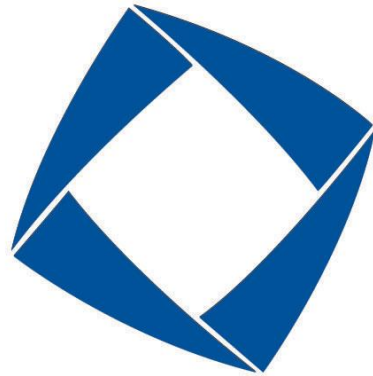


# **STATE ACTION TEAM HANDBOOK & APPLICATION**



**GEORGIA  
DECA™**

**CANDIDATES SEEKING OFFICE FOR THE  
2012-2013 SCHOOL YEAR**

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## **Goals of DECA**

- To prepare marketing education students to take their proper places in the business world.
- To develop leadership characteristics.
- To develop self-confidence and self-acceptance.
- To develop a greater understanding of our competitive, free enterprise system.
- To further develop occupational competencies needed for careers in marketing, management, and entrepreneurship.
- To develop high ethical standards in personal and business relationships.
- To develop effective international relationships.
- To develop a greater awareness of career opportunities in marketing, management, and entrepreneurship.
- To develop greater proficiency in communication.
- To develop greater appreciation of the responsibilities of citizenship.
- To develop a healthy competitive spirit.

## **Benefits of Being a State Officer**

- Ability to serve not only as a follower but as a leader
- Recognition on the local and state levels
- Public speaking skills gained
- Valuable leadership skills enhanced
- Networking
- Public relations skills
- Improve communication skills
- Learn to accept responsibility
- Time management skills
- Improve organizational skills
- Develop professionalism essential for a successful career



GEORGIA

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# **SECTION I**

## **STATE OFFICER GUIDELINES & EXPECTATIONS**

## Responsibilities of a State Officer

It is vital that each State Officer understand their responsibility to the Georgia Association of DECA. Each member of an effective State Officer Team recognizes that contributions to the team goals will advance the entire state organization at a greater level than the concentration of individual goals. Following is a list of State Action Team responsibilities to the Georgia Association of DECA:

1. Attend all required conferences  
(No exceptions will be made for other school functions.)
  - State Action Team Training (April)
  - CTSO State Officer Training (June & January)
  - GACTE (July)
  - Fall Rally (October)
  - Fall Leadership Development Conference (November)
  - Regional Competition (January)
  - CTSO Legislative Luncheon (February)
  - State Career Development Conference (February or March)
  - International Career Development Conference (April-May)
2. Complete a Program of Work
  - Adhere to all deadlines set by the State Advisor
  - Submit monthly documentation forms
3. Communicate regularly with the State Advisor throughout the year
  - Consult the State Advisor if in doubt about an activity meeting minimum Program of Work requirements.
  - Contact the State Advisor if you have any obstacles that create difficulty in fulfilling your role as a State Officer.
4. Attend the Regional Competition in the capacity as a State Action Team Member and participate in a competitive event.
5. Wear an official DECA blazer and professional attire according to the Georgia DECA official dress code to all functions when representing Georgia DECA.
6. Consult and cooperate with the State Advisor and Regional Competitive Events Host on all regional activities.
7. Submit information requested by the State Advisor and respond to all correspondences (telephone calls, emails, text messages, regular mail) promptly.
8. Act in a professional manner at all times. Your actions are representative of all members of Georgia DECA. Reflect a positive image on behalf of the organization.
9. Comply with guidelines for supervised travel arrangements. Members of the State Action Team are **required** to have an adult supervise all transportation.

# **SPECIFIC STATE OFFICER DUTIES**

## **President**

- Oversees all activities conducted by the State Action Team
- Works closely with the State Advisor and the State Action Team to ensure that all undertakings are successful
- Assumes the main leadership role at Fall LDC and State CDC
- Acts as the primary public relations agent and makes as many public appearances as possible on behalf of Georgia DECA
- Uses leadership skills and vision to inspire all Georgia DECA members
- Conducts a state project based on the team's Program of Work

## **Executive Vice President**

- Functions in the absence of the President and performs other duties as directed by the President
- Presides at specified functions at Fall LDC and State CDC
- Prepares to assume the duties and responsibilities of the President should the need arise
- Assists in supervising the development and implementation of the State Action Team's Program of Work
- Conducts a state project based on the team's Program of Work

