



STATE OFFICER CANDIDATE GUIDE 2022-2023

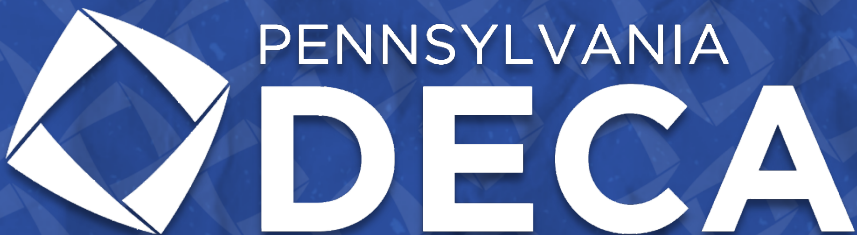


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GREETINGS FROM THE EXECUTIVE DIRECTOR

Greetings!

Congratulations on your decision to run for state office! No matter the outcome of your election, you are embarking on an exciting and challenging journey that will provide you with life-long leadership lessons.

Over the past 70 years, Pennsylvania DECA has established a vibrant history and legacy of excellence in leadership. While countless DECA members have made a profound difference in their schools and communities, only a select few can serve in state leadership positions. It is both an honor and a privilege to earn a title and role on the Pennsylvania DECA State Officer Team.

As you begin to think about your future as a Pennsylvania DECA State Officer, begin by asking yourself the following questions:

- Am I physically and mentally ready for the hard work and dedication that it takes to be a successful State Officer?
- Am I able to cope with the travel and being away from school, home, family and friends required to be a successful State Officer?
- Am I ready for the many speaking engagements that are required of State Officers?
- Am I willing and able to undertake all the communication activities necessary to keep chapters, officers and advisors informed about DECA and my activities?
- Am I a self-starter, the kind of person others can depend upon to carry out the duties of an office without a great deal of supervision?
- Am I knowledgeable about Pennsylvania DECA (programming opportunities, conferences, governance, the Plan of Action, etc.)?

If you answered “yes” to these questions, you are ready to begin the process of campaigning for a State Officer position!

This candidate guide will provide you the information to proceed with your campaign as well as the forms needed to complete your application. It’s never too early to start preparing, so if you have questions about the State Officer Election Process or any position in particular, we recommend reaching out to a member of the current state officer team.

As you prepare your election campaign, please do not hesitate to reach out to me if you have any questions. I wish you the best of luck as you embark on this exciting journey!

Sincerely,

Jerry DiGiovanni

Executive Director, Pennsylvania DECA

jerry@padeca.org | 215-327-5618

STATE OFFICER REQUIRED ATTENDANCE

NOTE: It is your responsibility as a State Officer to adhere to these guidelines. Failure to do so shall result in limited officer responsibilities and/or immediate dismissal as a State Officer. If you have concerns regarding meeting any of these responsibilities, please discuss them with your chapter advisor prior to running for office.

REQUIRED CONFERENCE ATTENDANCE

PA DECA will cover lodging and meals at all required events (as appropriate), as well as registration for the State Conference. Travel expenses will not be covered. Refer to the PA DECA Calendar for the current dates. **Failure to attend the four (4) required conferences listed below shall result in immediate dismissal from the State Officer Team.**

- Summer Officer Training Workshop – June 19-21, 2023
 - Enhance your leadership skills, develop a Program of Leadership & Plan of Action for the upcoming year, and make recommendations to the Pennsylvania DECA Board of Trustees.
- State Conference Planning Session – December 1-3, 2023
 - Plan for the upcoming State Career Development Conference and make recommendations to the Pennsylvania DECA Board of Trustees
- District Conference (for your respective district)
 - Preside at all sessions of the conference
- State Career Development Conference – February 20-23, 2024
 - Must arrive 1 day prior to the start of the conference)
 - Preside at all sessions of the conference

OPTIONAL CONFERENCE ATTENDANCE

PA DECA will pay the registration fee for one of the following events of the officer's choosing. All other costs are the sole responsibility of the State Officer.

- Emerging Leader Summit
- Ultimate DECA Power Trip
- International Career Development Conference
- Misc. Local Conferences
- Misc. DECA Inc. Conferences

STATE OFFICER DRESS CODE & IMAGE STANDARDS

UNIFORM/OFFICER DRESS CODE

Uniformity of the State Officer Team sets a professional standard for our organization. Thus, Pennsylvania DECA requires you to wear a standardized uniform at all DECA activities. You will receive this uniform at the Summer State Officer Training Workshop. The Board of Trustees provides a uniform allowance. The official uniform provided for the State Officer Team will consist of:

- 2 dress shirts/blouses
- 2 dress pants/skirts or dresses
- Selected ties (males) OR Selected accessories (females)
- Pennsylvania DECA Name Badge
- SCDC Grand Awards Session Formal Attire (dresses for females and Men's Wearhouse tuxedo rentals for males)

State Officers will be responsible for having their own DECA blazer with the current logo as the patch. Chapters may already have blazers in their possession that will work for the officer. The State Officers are encouraged to match as best as possible with all non-provided parts of the uniform (ex: shoes/heels, socks, belts, etc.) State Officer attire should always be, at a minimum, clean, polished and well pressed.

PROFESSIONAL IMAGE

A professional appearance also includes proper grooming to reflect a professional image (hair), cleanliness and hygiene. It is recommended that male officers get a haircut prior to each major conference. When in official dress, hairstyles must be professional (no wild colors, bed head, mohawks, faux-hawks, etc.). Visible tattoos and excessive piercings are discouraged.

COMMUNICATIONS RESPONSIBILITIES

As a State Officer, you are part of a team that actively advocates on behalf of Pennsylvania DECA at the local, state, and national level. Each officer has a responsibility to communicate Pennsylvania DECA news and information to relevant stakeholders.

