
- April 27 Newly elected executive officers will be required to attend Executive Officer Orientation from 9:00 a.m. to 1:00 p.m. with DECA Inc. staff. This is a mandatory meeting. Please make flight arrangements after 3:30 p.m. on this date.
- July 5-10 Executive Officer Training, including Emerging Leader Summit. All new executive officers MUST attend or resign their office.

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

EXECUTIVE OFFICER CANDIDATE

# APPLICATION + FORMS

## REQUIRED MATERIALS

### APPLICATION REQUIREMENTS

The complete application, supporting documents and campaign materials must be uploaded at [deca.org/hsofficers](https://deca.org/hsofficers) no later than **March 4, 2022 at 11:59 p.m Eastern Time**. The following list describes the components of the application. The following materials must be included to be considered for nomination as a candidate for executive office. *All materials should be typed; not handwritten.*

### APPLICATION

- Completed Executive Officer Candidate Application
- Completed Certification for Nomination Form
- Completed Code of Professional Conduct Form
- Completed Social Media Expectations Form
- Completed Commitment Form
- Completed Non-Disparagement Form

### SUPPORTING DOCUMENTATION

- **Personal Biography** – This biography should be written similar to the officer biographies on [deca.org](https://deca.org) and may be used in articles related to the conference. (Please write in third-person and be 175 words or less)
- **Résumé** – This professional résumé should focus on your qualifications for executive office and be a maximum of two (2) pages in length.
- **Letter of Intent** - This letter should be written to the nominating committee and should explain your goals and objectives for wanting to serve as an executive officer. This letter should include your plans to support the high school division elements of the strategic plan and should encourage the nominating committee to nominate you to run for executive office. This letter should be no longer than two (2) pages.
- **Three (3) Letters of Recommendation** - These three letters should focus on the professional aspects of your personality and should demonstrate you as a team player and capable leader. One of your recommenders must be your chartered association advisor.
- **Official Transcript** - You must submit an official scholastic transcript with the school's official seal or notary. The transcript must include a written description or explanation of the grading procedure and must be signed by a school official. Transcripts may be sent electronically to [debbie@deca.org](mailto:debbie@deca.org) by **March 4, 2022**.
- **Color Photograph** - The picture should demonstrate your professional character and be from the shoulders up, in a DECA blazer. Submit a high-resolution, digital photo electronically.

## REQUIRED MATERIALS

### CAMPAIGN DETAILS

- **List of Campaign Items** - You must submit a list of all items that will be used as a part of your campaign.
- **Planned Campaign Budget** - For nomination, you are required to submit a basic budget including all expenditures you anticipate as well as all the revenues you are counting on. The revenues will include in-kind donations. NOTE: This budget should be as specific as possible, excluding travel costs. See the sample budget below. DECA understands the budget may change prior to ICDC, which is why you must bring an updated budget to the interview session.

### SAMPLE BUDGET

Expenditure	Quantity	Description	Amount
Printing	500	Brochure and flyers	\$50.00
Poster Board Materials	1	Decorations and paint	\$25.00
<b>Total Expenditures</b>			<b>\$75.00</b>

Revenue		Description	Amount
Corporate Donations		Donations from local businesses	\$15.00
Fundraising		Community/chapter fundraising	\$50.00
Poster Board	1	Donated poster board (Fair market value)	\$25.00
<b>Total Revenue</b>			<b>\$90.00</b>



## EXECUTIVE OFFICER CANDIDATE APPLICATION CHECKLIST

Application	
Executive Officer Candidate Application	
Certification for Nomination Form	
Code of Professional Conduct Form	
Social Media Expectations Form	
Commitment Form	
Non-Disparagement Form	
Supporting Documents	
Personal Biography	
Resume	
Letter of Intent	
Three Letters of Recommendation	
Official Transcript	
Color Photograph	
Campaign Details	
List of Campaign Items	
Planned Campaign Budget	



## EXECUTIVE OFFICER CANDIDATE APPLICATION

**Must be received by DECA Inc. no later than March 4, 2022.**

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

### CANDIDATE INFORMATION

Full Name	Preferred Name <i>(As it should be listed in elections materials)</i>	Office Sought
Home Street Address		
City	State/Province	ZIP
Home Telephone Number	Date of Birth	Gender/Pronouns
Candidate Cell Phone Number	Candidate Email Address	Graduation (Month-Day-Year)
Instagram Handle	Twitter Handle	Facebook URL

