



State Officer Candidate Guide

2024-2025

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LETTER FROM STATE DIRECTOR

California DECA Chapter Advisors:

The California DECA State Officer Program provides tremendous opportunities for students to gain new leadership skills, learn critical thinking, improve their planning and organization skills, become stronger speakers, demonstrate initiative, and much more. In short, it is a unique and valuable experience that we are excited to share with your students.

Along with the considerable benefits that come with being a State Officer, there are important responsibilities that officers take on and we need your help to ensure that students who plan to run for state office are aware of these responsibilities and, if elected, both you and they will ensure that those responsibilities are fulfilled.

By signing the forms included in this guide, you are making a commitment to your candidate/State Officer and California DECA. Training and directing our State Officers is a team effort and it is essential that the Officer's Advisor is a part of that team.

For more information, please visit our candidate guide page at californiadeca.org/officers/#candidates

Thank you for encouraging your student to step forward and seek a State Officer position with California DECA.

Sincerely,



Brycen Woodley
California DECA State Director

OBTAINING SUPPORT FROM YOUR LOCAL CHAPTER

The first step in the candidate process is to obtain support from your local Chapter Advisor. Your Advisor needs to be available to provide you with guidance as you pursue state office. Also, your local Chapter Advisor will need to help you verify that you currently meet the CTE eligibility requirement and will be able to continue meeting the requirement during your term as a State Officer.

Please Note: Each candidate must meet the CTE Requirement as outlined in the [Career and Technical Education \(CTE\) Course Requirement](#) section of this guide. Failure to meet the CTE Requirement will disqualify a candidate from consideration.

INTENT TO RUN

A local Chapter Advisor must submit an “Intent to Run” for a potential candidate. The purpose of this form is to inform California DECA that your local chapter intends and endorses the candidate(s). By submitting an Intent to Run:

- The DECA member’s name will be added to the mailing list for potential candidates and will receive any updates about the candidate process leading up to the conference.
- The DECA member will receive reminders about opportunities to complete the DECA Knowledge Test, a requirement to be a candidate for office.
- Submitting this online form does not obligate the member(s) to run for office, but completing this step provides advance notice to the local Chapter Advisor and California DECA about your interest to seek state office.
- Each chapter may run up to two candidates for state office but may not run more than one candidate for any office. This process must be completed by the local Chapter Advisor, not candidate.
- A local Chapter Advisor, at their discretion, may identify and require additional steps for approving candidates at the local level, but candidates must still meet all requirements outlined in this Guide by the outlined deadline.

To complete this form, visit: californiadeca.org/officers/#candidates

THE ROLE OF THE ADVISOR

As an Advisor with a candidate and (if elected) a State Officer, the expectation is that you will:

- Assist your candidate(s) with required aspects of the process and review their campaign speech and materials to ensure they are appropriate and professional.
- Help candidate schedule their board screening appointment and follow through with the appointment.
- Ensure the candidate meets the CTE Requirement as outlined in the [Career and Technical Education \(CTE\) Course Requirement](#) section of this guide.
- Assist the State Director and/or Officer Coach with compiling transcripts or other academic records to verify fulfillment of the CTE requirement.
- Cooperate with State Director, Officer Coach and District Director to ensure the officer fulfills their responsibilities if elected.
- Attend various meetings and functions with your State Officer.
- Serve as an ongoing mentor to your State Officer.
- Arrange additional time to work with your State Officer to support them in their State Officer duties.
- Review State Officer commitments regularly to ensure they are on track and up to date on assignments.
- Assist with travel arrangements, even traveling with your officer when necessary.
- Be available as a resource to edit and review materials and communication before officers submit or distribute them.
- Provide officers with available workspace, supplies, and any necessary financial support where needed and available.

CAREER AND TECHNICAL EDUCATION (CTE) COURSE REQUIREMENT

DECA is a co-curricular Career and Technical Education (CTE) program for emerging leaders and entrepreneurs pursuing careers in marketing, finance, hospitality, and management. Chartered by the California Department of Education, DECA brings classroom learning to life through a robust mix of classroom curriculum tools, career development competitions, recognition programs, partnership opportunities, and leadership development experiences. The DECA educational experience is at its fullest strength and provides the greatest education value when DECA is operated as a co-curricular instructional tool. To uphold this commitment to the co-curricular experience California DECA State Officer candidates must meet the CTE eligibility requirements.

1. The high school the candidate attends must offer a CTE program or pathway (consisting of a minimum of two courses) that is aligned with the ideals and standards of DECA - for students interested in marketing, finance, hospitality, management, and entrepreneurship.
2. There must be an active DECA chapter at the high school the candidate attends, and it must be an approved organization on campus with a certificated faculty member serving as the advisor. Candidate must actively participate and be in-good-standing as a member of the chapter.
3. The candidate's DECA chapter must have a Credentialed CTE Instructor (or an instructor with a Single Subject Credential in Business or Home Economics) who serves as an advisor for the chapter and teaches in the CTE program or pathway used for DECA affiliation. This credential requirement applies to all schools including private schools.
4. 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.

IS RUNNING FOR STATE OFFICE RIGHT FOR ME?

The opportunities provided to State Officers are tremendous and many State Officer alumni consider their time as an officer as a pivotal experience in their life. Along with the opportunities and benefits of being an officer comes many important responsibilities. Take the opportunity to carefully consider your decision to run for state office and what it requires.

The average State Officer will spend five to ten hours a week working on State Officer projects and responsibilities. Prior to State Officer meetings, conferences and DECA events, the amount of time required tends to spike as officers finalize preparations and polish up projects. It is important to realize that although academics remain the number one priority, you will not be able to fall behind in your responsibilities as a DECA officer. You are required to participate in the team decision making process, perform your assigned tasks, and attend all required conferences and events.

If you are elected, you are required to attend conferences, officer meetings and DECA events throughout the year, these will occur either in person or virtually. You are not allowed to leave early, arrive late, or miss any parts of these events (except in the case of an extreme emergency). State Officers have had to miss big games, dances, trips, etc. because these activities conflicted with State Officer responsibilities. The expectation is that your State Officer responsibilities and commitments take priority, after your academics.

Please carefully review the documents and information in this guide to ensure you fully understand what is expected/required of you as a State Officer if you are elected.

If you are willing to make this commitment and you are the type of person that has the drive to succeed and the encouragement and dedication to get the job done, a DECA office is definitely for you. If you are unsure, you may want to speak with your Advisor to see if running for a State Officer is the right decision for you. If you decide to run for office, be assured that holding state office will be one of the most memorable experiences of your life and one of the most effective career preparation experiences you can have while in high school.

STATE OFFICER POSITIONS AND JOB DESCRIPTIONS

The California DECA State Officer Team consists of six (6) members. Some positions are elected, and some are appointed. See the details below:

ELECTED OFFICES

The following positions are elected by votes by the voting delegates:

- Elected at the State Conference:
 - State President
- Elected at the respective District Conference:
 - Vice President-Northern California
 - *(Must be from a chapter in the Northern California District)*
 - Vice President-Southern California
 - *(Must be from a chapter in the Southern California District)*
 - Vice President-Silicon Valley
 - *(Must be from a chapter in the Silicon Valley District)*

Note: Elected District Vice Presidents are assigned one of the following roles at the first Team meeting:

- Vice President of Career Development
- Vice President of Finance
- Vice President of Hospitality

APPOINTED OFFICES

The following positions are appointed by an interview panel at the State Conference:

- Vice President of Marketing
- Vice President of Leadership

MISSION-BASED OFFICER POSITIONS

Why Mission-Based Positions?

- Alignment with existing chapter and district leadership team structures
- Provides role clarity that is consistent with DECA, Inc.'s mission and brand
- Reflects a corporate leadership structure

President

Practice the “Entrepreneurial” and “Management” elements of DECA’s Mission Statement. Serves as the liaison between the State Officer Team and the Executive Officers of DECA Inc. Establishes vision, management, and organization for the team and ensures each State Officer has the training, support, accountability, and resources to deliver a powerful DECA experience for every California DECA member.

VP of Leadership

Practices the “Emerging Leaders” element. Responsible for providing support and leadership to all statewide non-competitive event career and leadership activities.

VP of Career Development

Practices the “Careers” element. Responsible for providing support and leadership to statewide participation, preparation, and performance in Competitive Events.

VP of Marketing

Practices the “Marketing” element. Responsible for providing support and leadership to statewide membership, branding, and promotional campaigns.

VP of Finance

Practices the “Finance” element. Responsible for providing support and leadership on all statewide and chapter philanthropy and fund development efforts.

VP of Hospitality

Practices the “Hospitality” element. Responsible for providing support and leadership statewide to the California DECA membership and connecting members to a welcome, value-filled, fun educational experience through outreach efforts.