## **Executive Secretary**

- Maintains all written records for the State Action Team
- Works with the State Advisor to establish agendas prior to all meetings and training sessions
- Maintains documented records of discussions and decisions at meetings and training sessions, and records written minutes of all State Action Team group efforts
- Uses organizational skills in order to maintain a clear written record of the Action Team's efforts on an annual basis

## **Vice President of Public Relations**

- Presides at specified functions at Fall LDC and State CDC
- Plans, organizes, and implements statewide publicity in order to convey information from chapters, regions, and the business community
- Assists in creating quarterly newsletters for chapter members and advisors

## **Vice President of Civic Consciousness**

- Presides at specified functions at Fall LDC and State CDC
- Plans, organizes, and implements two statewide community service projects including publicity needed in order to convey information from chapters, regions, and the business community

### **Vice President of Business Partnerships**

- Presides at specified functions at Fall LDC and State CDC
- Plans, organizes, and implements two statewide projects designed to stimulate stronger partnerships between Georgia DECA and business leaders across the state
- Assists the Georgia DECA Foundation in implementing fundraising events at every Georgia DECA conference

### **Vice President of Chapter Development**

- Presides at specified functions at all Fall LDC and State CDC
- Plans, organizes, and implements two statewide projects in order to increase existing chapters' activities and membership levels as well as establish new chapters in schools without current DECA and/or marketing education programs
- Creates a statewide membership campaign

### **Vice President of Finance**

- Presides at specified functions at all Fall LDC and State CDC
- Plans, organizes, and implements two statewide projects designed to raise funds which the Georgia DECA State Action Team and the State Advisor use to endow a special initiative for the state
- Assists chapters in developing fundraising opportunities

### **Vice President of Competitive Events**

- Presides at specified functions at all Fall LDC and State CDC
- Plans, organizes, and implements two statewide projects which will lead to improve competitive skills in written, role play, and testing events for DECA members across the state

### **Historian**

- Presides at specified functions at all Fall LDC and State CDC
- Keeps accurate records and pictures of state and chapter activities
- Collects pictures, brochures, and programs of chapter's work throughout the year
- Creates a DECA scrapbook to preserve the events for future DECA members to see

# PROGRAM OF WORK (POW)

## Description and Purpose

The Georgia DECA State Action Team is expected to implement many local, regional and/or state activities during their term of office. Georgia DECA requires each officer to plan and implement activities that support the Program of Work adopted by the State Action Team. **A state of activities must be developed by each officer and approved by the State Advisor prior to the close of the State Officer Training.** All activities must be completed by the end of March of the following year. A report on the progress of each activity is to be sent to the State Advisor and State President by the end of each month.

## Guidelines

1. A brief monthly documentation of each planned activity is required. Officers should use the 5<sup>th</sup> of the Month Form.
2. Each 5<sup>th</sup> of the Month Form must be **emailed** to the State Advisor and State President by the **fifth** of each month. The first report will be submitted by **July 5<sup>th</sup>** and continues through the **end of May**.
3. The 5<sup>th</sup> of the Month Report should be proofed by your local chapter advisor before being sent to the State Advisor.
4. Officers should keep a copy of their 5<sup>th</sup> of the Month reports.
5. The State Advisor should be contacted prior to the end of each month if the Officer is experiencing problems with his/her activities.

## Goals for the Program of Work

When developing activities for the Program of Work, it is important to remember that each officer is trying to perform activities that will benefit more than his/her chapter members. State Officers will still be involved in local chapter activities, but their POW activities should focus on reaching a wider audience- the entire state you represent.

The goals are based upon the points of the DECA Diamond and the promotion of Marketing Education and DECA. The State Action Team should base their Program of Work on all of these goals:

1. Promote Civic Consciousness
2. Promote Social Intelligence
3. Promote Leadership Development
4. Promote Marketing Education and DECA



**4. SUPPORT GIVEN TO YOUR TEAM/STATE PROJECTS**

**5. X-FACTOR (other things that you've been up to)**

**6. LESSONS LEARNED**

**7. NOTES (something you want to share with your state officer advisor) or OTHER ACCOMPLISHMENTS**

**8. QUOTE OF THE MONTH**

# REQUIRED EVENTS FOR STATE OFFICERS

## **State Action Team Training**

**Purpose:** The purpose of the State Action Team Training is to prepare the state officers to successfully assume their positions. Through participation in a variety of activities, the officers develop leadership skills and are made aware of their responsibilities and how to carry out these responsibilities.

