25 S. Front Street, MS 604
Columbus, OH 43215-4183
Phone: *(614) 728-9618*
www.ohiodeca.org

OHIO
DECA

Team 84 State Officer Candidate Informational Packet 2026-2027

DECA PREPARES EMERGING LEADERS AND ENTREPRENEURS IN MARKETING, FINANCE, HOSPITALITY AND MANAGEMENT

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GENERAL INFORMATION:

Ohio DECA State Officers represent over 8,000 student members as well as connect with a variety of key stakeholders including advisors, educational administrators, business partners, and public policymakers.

The decision to run for a State Officer position should not be made lightly or without a sincere commitment to serving Ohio DECA. 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 Officer Screening Process will examine the attitudes and abilities of each officer candidate and reveal which individuals are the most prepared to serve Ohio DECA.

While challenging, a State Officer's term also brings personal and professional growth. By making connections with new individuals year-round, State Officer's will begin building a foundation for their future success. In addition, State Officers will also be able to further implement the leadership skills learned through their positions in their future careers.

TEAM 84 OFFICER POSITIONS:

The Ohio DECA Team 84 State Officer team is to be made up of **five (5)** elected positions and **two (2)** selected positions. Each chapter can only hold **one** elected position and **one** selected position during any given year.

TERM OF OFFICE:

Ohio DECA State Officers shall serve a one (1) year term, beginning at the conclusion of the 2027 State Career Development Conference and concludes at the closing of the 2028 State 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** will be selected and eligible to campaign for a position on the State Officer team. Each chapter can only have **one candidate** move forward from Officer Screening for elected office; if more than one candidate from a chapter is sent to screening and is scored in the top 10 candidates, the screening committee will choose the top-scoring candidate from that chapter to move onto the State Career Development Conference.

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

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APPLICATION:

Candidates **MUST** submit the electronic application form, as well as upload the required Signature Form and Participant Media Release to the **State Officer Application** by **January 8th, 2027 at 11:59pm.**

Application form can be accessed at the following link: https://forms.gle/zTwPb52ENuXmYx2n7

In addition, all candidates must also submit an official Headshot, as well as a Resume and/or Candidate Bio that will be referenced during the course of the application period as well as during the Officer Screening process. The Candidate Bio must be limited to a maximum of **150 words.**

REIMBURSEMENTS/PAYMENTS:

Ohio DECA pays for officer expenses associated with their participation in Ohio DECA functions, such as the purchasing of their State Officer uniform, personal mileage to/from meetings ($.58/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 $300.00 stipend upon completion of all required Officer activities at ICDC. Local Advisors will notify their State Officer as well as the State Advisor of the school's policy related to this ICDC stipend.

COMPONENTS OF THE OFFICER SCREENING PROCESS:

Interview

The general interview will be conducted with a panel of former State Officers (based on availability) and volunteers. The questions asked during the interview will focus on the candidate's DECA experiences, career-technical education background, leadership activities, and other experience pertinent to their role as a Team 84 State Officer.

Prepared Response

Each candidate will prepare a two-minute speech for the panel of judges (may use notes if necessary). The candidate will prepare an answer to the following prompt:

You have been asked by your chapter advisor to present to a local business owner about DECA. Your chapter is hoping that this business will be a partner for your chapter, with their support including providing funds, hosting workshops, and joining the Business Advisory Board. How would you inform and excite this business owner on the importance of DECA and marketing education for the next generation and the impact they can have on students?

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Cold/Unrehearsed Script Reading
Each candidate will be asked to read a one-page script excerpt pulled directly from last year's State Career Development Conference. Script materials can be from the Opening Ceremony, Mini Awards, or Grand Awards and will not be shared with the candidate in advance of the panel reading. **Please notify the State Advisor, via email, of any visual impairment accommodations required to perform this task.**

Selected Officer Presentations (Public Relations and Policy Advocate Only)
Candidates for Public Relations and Policy Advocate will present their plans to judges to help build brand awareness or advocacy for career-technical education, respectively:

- **Public Relations:** What is your public relations plan for Ohio DECA which will obtain support and engagement from student members, advisors and professional members?

- **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?

Test
All officer candidates will take an objective test; candidates can prepare for this test by reviewing the information included in the following resources:
- Ohio DECA Fact Sheet
- DECA Student Leader Resource Guide
- Ohio DECA Website
- DECA, Inc. Website
- Leadership Reframed for the Workplace of the Future - Harvard Business
- Lessons in Situational Leadership with Meg Whitman

Students should also prepare for the **Screening Process** by reviewing these materials as well.