ROLES & RESPONSIBILITIES FOR ALL OFFICERS

1. Attend all State Officer meetings from start to finish.
2. Plan the Program of Leadership as a team for the members of California DECA and work to achieve the goals and objectives set in the Program of Leadership.
3. Attend all State Officer meetings; see list of required activities in the State Officer Agreement.
4. Regularly contribute to creating content for the California DECA Social Media Platforms.
5. Communicate with the President, Officer Coach, State Director, and other appropriate parties on a regular basis.
6. Submit a Monthly Report.
7. Spread visibility and reach of California DECA in the business community, state and federal government.
8. Work to recruit new chapters and new members.
9. Support Chapter Advisors in their efforts to implement the DECA program.
10. Be an active and involved participant in their local chapter.
11. Make visits to local chapters and regularly check-in with chapter officers to discuss DECA and encourage further participation in state and national DECA programs.
12. Be accountable for the completion and follow through of assignments throughout term of office.

STATE PRESIDENT

1. To be the official designee for the state association in response to specific invitations.
2. To initiate a membership program to increase membership.
3. To develop and carry out additional duties and responsibilities as designated in the State Officer Program of Leadership.
4. To provide the communication link between the officer team and other state DECA leadership and California DECA Chapters.
5. As directed by the State Officer Coach and State Advisor, work with State Officer team to ensure team projects are completed on time.
6. To send reminders and check in with fellow officers on a regular basis regarding projects/responsibilities.
7. To lead the State Officer Team in setting and meeting all goals listed in the Program of Leadership.
8. To prepare an annual report of all your activities during your term in office and lead the team in any other opportunities to showcase the accomplishments of California DECA
9. To represent the team and California DECA at meetings and conferences.
10. To combine officer monthly reports into a team monthly report for the Board of Directors, State Director, State Officer Coach, State Officer Team, and Executive (National) Officer Team.

11. To prepare reports and presentations for the DECA meetings as assigned by the State Officer Coach and State Director.
12. To ensure the officer team works closely together and promote camaraderie and team unity.
13. To initiate and maintain communications with the National Officers.
14. To initiate and maintain communications with the State Presidents of all California Career Technical Student Organizations.

STATE VICE PRESIDENTS (DISTRICT PRESIDENTS)

1. To serve as the President of your district.
2. To develop with the District Directors, the District Career Development Conferences.
3. To provide leadership in the development and management of Presidents Council in your District.
4. To initiate and maintain contact with every chapter within your district.
5. To initiate and maintain communications with all State Officers.
6. To assist with all district level activities as requested.
7. To assist with all state association activities as requested.
8. To develop and carry out additional duties and responsibilities as designated in the State Officer Program of Leadership.
9. To communicate with the state association on district and local chapter activities.
10. To act as a liaison between the state association and chapters in your district.
11. To aid local chapters in developing their Program of Leadership.
12. To actively recruit DECA members, and new chapters.
13. To solicit State Officer candidates for all positions from chapters in your district.
14. To promote DECA to business and industry in your district.

VICE PRESIDENT OF MARKETING

1. To create promotional videos for California DECA during term in office.
2. To have personal and/or school resources that provide access to a digital camera, digital video camera, and editing software that can be taken to events.
3. To edit photographs taken of all California DECA events.
4. To work with the Vice President of Leadership in utilizing the California DECA social media platforms to promote and publicize DECA programs, events, conferences, and activities including posting updates and photos.
5. To create promotional flyers and information guides to support the State Officer and California DECA programs and initiatives.
6. To develop and carry out additional duties and responsibilities as designated in the State Officer Program of Leadership.
7. To participate as an active member of the State Officer team on team projects and initiatives.

8. Generate press releases for all California DECA events and activities and promote California DECA to the community.
9. Contact media outlets and work to secure their coverage of California DECA conferences, programs, and activities.
10. To develop a press kit for media representatives at all California DECA sponsored activities.
11. To distribute news about the state association to the media.

VICE PRESIDENT OF LEADERSHIP

1. To promote DECA campaigns, executive office initiatives, and other non-competitive related DECA programs and activities.
2. To promote DECA Month to all chapters and with selected media.
3. To lead advocacy and community outreach projects and efforts in coordination with the State Officer team.
4. To develop content and prepare presentations on DECA, leadership, and other related topics to contribute to the growth and development of DECA member statewide
5. To support the State President on any California DECA State Officer team recognition projects (i.e., Annual Report, Impact Awards, etc.).
6. To edit and publish content for California DECA Online Newsletter.
7. To submit articles for publication in DECA Direct.
8. To work with the Vice President of Marketing in utilizing the California DECA social media platforms to promote and publicize DECA programs, events, conferences, and activities including posting updates and photos.
9. To develop and carry out additional duties and responsibilities as designated in the State Officer Program of Leadership.
10. To participate as an active member of the State Officer team on team projects and initiatives.

ELIGIBILITY REQUIREMENTS

The following outlines the minimum requirements that must be met for California DECA to accept a person for State Officer Candidacy. To be eligible for state office, the following criteria **must** be met:

1. A candidate must meet the CTE Requirements as outlined in the [Career and Technical Education \(CTE\) Course Requirement](#) section of this guide.
2. A candidate must be a member of a state approved DECA chapter and be an active member of the state approved chapter.
3. A candidate must be an active member in good standing of California DECA and DECA Inc. by the published application deadline.
4. A candidate should have held or be holding a DECA chapter office, but this is not required.
5. A candidate must have earned a GPA of 2.50 (4.00 scale) or better for the term preceding their running for office and must maintain a GPA of 2.50 or greater throughout their term of office, if elected.
6. A candidate may be a freshman, sophomore, or junior. Seniors are not eligible to run for state office.
7. The term of office will be from the close of the State Career Development Conference where the State Officer team is elected to the close of the following State Career Development Conference when the newly elected officer team begins their term.
8. To be eligible to run for a state office, each candidate must complete and submit all forms and documentation and must complete each step of the election process outlined in this guide.
9. Each chapter may run up to two candidates for state office but may not run more than one candidate for any given office.

APPLICATION REQUIREMENTS

OVERVIEW

To be an eligible candidate for state office, the following steps MUST be completed:

1. Complete the California DECA Knowledge Test with a passing score of 90% by the required deadline.
2. Complete all online forms, including necessary signatures from your Advisor and other parties listed in the [Forms Section](#) of this document by the application deadline.
3. Submit a 30 second commercial in .mov format.
4. Create a State Officer Candidate Portfolio and bring to the District or State Career Development Conference at which you are campaigning.
5. Review this guide in its entirety and comply with the stated guidelines and requirements.

STEP 1: INTENT TO RUN FORM

A local Chapter Advisor must submit an “Intent to Run” for a potential candidate. The purpose of this form is to inform California DECA that your local chapter intends and endorses the candidate(s). By submitting an Intent to Run:

- The DECA member’s name will be added to the mailing list for potential candidates and will receive any updates about the candidate process leading up to the conference.
- The DECA member will receive reminders about opportunities to complete the DECA Knowledge Test, a requirement to be a candidate for office.
- Submitting this online form does not obligate the member(s) to run for office, but completing this step provides advance notice to the local Chapter Advisor and California DECA about your interest to seek state office.

Each chapter may run up to two candidates for state office but may not run more than one candidate for any office. This process must be completed by the local Chapter Advisor, not candidate.

A local Chapter Advisor, at their discretion, may identify and require additional steps for approving candidates at the local level, but candidates must still meet all requirements outlined in this Guide by the outlined deadline.

To complete this form, visit: californiadeca.org/officers/#candidates

STEP 2: CANDIDATE INFORMATION SESSION (OPTIONAL)

To learn more about running for office, potential candidates are encouraged to attend the online Candidate Information Session. If you are able to attend the meeting, please be dressed in appropriate business casual attire (i.e., DECA polo, button up collared shirt, dress blouse, etc.) Information on date and time are included in the “Application Timeline” sections below.

To access this video conference, visit the following link:

<https://leadable.info/cadecainfomeeting>

If you are unable to attend this session, contact coach@californiadeca.org for access to the video recording.

STEP 3: DECA KNOWLEDGE EXAMINATION

To be eligible to run for state office, a candidate must take the California DECA Knowledge Exam and pass with a score of 90% by the application deadline. A candidate may take the exam as many times as necessary.

HOW TO TAKE THE EXAM

The DECA Knowledge Examination will be available online from November 1 through November 29. To take the exam, complete the following steps:

1. Advisors must request a unique access code for the candidates in their chapter to take the Knowledge Exam by emailing coach@californiadeca.org. A unique code will be distributed to them for candidates to use and complete the Exam. All candidates must complete this Exam without use of the Knowledge Exam Study Guide. Candidates are expected to complete the exam on their honor and with their own knowledge from study and preparation.
2. Testing instructions and a unique access code will be provided to the Chapter Advisor for the candidate to take the “DECA Knowledge Examination” beginning November 1.
3. A Chapter Advisor or school official must serve as a proctor for the exam. Parents, alumni, and non-school officials are not allowed to proctor the exam.
4. If you do not receive a passing score of 90%, you may retake the exam after waiting 24 hours. There is no limit to the number of times you can retake the exam.