You will be expected to compile a monthly report of activities and submit to the State President and State Officer Advisors by the deadlines established during the Summer State Officer Training Workshop. District representatives are expected to communicate with all schools within his/her district on at least a bi-monthly basis. You should also be prepared to prepare presentations for community organizations and schools pertaining to DECA, Civic Consciousness, Free Enterprise, and other critical DECA instructional areas.

All officers are charged with the responsibility of promoting DECA to current members, potential members, and DECA supporters. These communications may include, but are not limited to:

- Articles for publications (e.g. State Officer newsletters and DECA Direct articles)
- Speeches and workshop facilitation at conferences and other DECA activities
- Meetings with current and potential corporate partners

STATE OFFICER RESPONSIBILITIES

TO THE ORGANIZATION AND MEMBERS

Your foremost responsibility as a state officer is to professionally represent the thousands of DECA members throughout the State of Pennsylvania. The growth of PA DECA during your term of office will depend on the performance of your duties. You are expected to attend the required conferences and to be prepared for all activities in advance. You should always be prompt and prepared. A state officer should exhibit the highest levels of integrity, every day, throughout the duration of your term. You are responsible for helping chapter officers effectively lead and serve local members

TO SELF AND FAMILY

In selecting your priorities, keep in mind that DECA does not take priority over your education, but it does take priority over other extra-curricular activities. It is the State Officer's responsibility to keep their family informed of the responsibilities and events required of them by their office.

TO OTHER STATE OFFICERS

Being an effective team player means being prepared to work as a team. You should be active throughout the year with your team to establish goals for the year based on PA DECA and DECA Inc. initiatives. Agree to accomplish your individual and team goals to the best of your ability and be prepared to communicate on a regular basis with the other members of your team. Effective teamwork means resisting the urge to form cliques with other state officers. Relationships among state officers can create conflict within the team, therefore, dating another state officer is prohibited.

TO YOUR LOCAL CHAPTER

Because of the many PA DECA activities you will be actively involved in, you may have less time than you would like to spend on local chapter activities. Don't accept responsibilities that you don't have time to complete. When at the State Career Development Conference, you are a member of the State Officer Team and are representing Pennsylvania DECA. At the State Conference, you will be housed with the State Officer Team.

TO YOUR CHAPTER ADVISOR

It is extremely important that you always keep your chapter advisor informed of your activities. To do this, we recommend that you schedule a meeting with your advisor each week for the purpose of discussing your PA DECA State Officer activities. Your chapter advisor's encouragement and support is very important. Do not expect special privileges from your advisor because you are a State Officer. Make sure all your class work is completed on time. Chapters are responsible for supporting their State Officer as appropriate.

THINGS TO REMEMBER

BE KNOWLEDGEABLE

State Officers are the key ambassadors of Pennsylvania DECA. This means developing and in-depth knowledge of the association, its goals and strategy for success is vital. This also means effectively communicating the important mission of DECA to business/industry, government, education and community leaders. As a State Officer, you are expected to know about competitive events (and how they are run), DECA Inc. programming opportunities, conference details and any other information that members and advisors may ask you about. You can learn about these programs and updates by frequently visiting padeca.org, deca.org and decadirect.org.

BE PREPARED

State Officers should always be prepared, on any occasion, to make impromptu remarks or “say a few words” about DECA. To do this, you should know and understand the bylaws, creed, tagline, general historical information, current facts and the latest information about DECA.

BE ENGAGING

Effective communication takes powerful planning and dynamic delivery. State Officers are expected to be inspiring, educational, persuasive, and informational in any environment.

BE HONEST

Nothing gains you notice more than honesty - or dishonesty. Do not say anything that is dishonest, untrue, or misleading. If you have a vested interest in something you are discussing, point it out, but also be smart about protecting yourself and your privacy. What you say and publish will be remembered for a long time, so consider your message carefully and be cautious about disclosing personal details.

BE NEUTRAL

As a State Officer, you should remain neutral and outside any debates or issues that arise in a chapter. Your personal views can be misconstrued as the views of PA DECA. To avoid any potential conflicts of interest, State Officers must remain neutral and refrain from endorsing candidates in any state or chapter officer elections.

BE APPROPRIATE

Remember that you are in a fish bowl – everyone is looking and watching what you do. We want you to share your experiences but remember that you represent everything PA DECA stands for. You are the face of our organization! Participating in illegal activities such as smoking, drinking, or behavior that is not representative of our professional organization will result in dismissal from office.

BE A LEADER

State Officers know that service is 90% successful project completion and 10% on stage. They work to produce perfect project results for members and chapters! State Officers take every action with the end in mind. The ultimate result of the efforts of State Officers is a growing association of involved members and emerging leaders.

OFFICER ROLES & RESPONSIBILITIES

ALL STATE OFFICERS

- Regularly contribute articles for blogs on the website
- Communicate with the President, State Officer Advisor, State Executive Director and other appropriate parties on a regular basis
- Attend all required meetings of the State Officer Team
- Attend team meetings via video conferencing as necessary

STATE PRESIDENT

- Preside at all meetings of the State Officer Team
- Make all necessary committee appointments including the designation of chairpersons
- Serve on the PA DECA Board of Trustees as a voting member
- Communicate on a regular basis with other Association leaders and the Executive Officer Team
- Attend CTE Celebration activities in Harrisburg
- Prepare a greeting for the State Conference Program
- Work with the State Officer Advisor and other designated advisor to coordinate and preside over the annual business and election session at the State Career Development Conference
- Work with the State Officer Team, State Officer Advisor and State Executive Director to plan and execute a successful State Career Development Conference
- Communicate regularly with all State Officers and the State Officer Advisor to ensure that all members of the Officer Team are completing their required assignments on time

