

Nebraska DECA State Officer Candidate Application Packet

Congratulations! You've taken the first step toward becoming a Nebraska DECA State Officer. An officer's year is one of exciting challenges, fantastic opportunities and life-long friendships. Please review the information in this packet carefully and be sure you're ready to accept the responsibilities of the office before you commit to running. **Remember, forms are due to the Nebraska DECA office no later than Friday, January 12, 2018. Don't delay!**

Items to submit to Nebraska DECA by January 12, 2018:

- SO-1 – State Officer Candidate Application
- SO-2 – Advisor's Statement
- SO-3 – State Officer Acceptance Contract
- SO-4 – Conduct /Procedures Code Form
- SO-5 – Medical Release Form
- SO-6 – Print and Web Media Release Form
- Your completed newsletter article

State Officer Time Commitments

January 27, 2018	State Officer Candidate Screening, Lincoln, Nebraska
March 15-16, 2018	State Career Development Conference, Lincoln, Nebraska
April 4-7, 2018	State Officer Team Training and International CDC Preparation Mahoney State Park, Ashland, Nebraska
April 21-24, 2018	International Career Development Conference, Atlanta, Georgia
May 29-31, 2018	State Officer Leadership Academy, Kearney, NE
July, 2018	Board of Directors Meetings
October TBD, 2018	Fall Leadership Conference – Pre-Conference and Conference, Omaha, Nebraska
November 16-18, 2018	Central Region Leadership Conference Detroit, Michigan
January 24-26, 2019 (Thursday-Saturday)	State Officer Screening/State CDC Preparation – Lincoln, Nebraska
March 13-16, 2019 (Wednesday-Saturday)	Nebraska DECA Career Development Conference Cornhusker Marriott and Conference Center – Lincoln, Nebraska
April 5, 2019	New Officer Installation at the State Officer Leadership Retreat Mahoney State Park, Ashland, NE

*DO NOT Commit to running for office unless you can meet the above attendance requirements! Officers who are unable to meet the commitments of their offices may be required to forfeit their office. If you have any questions about campaigning, be sure to ask your advisor or refer to the State Officer presentation on the website.

State Officer Duties

Candidates will be slated into a President, Secretary or a Vice Presidential slot. At state conference, VP candidates will NOT run for a specific VP position, they will run simply for a VP spot. The newly elected state officer team will determine roles at the State Officer Retreat. **Official election procedures and sample ballot will be provided to candidates and advisor after screening.*

Duties of all Officers

The duties of all members of the Nebraska DECA State Officer Team include, but are not limited to:

- Assisting in the development of the annual program of work for the state officer team
- Attending the International Career Development Conference following their election to office
- Attending all state officer training workshops/seminars as scheduled by the State Advisor
- Planning meetings and events as requested by local advisors and state advisor
- Assisting in planning and conducting the Fall Leadership Conference, and State Career Development Conference
- Communicating with other state officers in a timely and professional manner
- Serving as Nebraska DECA's official representatives at various Marketing Education/DECA functions
- Communicating with DECA chapters/local advisors by telephone and mail
- Gathering and writing newsletter articles and press releases to local news agencies
- Serving as a resource speaker for chapter leadership activities
- Making personal phone calls to confirm business participation
- Completing other duties as assigned

Duties of the State President

The duties of the President of Nebraska DECA include, but are not limited to:

- Conducting meetings of the state officer team not presided over by the state advisor
- Presiding over and conducting delegate assemblies
- Coordinating state officer team program of work activities
- Maintaining ongoing communication with the state advisor and the state officer team
- Calling special meetings in consultation with the state advisor
- Serving as the official representative of the state officer team

Duties of the Secretary

The duties of the Secretary of Nebraska DECA include, but are not limited to:

- Preparing and issuing minutes of all official meetings in a timely manner
- Issuing official correspondence at the request of the state advisor
- Compiling records of award winners
- Counting and recording delegate assembly and business meeting votes for the official record