Test questions will be pulled from the DECA Knowledge Test Study Guide which is available on the State Website: californiadeca.org/officers/#candidates.

STEP 4: CANDIDATE APPLICATION FORMS

All forms listed in the [Forms Section](#) of this document must be completed and submitted on or before the deadline. Forms are available at: californiadeca.org/officers/#candidates.

STEP 5: COMMERCIAL VIDEO

Each candidate must submit a pre-recorded 30-second (maximum) commercial that highlights who they are and why they should be elected to state office.

Time begins the moment the first visual and/or audio occurs on screen and ends at the last moment a visual and/or audio component occurs on screen.

Videos should be of the candidate speaking but can include supporting graphics and/or visuals that help showcase why the candidate would make a good State Officer. Other DECA members can help a candidate shoot, edit, and design the video, but the candidate can be the only one speaking.

Videos must be submitted in .mov or .mp4 format to the State Officer Coach. Videos may be played at the District or State Career Development Conference at which you are campaigning and will be posted on the California DECA YouTube Channel and linked to on the California DECA Website.

Inappropriate videos (offensive language, gestures or images, unclean music, sexually suggestive music, or language) will not be allowed. If a video is deemed inappropriate by State Staff, the candidate will be disqualified.

Campaign videos are subject to the same budget guidelines as the rest of the campaign.

Video Commercial Submission Instructions

Complete the below steps to submit your video. Any questions may be directed to coach@californiadeca.org.

- Step 1 Create and/or sign into your Dropbox account
- Step 2 Upload your video to Dropbox. Your file must be a .mov file.
- Step 3 Select the "Share Link" option for your uploaded file.
The "Share Link" button will appear when you hover over your file in Dropbox.
- Step 4 In the "Share Link" window, make sure the "Anyone with the link can view" option is selected.
- Step 5 Click "Get Link"
- Step 6 Submit the link within the rest of your application at californiadeca.org/officers/#candidates

STEP 6: ATTEND/WATCH CANDIDATE ONLINE BRIEFING VIDEO MEETING

Each candidate is required to attend or watch a recording of the Candidate Online Briefing Meeting. If you are able to attend the meeting, please be dressed in appropriate business casual attire (i.e., DECA polo, button up collared shirt, dress blouse, etc.) Information on date and time are included in the “Application Timeline” sections below.

To access this video conference, visit the following link:

- For District VP Candidates: <https://leadable.info/cadecacandidatebriefing>
- For President, VP Marketing, and VP Leadership:
<https://leadable.info/cadecascdcbriefing>
 - District Vice President-Elects must also attend the SCDC Briefing

If you are unable to attend this briefing, you must contact coach@californiadeca.org for access to the video recording. After you watch the video recording, you must have your local Chapter Advisor certify that you watched the video by sending an email confirmation to coach@californiadeca.org.

STEP 7: PORTFOLIO

(Required for Appointed Positions)

Each officer candidate is encouraged to create a State Officer Candidate Portfolio

- For Appointed Positions, the portfolio should be submitted upon the close of the candidate campaign booths. The portfolio will be provided to the interview panel for review before and during the interview and then returned to the State Officer candidate at the end of the interview.
- For Elected Positions, candidates are encouraged to display the portfolio at the campaign booth, but are not required to turn it in. Voting delegates will be encouraged to ask to see these portfolios.

The State Officer Candidate Portfolio may include the following:

- Personal Biography
- Resume including qualifications for office.
- Letters of recommendation from any of the parties listed below:
 - Chapter Advisor, School Official(s), Business/Professional Person, etc.
- Showcase of personal accomplishments and qualifications for office.
- Candidates have many skills, talents, work samples, and recognition and are encouraged to add items to the portfolio that reflects their skills, talents, accomplishments, work samples, etc. The portfolio is not limited to DECA experiences. For example:

- Vice President of Leadership candidates may have samples of involvement/participation in non-competitive DECA programs and activities, writing samples, sample workshop or outreach presentations, community projects, etc.
- Vice President of Marketing candidates may have examples of video editing, web page layout design, photography editing, document layout, document design, graphic design, etc.
- Vice President of Districts or State President may show leadership positions they have held or times that they have exhibited leadership with DECA, community, church, etc.
- Other relevant items such as are articles from newspapers, pictures from events, DECA experiences, certificates, thank you notes from people, chapter activities, conference participation certificates, lists of honors/awards/accomplishments, etc.
- In the event of portions of the election or State Career Development Conference being held virtually, candidates will be instructed to prepare digital portfolios.

Candidates are encouraged to use their creativity in putting together the portfolio. A typical portfolio is presented in a three-ring binder with page protectors for in-person candidate booths but will also be submitted virtually as a PDF. The portfolio can be bound/compiled as the candidate sees fit. Candidate forms from this guide SHOULD NOT be included in the portfolio.

Candidates will submit a link to their digital portfolio as part of the application form. Follow the below steps to ensure the portfolio is submitted correctly:

- Step 1 Create and/or sign into your Dropbox account
- Step 2 Upload your portfolio to Dropbox. Your portfolio files must be compiled into one .PDF document
- Step 3 Select the “Share Link” option for your uploaded file.
The “Share Link” button will appear when you hover over your file in Dropbox.
- Step 4 In the “Share Link” window, make sure the “Anyone with the link can view” option is selected.
- Step 5 Click “Get Link”
- Step 6 Submit the link within the rest of your application at californiadeca.org/officers/#candidates

CAMPAIGN RULES

1. All campaign materials must be in good taste. Facility policies do not allow the posting of campaign materials on facility walls.
2. Candidates are not allowed to begin campaigning of any kind prior to the published start time for campaigning at the District or State Career Development Conference at which they are campaigning. This includes campaigning via email, social media profiles, direct messages, and comments, websites, YouTube, chapter mailings, chapter visits, phone calls, text messages, etc. Campaigning by candidates may then continue until the ballots have been turned in during the Election Session.
3. Throughout the campaign, candidates are encouraged to use handout materials and other visual displays and presentations. Posted/stationary campaign signs, posters, banners, and any other display materials must be confined to the space provided in the campaign booth. Campaign materials may be carried throughout the conference hotel and during sessions by campaign staff members, but may not be posted, attached, or otherwise placed anywhere in the conference hotel if not in the immediate possession of a campaign staff member.
4. There will be NO campaigning after curfew. All officer candidates and campaign workers must be in their rooms by curfew.
5. The size and location of campaign booths will be communicated to candidates after the application deadline. At minimum, each candidate will receive half of a six-foot banquet table to display their materials. If there are fewer candidates, each may receive a full table; the size is dependent upon the number of candidates who submit applications.
6. As a general rule, food or beverages may NOT be passed out, sold, or otherwise distributed as part of campaigning with the exception of small AND store purchased candies, snack items, or mints. Playing music is not allowed in the campaign booths because of the disruption to competitive events and other hotel/facility functions. Electrical outlets/connections will not be provided or available. If a candidate has a PowerPoint presentation or other presentation/display/visual element that requires electricity, it must be able to run on battery power.
7. Candidates and their campaign teams are responsible for making sure that no campaign materials are left in any rooms or as litter. Failure to adequately pick-up materials may jeopardize candidacy. Each candidate should assign someone from their chapter to make a sweep of the conference facility to ensure that campaign materials are all collected.
8. To ensure a fair playing field for campaigns there is a \$250.00 limit on campaign spending (for booths, promotional materials, giveaways, raffle items, decorations, etc.) This includes in-kind donations. Candidates may not spend more than \$250.00 on their campaign or have more than \$250.00 of items donated or any combination of the two that exceeds \$250.00 total. Prices of donated items are to be fair market value and candidates must be prepared to submit receipts documenting their

expenditures/donations. Fair market value is to be determined based on what a reasonable person would expect to pay for an item when looking to purchase it and what a reasonable seller would be willing to sell it for. For example, indicating that a brand-new iPad was donated to be used as a raffle item and the fair market value of the iPad was \$100.00 would be unreasonable.

9. Each candidate will bring a final [Campaign Expense Report](#) to their interview at the District or State Career Development Conference at which they are campaigning to ensure candidate adhered to the \$250.00 spending limit. The final report should show any changes from the original report submitted with your application
10. A sample of each item used during the campaign and any material distributed must be brought to the candidate's assigned interview time, excluding large booth decorations. Each of these items should be listed on the final campaign budget. These samples will be returned.

