



**STATE OFFICER CANDIDATE
INFORMATION PACKET
2024-2025**

GENERAL INFORMATION

Ohio DECA state officers represent over 5,000 student members to a variety of key stakeholders, including fellow members, advisors, education administrators, business partners, public policymakers and more.

The decision to run for a state office should not be made lightly or without sincere commitment to serve. Members with the desire to serve and who have family, school and advisor(s) support should consider participating in the Ohio DECA State Officer screening process. The State Officer screening process will examine the attitudes and abilities of each officer candidate and reveal which individuals have most completely developed their leadership skills.

While challenging, an officer's term also brings personal and professional growth. State Officers meet new people throughout the year – from DECA members across the globe to industry leaders who partner with the organization.

COMPOSITION OF OFFICER TEAM

The Ohio DECA officer team has five (5) elected positions and two (2) selected positions.

TERM OF OFFICE

Ohio DECA officers shall serve a term of one year. The year of service begins at the conclusion of the 2024 Career Development Conference and concludes at the closing of the 2025 Career Development Conference.

QUALIFICATIONS

The opportunity to become a State Officer is available to all active Ohio DECA members, in good standing, enrolled in an approved high school career-technical education program, with family, advisor and school support.

From the pool of candidates for elected officer positions, **10 candidates** are selected and eligible to campaign for a position on the State Officer team. Each chapter may submit one candidate for elected office. If more than one candidate from a chapter is sent to screening, the screening committee will choose the top scoring candidate from that chapter to move on to State Officer elections at the Ohio Career Development Conference.

Additionally, State Officer candidates must review the Ohio DECA Event Calendar and confirm their availability to attend the Ohio Career Development Conference (CDC), International Career Development Conference (ICDC), State Officer Screening and ALL State Officer meetings. The listed conferences and meetings are mandatory.

APPLICATION

Candidates must submit an electronic application, Signature Form and Participant Media Release Form at <https://forms.gle/jd5uZx8Sz9GZv5GX8> by **January 26th, 2024**.

REIMBURSEMENTS/PAYMENTS

Ohio DECA pays for officers' expenses associated with the Ohio DECA functions such as the uniform, personal mileage to/from meetings (\$0.52/mile), lodging, meals (up to \$54.00/day) and state-level conference registrations. Local chapters must provide the official DECA blazer.

The State Officer's school district and/or parents are responsible for International Career Development Conference (ICDC) costs, including transportation, lodging, registration fees, etc. The school district or State Officer, depending on the district's policy, will receive a \$300 stipend, upon completion of all required Officer activities at the ICDC. Local Advisors will notify State Officers and the State Advisor of the schools' policy related to the ICDC stipend.

COMPONENTS OF THE OFFICER SCREENING PROCESS

Interview

The general interview will be conducted by a panel of State Officers and volunteers. The interviewers ask questions about the candidate's DECA experiences, career-technical education, leadership activities and other pertinent activities.

Prepared Speech

Each candidate will prepare a one- to two-minute speech for the panel of judges. The candidate will prepare an answer to the following prompt:

You have been asked to speak at the first meeting of a newly formed chapter. Most of the students are not sure what Marketing Education really is and how DECA relates to the total program. How would you explain the program and excite them for the upcoming year?

The candidate may use notes but may not exceed the two-minute time limit.

Cold/Unrehearsed Script Reading**

Each candidate will read a one-page script to the panel of judges. The script will not be given to the student until the interview and will be read without preparation or rehearsal. Excerpts will be pulled directly from previous year's Ohio Career Development Conference (CDC) scripts: opening ceremony, mini awards or grand awards. **Please notify the State Advisor, via email, of any visual impairment accommodations required to perform this task (i.e., translation to braille, larger font, reader, etc.)*

Selected Officer Presentations (Public Relations and Policy Advocate Only)

Candidates for Public Relations and Policy Advocate will present their plans to judges to build brand awareness or advocate for career-technical education, respectively.

