

## ***Deadline: December 1, 2022***

This packet contains guidelines and information for California DECA members interested in running for **DECA Inc. Executive Office**.

California DECA can nominate up to two candidates for DECA Executive Officer: One for Executive President and one for Western Region Vice President. Because running for Executive Office is an exceptional opportunity, California DECA requires that all candidates interested in running for DECA Executive Office be approved by the California DECA Executive Officer Screening Committee before they are eligible to run for Executive Office.

The purpose of this document is to outline the California DECA Executive Officer Screening Process. Candidates must abide by ALL requirements outlined in this document. Failure to comply with any of the requirements listed in this document could result in the candidate not being allowed to run for Executive Office. However, it is possible for a candidate who has complied with all of the requirements in the packet to still be denied the chance to run for Executive Office if in the opinion of the Screening Committee the candidate is unprepared to campaign or would be unable to serve as an Executive Officer faithfully and effectively if elected.

Because California DECA is only allowed to nominate one candidate for each of the two positions of Executive President and Western Region Vice President, the Executive Officer Candidate Screening Process also serves as a selection process when more than one California DECA member desires to run for the same position (e.g. two California DECA members want to run for Western Region Vice President). Selection of the candidate who will represent California DECA in seeking that position will be based on the candidate's fulfillment of the requirements in this document as well as their past performance, accomplishments, commitment to DECA, quality of campaign goals/platform, organization of campaign materials, the candidate's perceived chances of being successfully elected to fill the position desired, and the candidate's perceived ability to faithfully and effectively serve if elected to Executive Office.

If approved by the screening committee, a requirement of remaining an approved candidate is working closely with the California DECA State Officer Coach and State Staff throughout each step of the candidate preparation process and abiding by the California DECA Code of Conduct. This includes, but is not limited to, submitting for approval all campaign plans, designs of materials, organizational charts, booth designs, meeting all deadlines, and generally collaborating with the California DECA staff throughout the process. Failure to do so could result in the candidate being removed as a candidate for Executive Office.

# EXECUTIVE OFFICER CANDIDATE GUIDELINES

The following are the requirements that must be adhered to for a candidate to be eligible to run for Executive Office. *(California DECA reserves the right to amend these requirements upon due notification to officer candidates up to and until one week prior to the scheduled screening interview.)*

1. Candidates MUST notify the California DECA State Director, Brycen Woodley, of their intent to seek Executive Office and therefore participate in the Executive Officer Screening Process no later than December 1, 2022 at 5:00PM via email to [coach@californiadeca.org](mailto:coach@californiadeca.org). Once the email is received a confirmation of receipt will be sent to the candidate within 24 hours. If no reply is received within 24 hours the candidate should call California DECA to confirm that the email was delivered.
2. The candidate must participate in a California DECA Executive Officer Screening Interview to be scheduled by the California DECA State Staff. The California DECA Executive Officer Screening Committee will consist of members selected by the State Staff and Board of Directors. The candidate will be notified of the date of the interview with at least one week's notice. The interview will either be held in person or via conference call. All materials/requirements in this document must be complete and ready to present by the start of the candidate's interview. If the interview is held via conference call the candidate is required to submit ALL required materials to every member of the committee by email with confirmed receipt prior to the start of the interview.
3. The following CTE requirements outlined by the California Department of Education must be met:
  - a. The high school that the candidate attends must offer a CTE program or pathway that is aligned with the ideals and standards of DECA - for students interested in marketing, finance, hospitality, management, and entrepreneurship.
  - b. There must be an active DECA chapter at the high school, and it must be an approved organization on campus with a certificated faculty member serving as the advisor.
  - c. The advisor of the candidate's chapter must have a CTE credential or Single Subject Credential in one of the following approved areas: Business and Finance; Marketing, Sales, and Services; Hospitality and Tourism or a Single Subject Credential in Business or Home Economics.
  - d. The candidate must be enrolled in a pathway (or have taken all of the courses available in the pathway) in one of the following Career and Technical Education (CTE) areas: Marketing, Business Management and Administration, Hospitality and Tourism and Finance.
4. The candidate must be holding or have held a state/provincial association or chapter office. It is **strongly encouraged** that candidates running for Executive Office have already served as State Officers.