ELECTION GUIDELINES

The below guidelines apply to all State Officer positions:

1. Chapter Advisors or persons acting in a Chapter Advisor capacity will not be allowed to participate during the election. Unless disqualified, the previous year's officer or unelected candidate may opt to apply again the following year.
2. A qualified candidate who is not elected to their office will have their application submitted to the newly elected officer team for consideration in filling any vacant positions.
3. If no candidate is elected for a specific office, that office may be appointed by the State Management Team at their sole discretion.

DISTRICT VICE PRESIDENTS

The following guidelines and regulations apply to candidates for the positions of Vice President of Northern California, Vice President of Silicon Valley, and Vice President of Southern California.

APPLICATION & ELECTION TIMELINE

The campaign schedule for District Vice Presidents is below. Final conference campaign schedules and procedures will be shared with all official candidates prior to the district conference.

| | |
|---------------------|---|
| October 30, 2024 | Run for State Office Information Session (Optional) Video conference meeting will be held from 4:00-5:00 PM |
| November 29 | Submit online Intent to Run Form Advisor must submit by 11:59 PM |
| November 29 | Candidate Application Forms All forms and signature pages must be submitted online by 11:59 PM |
| November 29 | Commercial Video Video link must be submitted by 11:59 PM |
| November 29 | Knowledge Examination Between Nov. 1 and Nov. 29, the Candidate exam will be administered online and proctored by the local Chapter Advisor. Candidates will be able to instantly view their score after each attempt. Advisors must email coach@californiadeca.org to request exam access information. |
| December 5 | Attend Candidate Online Briefing Video Meeting Video conference meeting will be held from 4:00-5:00 PM Candidates unable to attend must watch the recording by December 13 |
| January 10-12, 2025 | Silicon Valley CDC Speech, Campaign Booth, Interview, Election Session, Optional Portfolio |
| January 10-12 | Southern California CDC Speech, Campaign Booth, Interview, Election Session, Optional Portfolio |
| January 17-19 | Northern California CDC Speech, Campaign Booth, Interview, Election Session, Optional Portfolio |
| February 27-March 2 | State Career Development Conference Informational Booth, Interview, New Officer Orientation |

CAMPAIGN AND ELECTION PROCEDURES

The campaigning portion of this process is an opportunity for the candidates to showcase their qualifications, including experience, scholastic aptitude, responses to published questions, speaking ability, ability to "think on feet," appearance, personality, and commitment.

CAMPAIGN SPEECHES

Candidates will deliver a campaign speech at their respective District Career Development Conference. All elected candidates are allotted two (2) minutes for their campaign speech. All speeches and/or demonstrations in support of the candidate must be included in the time allotment. Candidates should bring hard copies of signed application documents and a final expense report to submit to California DECA.

CANDIDATE INTERVIEW

Participation in an interview at or before the District Career Development Conference is mandatory for all elected candidates. Failure to participate in the interview will result in disqualification. You will be notified of your scheduled interview time prior to the district conference.

ELECTION PROCEDURES

The official California DECA Election Procedure for Vice President of Northern California, Vice President of Southern California, and Vice President of Silicon Valley will be determined through an election by voting delegates.

Voting will be held during an election session at each district's Career Development Conference by designated voting delegates by secret ballot. Each chapter registered for the conference will be allowed two (2) votes.

For District Vice President positions, the candidate with a majority vote from the voting delegates within their district will be elected. Voting delegates will be allowed to cast an affirmative or an abstention vote, such abstention counting neither for nor against the candidate. In the case of only one candidate running for an office, the voting delegates will have the option of a negative vote. The "no" vote means that the delegate would rather have no representative than the one running.

Voting will continue until one candidate in each race has a majority of the votes. On each ballot, candidates with the lowest votes or those who do not receive 15% of the votes will be dropped from the ballot.

Until a majority vote is reached, after each vote is taken the candidates remaining will come forward as their names are called so that the voting delegates may see which candidates they wish to vote for on the next ballot.

The election will take place during an Election Session at the corresponding District Career Development Conference. (Positions will be elected prior to the State Career Development Conference).

Newly elected State Officers will be announced at the conclusion of the District Career Development Conference and installed at the conclusion of the State Career Development Conference.

STATE CAREER DEVELOPMENT CONFERENCE INVOLVEMENT

District Vice Presidents-Elect are required to participate at the State Career Development Conference in the following ways:

1. Be introduced on-stage during the Opening General Session
2. Host an informational booth during the Campaign Rally. Newly elected officers will not be campaigning for votes, but present to answer questions about your platform for the coming year and start becoming familiar with the members, their suggestions, and needs.
3. Participate in a panel interview with the other District Vice Presidents to aid in the mission initiative that they will be assigned for their term (Membership, Finance, OR Career Development)
4. Be present at all campaign and election activities
5. Participate in New Officer Orientation

STATE PRESIDENT

The following guidelines and regulations apply to candidates for the position of State President

APPLICATION & ELECTION TIMELINE

The campaign schedule for State President candidates is below:

| | |
|----------------------|---|
| October 30, 2024 | Run for State Office Information Session (Optional) Video conference meeting will be held from 4:00-5:00 PM |
| November 29 | Knowledge Examination Between Nov. 1 and Nov. 29, the Candidate exam will be administered online and proctored by the local Chapter Advisor. Candidates will be able to instantly view their score after each attempt. Advisors must email coach@californiadeca.org to request exam access information. |
| January 10-12, 2025 | Board Screening Interviews (if from) Silicon Valley CDC |
| January 10-12 | (if from) Southern California CDC |
| January 17-19 | (if from) Northern California CDC |
| January 31 | Submit online Intent to Run Form Advisor must be submitted by 11:59 PM |
| January 31 | Candidate Application Forms All forms and signature pages must be submitted online by 11:59 PM |
| January 31 | Commercial Video Video link must be submitted by 11:59 PM |
| January 31 | Complete Portfolio (Optional) |
| February 7 | Attend/Watch Candidate Online Briefing Video Meeting Video conference meeting will be held from 4:00-5:00 PM Candidates unable to attend must watch the recording by February 14 |
| February 27- March 2 | State Career Development Conference Campaign Speech, Campaign Booth, Interview, Election Session, New Officer Orientation |

CAMPAIGN AND ELECTION PROCEDURES

The campaigning portion of this process is an opportunity for the candidates to showcase their qualifications, including experience, scholastic aptitude, responses to published questions, speaking ability, ability to "think on feet," appearance, personality, and commitment.

BOARD SCREENING INTERVIEW (PRIOR TO SCDC)

All potential State President candidates must participate in a screening interview with a Board of Directors member that must take place at or before their respective District Career Development Conference. This is a mandatory interview. Only those candidates that have passed the DECA screening interview will be allowed to continue with the campaign process. If the candidate is not approved by the Board of Directors member who conducts the interview the candidate will not be allowed to campaign for state office.

Board member should not interview candidates from their own chapter.

The State Officer Coach will provide options for each candidate's Board Screening Interview at their respective District CDC. Candidates will be able to schedule their interview by selecting an available time and then replying to the Coach's email. The Coach will then confirm the time with the candidate.

CAMPAIGN SPEECHES

Candidates will deliver a campaign speech at the State Career Development Conference. All elected candidates are allotted two (2) minutes for their campaign speech. All speeches and/or demonstrations in support of the candidate must be included in the time allotment. Candidates should bring hard copies of signed application documents and a final expense report to submit to California DECA. If the State Career Development Conference is held virtually, alternative measures will take place for candidates to still deliver a speech.

CANDIDATE INTERVIEW

Participation in an interview during the State Career Development Conference is mandatory for all elected candidates. Failure to participate in the interview will result in disqualification. You will be notified of your scheduled interview time prior to the state conference.

ELECTION PROCEDURES

The official California DECA Election Procedure for State President will be determined through an election by voting delegates.

Voting will be held during an election session at the State Career Development Conference by designated voting delegates by secret ballot. Each chapter registered for the conference will be allowed two (2) votes.

For the position of State President, the candidate with a majority vote from all voting delegates statewide will be elected. Voting delegates will be allowed to cast an affirmative or an abstention vote, such abstention counting neither for nor against the candidate. In the case of only one candidate running for an office, the voting delegates will have the option of a negative vote. The “no” vote means that the delegate would rather have no representative than the one running.

Voting will continue until one candidate has a majority of the votes. On each ballot, candidates with the lowest votes or those who do not receive 15% of the votes will be dropped from the ballot.

Until a majority vote is reached, after each vote is taken the candidates remaining will come forward as their names are called so that the voting delegates may see which candidates they wish to vote for on the next ballot.

The election will take place during an Election Session at the State Career Development Conference.

The newly elected State President will be announced at the conclusion of the Election Session and installed at the conclusion State Career Development Conference.

APPOINTED POSITIONS

The following guidelines and regulations apply to candidates for the positions of Vice President of Marketing and Vice President of Leadership.

