NORTHERN CALIFORNIA

DECA



DISTRICT ACTION TEAM CANDIDATE GUIDE 2027-2028

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ABOUT NORCAL DAT

The Northern California DECA District Action Team (NorCal DAT) supports the Northern California district of California DECA. The NorCal DAT works under the supervision of the NorCal DAT Advisor and supports the Program of Leadership spearheaded by the State Officer Team.

GOAL

DECA activities assist in the development of academically prepared, community oriented, professionally responsible, experienced leaders. The NorCal DAT will help strengthen local chapters through their DECA involvement.

ROLES & RESPONSIBILITIES (DECA STUDENTS)

The NorCal DAT works under the advisement of the NorCal DAT Advisor and the State Officer Coach, to fulfill the following roles and responsibilities:

- New Chapter Support (For new chapter advisors and officers)
  Provide support to new chapters through school visits, virtual meetings, and online correspondence in partnership with the State Management Team
- New Chapter Recruitment
  Assist in Identifying prospective new chapters to join Northern California DECA and conduct outreach and recruitment efforts in partnership with the State Management Team
- Competitive Event Training
  Deliver competitive event trainings (ranging from beginning to advance trainings) to help support the growth of competitive event skills and knowledge for NorCal chapters through virtual sessions and at District conferences.
- Community Outreach & Advocacy
  Attend community events and conduct advocacy activities with community leaders to promote DECA and represent DECA as ambassadors

ADVISOR

For questions regarding Northern California District Action Team, contact the NorCal DAT Advisor, Vince Wu (vwu@fusdk12.net).

NORCAL DAT ADVISOR RESPONSIBILITIES

The NorCal DAT Advisor works in partnership with the State Management Team to oversee the NorCal DAT team. The NorCal DAT Advisor will report to the California DECA State Director. Roles and responsibilities for the NorCal DAT Advisor include:

New Chapter Support (for new chapter advisors and officers):

Advise and support NorCal DAT in their chapter support activities.

New Chapter Recruitment:

Assist the NorCal DAT in identifying prospective new chapters to join California DECA and conduct outreach and recruitment efforts in partnership with the State Management Team. Advise and support NorCal DAT in their recruitment activities.

Competitive Event Training:

Assist the NorCal DAT in delivering competitive event trainings (ranging from beginning to advanced trainings) to help support the growth of competitive event skills and knowledge for NorCal chapters. Ensure NorCal DAT is prepared and trained to deliver virtual competitive event trainings or in-person trainings during chapter visits/conferences.

Community Outreach & Advocacy:

Ensure NorCal DAT is prepared to represent DECA in a professional manner. Coordinate outreach and advocacy activities for NorCal DAT in conjunction with the State Management Team. Advise and support NorCal DAT in their outreach activities.

NorCal District Conference Support:

Coordinate NorCal DAT participation and support of NorCal District conferences and activities, including judge recruitment. Work in partnership with the State Management Team to determine conference roles and activities for NorCal DAT.

NorCal DAT Leadership Program:

Lead and coordinate the NorCal DAT selection process. Connect with NorCal chapters to recruit student leaders to apply and participate in NorCal DAT. Provide training, planning, and advisement within the NorCal DAT Leadership Program.

NorCal DAT Communication:

Maintain communication with the State Management Team to ensure Northern California chapter advisors are informed of NorCal DAT-related news, opportunities, and reminders.

NORCAL DAT STRUCTURE

The NorCal District Action Team is the core group of DECA members providing leadership to the Northern California District. To ensure success, the DECA Mission-Based Officer Positions provide the defined roles and responsibilities needed to support the overall mission and goals of DECA.

DECA MISSION STATEMENT

DECA prepares emerging leaders and entrepreneurs for careers in marketing, finance, hospitality, and management in high schools and colleges around the globe.

OFFICER POSITIONS

There are six (6) mission-based officer positions on the NorCal District Action Team. As emerging leaders, DECA encourages leadership teams to practice real-world leadership by adopting a structure that mirrors business and industry. DECA officer positions are aligned with the DECA mission to ensure that each aspect of the mission is represented with great leadership.

President

Practice the "**Entrepreneurial**" and "**Management**" elements of DECA's Mission Statement. Serves as the liaison between the District Action Team and the California DECA State Officer Team. Establishes vision, management, and organization for the team and ensures each district officer has the training, support, accountability, and resources to deliver a powerful DECA experience for every Northern California DECA member.

VP of Leadership

Practices the "**Emerging Leaders**" element of the DECA Mission. Responsible for providing support and leadership to all district-wide non-competitive event career and leadership activities.

VP of Career Development

Practices the "**Careers**" element of the DECA mission. Responsible for providing support and leadership to district-wide participation, preparation, and performance in Competitive Events.

VP of Marketing

Practices the "**Marketing**" element of the DECA mission. Responsible for providing support and leadership to district-wide membership, branding, and promotional campaigns.

VP of Finance

Practices the "**Finance**" element of the DECA Mission. Responsible for providing support and leadership on all district-wide philanthropy, fund development, judge recruitment and advocacy efforts.

VP of Hospitality

Practices the "**Hospitality**" element of the DECA mission. Responsible for providing support and leadership district-wide and connecting members to a welcome, value-filled, fun educational experience efforts.

POSITION APPOINTMENTS

The position of Northern California District Action Team President (Vice President of Northern California) is elected at the Northern California DECA District Career Development Conference. (See the California DECA State Officer Candidate Guide for details). All other mission-based NorCal DAT officer positions are appointed positions and interviews and selections for those positions take place at the Northern California DECA District Career Development Conference.