STATE OFFICER RESPONSIBILITIES:

The primary responsibility of the State Officers is to serve the organization in local, state, and international activities. The goal of the Ohio DECA 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, Ohio DECA State Officers will not be able to fall behind in their responsibilities to Ohio DECA members. Below is a list of the typical responsibilities expected of **all** State Officers:

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- Develop and implement a Program of Leadership through ownership on an IMPACT Goal.
- Attend **all** required meetings and trainings, including FLC, Officer Retreat, CDC and ICDC.
- Develop a signature workshop presentation.
- Abide by the rules and expectations, including projecting a professional image, using proper etiquette, and interacting positively on all social media platforms, including their personal accounts.
- When representing DECA, wear an official DECA blazer and professional attire.
- Assisting in the planning and organization of all Ohio DECA activities, including recruitment of judges for the district, state and national conferences, and promoting Ohio DECA to local organizations and businesses.
- 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 through community outreach, member development, and partner/sponsorship development and by submitting IMPACT Awards.
- Be available to an 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 Officers requires a level of commitment from the candidate; officers must be able to prioritize Ohio DECA responsibilities.
- Officers are expected to meet deadlines and communicate regularly.
- Officers should excel in time management.
- Officers should have strong organizational skills and must also have a strong attention to detail.
- Officers must be good team players and have the ability to manage conflict with others.

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ADDITIONAL AND SPECIFIC RESPONSIBILITIES OF SELECTED STATE OFFICERS:

Public Relations Representative:

- Organize and implement a public relations campaign.
- Increase awareness of Ohio DECA through correspondence with the media and by utilizing the internet and social media platforms to extend our footprint.
- Maintain and post messages to Ohio DECA members through the use of our various social media platforms in a timely manner.
- Implement a plan to help Ohio DECA members make an IMPACT, specifically promoting DECA Month and Global Entrepreneurship Week.
- Engage with chapters to assist them in further promoting their events and activities.

Policy Advocate:

- Closely monitors changes in legislation and policies and informs the Board of Directors, State 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 changes in various legislation and policies affecting Career Technical Education (CTE) and Career-Technical Student Organizations (CTSOs); examples include the Ohio Office of Career-Technical Education, Perkins V, Ohio Administrative Code Rule 3301-61-03.
- 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 trainings and 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 may result in dismissal from the State Officer team.

Event	Location	Dates
DECA ICDC	**Anaheim, CA**	**April 17 - 20, 2027**
Officer Retreat	**Columbus, OH**	**June 18 - 20, 2027**
Officer Training	**Columbus, OH**	**August 6, 2027**
Officer Training	**Columbus, OH**	**September 24, 2027**
FLC 2027	**Columbus, OH**	**Sept. or Oct 2027**

Event	Location	Dates
Officer Training	**Columbus, OH**	**November 12 - 13, 2027**
Officer Training	**Columbus, OH**	**December 10, 2027**
Officer Training	**Columbus, OH**	**January 21 - 22, 2028**
Officer Screening	**Columbus, OH**	**February 4 - 5, 2028**
Ohio CDC	**Columbus, OH**	**February 2028**

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OHIO DECA STATE OFFICER CANDIDATE CAMPAIGN GUIDELINES:

Responsibility:
The officer candidate, local advisors, voting delegates and all members from the candidate's chapter 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 do so may result in the disqualification of the candidate.

Preparation:
After receiving official notification of eligibility to campaign as a State Officer, the following must be completed:

- You may choose a current, active Ohio DECA member to serve as your campaign manager. **Note: advisors and current state/national officers cannot serve as your campaign manager.**
- Create a campaign theme by reflecting on the type of leader you will be and the reason(s) you are seeking office.
- Develop a campaign speech. Each candidate will give a **three (3)** minute prepared speech during the State Career Development Conference Election Session. Candidates may use note cards during their prepared speech.
- Each candidate will have one (1) minute to answer an extemporaneous question, as part of the State Career Development Conference Election Session. 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 State Officer Screening until the conclusion of the State Career Development Conference.**

- Candidates are **NOT** permitted to contact other DECA members with the intent to campaign.
- Candidates may **NOT** visit with any chapter outside of their own school facility for campaigning or for preparation for campaigning purposes.
- Candidates may **NOT** email or use **ANY** social media platform to contact other chapters or their members.
- Candidates may **NOT** campaign at organized DECA events, including District Fall Conferences, District Competitions and the State Career Development Conference, outside of specific time allotted for campaigning.
- **NO items** (promotional clothing, signage, etc.) may be worn or posted at the State Career Development Conference. Instead, elected candidates will participate in a professional "Meet the Candidate" Session.

As outlined above, no campaigning is allowed via email or social media, aside from a school district or DECA District's "Congratulations and Good Luck" post. Please note, candidates and advisors are responsible for the actions of their chapter members. Make sure any chapter individual who supports our candidacy is familiar with these outlined rules.