APPLICATION & ELECTION TIMELINE

The campaign schedule for Appointed Vice Presidents is below:

| | |
|---|--|
| October 30, 2024 | Run for State Office Information Session (Optional) Video conference meeting will be held from 4:00-5:00 PM |
| November 29 | Knowledge Examination Between November 1 and November 30, the Candidate exam will be administered online and proctored by the local Chapter Advisor. Candidates will be able to automatically view their score after each attempt. |
| January 10-12, 2025 January 10-12 January 17-19 | Board Screening Interviews (if from) Silicon Valley CDC (if from) Southern California CDC (if from) Northern California CDC |
| January 31 | Submit online Intent to Run Form Advisor must be submitted by 11:59 PM |
| January 31 | Candidate Application Forms All forms and signature pages must be submitted online by 11:59 PM |
| January 31 | Commercial Video Video link must be submitted by 11:59 PM |
| January 31 | Complete Portfolio (Optional) |
| February 7 | Attend/Watch Candidate Online Briefing Video Meeting Video conference meeting will be held from 4:00-5:00 PM Candidates unable to attend must watch the recording by February 14 |
| February 27- March 2 | State Career Development Conference Campaign Speech, Campaign Booth, Interview, Election Session, New Officer Orientation |

CAMPAIGN AND ELECTION PROCEDURES

The campaigning portion of this process is an opportunity for the candidates to showcase their qualifications, including experience, scholastic aptitude, responses to published questions, speaking ability, ability to “think on feet,” appearance, personality, and commitment.

These two appointed positions will not campaign for votes. Candidates running for these appointed offices will follow the same election and campaign procedures as State President, except that they will not deliver a campaign speech or be elected by the voting delegates.

Candidates for the positions of Vice President of Leadership and Vice President of Marketing will participate in an interview. Both positions are filled by appointment based on the specific abilities and skill sets required by these positions. The interview committee will consider the unique qualifications of each candidate.

The portfolios carry particular weight and importance for the appointment of these offices.

BOARD SCREENING INTERVIEW (PRIOR TO SCDC)

All potential appointed position candidates must participate in a screening interview with a Board of Directors member that must take place at or before their respective District Career Development Conference. This is a mandatory interview. Only those candidates that have passed the DECA screening interview will be allowed to continue with the campaign process. If the candidate is not approved by the Board of Directors member who conducts the interview the candidate will not be allowed to campaign for state office.

Another Board Member will interview candidates running for state office from a Board Member’s chapter.

CAMPAIGN SPEECH

Candidates for Appointed Positions (Vice President of Leadership and Vice President of Marketing) do not have to give a speech. They do, however, need to participate in ALL other campaign elements.

CANDIDATE INTERVIEW

Participation in an interview at the State Career Development Conference is mandatory for all elected candidates. Failure to participate in the interview will result in disqualification. You will be notified of your scheduled interview time prior to the state conference. Candidates should bring hard copies of signed application documents and a final expense report to submit to California DECA.

ELECTION PROCEDURES

The official California DECA procedures for the appointed positions of Vice President of Leadership and Vice President of Marketing consists of two (2) parts: an interview and portfolio. The total score earned for these two elements will be calculated to determine who has been appointed to each available office and each appointed person will be announced. A minimum of 70% must be achieved in order for the person to be officially appointed.

1. Interview represents 70% based on the election procedures.
 - a. The panel will consist of, but is not restricted to, industry representatives, Department of Education representatives, Advisors, State Officers, state staff, and/or alumni.
 - b. Each member of the panel will assign points based on the questions asked. The scores will be averaged together to obtain a final score for each candidate.
2. Portfolio represents 30% of the election procedure.
 - a. Portfolio must be turned in upon arrival at the conference at conference registration.
 - b. Portfolio will be returned upon completion of the panel interview.
 - c. Points will be awarded based on presentation and content.

The newly elected State Officers will be announced at the conclusion of the Election Session and installed at the conclusion of the Awards Session during the State Career Development Conference.

STATE OFFICER CANDIDATE FORMS

The forms on the following pages must be submitted for a candidate's application to be complete. Any missing forms could result in the disqualification of the candidate. Please ensure all requested information is provided and that each form is complete and contains all requested signatures. A confirmation email will be sent once all forms have been received.

ONLINE APPLICATION FORMS

Available at californiadeca.org/officers/#candidates

- State Officer Candidate Notification Form (Submitted Separately)
- State Officer Candidate Application Form & Signature Pages Upload
- Campaign Expenditure Report Form
- Advisor Checklist
- State Officer Candidate Agreement (3 Pages)
- State Officer Travel Authorization (2 Pages)
- School Administration Statement of Support
- Permission & Medical Release Form (4 Pages)
- School Transcript (with CTE course(s) circled/highlighted)

Signature pages must be scanned and uploaded to the online application.
Hard copies should be submitted at the candidate meeting at the conference at which you are campaigning.

STATE OFFICER CANDIDATE APPLICATION DEADLINES

All applicants must meet these deadlines, no exceptions.

DO NOT MAIL OR SHIP ANY CANDIDATE APPLICATION MATERIALS TO CALIFORNIA DECA

DISTRICT VICE PRESIDENTS

FRIDAY, NOVEMBER 29, 2024

STATE PRESIDENT & APPOINTED POSITIONS

FRIDAY, JANUARY 31, 2025

All materials submitted online by 11:59 P.M.

ADVISOR CHECKLIST

MEETING WITH STATE OFFICER CANDIDATES & PARENTS/GUARDIANS

The Chapter Advisor should schedule a meeting with the State Officer Candidate and their parent/guardian and carefully review this checklist and the entire State Officer Candidate Guide. Once the Advisor has held this meeting and reviewed the checklist it should be completed, signed, and dated, and submitted to California DECA along with the required forms in this guide.

| ✓ | ITEMS TO DISCUSS AND REVIEW WITH YOUR STATE OFFICER CANDIDATE |
|---|---|
| | Have a frank conversation with the State Officer candidate to ensure they understand the commitments required of State Officers. Be sure that they understand that at times they will have to miss sporting events or other personal activities in order to fulfill their State Officer responsibilities. Officers must recognize that DECA conferences and events come before other social functions, summer programs, athletics and dances. |
| | Ensure that State Officer candidates understand that being a State Officer is a privilege and will require their very best effort. If elected, the candidate will be required to devote several hours each week to their State Officer responsibilities and will not be allowed to fall behind on State Officer duties and responsibilities. |
| | Verify that the State Officer candidate has or is on track to meet the CTE Course Requirement as a candidate and will be able to meet the requirement during term of office if elected. |
| | Talk to the candidate about their involvement in other activities like sports, clubs, work, etc. Be sure they have fully calculated the time commitment and are prepared to make DECA a priority if they are elected. |
| | Set up a plan for the officer to keep the Advisor regularly updated about projects, upcoming responsibilities, and duties of office. The interview panel will ask about this. |
| | Discuss and create a time management plan for when and how the officer will complete their DECA work each day. Officers should plan to spend about 30 minutes a day (minimum) on DECA work. The interview panel will ask about this at state. |
| | Ensure the officer has access to internet on a daily basis either at home or through the school. Officers will need access to Gmail for official State Officer communications. |
| | Carefully review this guide with the candidate and be familiar with the rules and guidelines for State Officer candidates. |
| | Ensure that all forms from this guide have been completed. |
| | Ensure the 30-second commercial is in good taste and is of a professional nature. |
| | Be sure that the candidate understands that while being a DECA State Officer is an invaluable experience and will be a great accomplishment to highlight on their resume and college applications, being a State Officer should be about their passion for DECA and desire to contribute to the growth and progress of California DECA. This is a real commitment that requires time, effort, initiative, and commitment throughout their term of office. |

CHAPTER ADVISOR SIGNATURE

DATE

STATE OFFICER CANDIDATE AGREEMENT

Purpose:

Becoming a California DECA State Officer requires a commitment on the part of all parties concerned. In order to make that commitment, each party must understand their responsibility to this leadership training experience. In order for a candidate to be eligible for office, all parties indicated must sign this agreement. State Officer candidates should understand that, if elected, attendance at all State Officer meetings and activities is mandatory and that failure to attend any of these meetings will result in their removal from office, with the exception of emergencies/unsafe traveling conditions. They should also understand that they may be removed from office if in the opinion of the State Management Team they fail to comply with State Officer responsibilities/assignments or participate in activities/conduct which would reflect negatively on California DECA or the State Officer Team.