**Roles:**

1. The State Action Team is given intensive leadership training. In order to develop capable state officers, the following topics are covered: Leadership Skill Development, Team Building, Communications, Presentation Skill Development, Personal Image Projection, Effective Business Meetings, Business Etiquette, Marketing DECA, Time Management
2. The purpose and implantation of the Program of Work is a major topic during the training. Officers are assisted by the State Advisor in developing activities for achieving goals set for the year, reporting procedures and forms are reviewed, and an explanation of the acceptable criteria for submitting the POWs is discussed.
3. The State Action Team is given an overview of their role at Fall LDC, State CDC, and ICDC

**Costs:** Georgia DECA covers the costs of the officer's lodging and meals. Lodging and meals for 1 advisor of each state officer is also covered by Georgia DECA if they chose to attend.

**Attendance:** The State Action Team Training is mandatory for state officers to attend. Optional for State Officer Advisors.

## **CTSO State Officer Training (June & January)**

**Purpose:** The purpose and goals of the training include teambuilding, public speaking, communication skills, and leadership development. State officers will network and develop leadership strategies with other state officers in various Georgia CTSO's.

**Roles:**

1. The State Action Team will participate in presentations on handling responsibility, decision making, creative leadership, positive mental attitudes, motivation, team spirit, and character.

**Costs:** Georgia Department of Education covers the costs of the officer's lodging and meals.

**Attendance:** The CTSO State Officer Training in both June & January is mandatory for state officers to attend.

## **GACTE (July)**

**Purpose:** The purpose of this conference is to showcase Georgia DECA to all CTAE teachers and administrators and to acquaint them with the many opportunities offered through DECA.

**Roles:**

1. The State Action Team will create a promotional booth and exhibit during the CTSO Showcase.
2. State Officers will create a presentation about Georgia DECA and present to CTAE teachers and administrators.

**Costs:** Georgia DECA will cover the costs of the exhibit.

**Attendance:** The CTSO Showcase at GACTE is mandatory for state officers to attend.

## **Fall Rally**

**Purpose:** The purpose of this conference is to introduce DECA members to the many opportunities offered through DECA and test them on General Marketing Principles.

**Roles:**

1. State Officers will gain knowledge and leadership skills which will help them implement their planned activities
3. State Officers will gain an understanding of the scope of DECA beyond the local level
4. State Officers will serve as role models for Georgia delegates and promote enthusiasm for the state association
5. State Officers will provide leadership for this conference and will carry out their state projects as part of this activity

**Costs:** Georgia DECA covers the costs of the officer's lodging and meals.

**Attendance:** The Fall Rally in October is mandatory for state officers to attend. Officers will be required to come in a day early to prepare.

## **Fall Leadership Development Conference**

**Purpose:** The purpose of this conference is to provide DECA members with leadership training and to acquaint them with the many opportunities offered through DECA.

**Roles:**

1. State Officers will gain knowledge and leadership skills which will help them implement their planned activities
6. State Officers will gain an understanding of the scope of DECA beyond the local level
7. State Officers will serve as role models for Georgia delegates and promote enthusiasm for the state association

8. State Officers will provide leadership for this conference and will carry out their state projects as part of this activity

**Costs:** Georgia DECA covers the costs of the officer's lodging and meals.

**Attendance:** The Fall Leadership Development Conference is mandatory for state officers to attend. Officers will be required to come to the conference a day early to prepare.

## **Region Competition**

**Purpose:** The purpose of region competition is to recognize outstanding DECA competitors from each of Georgia's regions. Competitors will gather to compete for region-level recognition within their respective competitive event category.

### **Roles:**

1. State Officers will assist Region Hosts with set-up and logistics during the regional competition
2. State Officers will host the Awards Session
3. State Officers must be registered competitors in Region Competition

**Costs:** Georgia ECA does not cover the cost of State Officer's participation in region competition. Officers should confer with their advisor to arrange transportation to and from the competition.

**Attendance:** Region Competition is mandatory for state officers to attend. State officers are also required to be a competitor in DECA's Competitive Events Program.

## **State Career Development Conference**

**Purpose:** The purpose of State CDC is to provide the opportunity for regional competitive event winners from each of Georgia's regions to gather to compete for statewide recognition within their respective competitive event category. State CDC also offers leadership workshops, scholarship recognition, and outstanding chapter and chapter member recognition.

### **Roles:**

1. State Officers will practice Opening Session presentations and conduct the Opening Session
2. State Officers act as hosts at the dance
3. State Officers meet with the State Advisor at the end of each evening to review the schedule for the next day
4. State Officers prepare for the Election Session and conduct the Election Session
5. State Officers prepare for the Grand Awards Session and host the Awards Session

**Costs:** Georgia DECA covers the cost of State Officer's lodging, some meals, and registration. State Officers should confer with their advisors to arrange transportation to and from the conference.