Duties of the Vice President-Alumni/Collegiate DECA

- Serving as liaison to the Alumni division and all Nebraska Collegiate DECA chapters
- Attending meetings of the Alumni division and all Nebraska Collegiate DECA chapters
- Creating outreach programs to high schools
- Maintaining a database of high school seniors interested in post-graduation involvement
- Promote Alumni and Collegiate DECA through the Nebraska DECA web site, the DECA newsletters, and at statewide conferences such as the Fall Leadership Conference and State Career Development Conference
- Conduct workshops in conjunction with Collegiate DECA and Alumni chapter officers to promote involvement to graduating seniors

Duties of the Vice President-Business Partnerships

The duties of the Vice President-Business/Industry Relations include, but are not limited to:

- Serving as a liaison to the Nebraska Association of Marketing Educators (NAME), and DECA Board of Directors
- Making personal phone calls and visits to receive and confirm business participation
- Assisting in finding financial support for the Marketing Education/DECA Support Program
- Assisting with the judges recruitment efforts for the State Career Development Conference
- Assisting in the planning of the judges appreciation session(s) at the State Career Development conference
- Serving on the awards selection committee for the state Honorary Life Membership and Award of Merit
- Assisting the state advisor in planning partnership visits by the state officer team to leading Nebraska businesses

Duties of the Vice President-Membership Services

The duties of the Vice President-Membership Services include, but are not limited to:

- Assisting the state officer team and state advisor in the development of membership recruitment activities and materials
- Coordinating the Distinguished DECA Member and Chapter of the Month programs (appointing review committee, meeting monthly to decide winners, writing synopsis paragraphs for the web page)
- Serving as assistant to any International DECA officer candidate from Nebraska
- Assisting in the planning of state meetings at regional and national conferences
- Encourage/mentor potential State Officer candidates
- Working with the Alumni Chairperson to coordinate all recruitment and retention activities

Duties of the Vice President-Communications

The duties of the Vice President-Communications include, but are not limited to:

- Maintain updates and posts to various social media sites
- Gathering news from local chapters for use in press releases and for publication in state and national media
- Providing articles of particular interest to the DECA *Direct* newsletter editor
- Collecting articles prepared by the state officer team for the state newsletter, and the state web site, editing them for content and readability, and forwarding the articles to the state office for publication
- Contacting state officer team members regarding assignments and responsibilities relative to the state newsletter, and the state web site (www.nedeca.org)
- Gathering news from local chapters for inclusion on the state web site
- Writing articles and developing content for the state web site
- Targeting outdated information and assuring its removal from the web site
- Reviewing the DECA Inc. web site (www.deca.org) for national and international information
- Acting as official photographer and/or obtaining photographs of meetings of the state officer team and state DECA activities for use in media presentations and the state and national publications

Nebraska DECA Officer Candidate Application

(Please type or print using ink)

Name _____
(Last) (First) (Middle)

Date of Birth _____ Male _____ Female _____ School _____ Grade _____

Candidate Cell Phone _____

Home Address _____ City _____ ZIP _____

Candidate E-Mail Address _____

Parent's Names: Father _____ Mother _____

Home Phone _____ Parent Email: _____

Date you became an active DECA Member _____

Attach resume containing the following information: Name, School, DECA activities, offices held, committee memberships, honors received, chapter event participation, and other youth, civic, social, class, or church group information.

Rank each office (1-6) with a one being the office you feel most confidently matches your skills and a six by the office you feel least matches your skills. Be sure not to duplicate numbers.

- | | |
|---|--|
| _____ President | _____ Vice President-Membership Services |
| _____ Secretary | _____ Vice President-Communications |
| _____ Vice President-Alumni/Collegiate DECA | _____ Vice President-Business Partnerships |

Based on your number one choice from above, what skills do you currently have that would make you effective as that state officer? Give specific examples or situations where you have displayed these skills.

Uniform Sizes (Note: Use J.C. Penney catalog sizing as a guide)

MEN

Blazer Size (34-50, short, regular, or long) _____ Slacks _____ Shirt _____ Shoe _____

T-shirt/Polo size (circle one): S M L XL XXL

WOMEN

Blazer Size (6-20, regular or tall) _____ Skirt _____ Slacks _____ Blouse _____ Shoe _____

T-shirt / Polo size (circle one): S M L XL XXL

**DECA Officer Candidate
Advisor's Statement**



Full name of candidate _____

Applicant is enrolled in Marketing Education during the school years of: (please specify) _____

Why would you recommend this applicant for an office? Please explain your recommendation.