If elected, the candidate agrees to:

1. Attend and participate in all meetings (including, but not limited to, State Officer meetings, State Officer training’s, district, regional, state and International conferences) and attest that; “I fully understand the responsibilities and obligations of the position I seek and, if elected, will carry them out to the very best of my ability. I further understand that if, in the opinion of the majority of the Management Team, State Officer Coach, or the State Director, I fail to fulfill my responsibilities and obligations of office, and/or I violate the California DECA Conduct Code, I can be removed from office. Should I fail to complete the duties of my office, I will be liable to return to DECA the amount expended for my participation during my term in office.”
2. Perform to the best of his/her ability the duties of the elected office.
3. Maintain a GPA of 2.5 or better based on a 4.0 scale during their term of office **and** meet the CTE eligibility criteria outlined in the State Officer Candidate Guide.
4. Participate in ALL activities scheduled by the State Director or State Officer Coach of the California Association of DECA including, but not limited to:

| | |
|---------------------------|--|
| February 27-March 2, 2025 | State Career Development Conference – Anaheim, CA |
| March 20-22, 2025 | Emerging Leaders Welcome Retreat - Virtual |
| April 23-30, 2025 | International Career Development Conference – Orlando, FL |
| June 2025** | Virtual Chartered Association Officer Leadership Experience |
| July 8-11, 2025 | Emerging Leader Summit – Phoenix, AZ |
| September 2024 | CA DECA Advisor Conference (Officers TBD) |
| November 21-23, 2025 | Ultimate DECA Power Trip – Arlington, VA |
| January 9-11, 2026 | Silicon Valley Career Development Conference (In your own district) |
| January 9-11, 2026 | Southern California Career Development Conference (In your own district) |
| January 11-12, 2026 | Winter Leadership Retreat – Costa Mesa, CA |
| January 16-18, 2026 | Northern California Career Development Conference (In your own district) |
| February 26-March 1, 2026 | State Career Development Conference – Anaheim, CA |

Additional Events:
Educating for Careers Conference (Officers TBD)

In addition to the required State Officer events above there will be additional travel required for chapter visits and other opportunities that may arise throughout the year.

** Indicates that date and/or location is tentative.



STATE OFFICER CANDIDATE AGREEMENT

(Page 2 of 3)

5. Pay a \$500 fee to participate as a State Officer. California DECA will cover all expenses in excess of the \$500 fee for each officer. The following is a suggested payment schedule if you plan to make payments in the amount of \$100 each payment. Total amount due of \$500.00 must be received by August 31, 2025

| | |
|--------------------|--------------|
| April 2025 | \$100 |
| May 2025 | \$100 |
| June 2025 | \$100 |
| July 2025 | \$100 |
| <u>August 2025</u> | <u>\$100</u> |
| Total | \$500 |

Failure to pay the fee in full by August 31, 2025 will result in the student being immediately removed from office and no longer eligible to participate in California DECA conferences and events.

Please note while officers are expected to pay \$500 towards their expenses, California DECA is contributing an average of \$5,000 per officer to cover their travel, lodging, registration, meals, and other officer related expenses.

The Parent(s) and Candidate Agree To:

1. Authorize the release of scores received for the Officer Candidate Exam and Officer Candidate Interview to the members and Advisors of DECA.
2. If elected, authorize the candidate's cell phone number to be printed on official business cards, if applicable, unless alternative arrangements are requested in writing to State Staff.
3. Grant permission to California DECA and its staff/contractors, State Department of Education, and sponsors/supporters to use the above delegate's name and likeness (including photographs, video footage, silhouettes, and audio clips) in publications, productions, promotions and on websites for informational, promotional and other related purposes without further consideration, and acknowledge the right of California DECA to crop, treat, edit, or otherwise modify the photographs, video footage, silhouettes, and audio clips at their discretion.
4. Pay for certain costs associated with being a State Officer as outlined in the student agreement above and as may arise throughout the year.

The Parent(s) and Employer(s) Agree To:

1. Permit the candidate to participate in all scheduled California DECA activities, State Officer meetings, chapter visits, and other official officer duties.
2. If the student is elected, permit, and in the case of parents, authorize the student to visit California schools and participate in California DECA chapter activities for the purpose of conducting official DECA State Officer business.
3. Encourage the candidate to take full benefit of the leadership development experience.
4. Attend any scheduled California DECA activities when they so desire.

STATE OFFICER CANDIDATE AGREEMENT

(Page 3 of 3)

The Advisor(s) and All School Officials Listed Below Agree To:

5. Recommend for state office only those candidates who are qualified. (See information provided.)
6. Host meetings of the State Officers upon request of the Executive Director.
7. Ensure the candidate's attendance at all California DECA activities.
8. Permit the candidate to visit California schools and participate in DECA chapter activities for the purpose of conducting official DECA State Officer business.
9. Certify that the candidate has earned a GPA of 2.5 (4.0 base) or better for the term preceding the election and that officer maintains this during their term of office.
10. Read the Candidate Agreement and Participant Code of Conduct and discuss it with the student.

Signatures on this page apply to all three pages of this document

CANDIDATE SIGNATURE¹

DATE

CHAPTER ADVISOR SIGNATURE

DATE

PARENT SIGNATURE

DATE

HIGH SCHOOL ADMINISTRATOR SIGNATURE

DATE

ATHLETIC COACH(ES) SIGNATURE

DATE

ATHLETIC COACH(ES) SIGNATURE

DATE

EMPLOYER(S) SIGNATURE

DATE

¹ If you change schools, jobs and/or sports at any time during your state officer year and signatures above are not complete and current; this document must be signed again and resent to California DECA.



STATE OFFICER TRAVEL AUTHORIZATION

To be completed for each official State Officer meeting/meeting.

Event or Meeting Description: All State Officer Responsibilities During Term in Office

Student Name: _____ Phone: _____

Transportation plan for arriving at the event/meeting:

If you will be staying overnight at a location, other than your home, on your way to the event/meeting, please describe the location, address, phone number and name of chaperone at this location.

Transportation plan for returning home from the event/meeting:

If you will be staying overnight at a location on your way home from the event/meeting, please describe the location, address, phone number and name of chaperone at this location.

All students must adhere to their local school district's student transportation policy and procedures. Please attach a copy of the completed district form pertaining to student travel for this event – or – complete the form on the next page.

STATE OFFICER TRAVEL AUTHORIZATION

Signatures on this page apply to two pages of this document
Initial each of the following that apply:

- The above-named student may drive herself/himself to the above function as part of her/his official responsibilities.
- The above-named student will be transported to the above function as part of his/her official responsibilities by means of parents and/or public transportation (Check One).
- The above-named student will be allowed to ride with _____, another State Officer, to get to and/or from the above function as part of her/his official responsibilities.
- The above-named student will be allowed to ride with representatives of the state association or its agents/contractors to get to or during the above function as part of her/his official responsibilities.
- The above-named student will be allowed to ride with other State Officers DURING the State Officer Meeting as needed to facilitate transportation. "During" is defined as the time between the scheduled start and finish of the meeting as outlined in this document. (If you do not want your child riding with other officers black out the "X" next to this item and initial to the left of it)

The Transportation Consent Form includes two pages. By signing below, the parties agree to abide by all policies and information included on both pages of this form.

As a school district official, my signature below verifies that the above modes of transportation are not in violation of the _____ School District student transportation policy.

SCHOOL ADMINISTRATOR

DATE

I agree to adhere to the above-named school transportation policy and modes of transportation.

STATE OFFICER SIGNATURE

DATE

I agree to allow my child to use the above-named mode(s) of transportation and give permission for my child to attend this meeting.

PARENT OR GUARDIAN SIGNATURE

DATE

SCHOOL ADMINISTRATION STATEMENT OF SUPPORT

CALIFORNIA DECA STATE OFFICER CANDIDATE APPLICATION

Candidates need to secure the official endorsement of their DECA Chapter Advisor and school administrator as an officially supported State Officer candidate.

I understand that DECA is a national and state organization officially endorsed by the U.S. Department of Education and sponsored by the California Department of Education as a co-curricular and integral instructional tool of the classroom.

I understand that _____ (candidate name) has been officially endorsed by our school’s DECA chapter, our DECA Chapter Advisor, and his/her parents/guardians to seek California DECA State Office.

I understand that if the above-named student is successfully selected to serve as a State Officer that he/she will be required to attend meetings, leadership conferences, and education activities that on occasion may occur during the regular instructional period.

Our school agrees to maintain an active local DECA chapter and Chapter Advisor during the above-named student’s term of service as a California DECA State Officer.

Our school agrees to support the above-named student’s duties and responsibilities as a California DECA State Officer including approval of absences or providing chaperones for Department of Education or California DECA official functions. We also understand that it is the local chapter’s responsibility to comply with any school district policies and practices regarding a State Officer’s participation in California DECA official functions.

I understand that serving as a California DECA State Officer is a position of high honor and important responsibility to our school, community, and the citizens of California. Our school pledges to work in partnership with the California Department of Education and California DECA to ensure the success of the above-named student’s leadership, academic, and career pursuits while serving as a State Officer.