STATE VICE PRESIDENT

- Coordinate all aspects of the Plan of Action and compile all associated lists and financial reports
- Account for all monies raised by the Plan of Action
- Compile a checklist of all State Officer activities and send a report to the Board of Trustees by the end of each of the following months: September, November, January, and March
- Serve in any capacity as directed by the President
- Accept the responsibilities of the President as needed

VICE PRESIDENT OF COMMUNICATIONS

- Manage all of Pennsylvania DECA's social media platforms, and ensure that they are all being utilized effectively and on a regular basis
- Develop a planned program of public relations to promote the welfare of Pennsylvania DECA
- Communicate on a regular basis with the Pennsylvania DECA Website Coordinator to ensure that all necessary information is available on our website, and to ensure that it is up-to-date and relevant
- Take minutes at all meetings of the State Officer Team
- Distribute copies of the minutes to all State Officers and Board of Trustees members
- Serve as presiding officer in the absence of the President or Vice President, or until a presiding officer pro tem is elected to serve for that meeting

VICE PRESIDENT OF MEMBER DEVELOPMENT

- Set overall membership goals for the growth of the organization
- Maintain relations with all current PA DECA chapters to ensure their stability and continued growth
- Work closely with all District Representatives to expand each district with the addition of at least 1 new chapter per district each year
- Create promotional materials and presentations that can be used to promote Pennsylvania DECA to current and potential chapters
- Promote DECA Month activities in chapters across the State

VICE PRESIDENT OF BUSINESS PARTNERSHIPS

- Solicit funding for advertisements in the State Conference Program, competitive event sponsors, and other necessary items throughout the year
- Set an overall goal to increase the number of Pennsylvania DECA business partners
- Maintain relations with all current PA DECA business partners to ensure their continued support into the future
- Create promotional materials and presentations that can be used to promote becoming a Pennsylvania DECA business partner
- Collect State Officer Patrons for the State Career Development Conference program
- Find a company or organization to sponsor the Pennsylvania DECA ICDC giveaway pins

VICE PRESIDENT OF COMMUNITY OUTREACH

- Work with the State Officer Team to determine potential state charities prior to the June Officer Training, and coordinate/schedule charity presentations to take place at the June Officer meeting
- Serve as the lead contact with the selected state charity
- Determine an overall goal of how much money to raise for the state charity, and account for all money raised towards this goal by all chapters and at all PA DECA conferences and events throughout the year
- Plan and coordinate fundraisers that will benefit the selected state charity
- Coordinate all state charity related events and fundraisers at the State Career Development Conference

DISTRICT REPRESENTATIVES

- Work closely with the District Board Representative to plan and carry out a successful District Competition
- Initiate and maintain contact on a regular basis with all Chapter Presidents and Chapter Advisors within the district
- Work with the Vice President of Membership to recruit at least 1 new school that falls within his/her district
- Work with the Vice President of Business Partnerships to promote DECA to business and industry in his/her district
- Serve in any capacity as directed by the President

PA DECA RULES AND REGULATIONS

CHAPTER ADVISOR RESPONSIBILITY: Advisors are responsible for reviewing the following rules and regulations with students and discussing the consequences of infractions.

NOTE: The term “delegate” shall mean all DECA members who are attending high school and those persons under the age of 21.

1. Discipline reports must be filed for every infraction of the rules and regulations. Any major infraction of rules and regulations must be reported immediately to a member of the discipline committee and a discipline report initiated by the person reporting the incident.
2. Delegates shall respect and abide by the authority vested in the Board of Trustees, State Advisor, hotel security personnel and any advisor responsible for conduct and rules at the conference.
3. Conference identification badges must be worn at all times.
4. There will be NO smoking or use of any tobacco product at DECA Events.
5. NO alcoholic beverages, narcotics, weapons or drug paraphernalia in any form shall be in the possession of delegates at any time, under any circumstances. Violations will be referred to the local and state law enforcement officers.
6. Personal stereos, boom boxes, and tape or CD players may ONLY be used in accordance with a personal headset.
7. All delegates attending the conference must be registered and stay as overnight guests at the conference hotel and not with friends or relatives.
8. No student delegate may leave the hotel property without the specific consent of his/her advisor.
9. Students shall keep their advisors informed of their activities and whereabouts.
10. Under NO circumstances shall a student be in another student's room with someone of the opposite sex regardless of time of day or night.
11. Everyone will be in his/her room at curfew time. Chapter meetings are NOT to be conducted after curfew. NO food deliveries (pizza, etc.) will be permitted after curfew. All delegates will be quiet during curfew hours.
12. **NO** room changes are to be made by students or advisors. Delegates will be assigned a room by the hotel and must stay in that assigned room.
13. Delegates shall attend all conference activities including meals, general sessions, and assigned events.
14. Each advisor is responsible for checking out at the hotel desk, paying any outstanding bills and returning all keys.
15. All outside phone calls must be made from public phones. Room phones are not to be used for outside calls.
16. Any damages to any property or furnishings in the hotel rooms or building must be paid by the individual room occupant(s) or chapter as warranted.
17. Linens, towels or any other hotel property may not be removed from the rooms or housekeeping carts.
18. No furniture or mattresses are to be removed from the rooms.
19. From the time delegates arrive at the conference, delegates shall adhere to the dress code requirements, and it is the chapter advisor's responsibility to see that his/her delegation complies with the rules established for proper dress.
20. Hand-held, simple, 4 function (add, subtract, multiply and divide), battery operated calculators are allowed in competition. Outside notes or study aids are not allowed in competition.
21. Students are required to bring a sharpened #2 pencil to events.
22. Notification of disqualification will be sent to tabulation by the series director in charge. This disqualification may be due to tardiness, cheating or failure to compete in their event.
23. Delegates should be prompt and prepared for all activities.