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Meet the Candidate Session:
Each candidate will be assigned to their table before the State Career Development Conference Election Session for the "Meet the Candidate" Session. They may set up their table immediately following the Opening Session but may not interact with Voting Delegates during this setup time. At the conclusion of the speaking portion of the Election Session, candidates will be released to their campaign table first 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 to speak with voting delegates. The candidates may make use of display materials that fit on top of the 3 X 5 table to assist with communication their ideas.

ELECTION INFORMATION:

Voting Delegate Allocation:
Local DECA chapters exercise their voting privileges and conduct all business through their assigned student voting delegates. Each chapter registered for the State Career Development Conference can select a maximium of **five (5)** voting delegates to represent their voting interests. The chapter advisor is responsible for selecting which students will be selected for this role. Advisors are to make sure they select students who will take their role as a voting delegate seriously.

Voting Delegate Responsibilities:
Voting Delegates play an important and vital role in the election of officers. Therefore, all voting delegates must understand and agree to fulfill the following responsibilities:

- Read this packet thoroughly to understand the officer selection processes and procedures; voting delegates should ask questions as necessary and abide by all campaign and election regulations.
- Attend the State Career Development Conference Election Session, **and stay for the entire session**.
- Listen to their chapter members' recommendations following candidate speeches, if their members attended the Election Session.
- Cast a ballot with up to **five (5)** candidates.

Election Process:
The State Career Development Conference Election Session is open to all members, advisors, and parents. Following the candidates speeches and extemporaneous question responses, all non-voting delegates will be dismissed. **Non-voting delegate members, advisors and parents MUST stay for the entirety of the Election Session if they would like to participate; attendees leaving early impacts the ability of the candidates during their speeches and question responses.** Designated voting delegates will then have 15 minutes to question candidates before casting their votes for up to **five (5)** individuals.

Voting Procedure:
Each ballot will contain the name and headshot of all candidate. Each voting delegate must vote for up to **five (5)** candidates. If a ballot contains votes for more than **five (5)** candidates, the ballot will be void. Voting delegates will only be able to submit one ballot; double-check all selections carefully.

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President and Secretary Selection Process:

New for Team 84: The selection process for both the **President** and **Secretary** position will take place in advance of the 2027 Ohio DECA State Career Development Conference. As part of the Officer Screening process, an additional evaluation method will be included to help determine the most qualified elected position officer candidates for the roles of **President** and **Secretary**. This evaluation method will focus on the applicant's leadership experiences and style, their potential to lead Team 84, and finally, their ability to problem-solve and make decisions. **The applicant who scores the highest during Officer Screening on this evaluation method, combined with their testing and initial interview scores, will be named the President if elected by the voting delegates during the State Conference, whereas the applicant who scores the second highest will be named Secretary.** These two positions will be announced during the 2027 Ohio DECA State Career Development Conference, as part of the general announcement of Team 84.

In addition, each elected officer candidate will also be required to outline their "intentions" for which role they are interested in fulfilling, as part of the initial application process. If a student is not interested in possibly being named **President** or **Secretary**, they will not be included in this additional evaluation; however, this must be made clear in advance on their Team 84 application.

ADDITIONAL OFFICER EXPECTATIONS:

Upon reading the outlined responsibilities, policies and procedures that will be implemented to determine the **seven (7)** Ohio DECA members who will become part of the Team 84 State Officer team, it is important to reiterate the following expectations for those members looking to take the next step in their leadership journey, by assisting Ohio DECA in serving our over 8,000 student members and advisors:

- A high level of commitment, passion and dedication is expected of all Team 84 State Officers.
- Having a goal to leave Ohio DECA better than you found it through the implementation of various IMPACT Goals and initiatives developed by Team 84 is required.
- Willingness to take initiative in serving the students and advisors of Ohio DECA is a necessity.
- State Officers **must** prioritize Ohio DECA tasks and responsibilities; while State Officers can still be active leaders within their own DECA Chapters, they are expected to prioritize serving Ohio DECA.
- Attendance at all outlined trainings and activities is **required**. Additional meetings, trainings, chapter visits and activities may also be required as part of ongoing initiative implementation. It is the responsibility of the State Officer to make all accommodations necessary to attend required activities.

TEAM 84 STATE OFFICER DISCLAIMER:

Ohio DECA understands that much time and effort is put into this State Officer selection and election process by our student members. **However, all State Officers serve at the discretion of Ohio DECA**. It is imperative that all interested student leaders fully review the expectations and requirements outlined in this application packet and be willing to undertake their role as a State Officer **prior** to submitting their application to run for Team 84. If any interested student leaders have any questions or concerns regarding the expectations and requirements outlined, they should direct questions to:

Mr. Drew Goldfinger - Ohio DECA State Advisor
drew.goldfinger@education.ohio.gov

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APPENDIX

Application of Ohio DECA Officer Signature Form

Candidate Name: _____ **School/Chapter:** _____

I understand the official description of the responsibilites of the Ohio DECA State Officer team, and I am willing to fulfill the responsibilities of the office for which 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 Name: _____ **Email Address:** _____

This candidiate is a paid member in good standing of the _____ DECA Chapter of Ohio DECA and DECA, Inc. To the best of my knowledge, the information on this application form is factual and accurate. The candidate and his or her employer and parents/guardians understand the responsibilities of the office that the candidate is seeking. Employers and parents/guardians are willing to help the candidate fulfill the responsibilities of the office, as identified in the application. If this student is elected/selected as an officer, I will attend the Ohio DECA State 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 Trainings and required activities.