The above named student is doing satisfactory work and is in good standing in all classes. He/she has maintained at least a "C" average (2.0 out of 4.0 scale) in his/her schoolwork based on last semester and so far this semester.

I recommend him/her as a candidate for office.

(Date)

(Advisor signature)

**Nebraska State DECA Association
Administrator's Permission Statement**

I understand that _____ is an applicant for a DECA State Office. This student will attend a state officer screening session prior to the State Career Development Conference. If this student is determined to be eligible to run for a State DECA Office, he/she will be notified prior to the State DECA Conference.

If elected, the state DECA activities will take the student out of school for eight to ten school days during the school year, unless the candidate's local school responsibilities are jeopardized by his/her state assignments and duties.

The above named student is doing satisfactory work and is in good standing in all classes. He/she has maintained at least a "C" average in his/her schoolwork based on last semester and so far this semester.

I recommend this person as a candidate for Nebraska DECA state office.

(School Administrator's Signature)

(Title)

**Nebraska DECA
State Officer Candidate Acceptance Contract**



By signing below, I give assurance that I understand the duties and time commitments for which I am responsible if elected to state office. I have investigated **all** potential time conflicts (sports teams, special events, extra-curricular activities, employment commitments, and other activities such as Boy's/Girl's State, ACT/SAT tests, etc.). Based on this investigation, I agree that I can and will fulfill all state officer duties. I understand that failure to do so means removal from my office.

Duties of a Nebraska DECA state officer include as a minimum: attendance at the state officer training session(s), active participation at required conferences (International CDC, Fall Leadership Conference, State CDC), participation in planning meetings scheduled throughout the year, and timely, businesslike communications (newsletters, correspondence, forms and reports).

I have read and will comply with all stipulations for state office as detailed in the State Officer section of the Nebraska DECA Chapter Advisors Handbook. Should I fail to complete the duties of my office, I know that I will be subject to removal from state office.

State Officer Candidate Signature

Date

I have read the above information and the related pages from the State Officer section of the Nebraska DECA Chapter Advisors Handbook. I agree to these provisions and understand that failure to meet the obligations will subject the candidate to removal from office.

Parent/Guardian Signature

Date

Local Chapter Advisor Signature

Date

Nebraska DECA State Officer Conduct/Procedures Code

Nebraska DECA requires each state officer candidate to read and complete this form and return to the state office as partial completion of his or her state officer application process.

1. Appropriate dress of businesslike attire will be expected. Official dress or uniform will be worn at all state approved activities, meetings or conferences.
2. There shall be no defacing of property. Any damages to any property or meeting rooms or conference locations must be paid by the individual responsible and may subject the individual to criminal prosecution.
3. State officers shall keep their state advisor informed of their official activities and whereabouts at all times.
4. State officers shall be prompt and prepared for all official activities.
5. State officers must be in their sleeping rooms and quiet at curfew. The state advisor will establish curfew.
6. No alcoholic beverages or narcotics in any form shall be possessed at any time, under any circumstances while representing the local school and Nebraska DECA. Possession of such substances may subject the individual to criminal prosecution.
7. Gambling of any nature is prohibited.
8. Conviction of a crime, other than a minor traffic violation, constitutes cause for removal from office.
9. No use of tobacco products will be permitted while representing the local school and DECA.
10. State officers are required to attend all assigned activities such as workshops, competitive events, committee meetings, delegate assemblies, state officer meetings, etc. If a state officer cannot fulfill an assignment, due to an emergency, the state advisor must be notified immediately.
11. Identification badges will be worn at all times while serving in official capacity as a state officer.
12. Conduct not representative of an education organization is prohibited. Such conduct includes action disrupting a businesslike atmosphere, association with non-conference individuals or activities that endanger self/others. This includes on social media.
13. State officers are directly responsible to the state advisor. A state officer may also work closely with his/her chapter advisor in activities and assignments.
14. All official correspondence as a state officer must be sent to the state advisor. All correspondence mailed by the state officer should be proofread.
15. The state advisor will use his/her discretion in calling on a state officer (past or present) to represent the organization.
16. Education always takes precedence. State officers must plan accordingly so that problems do not occur.
17. Official travel by a Nebraska state officer must have approval from the state advisor and may require chapter advisor, school official, and parent/guardian approval.
18. When expenses are paid by the state organization, reimbursement will be made directly to the state officer after submission of an expense reimbursement form.
19. An up-to-date itinerary must be prepared and left with parents, local advisors and the state office staff.
20. A travel authorization form may be required before any travel.
21. Possession or use of a weapon is prohibited.
22. State officers engaging in sexual harassment, abusive language, ethnic/racial slurs, or conduct unbecoming an officer, will be disciplined and/or removed from office by the DECA Board of Directors.