24. Delegates should be financially prepared for all possibilities.
25. Dates shall be permitted to authorized activities only and between delegates only. Only DECA members registered for the conference and other registered conference participants are allowed in any rooms or activity of the conference.
26. Individual student delegates violating or ignoring any of the conduct rules may be sent home at their own expense.
27. All skiing, snow boarding and/or snowmobiling activities are prohibited.
28. Under no circumstances may student delegates drive to an official state or national DECA function.

BYLAWS OF THE PENNSYLVANIA ASSOCIATION OF DECA (ARTICLE VII – STUDENT OFFICERS)

Section 1. The official name of this position shall be Student Officer of Pennsylvania DECA. The position may be referred to as State Officer of Pennsylvania DECA.

Section 2. The student officers of the Pennsylvania Association of DECA shall be a State President, State Vice President, Vice President of Communications, Vice President of Business Partnerships, Vice President of Member Development, Vice President of Community Outreach, and a district representative from each district.

Section 3. The officers, with the exception of the district representatives, must be elected by a majority of the votes cast by voting delegates at the annual State Career Development Conference.

Section 4. The district representatives shall be elected prior to the State Career Development Conference by a majority of the votes cast by voting delegates in their respective districts according to the procedures established by the Board of Trustees.

Section 5. All state officers shall serve for a term of one year commencing at the end of the International Career Development Conference.

Section 6. The duties of the state officers shall be as follows:

President: The state president shall serve as the lead student voice for all Pennsylvania DECA members, and shall serve as a voting member of the Pennsylvania DECA Board of Trustees. The president shall preside over the general sessions at the annual State Career Development Conference and at all meetings of the state and district officers. The president must be available, as necessary, to promote the general welfare of Pennsylvania DECA.

State Vice President: The state vice president shall serve in any capacity as directed by the president, and as the president pro tem as specific occasions may demand. The vice president shall be in charge of all activities directly relating to the Program of Work. The vice president must be available, as necessary, to promote the general welfare of Pennsylvania DECA.

Vice President of Communication: The Vice President of Communication will take minutes at all meetings of the state officer team. The Vice President of Communication will coordinate communication between the state officer team and the members of Pennsylvania DECA. She/he will also serve as the editor of the state newsletter and as the liaison for all blogs and news articles. The Vice President of Communication must be available, as necessary, to promote the general welfare of Pennsylvania DECA.

Vice President of Business Partnerships: The Vice President of Business Partnerships will work to coordinate and maintain business partnerships within Pennsylvania DECA, and he/she will work to obtain new business partners and professional members for the Association. The Vice President of Business Partnerships must be available, as necessary, to promote the general welfare of Pennsylvania DECA.

Vice President of Membership Development: The Vice President of Membership Development will work throughout his/her term to enhance the overall experience of student membership in Pennsylvania DECA. The Vice President of Membership Development will oversee all statewide Pennsylvania DECA social media platforms. She/he will coordinate events and programs throughout the year that help to enhance the membership experience, both with overall DECA experience and competition/career preparation. The Vice President of Membership Development must be available, as necessary, to promote the general welfare of Pennsylvania DECA.

Vice President of Community Outreach: The Vice President of Community Outreach will be responsible for planning and coordinating a state officer fundraiser that will benefit the selected state charity. She/he will also work to enhance community service opportunities that are available to members of Pennsylvania DECA. The Vice President of Community Outreach must be available, as necessary, to promote the general welfare of Pennsylvania DECA.

District Representative (one from each district): District Representatives must meet the criteria for state officers and must be elected by their districts before the annual State Career Development Conference. They will serve as a liaison between the state association and chapter officers from their district. It is their responsibility to recruit new schools that fall within their district. District Representatives will preside at all district meetings and district conferences. District Representatives must be available, as necessary, to promote the general welfare of Pennsylvania DECA.

Section 6. A maximum of two students from one DECA chapter may serve for any Student Officer of Pennsylvania DECA position during the same term.

Section 7. In order to hold any student officer position in Pennsylvania DECA one must:

- A. Be presently enrolled in the ninth, tenth, or eleventh grade at an approved secondary educational facility offering DECA.
- B. Be an active student member in the local DECA chapter.
- C. Possess a cumulative scholastic average of at least a 2.5 on a 4.0 system, or a letter grade of C for at least two semesters immediately preceding application for office.
- D. Show evidence of being an academically prepared, community oriented, professionally responsible and experienced leader.
- E. Be knowledgeable about PA DECA and National DECA
- F. Be able to attend all required meetings of the state officer team
- G. Have enough time to properly fulfill the duties of the office for which she/he is running
- H. Meet any additional qualifications as required by the Board of Trustees.

STATE OFFICER DISCIPLINARY PROCEDURES

Failure to complete any of the required responsibilities as a Pennsylvania DECA State Officer shall result in a dishonorable discharge, thus meaning that the officer shall not receive his/her plaque for serving as an officer.

In addition, the officer will be prohibited from performing State Officer duties at the State Career Development Conference and at all other official DECA activities.

An infraction of any policy, rule, regulation or code of conduct statement shall result in the dismissal of the offending officer. The removal procedure is as follows:

1. A disciplinary report shall be filed.
2. A committee of Board of Trustees, PA DECA staff members and involved advisors shall be assembled to discuss the infraction(s).
3. The involved officer(s) shall have an opportunity to present their case.
4. The committee's decision shall be made and the officer shall be notified immediately of the action taken.
5. A written notice shall be sent by certified mail to the officer(s) requesting a letter of the officer's intent to continue serving as an officer. This response must be sent within ten days of receipt of the written notice.
6. If no reply is received, Pennsylvania DECA will consider the position to be vacant.