Advisor Signature: _____ **Date:** _____

Employer Name: _____ **Employer Phone #:** _____

I understand the responsibilities of an Ohio DECA State Officer and I understand that if the above-named candidated is selected/elected, he or she will be required to perform the assigned duties of their position. I am willing to release this student from work, or will work with the student on resolving conflicts, that would allow them to fulfill these responsibilities.

Employee Signature: _____ **Date:** _____

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APPENDIX

Application of Ohio DECA Officer Signature Form

Principal/Director Name: _____ **Email Address:** _____

I understand the responsibilities of the Ohio DECA Officer, chapter advisor and school as identified in this application. If the above-name candidate is elected/selected, I will permit the student and advisor to fulfill both their State and International DECA-related responsibilities. I understand the responsibilities related to transportation to and from activities for the enter year of service. I have reviewed the expense reimbursement information. If this student is elected/selected as an officer, I will support their attendance at all DECA-related activities. I will also support the International Career Development Conference attendance for both the student as well as the chapter advisor.

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

Parent/Guardian Name: _____ **Email Address:** _____

I understand the responsibilities of an Ohio DECA State Officer, as identified in this application, 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 or activities.

Parent Signature: _____ **Date:** _____

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Participant Multi-Media Release Form

I, _____, as parent or legal guardian/custodian of _____ (student's name), who is applying to become an Ohio DECA State Officer, authorize Ohio DECA to publize my child's name, use video or photos of my child based on their work as a State Officer, and/or publish or cause the publishing of information relevant to his/her achievements. This information may be used in local, district, state or national publications related to DECA and Ohio DECA.

I authorize release of the above information as it relates to Ohio DECA activities:

_____

Signature of Parent or Legal Guardian/Custodian & Printed Date

_____

Parent Address/City/State/Zip Code

_____

Parent Phone Number

_____

Student Signature (if 18 years of age or older) & Printed Date

_____

Student Address/City/State/Zip Code (if different than Parent/Guardian above)

_____

Student Phone Number

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OHIO DECA

Policy Advocate Rating Sheet

State Officer Candidate Name: _____

Judge Name: _____

Evaluation Area	Poor	Fair	Good	Excellent	Points Awarded
Value of CTE Program: What is the value of a Career Tech Program, which emphasizes business, finance, hospitality, marketing and management career fields for students?	**0 - 5**	**6 - 15**	**16 - 25**	**25 - 30**	
Elevator Pitch: 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: What is your plan to advocate to administrators, politicians and professional business stakeholders?	**0 - 3**	**4 - 5**	**6 - 7**	**8 - 10**	
Career Goal: What is your career goal and you plan to achieve that 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**	

Interview (100 Points) _____

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OHIO DECA

Policy Advocate - Self Introduction Scoring Rubric

State Officer Candidate Name: _____

Judge Name: _____

Evaluation Area	Poor	Fair	Good	Excellent	Points Awarded
Platform Professionalism: General Appearance, Poise, Manner, Eye Contact, Self Confidence and Use of Hand 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) _____

Interview (100 Points) _____

Written Exam (50 Points) _____

Total Score (170 Points) _____

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OHIO DECA

Public Relations Rating Sheet

State Officer Candidate Name: _____

Judge Name: _____

Evaluation Area	Poor	Fair	Good	Excellent	Points Awarded
Public Relations Plan: What is your public relations plan to engage Ohio DECA members, advisors, alumni and professionals?	**0 - 5**	**6 - 15**	**16 - 25**	**25 - 30**	
Elevator Pitch: 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**	
Value of CTE Program: What is the value of a Career Tech Program, which emphasizes business, finance, hospitality, marketing and management career fields for students?	**0 - 3**	**4 - 5**	**6 - 7**	**8 - 10**	
Career Goal: What is your career goal and you plan to achieve that 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**	

Interview (100 Points) _____

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OHIO DECA

Public Relations - Self Introduction Scoring Rubric

State Officer Candidate Name: _____

Judge Name: _____

Evaluation Area	Poor	Fair	Good	Excellent	Points Awarded
Platform Professionalism: General Appearance, Poise, Manner, Eye Contact, Self Confidence and Use of Hand 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) _____

Interview (100 Points) _____

Written Exam (50 Points) _____

Total Score (170 Points) _____