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5. The candidate must have a 2.5 grade point average (GPA) or higher based on an “A” letter grade being equivalent to 4.0 for each of the previous two (2) completed semesters of school *prior* to the International Career Development Conference where they will run for office.
6. The candidate must submit for consideration to the committee ALL of the following:
  - a. Executive Officer Candidate Application Form (this is included in the Executive Officer Candidate Packet and can be acquired from DECA Inc.).
  - b. Advisor Certification: this is also included in the Executive Officer Candidate Packet from DECA Inc.. Only the Chapter Advisor portion is required for California DECA Screening. State Advisor portion will be completed upon candidate’s approval to run for Executive Office by the Executive Officer Candidate Screening Committee.
  - c. Executive Officer Code of Professional Conduct Form (this is included in the Executive Officer Candidate Packet and can be acquired from DECA Inc.).
  - d. Resume (maximum of two pages to include qualifications for office desired and college plans for the year they will be in office if elected).
  - e. Letter of Intent (maximum of two pages. What are the goals and objectives for wanting to serve as an Executive Officer?).
  - f. Description of the candidate’s involvement with Business, School and Civic Groups as related to DECA.
  - g. Three letters of recommendation (DECA chapter advisor, school official and business/professional person).
  - h. Planned Campaign Budget (including full detailed list of proposed expenditures and revenue sources).
  - i. List of Campaign Items (e.g. handouts/promotional materials).
  - j. Campaign platform.
  - k. Campaign speech (five-minute speech).
  - l. List of potential campaign staff and their potential roles, including at least one adult to travel to caucuses with you.
  - m. Official Scholastic Transcript (The transcript must include a written description or explanation of the grading procedure. The grading procedure should explain the grades in relation to A, B, C, D and Failing. If the school system’s grading procedure grants “incomplete” as a grade, that grade must be verified as a no grade or failing.).
7. All submitted materials must be submitted as PDFs in the order listed above.
8. Once approved, the candidate’s official application MUST be submitted to California DECA for final review prior to being sent to DECA, Inc.

***\*While many of the requirements above match closely with the DECA Inc. application process candidates who received approval to run from California DECA should carefully review the Executive Officer Candidate Packet distributed by DECA Inc. before submitting their final application to DECA Inc. as there are additional requirements as outlined in that document.***

# EXECUTIVE OFFICER CANDIDATE GUIDELINES

## Detailed Description of Required Materials

### Resume

This professional resume should focus on your qualifications for Executive Office, your desired plans for the year the candidate will be in office if elected and be a maximum of two (2) pages in length.

### Letter of Intent

This letter should be written to the nominating committee and should explain your goals and objectives for wanting to serve as an Executive Officer. This letter should encourage the California DECA Executive Officer Screening Committee to nominate you to run for Executive Office.

### Description of Involvement

Please provide a description of your involvement with business, school and civic groups as related to DECA. The purpose of this document is to show that you should be nominated to run for Executive Office.

### Letters of Recommendation

These three letters should focus on the professional aspects of your personality and should demonstrate you as a team player and capable leader. The letters must be from the following individuals: a) chapter advisor; b) school official and c) business/professional person.

### Planned Campaign Budget

For nomination, you are required to submit a basic budget including a detailed list of all expenditures you anticipate as well as all the revenues you are counting on. The revenues will include in-kind donations. NOTE: this budget should be as specific as possible including travel costs for your campaign team.

### List of Campaign Items

You must submit a list of all items that will be used as a part of your campaign.

### Speech

You will be expected to deliver your five-minute campaign speech to the screening committee.

# EXECUTIVE OFFICER CANDIDATE GUIDELINES

## **Platform**

You must present your campaign platform to the committee. Try to focus on three areas that you will build your campaign on. What three things do you want to bring to DECA, change about DECA, or improve?

## **Campaign Team**

Submit a preliminary campaign team organizational chart. Think about a campaign manager, caucus managers (one for each region if you are President), an adult to attend caucuses with you, and students to work on your campaign. Keep in mind other potential commitments of your team, such as leadership academies or competition. Think about who can help before hand and who will be on site at ICDC.

## **Official Transcript**

You must submit an official scholastic transcript with the school's official seal or notary if chosen to proceed with candidacy. The transcript must include a written description of explanation of the grading procedure and must be signed by a school official. For this application electronic versions are acceptable, but note that an official transcript will be required later if selected to proceed with candidacy.