Copies of the above-mentioned communications should be forwarded to the President of the Board of Trustees and the student's advisor.

STATE OFFICER CANDIDATE CHECKLIST

I wish to be considered as a candidate for one of the following offices:

- ☐ State President/State Vice President
- ☐ State Executive Council
- ☐ District Representative (election processes vary by district)

I meet the following eligibility requirements:

- ☐ Must be a local, state and DECA Inc. member
- ☐ Must be a freshman, sophomore or junior in high school to run for state office
- ☐ Must possess cumulative high school average of at least a 2.5 (based on a 4.0 system) for a minimum of the previous two semesters preceding application for office
- ☐ Must maintain a 2.5 average throughout term of office
- ☐ Must be knowledgeable about Pennsylvania DECA and DECA Inc.
- ☐ Must demonstrate leadership abilities and active chapter involvement
- ☐ Must be available for all required meetings and/or conferences

I am verifying my eligibility by submitting a portfolio of the following documents to my District Board of Trustees Representative. All items must be submitted in a file folder in the exact order listed below:

- ☐ The Officer Candidate Permission Sheet complete with all signatures
- ☐ The State Officer Code of Conduct with signatures
- ☐ The State Officer Social Media Code of Conduct with signatures
- ☐ The State Officer Non-Disparagement Agreement with signatures
- ☐ Essay of 250 words or less on "Why I Want to be a Pennsylvania DECA State Officer"
- ☐ A letter of recommendation from my chapter advisor indicating my membership in DECA, my chapter involvement, my leadership abilities and my poise in dealing with people
- ☐ A letter from the guidance office attesting to my scholastic average and year of graduation or an official school transcript
- ☐ A copy of my state officer candidate examination results

Chapter advisors wishing to run a student for state office must agree to support their student throughout his/her term by agreeing to the following guidelines. Advisors will:

- ☐ Read this packet in it's entirety to become knowledgeable about the role of a State Officer
- ☐ Help the candidate complete all necessary forms by the established deadline
- ☐ Coordinate campaign plans with the officer candidate
- ☐ Approve all campaign publicity materials
- ☐ Supervise the campaign team personnel throughout the duration of SCDC
- ☐ If elected, ensure that the officer has appropriate transportation to and from all required meetings and/or conferences throughout the year, with the understanding that State Officers may not personally drive themselves to and from PA DECA events.
- ☐ If elected, ensure that the officer follows all rule and regulations as outlined in this State Officer Candidate Packet.

OFFICER CANDIDATE PERMISSION SHEET

Officer Candidate Name

Graduation Year

Office Sought

Chapter Name

District Number

School Phone Number

Street Address

City

State

ZIP Code

Email Address

Phone Number

Officer Positions held in DECA to-date

I have read the entirety of the State Officer Candidate Packet and I completed the Officer Candidate Permission Sheet. If elected, I agree to perform the duties of the office. Additionally, I have read the State Officer Code of Conduct, Pennsylvania DECA Social Media Policy, State Officer Social Media Code of Conduct, State Officer Non-Disparagement Agreement, and the PA DECA Rules and Regulations. I will adhere to these policies and all other regulations in the Officer Candidate Permission Sheet. I fully understand that failure to do so shall result in my dismissal as an officer.

Candidate Signature

Date

I realize that it is my responsibility to chaperone or to provide a substitute chaperone for my officer at all required activities. I hereby pledge my support of the above-named candidate.

Chapter Advisor Signature

Date

I hereby grant my approval for the above-named candidate to serve as a State Officer in Pennsylvania DECA. Thus, I grant my support for his/her involvement in local, state or DECA Inc. activities.

School Official Signature

Date

As a member of the Pennsylvania DECA Board of Trustees, I have examined all credentials and found them to be satisfactory and complete. It is my recommendation that the above-named individual be considered as a candidate for office.

Board Member Signature

Date

STATE OFFICER CODE OF CONDUCT

State Officers are the elected representatives of the student membership of the high school division. Each State Officer has a responsibility to conduct him/herself in a highly professional manner at all times. A State Officer's conduct must be above reproach.

This higher standard is reflected in the following conduct statements that each officer adopts prior to taking office. While representing DECA at any function, conference or activity you will adhere to the following guidelines and all others set forth in the State Officer Candidate Packet:

- I will not lie, cheat or steal.
- I will not take or possess illegal drugs of any type.
- I will not drink alcohol.
- I will not use profanity or other vulgar or inappropriate language.
- I will not discriminate against any group or individual.
- I will not smoke tobacco in the presence of members or advisors.
- I will not engage in conduct that is unbecoming of a state officer.

To the very best of my abilities, I will...

- Present DECA and myself in a professional manner at all times.
- Submit 100% of my time and energies to being a State Officer, while not sacrificing my academic development including not allowing my grade point average to fall below 2.5 and maintaining a high attendance record both at school and at work.
- Become knowledgeable about the fields of marketing, finance, hospitality, management, entrepreneurship, marketing education and all PA DECA and DECA Inc. activities.
- Travel and promptly complete all assignments given to me as a duty of my office.
- Develop into a competent and professional speaker through preparation and practice.
- Evaluate and improve activities in which I engage.
- Serve as a contributing member of the State Officer Team, always maintaining a cooperative attitude.