### CHAPTER/SCHOOL INFORMATION

Chapter/School Name	Chapter Advisor Name	Chapter Advisor Email
City	State/Province	ZIP
School Telephone Number		

## DECA INFORMATION

Number of years in DECA:

Future DECA Objectives:

Career Objectives:

List of DECA Offices Held:



## EXECUTIVE OFFICER CANDIDATE CERTIFICATION FOR NOMINATION

### CERTIFICATION BY CHAPTER ADVISOR + SCHOOL ADMINISTRATOR

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

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

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*Chapter Advisor's Signature*

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*School Administrator's Signature*

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*School/Chapter*

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*City*

*State/Province*

*ZIP*

### CERTIFICATION BY CHARTERED ASSOCIATION ADVISOR

The credentials for \_\_\_\_\_ (officer candidate), who is the choice of the chartered association, are attached. To the best of my knowledge, s/he meets the qualifications specified in the High School Division bylaws and the current guidelines for executive office.

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

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*Chartered Association*

*Signature of Chartered Association Advisor*



## EXECUTIVE OFFICER CODE OF PROFESSIONAL CONDUCT

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

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

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

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

### CATEGORY 1 | PROFESSIONAL RESPONSIBILITIES AND STANDARDS

As an executive officer, I will:

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

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

**CATEGORY 2 | CONDUCT UNBECOMING AN EXECUTIVE OFFICER**

As an executive officer, I will not:

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

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

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

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I, \_\_\_\_\_ understand and agree to this Code of Conduct.

---

*Officer Candidate’s Signature*

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*Date*

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

---

*Parent/Guardian Signature (if under 18 years old)*

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*Date*

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*Chartered Association Advisor’s Signature*

---

*Date*

*Adopted by DECA Inc. Board of Directors 1998*



## EXECUTIVE OFFICER SOCIAL MEDIA EXPECTATIONS

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

This contract provides guidance for executive officer use of social media, which should be broadly understood for purposes of this policy to include, Instagram, TikTok, Snapchat, Twitter, Facebook, LinkedIn, YouTube, blogs, message boards, chat rooms, electronic newsletters, online forums, social networking sites, and other sites and services that permit users to share information with others.

As DECA's premier brand ambassadors, we want you to be yourself and show your personality, but it is important to always keep the DECA brand top of mind. This means that you don't need to make every post directly about DECA, but all messages should be relatable and relevant.

### EXPECTATIONS

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

- Executive officers are responsible for promoting DECA Inc. programs, activities, conferences, announcements, etc., on social media. DECA Inc. will occasionally share or repost executive officers' social media posts, but it is not expected of DECA Inc. to do so. Executive officers are DECA's brand ambassadors; DECA Inc. is *not* theirs.
- Executive Officers should be aware of the effect their actions may have on their brand, as well as DECA Inc.'s brand. If a member, advisor or stakeholder alerts DECA Inc. to any questionable content posted by an Executive Officer on his or her personal or private social media accounts, DECA Inc. reserves the right to take disciplinary action on the Executive Officer(s) responsible for the content.
- Executive officers must brand their accounts appropriately and professionally to meet DECA's branding guidelines. Officers may take branded items from DECA's social media accounts or websites, or may reach out to the communications department to receive any specific branding items. Appropriate branding includes but is not limited to:
  - Profile header photos
  - Profile biographies (Must include your official title and a link to [deca.org](https://deca.org))

## UNACCEPTABLE USE

Although not an exhaustive list, the following social media conduct is explicitly prohibited. If any of the following occur during an officer's term, DECA Inc. reserves the right to take disciplinary action, as outlined in this handbook.