AUTHORIZED BY:

PRINT NAME OF ADMINISTRATOR

PRINT NAME OF ADVISOR

PRINT TITLE OF ADMINISTRATOR

PRINT TITLE OF ADVISOR

SIGNATURE ADMINISTRATOR

SIGNATURE ADVISOR



PERMISSION & MEDICAL RELEASE FORM

(Page 1 of 4)

ALL CALIFORNIA DECA STATE OFFICER ACTIVITIES 2025 -2026

- Revised August 2011 -

CODE OF CONDUCT

Participation in the California DECA State Officer Program is a privilege. Any violation of the provisions of this conduct code is considered serious.

Delegates shall abide by the rules and practices of CALIFORNIA DECA and school district policies at all times to, during, and from the designated point of origin of the activity. Delegates shall respect and abide by the authority vested in the CALIFORNIA DECA organization. The standards outlined in this document constitute the California DECA Code of Conduct.

The following shall be regarded as severe violations of the CALIFORNIA DECA Code of Conduct:

Should a conduct code violation occur for item 1 through 7 below, regardless of when exposed, the violating student(s) will be sent home and will not be eligible to attend any other state, regional, or national conference during that school year and will be removed from State Office. If the violation warrants it, law enforcement may also be notified. Determination of penalties for violations will be at the discretion of the State Management Team or the Board of Directors/Trustees.

1. Alcohol, Drugs and Tobacco: a student shall not possess, use, transmit, be under the influence of, or show evidence of having used an alcoholic beverage, other drugs, substances or tobacco products capable of or intended, purported, or presumed to be capable of altering a student's mood, perception, behavior or judgment; other than properly used, over-the-counter pain relievers and medications prescribed by a physician for an individual student and must be on record with the Advisor. Nor shall the student possess, use, sell or transmit paraphernalia associated with drugs, alcohol, or chemical substance in any form (including tobacco), at any time, or under any circumstances, on public or private properties.
2. Curfew: Committing serious violations of curfew regulations as outlined in item 9 below.
3. Willful Companionship: Being in the willful companionship of someone who violates any portion of the conduct code or failing to report any direct knowledge (other than hearsay) of the conduct code violations.
4. Personal Conduct: Cheating, dishonesty, or taking unfair advantage of others; participating in social activities other than those with conference participants; conducting acts and/or possession of weapons capable of causing bodily harm or fear of life, defacing, or stealing any public or private property (for which financial responsibility will rest solely with offending individuals or their chapter); breaking the law; other serious violations of personal conduct regulations.
5. Serious Violations of the student conduct code of the school district or school that the student represents.
6. Private Transportation: Driving or riding in a private automobile during a conference, unless accompanied by an authorized Advisor. (Delegates are to be housed at the conference site). Occasionally a Chapter Advisor, under special circumstances, may allow a student to drive or ride in a private automobile to a conference. These students are required to complete a "Permission to use Private Transportation" form to the Chapter Advisor prior to the conference. Permission to drive/ride applies to transportation of the student named on the form and only to and from the conference site. Once a driving/riding delegate has arrived at the conference site, he/she shall not be in a private automobile again until leaving the site at the end of the conference.
7. Abusive Behavior and Lewd Conduct: A student shall not engage in any lewd, indecent, sexual, or obscene act or expression or possess such materials. A student shall not engage in verbal, physical or sexual harassment, hazing, or name-calling. The use of slurs against any person on the basis of race, color, creed, national origin, ancestry, age, sex, sexual orientation, or disability is prohibited.

PERMISSION & MEDICAL RELEASE FORM

(Page 2 of 4)

The following shall be other violations of the CALIFORNIA DECA Code of Conduct:

Should a conduct code violation occur for items 8-12 below, regardless of when exposed, the violating student(s) may be sent home and may not be eligible to attend any other state, regional or national conference during that school year and may be removed from State Office. Determination of penalties for violations will be at the discretion of the State Management Team or the Board of Directors/Trustees or local Advisor.

8. Conference Conduct: Failing to wear the supplied conference ID badge and wristband (when provided) at all times from arrival at the conference until departure at the end of the conference; leaving sessions prior to their conclusion (except in the case of emergency); failing to attend all general sessions and assigned activities (including workshops, competitive events, committee meetings, etc.) for which a delegate is registered (unless engaged in a specific assignment taking place at the same time); not abiding by the rules and regulations of DECA or school/district policies from the time he/she leaves his/her home or school for any activity and the time he/she returns to the same home or school following the activity.
9. Curfew: Failing to be in your assigned hotel room from the curfew time designated in the conference program until 6 a.m.; causing any noise or other disturbance audible by anyone in the hallway after designated curfew time; ordering any food after the designated curfew time; causing any other unnecessary disturbance or participating in any other inappropriate activity after the designated curfew time.
10. Dress: Failing to abide by the dress regulations established for the conference, as outlined in the Dress Code.
11. Personal Conduct: Failing to report accidents, injuries or illnesses immediately to the local DECA Advisor; failing to keep adult Advisors informed of activities and whereabouts at all times; failure to comply with established grievance process for disputes about competitive event results/processes (including personally confronting judges or event administrators); using tobacco products outside of local school district policies and state law; having a member of the opposite sex in a room if no adult chaperone is present and the room door is not visibly open (e.g., the door may be propped wide open), having a delegate or Advisor of the opposite sex in a room without a third person present and the door visibly open.
12. Hotel Conduct: Failing to meet the professional standards of housing facilities; accruing incidental room charges (i.e., phone calls, room service, pay-per-view movies, etc.) without settling the account prior to check-out; throwing objects out the window or into the hallway; moving hotel furniture from rooms (e.g., onto the balcony); failing to follow hotel rules and regulations.
13. Social Media & Online Presence: In the online environment, students must follow The California DECA Code of Conduct and conduct themselves online as they would in person. Think before you post and use discretion when posting online as you will leave a long-lasting impression of yourself, your school and DECA. Social media venues are public, and information can be shared beyond your control. Never post confidential or personal information. Do not misrepresent yourself by using someone else's identity. Be respectful and avoid comments that may be hurtful. Never use profane, obscene, or threatening language. Never use slurs based on the gender, race, disability, or orientation of another person. Never post sexually explicit pictures, videos, or content. Cyberbullying is considered an act of harassment and will not be tolerated. Use of DECA logos or images on your personal social networking sites is prohibited. If you wish to promote a specific DECA activity or event, you may do so only by means of a link to the official DECA social media accounts.

Individual School District Policies may supersede the code of conduct.

PERMISSION & MEDICAL RELEASE FORM

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DRESS CODE FOR DELEGATES ATTENDING CALIFORNIA DECA SPONSORED ACTIVITIES

The following guidelines have been developed to clarify the dress code used at all DECA conferences (regardless of locations).

Professional appearance is an important aspect of the overall preparation of DECA members for the business world. To that end, DECA supports a dress code for its career-based functions that exemplifies the highest standards of professionalism while being non-discriminatory between genders.

ACCEPTABLE CASUAL ATTIRE

(Travel to/from conferences, dances, and non-conference activities such as shopping, sightseeing, or going out for meals, denim in good taste is allowed at CA DECA conferences only, not allowed at Western Region or National DECA)

- Casual slacks (e.g., Dockers), blouse or shirt, socks, and casual shoes
- Jeans, t-shirts, and athletic shoes are not included in business casual attire

ACCEPTABLE BUSINESS ATTIRE

(Opening/ Closing Sessions, event competitions, scholarship interviews, State/National Officer interviews, workshops, or banquets)

- Business suit, sport coat, or blazer (DECA blazer optional)
- Dress slacks, dress skirt, or business dress
- Collared dress shirt, dress sweater, or business dress
- Necktie/scarf/ascot (optional)
- Dress shoes (unacceptable types of dress shoes include boat shoes, canvas or fabric shoes, flip flops or casual sandals, athletic shoes, industrial work shoes, and hiking boots)
- For a more polished, professional appearance, it is recommended that attendees wear appropriate hosiery/socks.

UNACCEPTABLE DURING DECA ACTIVITIES

- Skin-tight or revealing clothing
- Midriff-baring clothing
- Swimwear
- Athletic clothing
- Leggings or graphic designed hosiery/tights

At any time during the conference while on-site (including hotels):

- You must be in casual or business attire
- All skirts and dresses must be at or below the knee
- All clothing must be in good repair and proper size
- Undergarments may not show outside of over garments
- No gang related clothing or accessories allowed
- Clothing with printing that is suggestive, obscene or promotes illegal substances
- Activities such as swimming, sunbathing, jogging, or tennis warrant appropriate recreational attire to, during, and returning from that activity only

PERMISSION & MEDICAL RELEASE FORM

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Signatures on this page apply to all four pages of this document

Conduct Code Endorsement, Permissions to attend California DECA sponsored activities, and authorization to use pictures or student name in publications.