Further, I will strictly adhere to the following ethics and all other Pennsylvania DECA Rules and Regulations:

- I will be properly groomed for all occasions by following the professional image guidelines.
- I will conduct myself in a manner that commands respect through my actions.
- I will avoid places and activities which in any way could raise questions to my moral character.
- I will use appropriate language in all formal speeches and informal conversations.
- I will treat all DECA members equally and not engage in conversations detrimental to DECA members or advisors.
- I will advise the State Officer Advisor concerning all activities in which I participate.
- I will abide by all Pennsylvania DECA rules and regulations regardless of the function or conference.

Candidate Signature

Date

PENNSYLVANIA DECA SOCIAL MEDIA POLICY

Just as the internet has changed our world forever, social media has changed the way people communicate. Pennsylvania DECA views social media and networking sites as powerful tools to strengthen our brand and to further your personal reputations as business professionals. As a representative of Pennsylvania DECA, you are responsible for the content you post on the internet. Whether you're an elected officer, student member, teacher, advisor, chaperone, or business partner, we're all responsible for protecting the Pennsylvania DECA brand and values.

The Pennsylvania DECA Social Media Policy has four simple components:

BE SMART - BE RESPECTFUL - BE TRANSPARENT - BE HUMAN

BE SMART: Be aware that you are not anonymous when you make online comments. Information on your networking profiles is published in a very public place. Even if you post anonymously or under a pseudonym, your identity can still be revealed. So before you hit post, think about what you're going to say. Remember that everything posted on the internet is forever available. You wouldn't want your future employer seeing something that you'd regret.

BE RESPECTFUL: Be respectful of others. Think of what you say online in the same way as statements you might make to the media, or emails you might send to people you don't know. Stick to the facts, try to give accurate information and correct mistakes right away. Speak respectfully about our current, former and potential members, chapters, associations, and corporate partners. Do not engage in name-calling or behavior that will reflect negatively on your or Pennsylvania DECA's reputations. The same guidelines hold true for Pennsylvania DECA vendors and business partners.

BE TRANSPARENT: Whether you are an elected official, staff member, student, or advisor, your message can directly affect our initiatives and movements. When posting related to Pennsylvania DECA or its members you must identify yourself with the proper title and identify that it is your personal/individual opinion. Any specific comments related to a statement from Pennsylvania DECA must be made through our trained Communications staff.

BE HUMAN: Social media is a place to have fun! We want you to post about your experiences with Pennsylvania DECA, whether it's with your trophy or your role play buddy. But remember to live the values of Pennsylvania DECA.

Pennsylvania DECA may monitor content out on the web and reserves the right to remove posts that violate this policy. Members who violate the Policy may be subject to disciplinary action at the chapter or association level.

If you have any questions about this policy or a specific posting out on the web, please contact the Communications Office at communications@padeca.org.

By signing below, I agree to the Pennsylvania DECA Social Media Policy.

Candidate Signature

Date

STATE OFFICER SOCIAL MEDIA CODE OF CONDUCT

This code of conduct governs the publication of and commentary on social media by the State Officers of Pennsylvania DECA, both on personal and DECA branded accounts. For the purposes of this policy, social media means any facility for online publication and commentary, including, without limitation, blogs, wiki's and social networking sites such as Facebook, Snapchat, Twitter, Instagram, Flickr, VSCO, TikTok, and YouTube. This policy is in addition to and complements any existing or future policies regarding the use of technology, computers, e-mail and the internet Pennsylvania DECA may implement.

Pennsylvania DECA State Officers are free to publish or comment via social media in accordance with this code of conduct. Pennsylvania DECA State Officers are subject to this code of conduct for the duration of their term of service. Any violations of this policy will be subject to disciplinary action.

The Pennsylvania DECA State Officer Social Media Code of Conduct is as follows:

- I will not post any content on my social media pages that reveals myself or anyone else participating in any illegal activity or other questionable activities.
- I will not post anything that contains confidential or proprietary information belonging to Pennsylvania DECA or its business partners. If in doubt, I will ask a Pennsylvania DECA staff member before posting.
- I will not post anything that shows any political or religious beliefs which may alienate individual members or misrepresent the views of Pennsylvania DECA as a whole.
- I will use good judgment when commenting on or posting about any controversial topics.
- I will not post any pictures or statuses that reveal inappropriate public displays of affection.
- I will not post any content with vulgar or questionable language.
- My posts on all social media sites will reflect that of a real-life teenager but also that of a DECA State Officer.
- I will use proper spelling and grammar in every post.
- I will embody the leader lifestyle in everything - living it and posting it.
- I will show modesty through my clothing choices in all posts.
- I will promote DECA and build excitement for members through my social media pages/posts.
- I will support the other State Officers on social media with regard to DECA and personal activities.
- I will keep the other State Officers accountable for their actions on social media by use of direct messaging and by communicating with the Pennsylvania DECA Advisors/Staff. When others ask for removal of a certain post, I will respect that opinion and take down the post.
- I will always be respectful on social media.
- I understand that Pennsylvania DECA may review all of my social media accounts to ensure that that I am in compliance with the guidelines set forth in this document. This review will include all past, current and future posts/content.
- I will accept all friend/follow requests from Pennsylvania DECA Leadership and the current State Officer Team.
- I understand that these guidelines also apply to any posts that I'm tagged in or posts that are shared with me on my social media platforms and/or online.

By signing below, I agree to the Code of Conduct regarding the use of social media as a State Officer.

Candidate Signature

Date

STATE OFFICER NON-DISPARAGEMENT AGREEMENT

I agree that during my term of State Office, and at any time thereafter, I shall not, through any form of communication with the members, public, partners, or media, disparage Pennsylvania DECA in any way, nor shall I encourage others to disparage Pennsylvania DECA.

I understand that forms of communication include, but are not limited to: social media, websites, blogs, vlogs, public forums, interviews, recorded statements, email, and other written or verbal correspondence.