**Attendance:** The State Career Development Conference is mandatory for State Officers to attend.

### **International Career Development Conference**

Purpose: Competitive event winners from all 50 states, Canada, the Marianas Islands, Puerto Rico, the Virgin Islands, and Washington D.C. gather to compete for international recognition within their competitive event category Election of National Officers also takes place at this conference. Workshops and seminars are presented by some of the world's foremost leaders in marketing and management.

Roles:

1. State Officers is responsible for providing leadership at the State Association Meetings
2. State Officers attend the State Officer's luncheon and all sessions specifically designed for State Officers as directed by the State Advisor
3. State Officers serve as role models for the delegation, State officers will wear official dress for all sessions.

Note: If a State Officer is a participant in a competitive event, the competitive event takes priority over the other assigned duties.

Costs: Georgia DECA covers the registration fee for all newly elected officers.

Attendance: The International Career Development Conference is mandatory for State Officers to attend.



# **SECTION II**

## **STATE OFFICER CANDIDATE ELECTION PROCEDURE**

# **GEORGIA DECA STATE OFFICER CANDIDATE PROCEDURES**

## **Step 1: Chapter Advisor Responsibilities:**

The local chapter DECA Advisor is the only person authorized to initiate state officer nominations.

1. Each local DECA Chapter will be allowed to submit one (1) candidate for State President, one (1) candidate for Executive Vice-President or Executive Secretary, one (1) candidate for VP of Public Relations or VP of Competitive Events, one (1) candidate for VP of Civic Consciousness or VP of Chapter Development, one (1) candidate for VP of Finance or VP of Business Partnerships and one (1) candidate for Historian. A chapter may only run one (1) candidate in a category and may run only two candidates total. Ten individuals will be elected for office.
2. The Chapter Advisor may use any procedure he/she wishes to determine which candidate is eligible to run for office.
3. It is the Chapter Advisor's responsibility to verify all forms and documents and sign the application form in the official space provided. The Chapter Advisor will send all required materials to the State Advisor. All materials must be in the office by February 10, 2012. This is NOT a postmark date. The materials MUST BE in the office by Friday, February 10<sup>th</sup>.
4. Please run TOP NOTCH students and make sure you are willing to devote extra time to this student and assist them in their duties.

## **Step 2: Officer Candidate Eligibility**

1. May be a freshman, sophomore, or junior currently enrolled in the Marketing Education Program. He/she must be currently taking a marketing course during the 2011-2012 school year and agree to continue their study/program in marketing.
2. The candidate for state office must have participated in DECA for at least one school semester.
3. The candidate must have a 3.0 cumulative scholastic average or higher (based on a 4.0 system) beginning with the 9<sup>th</sup> grade and be on track for graduation. The elected officer must maintain this GPA average in order to remain in office.
4. Transcripts must be stamped Official Transcript and placed in a sealed envelope with counselor's initials before mailing.
5. Student must meet guidelines for the State No Pass/No Play requirements.
6. If the student does not meet preliminary guidelines, he/she will be notified by the State Advisor following the deadline for submitting forms.

### **Step 3: Officer Candidate Packet Guidelines:**

Officer candidates must submit all required information along with the signed application form to the State Advisor. The application packet will represent 30 points of 100 points in the election process; DECA involvement will represent 20 of those 30 points in the election process. The following information must be contained in a DECA folio and will not be returned:

- Georgia DECA State Officer Candidate Application Form
- Purpose of Candidacy Form
- DECA Involvement Form
- Copy of High School Transcript
- Copy of Officer Candidate's School Schedule for the 2011-2012 term
- Chapter Advisor & GPA Verification Form
- Officer Agreement Contract
- State Officer Code of Conduct
- Statement of Assurances
- Contact Information Sheet

**Must be in order, All pages included, and in a DECA binder/folio!**

**Please make a copy for your record of commitment**

**Any candidate whose material is not received by the deadline is disqualified.**

**Mail to (due in the office by February 10, 2012):**

Georgia DECA State Office  
110 Maple Leaf Drive  
Oxford, GA 30054

# Georgia DECA State Officer Candidate Application Form

Name: \_\_\_\_\_

School: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Office Sought: Place a check mark by only one category and circle the position preferred.