- a. *Public Relations* | What is your public relations plan for Ohio DECA to obtain support and involvement from student members, advisors and professional members?
- b. *Policy Advocate* | What is your advocacy plan for explaining to administrators, politicians and stakeholders the benefits of participating in career-technical education and career-technical student organizations, like DECA, in Ohio?

Objective Test

All officer candidates will take an objective test based on the Ohio DECA Fact Sheet, ohiodeca.org and deca.org websites and “The 7 Habits of Highly Effective Teens”, by Sean Covey.

PREPARING FOR THE SELECTION PROCESS

The following materials are recommended resources as students prepare for screening:

- Ohio DECA Fact Sheet - Available at www.ohiodeca.org/students
- Ohio DECA Website | www.ohiodeca.org
- DECA Inc., Website | www.deca.org
- The 7 Habits of Highly Effective Teens, by Sean Covey | Pages 3-9 specifically

STATE OFFICER RESPONSIBILITIES

The primary responsibility of the State Officer is to serve the organization in local, state, national and international activities. The goal of the State Officer team is to motivate and inspire DECA members, advisors, staff, educators and others to achieve the mission of the organization.

It is important to realize that, although academics remain the number one priority, DECA officers will not be able to fall behind in responsibilities to Ohio DECA members. Below is a listing of typical responsibilities for **all** state officers.

- Attend **all** required meetings, including Summer Retreat, CDC and ICDC
- Develop a signature workshop presentation.
- Abide by the rules and expectations of State Officers, including projecting a professional image, using proper etiquette and interacting positively on all social media, including personal accounts.
- When representing DECA, wear an official DECA blazer and professional attire.
- Assist in the planning and organization of all Ohio DECA activities including recruitment of judges for the district, state and international conferences and promoting Ohio DECA to civic and business organizations.
- Attend district conferences, representing the officer team and Ohio DECA.
- Develop projects as a team and implement plans to help Ohio members make an IMPACT on their chapter, school and community in community outreach, membership development and partner/sponsorship development; [submit IMPACT Awards](#).
- Be available to communicate consistently with Ohio DECA staff for any other duties that may arise.

LEADERSHIP

- Officers are expected to adapt to various situations and maintain the poise of confident leaders. This includes communicating the DECA brand, mission and key organizational messages to a variety of audiences.
- Officers must exhibit integrity, responsibility and trustworthiness.
- Officers must speak with purpose and communicate in a positive, honest and direct way.
- Officers must be mindful of how their actions represent the organization.
- Officers serve Ohio DECA members and should strive to put the success of DECA above themselves.

GROWTH MINDSET

- Officers must strive to better serve the organization in every way.

- Officers will learn from others whenever possible.
- 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.
- Officers are expected to meet deadlines and communicate regularly.
- Officers should excel in time management.

ADDITIONAL AND SPECIFIC RESPONSIBILITIES OF SELECTED STATE OFFICERS

VICE PRESIDENT OF PUBLIC RELATIONS

- Organize and implement a public relations campaign.
- 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.
- Implement a plan to help Ohio DECA Members make an IMPACT, specifically promoting DECA Month and Global Entrepreneurship Week.

VICE PRESIDENT OF POLICY ADVOCACY

- The Policy Advocate closely monitors changes in legislation and policies and informs the Board of Directors, officer team and Ohio DECA membership of how these changes may impact the organization.
- Implement a plan to help Ohio DECA Members make an IMPACT to help Ohio DECA Members make an IMPACT in advocacy.
- Be knowledgeable of and monitor change in various legislation and policies affecting Career-Technical Education (CTE) and Career-Technical Student Organizations (CTSO) (e.g. Ohio Office of Career-Technical Education, Perkins V, Ohio Administrative Code Rule 3301-61-03 | Criteria for Career-Technical Program).
- Attend requested visits involving, but not limited to, administrators, business representatives, State Representatives, or other important individuals.
- Communicate with officers from other career-technical student organizations in Ohio to promote the value of all CTE programs.

REQUIRED MEETING DATES

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.