I understand that disparagement includes, but is not limited to: critiques, derogatory statements, ridicule, slander, jokes or insults that impair the reputation, goodwill or interests of Pennsylvania DECA or any of its employees, past or current officers, members of its board, partners, products or services.

Exception for Compelled Truthful Statements: Nothing in this agreement shall prevent the officer from making truthful statements that are required by applicable law, regulation or legal process.

Violations of the Non-Disparagement Form may result in probation, travel suspensions and, removal from office. Violations will be documented and the penalties assessed by Pennsylvania DECA staff.

I, _____, understand and agree to this Non-Disparagement Agreement.

Candidate Signature

Date

STATE OFFICER ELECTION/VACANCY PROCEDURES

STATE PRESIDENT ELECTION PROCEDURES

Candidates interested in the offices of State President and/or State Vice President must run for State President.

Once a clear majority (51%) is reached by a candidate in the Presidential election, the candidate receiving the next highest vote count (on that ballot) will serve as the State Vice President.

If no candidate receives a clear majority on the first ballot:

- The candidate receiving the lowest number of votes and/or all candidates receiving less than 10% of the vote on that ballot are dropped.
- The delegates are informed of the remaining candidates and a new vote is taken.
- The process repeats itself until a clear majority is obtained.

STATE EXECUTIVE COUNCIL ELECTION PROCEDURES

Candidates interested in the offices of Vice President of Communication, Vice President of Business Partnerships, Vice President of Membership Development and/or Vice President of Community Outreach must run for State Executive Council.

The four candidates who receive the highest number of votes are elected to the State Executive Council. No candidate needs a majority or a minimum number of votes to be elected to the State Executive Council.

Specific appointments to the four Executive Council positions will be made prior to the Summer State Officer Training Workshop. Preference for choosing the positions will be given to the newly elected officers in the following order:

- State Officer seniority (2-term or 3-term State Officers)
- Vote count from the Executive Council election (with first choice going to the candidate who received the highest number of votes)

CANDIDATE VACANCY PROCEDURES

In the event that only one candidate is running for State President, the State Executive Council candidate with the most votes will be offered the position of State Vice President, thus allowing the fifth highest State Executive Council candidate to become a State Officer.

In the event that there are not 4 State Executive Council candidates but there are additional Presidential candidates, open positions will be offered to those Presidential candidates in order of the highest number of votes.

DISTRICT REPRESENTATIVE ELECTION PROCEDURES

District Representative election procedures vary by district. Please speak to your chapter advisor and/or your District Board Representative to learn more about the election procedures in your district.

CAMPAIGNING INFO/MEET THE CANDIDATES SESSION

All voting delegates must attend both the Meet the Candidates Session and the Voting Session. Failure to do so will result in that chapter's loss of voting privileges for both the current and following year.

VOTING DELEGATE ALLOCATIONS

Each chapter may register no more than one official voting delegate for the State Career Development Conference. The number of votes assigned to each chapter will be based on the number of chapter members. The ratio is as follows:

- **One vote for every ten (10) DECA chapter members or a major fraction thereof, plus one vote per chapter**
- **Fifteen (15) is the maximum number of votes per chapter.**
 - Example: 50 members would get 6 votes. (50 divided by 10 = 5; 5 + 1 = 6)

GENERAL CAMPAIGNING PROCEDURES

- Common courtesy shall be extended to all candidates.
- One (1) table for each candidate will be set up in a designated area of the hotel so that you may have a campaign booth. Booths may be set up immediately upon arrival at the conference.
 - No homemade foods can be handed out.
 - Music can be played, but it must be at a reasonable volume as to not dispute any other candidates campaign booths.
 - Campaign staff and materials should not impede any walking areas or otherwise create congestion.
 - Once the tables have been assigned (in random order) you may not change your table, nor may you use a 2nd table if the one next to you happens to be vacant.
- All campaign booths must be dismantled, and all promotional items removed from the campaigning area, by curfew on the first night of the conference.
- **Violation of any election procedures may result in the candidate being ineligible to run for office.**

MEET THE CANDIDATES CAMPAIGN SESSION

- Voting delegates must sign in to be eligible to vote. Delegates must be aware of the number of votes allocated for their chapter. Non-voting delegates and advisors are allowed at this session.
- Candidates will have a reserved seating section in the front of the room.
- **Candidates are allowed a maximum of three (3) minutes for their speech at this session.** (Speeches will be timed and the candidates will be cut off if they exceed the 3-minute time limit.)
- Candidates may bring props to this 3-minute speech as long as: 1) the candidate can carry the prop into the room without any assistance, and 2) the prop is relevant to the speech.
- There shall not be any second party involvement and/or interruption during this 3-minute speech (such as sign holding, introductory recommendations or shouting in a campaign effort.)
- At the end of the Presidential candidate speeches, there will be a question and answer period for voting delegates to ask questions of only the Presidential candidates. All questions shall be written down and handed to the session chairperson. Questions will be approved and chosen by the adult chairperson. The candidates will be chosen in a random order for each question.