Procedures

1. The state officer shall be responsible to the state advisor while serving in the capacity of a state officer.
2. Officers violating the conduct code will be dealt with by the state advisor in cooperation with the local advisor and local school administration and the policy making body for the Nebraska DECA. The officers may be sent home at their own expense and/or removed from office.

"I have read and fully understand the Nebraska DECA State Officer Conduct/Procedures Code and agree to comply with these conduct guidelines. Furthermore, I am aware of the consequences that will result from violation of any of the above guidelines."

_____ Date _____ State Officer Signature
 We approve the student named above to attend state approved DECA activities. We agree to the provisions as stipulated in the Conduct/Procedures Code.

Parent/Guardian's Signature _____ Advisor's Signature _____
 Home Phone # _____ Home Phone # _____
 Work Phone # _____ Work Phone # _____

Auto Insurance Company Name/Policy Number _____



Officer Code of Leadership

DECA has established attributes and values that explain the priorities and standards of our organization. These are competence, integrity, innovation, and teamwork. DECA is entrusting you to uphold these priorities and standards. Failure to abide by these codes of leadership could result in immediate resignation from your office.

Competence/Integrity

- I shall apply appropriate leadership principles at all times. These include, but are not limited to the following: consensus building, compromising, listening, respecting other people's opinions and possessions, democratic styles, maintaining enthusiasm and involvement, and conflict resolution through open communication.
- I shall carry out my duties and responsibilities to the best of my ability.
- I shall be prompt and prepared at all times.
- I will always conduct myself in a professional manner as a representative of DECA.

Innovation

- I agree to be an active, prepared member of my State Officer Action Team.
- I shall work with my team to establish our goals for the year based on NE DECA and International DECA initiatives.
- I agree to contribute to accomplishing my individual and team goals to the best of my ability.

Teamwork

- I shall wear appropriate coordinated attire with the rest of my State Officer Action Team while attending official DECA events.
- I will exhibit integrity in all that I do that represents NE DECA and my fellow State Officers.
- I shall immediately remove myself from all situations that could compromise my professional image and the image of my State Officer Action Team
- I shall keep the NE DECA staff informed of my whereabouts and activities at all times, where the activities are an official function of my office, or while I am in her charge.
- I shall attend all **required** NE DECA conference activities, unless I receive prior approval from state staff to be absent.
- I shall keep my local chapter advisor and parents informed of all official correspondence.

I have read and fully understand the Nebraska DECA State Officer Code of Leadership and agree to comply with these guidelines. I understand the necessity of these rules for the success of the state association. Furthermore, I am aware of the consequences that will result from violations of any of these regulations.

State Officer/Candidate Name (Print)

Chapter Name (Print)

State Officer/Candidate Signature

Advisor Signature

Parent's Name (Print)

Parent's Signature

Nebraska DECA
Medical Release Form

I, _____ of _____
Parent/Guardian Name Address
_____ am the _____ of _____
City State Zip relationship member's name

City State Zip

I hereby give my consent, in the event all reasonable attempts to contact me have been unsuccessful, for immediate medical treatment as required in the judgment of the attending physician while _____ is absent from home during his/her term of office as a DECA State Officer..