- Posts that violate the standards explained in the Code of Professional Conduct
- Posts including commentary, content or images that are defamatory, proprietary, harassing, libelous, or that can create a hostile environment.
- Content that pertains to politics or religion
  - Executive officers represent an organization of diverse members with various backgrounds and views. As an educational organization, DECA Inc. is bipartisan and has a civic responsibility to not influence the choices of others in these matters. Exceptions may be made for The Carl D. Perkins Vocational and Technical Education Act, DECA's Congressional Advisory Board, or any advocacy trips and/or DECA conference activities that are taking place on government property, upon approval from DECA Inc.
  - DECA Inc. has a diverse and unique membership and strives to be inclusive towards all its members by remaining neutral towards religions holidays, events and traditions.
- Engaging in illegal actions, use of alcohol or tobacco products (including e-cigarettes and vaporizers), partying of any kind

In addition, DECA Inc. will enforce the following:

- Executive officers are not to publish, post or release any information that is considered confidential or not for public consumption. If there are questions about what is considered confidential, do not post it, or check with DECA's communications department.
- Social media networks, blogs and other types of online content may generate press, media attention or legal questions. Executive officers should refer these inquiries to authorized DECA Inc. spokesperson, Mr. Peterson, and are not to engage in any unauthorized press or media inquiries without permission from DECA Inc.
- Executive officers should get appropriate permission from the communications department before referring to or posting images of questionable content.

## PERSONAL ACCOUNTS

If you choose to keep a separate personal account on social media, the following must be true:

- The account must be private.
- You must notify the Leadership Specialist that you have a separate personal account and allow DECA Inc. to follow the account.
- You must include the following in your bio: "*Views are my own.*"

Even if you have a private, personal account, you are still expected to adhere to DECA's social media guidelines and DECA reserves the right to enact disciplinary action on any Executive Officers who risk harming DECA's brand with content posted on a personal, private account.

I, \_\_\_\_\_ understand and agree to the executive officer social media expectations.

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*Officer Candidate's Signature*

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*Date*



## EXECUTIVE OFFICER COMMITMENT FORM

### To the very best of my abilities, I will strive to...

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

### Further, I will strictly adhere to the Executive Officer Code of Professional Ethics.

- I will not consume/use any alcohol, tobacco or drugs.
- I will be properly groomed for all occasions, dressing above what is expected.
- I will conduct myself in a manner that commands respect through my actions, not through a show of superiority.
- I will avoid places and activities that in any way could raise questions as to my moral character or conduct.
- I will use appropriate language in all formal speeches and informal conversations.
- I will treat all DECA members equally and not knowingly engage in conversations detrimental to DECA members, advisors, or staff.
- I will advise the Leadership Specialist concerning all activities in which I participate as a representative of DECA Inc.

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*Officer Candidate's Signature*

---

*Date*

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

---

*Parent/Guardian Signature (if under 18 years old)*

---

*Date*

---

*Chartered Association Advisor's Signature*

---

*Date*



## EXECUTIVE OFFICER NON-DISPARAGEMENT FORM

I agree that during my term of executive office and any time thereafter, I shall not, through any form of communication with the members, public, partners or media, disparage DECA Inc. in any way, nor shall I encourage others to disparage DECA Inc.

I understand that forms of communication include, but are not limited to: social media, websites, blogs, vlogs, public forums, interviews, record statements, email and other written or verbal correspondence.

I understand that disparagement includes, but is not limited to: critiques, derogatory statements, ridicule, slander, jokes or insults that impair the reputation, goodwill or interests of DECA Inc. or any of its employees, past or current officers, members of its board, partners, products or services.

**Exception for Compelled Truthful Statements.** Nothing in this agreement shall prevent the officer from making truthful statements that are required by applicable law, regulation or legal process.

*Violations of the Non-Disparagement Form may result in probation, travel suspensions and, removal from office. Violations will be documented and the penalties assessed by DECA Inc. staff.*

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I, \_\_\_\_\_ understand and agree to this Non-Disparagement Form.

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*Officer Candidate's Signature*

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*Date*



## EXECUTIVE OFFICER SHORT-ANSWER QUESTIONS

Answers should be completed at [deca.org/hsofficers](https://deca.org/hsofficers) by March 4, 2022. Each answer must be 200 words or less. Candidate answers will be posted on [decadirect.org](https://decadirect.org) once the official slate of candidates has been announced.

1. What is your DECA story and why are you running for executive office?
2. Describe your most significant accomplishment or recognition that is not DECA-related. Why is it important to you, and what has it taught you?
3. What qualities do you feel you possess that make you a strong leader?
4. What individual do you feel has had the greatest influence on your life and why?
5. How would you balance your officer position with other obligations?