Release of Claim for Damages, Emergency Medical Treatment Authorization:

Name of Delegate _____ Date _____
 Home Address _____ Phone _____
 _____ Date of Birth _____
 Name of High School _____ Phone _____

This is to certify that the above-named delegate has my permission to attend all California DECA sponsored activities for the 2018-2019 School Year. I also do hereby, on the behalf of the above-named delegate absolve and release California DECA, the school officials, the DECA Chapter Advisors, conference staff, and California DECA staff from any claims for personal injuries/damages which might be sustained while he/she is en-route to and from or during the DECA sponsored activity.

I authorize the above-named Advisor or the California DECA staff to secure the services of a doctor or hospital for the above-named delegate. I will incur the expenses for necessary services in the event of accident or illness and provide for the payment of these costs.

I grant permission to California DECA and its staff/contractors, State Department of Education, and sponsors/supporters to use the above delegate's name and likeness (including photographs, video footage, silhouettes, and audio clips) in publications, productions, promotions and on websites for informational, promotional and other related purposes without further consideration, and acknowledge the right of California DECA to crop, treat, edit, or otherwise modify the photographs, video footage, silhouettes, and audio clips at their discretion.

I also understand that the Chapter Advisor determines the criteria at the local site, for individual students and alumni to attend and participate at all DECA activities.

We have read and agree to abide by the supplied California DECA Code of Conduct. Should a code of conduct violation occur, law enforcement personnel and or security may be called to assist, and a conduct code committee may be called with the ultimate punishment being that the student may be disqualified and sent home at their/their family's expense and/or be removed from office if in an officer status. If the delegate is sent home reasonable care shall be exercised to ensure a safe, expedient, and financially feasible mode of transportation back to the home community of the delegate involved. We are aware of the consequences that will result from violation of any of the above guidelines.

Student Signature _____ Date _____
 Parent/Guardian Signature _____ Date _____
 Chapter Advisor Signature _____ Date _____
 School/ROP Official Signature _____ Date _____

MEDICAL INFORMATION

Known Allergies (Drug or Natural) _____
 Special Medication Being Taken _____
 Date of Last Tetanus Shot _____
 History of Heart Condition, Diabetes, Asthma, Epilepsy or Rheumatic Fever _____
 Any Physical Restrictions _____
 Other Conditions _____
 Family Doctor _____ Phone _____

INSURANCE INFORMATION

Company Name _____ Policy Number _____



SUMMARY OF CHANGES

Please be aware of the following notable changes to the California DECA State Officer campaign process. Candidates are responsible for reading this guide in its entirety. The purpose of this section is to identify major changes/adjustments made to the process each year. This does not include all edits/adjustments, just major changes to the candidate process.

2022-2023 CHANGES

- CTE Requirement clarification

2021-2022 CHANGES

- Candidate Notification and Advisor Notification forms have been consolidated into the Intent to Run form. The consolidated form is now a requirement to capture the necessary endorsements and verifications from Advisors.
- Dress Code outline updated to reflect changes from DECA Inc's guidelines.
- CTE Requirement clarification

2020-2021 CHANGES

- The following CTE requirements outlined by the California Department of Education must be met:
- 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.
- 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.
- 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.
- 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.

2018-2019 CHANGES

- Based on approved constitutional amendment, the State Officer positions changed to DECA Mission Based Officer positions. These positions include appointed positions at SCDC (Vice President of Marketing and Vice President of Leadership), and positions appointed to the elected District Vice Presidents after SCDC (Vice President of Career Development, Vice President of Finance, Vice President of Hospitality).
- Candidates for California DECA State Office must be committed to be concurrently enrolled during the entire duration of their term of office to be eligible for State Officer candidacy in California DECA.

2017-2018 CHANGES

- Elections for the Vice President of Silicon Valley will follow the same procedures as Vice President of Northern California and Vice President of Southern California.

2016-2017 CHANGES

- The DECA Knowledge Test will be available online only for candidates to take throughout the year until the application deadline. Instructions on how to take the test have been added.
- One virtual Candidate Information Session will be held for all members interested in running for state office. Candidate Information Sessions will no longer be held at individual district conferences.
- All District Vice Presidents (Vice President of Northern California, Vice President of Silicon Valley, and Vice President of Southern California) will be elected at their respective District Career Development Conferences. Newly elected District Vice Presidents will still participate in campaign elements at the State Career Development Conference.
- Screening interviews are no longer required for District Vice President candidates. These candidates will participate in an interview at their respective district conference at a time scheduled by California DECA
- Screening interviews for State President and Appointed Position candidates must still take place at their respective district conferences but will be scheduled by California DECA. Candidates must submit an interview request.

2015-2016 CHANGES

- The Intent to Run form is a new addition to the candidate process, but not required.
- The CTE eligibility requirement was added to the candidate guide. All candidates must be currently taking or have previously completed a CTE course to be eligible to run for office.
- A school transcript showing a CTE course is required as part of the application.
- Elected positions are elected by a majority vote by the voting delegates.
- Application materials are no longer mailed or shipped to California DECA. All materials are submitted online or brought to the conference.
- All candidates are required to participate in the candidate video briefing call (or certify they have viewed the recording). All approved candidates will receive detailed instructions on how to participate.
- Candidates must submit a campaign budget with their application to show projected expenditures do not exceed the \$250.00 campaign spending limit.
- Candidates must submit a campaign expense report at their interview to prove their expenditures did not exceed the \$250.00 campaign spending limit.

2014-2015 CHANGES

- Instructions for submitting the video commercial updated. New instructions require submission through a Dropbox link sent by email to coach@californiadeca.org.

2012-2013 CHANGES

- Two officer positions were removed from the State Officer team. The offices of Vice President of Chapter Development and Vice President of Civic Consciousness are no longer positions within the State Officer team.
- Three officer positions were added to the State Officer team. The offices of Vice President-Silicon Valley, Vice President of Leadership, and Vice President of Marketing are positions within the State Officer team.
- A committee will interview and appoint officers to the positions of Vice President of Leadership and Vice President of Marketing. Candidates running for these positions will follow the same election and campaign procedures as other positions, except delivery of campaign speech and election by the voting delegates. Instead, candidates for the positions of Vice President of Leadership and Vice President of Marketing participate in an interview. Both positions are filled by appointment based on the specific abilities and skill sets required by these positions. The interview committee will consider the unique qualifications of each candidate.
- State Officer candidates are no longer required to submit the Candidate Q&A form. The form has been removed from this guide.

2011-2012 CHANGES

- Further clarification and details were made in regard to candidates scheduling interviews with members of the Board of Directors for the District Career Development Conferences.
- Each candidate will create a 30-second commercial highlighting who they are and why they will make a great State Officer. Commercials will be submitted prior to the state conference and played for all delegates to see at the Opening Session. Commercials must be in .mov format. Other DECA members may assist in the development, shooting, and editing of the video, but the candidate is the only person who can be in the video.
- Each candidate must now pay a \$100 fee per event to partially cover their expenses to attend the required State Officer events. There are five (5) events State Officers must pay the fee for a combined contribution to their State Officer experience of \$500. California DECA will cover all expenses in excess of the \$100 fee per event from each officer.
- Approval of the parents to include State Officer's cell/mobile numbers on official business cards was added to the candidate agreement.
- The uniform information sheet was added to the candidate guide to help in the State Officer uniform selection process.

2010-2011 CHANGES

1. Screening interviews with members of the California DECA Board of Directors now **MUST** be completed on site at the District Career Development Conference in January. There are no exceptions to this rule. If a candidate is unable to participate in an interview with a member of the Board of Directors on site at the District CDC, they are **NOT** eligible to campaign for office.
2. While this is not a change, please note the outcome of the screening interview by the member of the Board of Directors determines whether or not the candidate is ready to run for state office. If the board member determines that the candidate is not prepared, the candidate will not be recommended and will not be allowed to campaign for state office. Another board member will interview candidates running for state office from a board member's chapter.
3. An Advisor checklist was added to this guide. All Advisors of State Officer candidates must review and complete the checklist prior to candidate submission of campaign materials.
4. All deadlines are strictly enforced. No exceptions. If a candidate misses a deadline, they will be ineligible to run for state office.
5. Candidates **MUST** achieve a score of 90% or better on the DECA Knowledge Test to be eligible to campaign for state office.
6. The forms in this guide should be submitted **SEPARATE** from the candidate portfolio.
7. To ensure a fair playing field for campaigns, there is a \$250.00 limit on campaign spending (for booths, promotional materials, giveaways, raffle items, decorations, etc.) This includes in-kind donations. Candidates may not spend more than \$250.00 on the campaign or have more than \$250.00 of items donated or any combination of the two that exceeds \$250.00 total. Prices of donated items are to be fair market value and candidates must be prepared to submit receipts documenting their expenditures/donations. Fair market value is to be determined based on what a reasonable person would expect to pay for an item when looking to purchase it and what a reasonable seller would be willing to sell it for. For example, indicating that a brand-new iPad was donated to be used as a raffle item and the fair market value of the iPad was \$100.00 would be unreasonable.