- \_\_\_\_\_ President (10<sup>th</sup> or 11<sup>th</sup> graders only)
- \_\_\_\_\_ Executive Vice President or Executive Secretary
- \_\_\_\_\_ VP of Public Relations or VP of Civic Consciousness
- \_\_\_\_\_ VP of Business Partnerships or VP of Chapter Development
- \_\_\_\_\_ VP of Finance or VP of Competitive Events
- \_\_\_\_\_ Historian

Should you be asked to run for an office other than the one sought, would you be willing to do so?  yes  no

Home Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Home Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

Email Address: \_\_\_\_\_

Polo Shirt Size: \_\_\_\_\_ T-shirt Size: \_\_\_\_\_

I recommend this student for the office designated above. I will support his/her travel supervision to ALL state planning meetings and to the designated conferences/officer meetings/exhibits, etc. I understand there will be several days involved that the student will be out-of-the classroom and the teacher/advisor will need to provide supervision of the officer. I also understand that there will be travel costs involved that will need to be supported by the system's travel. I also agree to assist with my officer's state project and written information.

Advisor Signature: \_\_\_\_\_

School Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

Email Address: \_\_\_\_\_

The \_\_\_\_\_ System and \_\_\_\_\_ High School agrees to support the efforts of \_\_\_\_\_ if he/she is elected by providing travel and supervision of the officer at all required events/conferences/meetings.

Administrative Signature: \_\_\_\_\_

Title: \_\_\_\_\_

# PURPOSE OF CANDIDACY

## Platform Goals and Objectives:

1. \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

2. \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

3. \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

4. \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

5. \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## DECA INVOLVEMENT

1. How many years have you been a DECA member? \_\_\_\_\_  
Please list years.
  
2. Have you served as an officer or in a leadership position in your DECA Chapter?  
Please specify school year and position:
  
3. Have you been involved in any DECA Community Service Projects? \_\_\_\_\_  
Please give examples of projects:
  
4. Have you competed in DECA competitive events? If so please identify the year, event,  
and level of competition.

### Region Competition

School Year:

Event:

### State Competition

School Year:

Event:

### National Competition

School Year:

Event:

5. Have you attended a Georgia DECA Fall Leadership Development Conference?  
If so, when?
  
6. Have you earned your DECA Statesman Award? \_\_\_\_\_  
If so, what year(s)?
  
7. Have you served as a former state officer?  
If so, when?

## CHAPTER ADVISOR VERIFICATION FORM

As the Marketing Coordinator of \_\_\_\_\_  
(School Name)

I certify that \_\_\_\_\_ meets the  
(Officer Candidate's Name)  
requirements of the State's No Pass/No Play Guidelines and is currently  
enrolled in the Marketing Education Program for the school year 2011-2012  
and meets all other qualifications for a Georgia DECA State Officer.

Advisor's Signature: \_\_\_\_\_

Date: \_\_\_\_\_

## GPA VERIFICATION FORM

As a counselor of \_\_\_\_\_, I  
(School Name)

certify that \_\_\_\_\_ has a \_\_\_\_\_  
(Officer Candidate's Name) (GPA)  
cumulative scholastic average based on a 4.0 scale beginning with the 9<sup>th</sup>  
grade.

Counselor's Signature: \_\_\_\_\_

Date: \_\_\_\_\_

## OFFICER AGREEMENT CONTRACT

The honor of being a state officer carries with it much responsibility. It requires the individual state officer to become a member of an officer team that works together for the good of the Georgia DECA Association. It requires that the officer work with other officers, members, parents/guardians, chapter advisors, school administrators, community leaders and the state DECA staff. It requires the officer to represent the Georgia DECA Association at many functions, outside the regular school routine.

As a Georgia DECA state officer, you will be required to attend along with your local DECA Chapter Advisor, the following activities. If you see that your schedule will not allow these activities, you must withdraw your candidacy as a state officer. Officer candidates and elected officers are **REQUIRED** to attend all activities from the beginning of the pre-conference activity/conference until the activity/conference adjourns. Once elected, an officer may be removed if he/she cannot fulfill their responsibilities and be in attendance at the following activities.