REQUIRED MEETING DATES (continued)

Event	Location	Dates
ICDC	Anaheim, CA	April 27-30, 2024
Officer Training & Executive Council Meeting	Columbus, OH	June 7, 2024
Ohio DECA Summer Leadership Retreat	FFA Camp Muskingum, Carrollton, OH	July 12-15, 2024
Officer Training	Columbus, OH	August 16-17, 2024
Officer Training	Columbus, OH	October 11, 2024
Officer Training	Columbus, OH	November 8-9, 2024
Officer Training	Columbus, OH	December 13, 2024
Officer Training	Columbus, OH	January 17-18, 2025
Officer Training/Screening	Columbus, OH	February 8-9, 2025
Ohio DECA CDC	Columbus, OH	March TBD

OHIO DECA STATE OFFICER CANDIDATE CAMPAIGN GUIDELINES

Responsibility

The officer candidate, local advisors, voting delegates and all members from the candidate's school must observe all campaign regulations. These regulations are established to ensure fairness in the competition and to maintain the professional intent of the leadership conference. Failure to comply with these regulations may result in disqualification of the candidate.

Preparation

After receiving official notification of eligibility to campaign for State Officer, the following must be completed.

1. Select a current, active Ohio DECA member to serve as campaign manager. *Note: Advisors and current State/National officers cannot serve as campaign managers.*
2. Create a campaign theme by reflecting on the type of leader you will be and the reason you are seeking office.
3. Develop a campaign speech. Each candidate will give a three (3) minute prepared speech during the Ohio Career Development Conference Election Session. Candidates may use note cards.
4. Each candidate will answer an extemporaneous question, as part of the Ohio Career Development Conference Election Session. The questions will be professional in nature and will attempt to reveal the candidate's creativity and leadership ability.

Campaigning

All campaign guidelines are in effect from the day of screening until the conclusion of the Ohio Career Development Conference.

1. Candidates are **NOT** permitted to contact other DECA members with the intent to campaign.
2. Candidates may **NOT** visit with any chapters outside of their school facility for campaigning purposes or for preparation for campaigning.
3. Candidates may **NOT** e-mail or use any form of social media or any other internet avenues to contact other chapters or their members.
4. Candidates may **NOT** campaign at organized DECA events.
5. **No** items (promotional clothing, signs, etc.) may be worn or posted at the Ohio Career Development Conference. Instead, elected candidates will participate in a professional “Meet the Candidate” Session.

Meet the Candidate Session

Each candidate will be seated at a table prior to the Ohio Career Development Conference Election Session for the “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. Each candidate may have one campaign manager standing at their table with them. The candidates may make use of display materials that fit on top of the 3 x 5 table to assist with communicating their ideas.

Social Media Campaigning

No campaigning is allowed via e-mail or social media, aside from a school district or DECA district’s “congratulations and good luck” post.

Please note, candidates and their advisor(s) are responsible for the actions of members of their chapter. Make sure that individuals who support your candidacy are familiar with these important rules.

ELECTION INFORMATION

Voting Delegate Allocation

Local chapters exercise their voting privilege and conduct all business through student voting delegates. Each chapter registered for the Ohio Career Development Conference can select a maximum of five (5) voting delegates.

Voting Delegate Responsibilities

Voting Delegates play an important and vital role in the election of State Officers. Therefore, it is crucial all voting delegates understand and agree to fulfill the following responsibilities.

Specifically, voting delegates will:

- Read this information packet thoroughly; ask questions as necessary and abide by all campaign/election regulations.
- Attend the Ohio Career Development Conference Election Session.
- Listen to chapter members' recommendations following candidate speeches.
- Cast a ballot with five candidates.

Election Process

The Ohio Career Development Conference Election Session is open to all members, advisors and parents. Following the candidate speeches and extemporaneous question responses, all non-voting delegates (advisors, chapter members, parents) will be dismissed. Designated voting delegates will then have 20 minutes to question candidates before casting their votes for up to five (5) individuals.