NORCAL DAT SELECTION PROCESS

NorCal DECA members who meet the eligibility requirements and submit a completed application by the deadline will be considered for a position on NorCal DAT.

- REMINDER: The NorCal DAT interviews, selections, and announcement of officers will ALL take place at the NorCal DECA District CDC in January.
- The selection process is led by the NorCal DAT Advisor.
- Each NorCal DECA chapter is limited to two (2) applicants per school for the NorCal DAT. Each school may only have one (1) candidate per unique office.
- The NorCal DAT Advisor in conjunction with members of the Board of Directors and State Management Team will review all applications and the selected DAT will be announced at the conclusion of the Northern California District Career Development conference.
- Accepting a DAT position disqualifies the officer from running for any state level positions at the State Career Development Conference in the same year.
- The term of office for the NorCal DAT starts at the close of the District Career Development Conference where they are elected/appointed and ends at the close of next year's District Career Development Conference.
- Students who run for Northern California District Vice President but are not elected may still be considered for a position on the NorCal DAT, provided they provide notice of their interest in being considered for the DAT.

TIMELINE

November 1, 2026:	Application Opens
November 18, 2026:	Application Deadline by 5 PM
January 15-17, 2027:	Interview of Finalists *(Applicants must be registered attendees at the NorCal DECA CDC as interviews will take place at the conference)*
January 17, 2027:	NorCal DAT Team 11 Announced *(during the Grand Awards Session)*
TBA:	First NorCal DAT Meeting and Filming for Intro Video
Once Per Month/Quarter:	NorCal DAT Meetings (Frequency at the discretion of NorCal DAT Advisor)
Conferences:	NorCal DAT in-person meetings will be held at the NorCal CDC.

NORCAL DAT APPLICATION

The Northern California DECA District Action Team (NorCal DAT) supports the Northern California District of California DECA. The NorCal DAT works under the supervision of the NorCal DAT Advisor.

Eligibility for Applicants

- Meet the CTE requirements as outlined by the California Department of Education:
  - 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.
  - The applicant'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, is actively involved in the management of the DECA chapter, and teaches in the CTE program or pathway used for DECA affiliation. The CTE credential requirement applies to all schools including private schools.
  - All students participating in California DECA 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.
- Be an active member in good standing of their local DECA chapter.
- Have held or currently hold a DECA chapter office (recommended, not required)
- Maintain a GPA of 2.5 (4.0 scale) or better throughout term of service
- Recommended by local chapter advisor (signified by advisor's signature on the Advisor's Checklist)
- Complete the online application process for consideration

Recognition

NorCal DAT members who serve in good standing throughout their term of service will be recognized for their leadership and service to Northern California DECA.

Participation Expectations

All NorCal DAT activities, events, presentations, travel, and other official responsibilities must be approved in advance by the NorCal DAT Advisor. All NorCal DAT members are expected to comply with the California DECA Code of Conduct while participating in any official NorCal DAT activity.

Application Forms

Complete the following forms:

- Application Form (Online) - You may only apply for ONE position.
- Advisor Checklist (Uploaded at the time of application)
- Applicant Q&A (Submitted at the time of application)
  - Why do you want to serve as a member of NorCal DAT?
  - What skills or traits do you possess to help fulfill this role?
  - Please provide a list your DECA leadership experience and accomplishments. (For example: offices held, awards won, notable chapter accomplishments, etc.)
  - Please provide a summary of your goals for the NorCal DECA District. What do you want to see the NorCal DAT accomplish? How will you achieve these goals?

Application Submission

Applications must be submitted online at californiadeca.org/norcaldat by 5:00 p.m. PDT of the date listed on the Timeline on the previous page.

ADVISOR CHECKLIST FOR MEETING WITH DAT APPLICANT & PARENTS/GUARDIANS

The Chapter Advisor should schedule a meeting with the DAT applicant and their parent/guardian and carefully review this checklist and the entire DAT Information Guide. Once the advisor has held this meeting and reviewed the checklist it should be completed, signed and dated, and submitted along all required forms in this guide.

✔	ITEMS TO DISCUSS AND REVIEW WITH YOUR DAT APPLICANT
	Have a frank conversation with the applicant to ensure they understand the commitments required. Be sure that they understand that at times they may need to miss sporting events or other personal activities in order to fulfill their responsibilities. Applicants must recognize that DECA conferences and events come before other social functions, including athletics and dances.
	Ensure that applicants understand that being a DAT member is a privilege and will require their very best effort. If selected, they will be required to devote a minimum of 10 hours of service, plus attend DAT virtual meetings during their term.
	Talk to the applicant 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 selected.
	Set up a plan for the officer to keep the advisor regularly updated about their projects, upcoming responsibilities, and duties.
	Ensure that all forms from this guide have been completed.
	Ensure that the candidate understands that, if selected, they cannot travel to participate in any DAT activities without properly completing (with all required signatures) permission forms which they will get from the NorCal DAT Advisor.
	Be sure that the candidate understands that while being a member of DAT is an invaluable experience and will be a great accomplishment to highlight on their resume and college applications, serving on DAT should be about their passion for DECA and desire to contribute to the growth and progress of the NorCal DECA District. This is a real commitment that requires time, effort, initiative, and commitment throughout their term of service.

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Chapter Advisor Signature Date