- |            |  |                             |
|------------|--|-----------------------------|
| <b>1.</b>  | <b>State CDC-Omni Hotel Atlanta, GA</b>                  | <b>February 23-25, 2012</b> |
| <b>2.</b>  | <b>State Officer Training- Covington, GA</b>             | <b>April 20-22, 2012</b>    |
| <b>3.</b>  | <b>ICDC-Salt Lake City, UT</b>                           | <b>April 28-May 1, 2012</b> |
| <b>4.</b>  | <b>CTSO State Officer Summer Training-Covington, GA</b>  | <b>June 8-10, 2012</b>      |
| <b>5.</b>  | <b>Fall Planning Meeting</b>                             | <b>August 3-4, 2012</b>     |
| <b>6.</b>  | <b>Fall Rally-Georgia National Fair, Perry, GA</b>       | <b>October 10-11, 2012</b>  |
| <b>7.</b>  | <b>Fall LDC</b>  | <b>November 1-2, 2012</b>   |
| <b>8.</b>  | <b>CTSO State Officer Winter Training-Covington, GA</b>  | <b>January 4-6, 2013</b>    |
| <b>9.</b>  | <b>Winter Planning Meeting-Omni Hotel, Atlanta, GA</b>   | <b>January 11-12, 2013</b>  |
| <b>10.</b> | <b>Region Competition-Variou Locations</b>               | <b>January 24, 2013</b>     |
| <b>11.</b> | <b>GACTE Legislative Luncheon-The Depot, Atlanta, GA</b> | <b>February 2013</b>        |
| <b>12.</b> | <b>State CDC-Omni Hotel, Atlanta, GA</b>                 | <b>Feb. 28-Mar. 2, 2013</b> |
| <b>13.</b> | <b>Other officer planning meeting that may be called</b> |                             |

As a state officer, there will be certain financial obligations to be met. Georgia DECA will provide each newly elected officer with an officer pin and two state officer polos. Each officer is expected to provide a new, properly fitted DECA blazer (with the new DECA patch). The officer will be responsible for additional wardrobe and travel costs. Wardrobe costs will be approximately \$250.00. Georgia DECA pays for lodging and registration costs for in-state conferences. Each officer is responsible for food, travel, and incidental costs for in-state and out-of-state activities. For out-of-state travel, lodging and transportation costs are the responsibility of the state officer.

If I am from an Industry Certified Chapter, I will participate in the Marketing Education Credentialing Process. I will also apply for the National Marketing Education Honor Award through National DECA. Guidelines are in the DECA Guide.

I agree to perform all of the responsibilities of a state officer as identified throughout this packet, including travel monies. I realize that as a State Officer of Georgia DECA, I must make Georgia DECA my priority over any other co-curricular/extra-curricular activity. I understand I will have state projects in which I must perform certain duties and responsibilities.

All parties below agree to support and provide travel supervision for the state officer.

---

Officer Candidate Signature/Date

---

Chapter Advisor Signature/Date

---

Parent/Guardian Signature/Date

---

Administrator Signature/Date

## STATE OFFICER CODE OF CONDUCT

I agree to follow the State DECA Officer Code of Conduct while representing the Georgia Association of DECA as a member of the State Action Team. I will resign my office if I fail to follow this code.

1. I shall not possess or consume any alcoholic beverages or illegal controlled substances of any kind or in any form.
2. I shall follow established curfew. Curfew means I am quiet and in my own room unless I am coordinating official business at the instruction of the State Advisor.
3. Official conferences and activities begin when I leave home for the event and end when I return home. Therefore this code is in effect throughout this entire period of time.
4. I will always conduct myself in a professional manner as a representative of DECA.
5. 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 rather than dictator styles, maintaining enthusiasm and involvement, and conflict resolution through open communications.
6. I shall refrain from the use of tobacco in any form.
7. I shall wear appropriate dress at all official functions. Denim jeans, skirts or dresses are not professional dress. Denim and jean-like apparel are appropriate at dances, but not during any other official sessions or meetings.
8. I shall immediately remove myself from all situations that could compromise my professional image.
9. I shall refrain from dating fellow state DECA officers while I am in office.
10. I shall not deface public property. I will be responsible for any damages caused to rooms or facilities I am responsible for.
11. I shall keep the State Advisor informed of my whereabouts and activities at all times.
12. I shall be prompt and prepared at all times.
13. I shall carry out my duties and responsibilities to the best of my abilities.
14. I shall attend all official conference activities, unless I receive prior approval from the State Advisor to be absent. If I am unable to participate in all required State Officer meetings, I will resign my office. Special permission must be received from the state advisor to be excused from the required meetings.
15. I shall keep my local chapter advisor informed of all official correspondence. I shall forward a copy of all official correspondence written by me to the state office.
16. I shall follow my local school policies where they are more restrictive than the state policies and guidelines.
17. I shall not be engaged in any inappropriate or illicit behavior.
18. I shall not enter the hotel sleeping rooms with other members, officers, or visitors unless they are a designated roommate
19. I am responsible for reporting any violations of these codes of conduct committed by myself or by my fellow officers.
20. If other situations arise that are not covered by the Code of Conduct for the State DECA Officers, I shall use my best judgement in the situation. Above all, I will try to act in such a way that I will reflect positively on the Georgia Association of DECA.