Voting Procedure

Each ballot contains the names of all candidates. Each voting delegate must vote for exactly five (5) candidates. If a ballot contains votes for more than or fewer than five (5) candidates, the ballot will be void. Voting delegates will only be able to submit one ballot, double check all selections carefully.

APPENDIX



Application for Ohio DECA State Officer Signature Form

Candidate Name: _____ **School:** _____

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 the 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 their employer and parent/caregiver understand the responsibilities of the office that the candidate is seeking. Employers and parent/caregivers 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 finding transportation to and from State Officer training.

Advisor Signature: _____ **Date:** _____

Principal/Director: I understand the responsibilities of the Ohio DECA State Officer, advisor and school, 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 advisor and student.

Principal/Director Signature: _____ **Date:** _____

Parent/Caregiver: I understand the responsibilities of the Ohio DECA State 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/Caregiver Signature: _____ **Date:** _____

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

Employer 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 their 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 website.

I authorize 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



DECA Member Name _____

PUBLIC RELATIONS - SELF INTRODUCTION

Area	Poor	Fair	Good	Excellent	Points Awarded
Platform Deportment General Appearance, Poise, Manner, Eye Contact, Self-Confidence, and Gestures	0 – 2	3 - 5	6 - 8	9 – 10	
Oral Presentation Content, Organization of Thought, Voice, Diction, and Grammar	0 – 2	3 - 5	6 - 8	9 – 10	

Self-Introduction (20 Points) _____



DECA Member Name _____

PUBLIC RELATIONS RATING SHEET

Area	Poor	Fair	Good	Excellent	Points Awarded
Public relations plan for Ohio DECA members to include student, advisor and professional members.	0 – 5	6 - 15	16 - 25	25 – 30	
How would you describe DECA to an individual on an elevator who poses the question, “What is DECA?” in 60 seconds or less?	0 – 5	6 – 15	16 – 25	25 – 30	
What is the value of Career-Technical Education, which emphasizes business, finance, hospitality, marketing and management career fields for students.	0 – 3	4 – 5	6 – 7	8 – 10	
Career Goal Career Goal and Plans for Achieving Goal	0 - 3	4 – 5	6 - 7	8 - 10	
Professionalism Appropriate Business Appearance, Enthusiasm and Self-Confidence	0 – 6	8 - 10	11 - 13	14 - 20	

Self-Introduction (20 Points) _____

Interview (100 Points) _____

Written Examination (50 Points) _____

TOTAL (170 Points) _____



DECA Member Name _____

POLICY ADVOCATE - SELF INTRODUCTION

Area	Poor	Fair	Good	Excellent	Points Awarded
Platform Deportment General Appearance, Poise, Manner, Eye Contact, Self-Confidence, and Gestures	0 – 2	3 - 5	6 - 8	9 – 10	
Oral Presentation Content, Organization of Thought, Voice, Diction, and Grammar	0 – 2	3 - 5	6 - 8	9 – 10	

Self-Introduction (20 Points) _____



DECA Member Name _____

POLICY ADVOCATE RATING SHEET

Area	Poor	Fair	Good	Excellent	Points Awarded
What is the value of Career-Technical Education, which emphasizes business, finance, hospitality, marketing and management career fields for students?	0 – 5	6 - 15	16 - 25	25 – 30	
How would you advocate on behalf of Ohio DECA to a business professional, elected official or educational leader in 60 seconds or less?	0 – 5	6 – 15	16 – 25	25 – 30	
Plan for Ohio DECA to advocate to administrators, politicians and professional business stakeholders.	0 – 3	4 – 5	6 – 7	8 – 10	
Career Goal Career Goal and Plans for Achieving Goal	0 - 3	4 – 5	6 - 7	8 - 10	
Professionalism Appropriate Business Appearance, Enthusiasm and Self-Confidence	0 – 6	8 - 10	11 - 13	14 - 20	

Self-Introduction (20 Points) _____

Interview (100 Points) _____

Written Examination (50 Points) _____

TOTAL (170 Points) _____