Member's Date of Birth _____ Social Security # _____

Parent/Guardian Phone Number(s) Work _____ Home _____
Work _____ Home _____

Family Physician: _____ Family Dentist: _____

Address: _____ Address: _____
City State Zip City State Zip

Phone: _____ Phone: _____
Work Home Work Home

Medical Insurance Company: _____ Policy # _____
If none, indicate NONE

Name of Insured: _____

Any hospital or practitioner not having access to a medical history needs the following information:
Allergies: _____
Medication being taken: _____
Date of last tetanus shot: _____
Physical impairments: _____
Other pertinent facts to which physician should be alerted: _____

If Parent/Guardian cannot be reached in case of emergency, call:
First Choice Name _____ Area Code/Phone _____
Second Choice Name _____ Area Code/Phone _____

In a medical emergency, I consent to the local/state advisor or appointed agent, his, her or their discretion in using, taking, arranging for or consenting to the procedures or treatment. I agree to indemnify and hold harmless the Nebraska Association of DECA, the individual members, agents, employees, and representatives thereof, for any and all claims, demands, actions, rights of action, and or judgments by or on behalf of the above named member arising from or on account of said procedures and/or treatment rendered in good faith and according to accepted medical standards.

I assume the total financial responsibility for the above named member and will not hold the Nebraska Association of DECA responsible in the event of a medical emergency.

Signed in my presence this _____ day of _____, 20____

Notary Signature Parent/Guardian

**Print and Web Media Release
Nebraska DECA**



Name _____
School _____

We agree to allow publication of photographic and information releases about the individual named above. Media may include, but not be limited to conference programs, conference materials, the DECA web site, www.nedeca.org, DECA newsletters and pre- and post-conference mailings.

Signature

Date

Parent/Guardian Signature

Date

Local Advisor

Date

Mail completed form to: Nebraska DECA PO Box 94987 301 Centennial Mall South Lincoln, NE 68509-4987
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Written Communications Topic

This exercise is designed to test your skills in written communication. Turn your article in with your application forms no later than January 12, 2018.

DECA Newsletter Article Topic

The International Career Development Conference next year will be in Atlanta, Georgia. You are to write an article for the DECA Newsletter that should inform and motivate members about the conference.

The article should be informative and upbeat. You will not be graded on the accuracy of information given about the conference. In other words, you may create your own idea about what types of activities will be included at the conference. You will be graded on the accuracy of your written work. Grammar, punctuation, spelling, structure of sentences, and paragraphing will all be evaluated. Also, your article will be evaluated on the basis of organization and readability. Limit the article to two pages, double-spaced.

Remember this is the first issue of the newsletter and will be out on the web next month. Your focus should be to inform marketing students about what DECA and the International Career Development Conference offers them.

On one or two word processed or typewritten pages please submit the headline and content for your article. Be sure to DOUBLE-SPACE your article.

Your article will be graded on:

Appeal of the headline and content
Readability of the content
Punctuation and grammar

Note: This is to be mailed in with your application.

This is the official article topic.

Nebraska DECA
State Officer Candidate Study Guide

General DECA Information

- A. DECA's Mission is
 - 1. DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management.

- B. DECA prepares the next generation to be
 - 1. Academically Prepared
 - 2. Community Oriented
 - 3. Professionally Responsible
 - 4. Experienced Leaders

- C. There are 19 individual series event areas for DECA competition. They are as follows:
 - 1. Principles of Business Management and Administration
 - 2. Principles of Finance
 - 3. Principles of Hospitality and Tourism
 - 4. Principles of Marketing
 - 5. Accounting Applications
 - 6. Apparel and Accessories Marketing
 - 7. Automotive Services Marketing
 - 8. Business Finance Services
 - 9. Business Services Marketing
 - 10. Entrepreneurship
 - 11. Food Marketing
 - 12. Hotel and Lodging Management
 - 13. Human Resources Management
 - 14. Marketing Communications
 - 15. Quick Serve Restaurant Management
 - 16. Restaurant and Food Service Management
 - 17. Retail Merchandising
 - 18. Sports and Entertainment Marketing
 - 19. Personal Financial Literacy

Through these 19 areas, DECA provides students the opportunity to compete in various areas of career interest.

DECA Association Information

- A. The four membership divisions of DECA are as follows:
 - 1. High school
 - 2. Collegiate
 - 3. Alumni
 - 4. Professional

- B. The international headquarters for DECA, Inc. is located in Reston, Virginia.