---

Officer Candidate Signature

---

Parent/Guardian Signature

---

Local Chapter Advisor Signature

---

Administrator Signature

## **Georgia DECA State Officer Statement of Assurance**

The following student has read the State Action Team Handbook and is fully aware of the duties and responsibilities of their office.

The student has conferred with his/her parent or guardian and obtained permission to travel to the various conferences/events and serve the student organization, DECA, in the manner described in the handbook. The parent is aware of and in support of the conferences/meetings in which the student will be required to attend.

The student and the advisor are in agreement that the student has the necessary academic skills, leadership skills, and social skills to successfully carry out the duties and responsibilities of the designated DECA office.

The supervising school administrator is aware of and in support of the conferences/meetings in which the student will be required to attend.

The undersigned certify that the candidate for State Office has been recommended by his/her chapter, is qualified for position and has approval to hold the position if selected.

_____ Officer Candidate	_____ Date
_____ Parent/Guardian	_____ Date
_____ Local Chapter Advisor	_____ Date
_____ Supervising Administrator/CTAE Director	_____ Date
_____ School Principal	_____ Date

**CONTACT INFORMATION SHEET**

Please print or type neatly:

**Officer Candidate Information**

Officer Candidate Name: \_\_\_\_\_

Nickname or Name you Go By: \_\_\_\_\_

Home Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Home Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

Email Address: \_\_\_\_\_

Polo Shirt Size: \_\_\_\_\_ T-shirt Size: \_\_\_\_\_

**Officer Advisor Information**

Advisor Name: \_\_\_\_\_

Advisor Home Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Home Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

Email Address: \_\_\_\_\_

Polo Shirt Size: \_\_\_\_\_ T-shirt Size: \_\_\_\_\_

**School Information**

School Name: \_\_\_\_\_

School Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

School Phone: \_\_\_\_\_ School Fax: \_\_\_\_\_

## **Step 4: State DECA Officer Exam:**

Candidates are required to take the State Officer Examination and obtain a score of at least 80% or the candidate will be ineligible to run. The test will be given at the State Career Development Conference. Applicants who have successfully earned their statesman award in the current year will be exempt from taking the State Officer Examination. The applicant's score on the exam will represent 10 points of 100 points in the election. Examination questions will cover the following objectives:

### **1. Parliamentary Procedure**

- a. Purpose
- b. Four kinds of motions
- c. Quorum
- d. Methods of voting
- e. Order of business
- f. Method for obtaining the floor
- g. Correct way to state a motion

### **2. DECA Information**

- a. Birthplace of DECA (place and date)
- b. Color of organization
- c. Levels of DECA
- d. Four points of DECA diamond
- e. Meaning of emblem and identification
- f. National DECA Headquarters
- g. Divisions of DECA
- h. DECA's Mission
- i. DECA Regions
- j. National Officers (High School Division)
- k. National Executive Director
- l. National Publication
- m. State Advisor & Board of Directors
- n. Dates of Organization (State and National)
- o. Duties of an Officer
- p. Southern Region Conference
- q. ICDC 2012 & 2013
- r. National DECA Theme 2011-2012
- s. Current State Action Team
- t. State Website
- u. National DECA Contest Guide
- v. States in the Southern Region

### **3. Basic Marketing Information**

- a. Meaning of Marketing
- b. Seven Functions of Marketing
- c. 3 Parts of the Marketing Program
- d. 4 P's of Marketing
- e. Courses Offered in Marketing

## **Step 5: Interview & Screening Committee**

Candidates will be interviewed by a screening committee consisting of current State President, 1 or 2 former state officers, 1 current board of directors member, and 1 adult representative. Each officer will be required to give opening remarks to the screening committee regarding their reasons for running for office (not to exceed 2 minutes). The interview score will represent 20 points of 100 points in the election process.

All candidates will be asked the same questions in the screening committee interview. About five questions will be asked of each officer candidate.