- C. The Executive Director of DECA is VACANT.

- D. For the United States and Canada, DECA is divided into four regions. These regions operate independently from one another, hosting their own regional conferences, etc. The regions are as follows:
 - 1. Central Region (Nebraska is in the Central Region.)
 - 2. North Atlantic Region
 - 3. Western Region
 - 4. Southern Region

E. The thirteen states of the Central Region are:

Illinois

Indiana

Iowa

Kansas

Kentucky

Michigan

Minnesota

Missouri

Nebraska

North Dakota

Ohio

South Dakota

Wisconsin

G. The members of the 2017-2018 National DECA Officer Action Team, high school division, are:

1. Jaron May, President

2. Leah Hoffman, Central Region Vice-President

3. Hayley Haas, Western Region Vice-President

4. Marjorie Sproul, Southern Region Vice-President

5. Mason Smith, North Atlantic Region Vice-President

H. DECA's National Advisory Board (NAB) is made up of businesses and corporations from all over the country. Many of these NAB members exhibit informational booths at state, regional, and national conferences. Also, NAB members sponsor several of DECA's competitive events. Otis Spunkmeyer, Chipotle, H&R Block, Marriott, Men's Wearhouse, Universal Orlando, and Walgreens are all NAB members.

I. The 2018 International Career Development Conference will be held in Atlanta, Georgia.

J. The theme for the International DECA year is *Limitless*.

Nebraska DECA Information

A. The members of the 2017-2018 Nebraska DECA State Officer Action Team are:

○ President-Jessi Ferguson

○ Secretary-Hannah Bailey

○ Vice President Business Partnerships-Olivia Bland

○ Vice President-Communications-Bobby Martin

○ Vice President-Membership Services-Nithya Mudgapalli

○ Vice President-Alumni/Collegiate DECA-Adri Mcking

B. The annual State Career Development Conference is being held at the Cornhusker Marriott Hotel and Conference Center in Lincoln, Nebraska on March 15-17, 2018.

C. The Nebraska DECA web site address is www.nedeca.org.

D. The theme for the 2017-2018 Nebraska DECA Year is: *Limitless*.

Sample Speech Topics

Listed below are two sample speech topics. A speech topic insert will be mailed to all candidates following receipt of the completed official application forms. You will choose one (1) of these and prepare a three to four minute speech on this topic. You may use notes or index cards during the speech.

Please keep in mind that your speech will be evaluated on the following:

- ❖ Creativity
- ❖ Accuracy of information
- ❖ Interesting and unique content
- ❖ Overall quality of delivery

Sample Speech Topic #1

You are a DECA State Officer. Your local high school has invited you to speak to the sophomore class about DECA. You may choose either the state theme of “Launch Your Legacy” or the national theme of “Make It Count” as the basis of your speech.

You should keep in mind that your audience knows little about DECA. Also, you should address this from the standpoint that these students are all prospective members for the next year.

You are given no less than two (2) minutes and no more than four (4) minutes for your speech.

Sample Speech Topic #2

You are the president of your local DECA chapter. You have been asked by a local chamber of commerce to speak about DECA. You will be presenting to a group that may be as few as 15 or as many as 100. You will want to explain DECA to those who may not be familiar with the organization, describe the purpose of the organization (locally and at the state and national levels), and offer opportunities for them to become involved with your chapter.

You will be given no less than two (2) minutes and no more than four (4) minutes for your speech.

These are sample topics. The actual speech topic for candidates will be mailed following receipt of all applications.

Do not send until **AFTER** Screening Session results have been received.



Agreement to Campaign (submit AFTER screening results)

I agree to campaign for the office of _____ as determined by the Nebraska DECA screening committee.

I have again reviewed all time commitments, duties, rules and policies contained in the State Officer section of the Nebraska DECA Chapter Advisors Handbook. Should I be unable to fulfill these requirements, I agree to resign my office or file a request to remain in office to the DECA State Advisor and DECA Board of Directors for a review and final decision.

Officer Candidate Signature

Date

Parent/Guardian Signature

Date

Local Advisor

Date

Mail completed form to: Nebraska DECA
PO Box 94987
301 Centennial Mall South
Lincoln, NE 68509-4987