1. If a candidate is late to a Screening Committee interview, he/she will be disqualified unless the committee feels the individual has a reasonable excuse. Not acceptable: (a) overslept, (b) the restaurant was slow, (c) could not find the room, or (d) forgot to check schedule. It is the advisor's responsibility working in conjunction with student candidate and their parents to get the student to the conference in time to be prompt for the screening committee.
2. Girls may carry purses, if they wish, to the Screening Committee interview. Otherwise, no material is to be taken into the interview.
3. The Screening Committee may ask an officer candidate to run for a different office. If this occurs, it is up to the student and the advisor to decide which office he/she will run for.
4. Only candidates interviewed by the Screening Committee will be qualified for state office.
5. Combined scores on the exam and interview along with materials submitted for application for state office will be used to select qualified candidates. Candidates should receive a minimum score as recommended by the committee.
6. Those candidates who qualify to run for state office must attend the election session. As ballots are taken, those who are qualified will come forward when their names are called so the voting delegates know who is still in the running.
7. The Screening Committee will determine those individuals who are qualified for state officer candidacy. Only candidates declared eligible can seek nomination and campaign.

## **Step 6: Campaign Booths & Campaigning**

Officer candidates will have the opportunity to have campaign booths at the State Career Development Conference.

1. No campaign material shall be attached to the walls or other property of the conference hotel.
2. Time will be provided for delegates to meet the candidates
3. A list of candidates eligible for state office will be posted prior to the campaigning time frame.
4. All local chapters are expected to encourage and observe good taste in the promotion of their candidates so as not to disrupt any planned event of the conference. Because the public eye focuses on this event annually, it is absolutely necessary that delegates reflect the conduct expected and desired in putting our best foot forward. Candidates and their staff must exhibit good sportsmanship.
5. With respect for anti-litter concerns and costs to individuals and local chapters, campaign materials should be held to a minimum. Personal contact and the organization of a campaign develop leadership ability in a candidate to a greater degree than give-away gimmicks.
6. With respect for the noise level in the hotel, no music (boom boxes, guitars, stereo, etc) may be utilized at the campaign booth.
7. Due to space restriction, no more than TWO campaign staff in addition to the state officer candidate are allowed per campaign booth. Campaigning is LIMITED to the campaign booth space ONLY! No campaigning in the lobby booth area of the hallway. PLEASE stay within 2 to 3 feet around your area.
8. It is the responsibility of each officer candidate to see that all campaign material is picked up and removed prior to the election session. No campaign material will be allowed in the election session.
9. No state officer campaigning will be permitted prior to the State Career Development Conference (this includes mailouts, flyers, speeches meetings, announcements, etc)
10. T-shirts, buttons, signs or any other campaign material that identifies a candidate that is worn or displayed prior to campaign start time will result in disqualification of the candidate.
11. Campaign set up will be posted and set up cannot begin before the posted time. Nothing may be taken from the room or worn prior to the start time posted for the campaign.
12. There will be NO campaigning after curfew. This includes officer candidate interviews.
13. A candidate may give only closed wrapped food items (limited to only two kinds). NO unwrapped food or open containers of food may be used as campaign giveaways. Each candidate is responsible for cleaning up ALL litter once the campaigning is finished. This means walking through the conference hallways and the lobby area and picking up any campaign material that belongs to the candidate.
14. All campaign material must be distributed in the campaign booth area only!
15. Officer candidates must campaign in Georgia DECA Official Dress and must also give their speech in Official Dress as well as attend the Awards Session in Official Dress.
16. Candidates may be disqualified if the rules are not followed.

## **Step 7: Election Session & Voting Procedures**

A Business & Election Session is reserved for campaign speeches and election of officers. Voting delegates are to sit in a reserved section during the session. No campaign hand-out materials are permitted during the session.

1. Each candidate nominated will be given TWO minutes for a campaign speech on his/her behalf.
2. No demonstrations are allowed.
3. Candidates declared eligible will be announced at the beginning of the campaign session.
4. One easel per candidate may be displayed in the front of the election session
5. Candidates may display ONE standard size poster board on the easel illustrating his/her campaign theme or office they seek. No other campaign material (signs, demonstrations, flyers, balloons, etc) will be allowed in the Election Session.
6. State Officers will be elected by the official voting delegates present. Voting will be done by secret ballot.
7. Ballots will be separated by office categories. The candidate receiving the majority of votes in a category will receive choice of office followed by the next candidate.
  - a. President
  - b. Executive Vice President or Executive Secretary
  - c. VP of Public Relations or VP of Civic Consciousness
  - d. VP of Business Partnerships or VP of Chapter Development
  - e. VP of Finance or VP of Competitive Events
  - f. Historian
8. Candidates will only be considered for the category they are in.