PROCEDURES FOR THE SCDC VOTING SESSION

- **Only one voting delegate from each chapter will be allowed into the Voting Session. This one delegate will cast all of the votes for his/her respective chapter.** Due to potential conflicts with competitive event presentation times, a chapter may choose to send any representative, even if that person was not registered for the conference as the lead voting delegate.
- Roll call will be taken at the start of the session. Following roll call, voting delegates will be seated and remain seated until the session has concluded. Delegates are reminded that no communication with observers in the room is allowed. Any delegates who choose to leave the session MAY NOT return. Once the voting session has begun and/or the doors are closed, no voting delegates shall be permitted to enter.
- **Candidates are allowed a maximum of one (1) minute for their speech at this session.** This will be the candidate's second speech of the conference. Since this speech is limited to one minute, no props of any kind will be permitted. Second party involvement/interruption will not be permitted during the speeches.
- After the speeches have concluded, voting will begin. Once voting starts, there shall be no further caucusing between chapters. In the case of a run-off, two-minutes of caucusing will be permitted. Please refer to the "State Officer Election/Vacancy Procedures" page in this packet for detailed information about the election procedures for each position.
- All voting will be done by secret ballot and voting delegates may distribute their votes however they wish between the candidates for each position.
 - Ex: A chapter with 10 votes can give 5 votes to candidate A and 5 votes to candidate B, if they wish to do so
- No advisors shall be allowed in the voting delegate area except for the adult chairperson.
 - If an instructor/advisor/coordinator has a student as a State Officer candidate, he/she may not serve in the capacity of the adult chairperson. The voting session will be closed to all advisors, unless they are specifically assigned to this session.
- No picture taking will be allowed during campaign speeches at this session. Videotaping will be permitted as long as it is done from the back of the room.
- Students will prepare an expense report for campaign expenses. Expenses are limited to \$250.
- Student will campaign from 3pm-6pm.

STATE OFFICER CANDIDATE TEST INFORMATION

All potential candidates must pass (70%) an exam prior to being named an eligible candidate. The test will comprise of the following sections and number of questions:

- 15 – True or False (2 points each)
- 5 – Matching (2 points each)
- 10 – Completion (4 points each)
- 5 – DECA Competitive Events (2 points each)
- 5 – DECA Mission Statement (2 points each)

To study for the test, please review the State Officer Test Study Guide. To schedule your test, please communicate with your chapter advisor and/or District Board Representative.

EXECUTIVE OFFICER PATHWAY

Would you like to represent Pennsylvania as a DECA Executive Officer? Are you ready to be an Executive Officer Candidate?

As DECA's primary student brand ambassadors, executive officers represent more than 225,000 student members to a variety of key stakeholders, including fellow members, advisors, education administrators, business partners, public policymakers and more. Because the service of executive officers to the organization is an important commitment, please strongly consider running for executive office only if you are organized, motivated, eager to work as a team, show initiative and exhibit high moral and ethical standards. Be ready to make DECA your first priority and be willing to present a favorable image on behalf of our organization.

Each year, Pennsylvania DECA is allowed no more than 1 candidate for the position of North Atlantic Region Vice President and no more than 1 candidate for the position of Executive President. In the event more than 1 member wishes to run for either of these positions, a "run-off" will occur at the State Career Development Conference. Executive Officer candidates representing Pennsylvania DECA must be voted on by the voting delegates at the State Conference.

As you enter this pathway, begin by asking yourself the following questions.

- Am I physically and mentally ready for the hard work and dedication that it takes to be an Executive Officer?
- Am I able to cope with the travel and being away from school, home, family and friends required to be an Executive Officer?
- Am I ready for the many speaking engagements that are required for Executive Officers?
- Am I willing and able to undertake all the communication activities necessary to keep associations, chapters, officers, advisors and the DECA Inc. Staff informed about DECA and my activities?
- Am I a self-starter; the kind of person others can depend upon to carry out the duties of an office without a great deal of supervision?
- Am I knowledgeable about DECA (programming opportunities, conferences, governance, DECA Inc. staff responsibilities, etc.)?

If you answered, "yes" to all of these questions, you are ready to begin your quest to become a DECA Executive Officer! Be sure to read all the guidelines in this section. If you have any questions, please ask your chapter advisor or contact Jerry DiGiovanni. Best of luck!

EXECUTIVE OFFICER CANDIDATE CHECKLIST

PENNSYLVANIA EXECUTIVE OFFICER CANDIDATE REQUIREMENTS

I meet the following eligibility requirements:

- Must be a local, state and DECA Inc. member prior to March 1st
- Must be holding or have held a state or chapter officer position
- Must be a sophomore, junior or senior to run for executive office
- Must possess cumulative high school average of at least a 2.5 (based on a 4.0 system) for a minimum of the previous two semesters preceding application for office
- Must be knowledgeable about Pennsylvania DECA and DECA Inc.
- Must demonstrate leadership abilities and active chapter involvement
- Must be available for all required meetings and/or conferences

I am verifying my eligibility by submitting a portfolio of the following documents to my District Board of Trustees Representative. All items must be submitted in a file folder in the exact order listed below:

- The Officer Candidate Permission Sheet complete with all signatures
- Essay of 250 words or less on “Why I want to represent Pennsylvania as an executive officer”
- A copy of my state officer candidate examination results
- All items that are required by DECA Inc.

DECA INC. EXECUTIVE OFFICER CANDIDATE REQUIREMENTS

- Intent to Run Form (optional), with your chartered association advisor approval (consult the current Executive Officer Candidate Information packet for due date)
- Official Application, with your chartered association advisor approval (consult the current Executive Officer Candidate Information packet for due date)
- Candidate Exam (consult the current Executive Officer Candidate Information packet for testing timeframe)
- The candidate must take the Executive Officer Candidate Examination and obtain a satisfactory score of 60% or better.
- The average of the nominating committee interview score (see sheet at end of this packet) and the executive officer examination must be at least 70%.

Chapter advisors wishing to run a student for executive office must follow guidelines established by the PA DECA Board of Trustees. Advisors will:

- Advise the Board of Trustees of intent by the established deadline date
- Complete all necessary candidate forms
- Coordinate campaign plans with the officer candidate
- Attend ICDC with student for length of the entire conference
- Approve all publicity materials
- Supervise the campaign team personnel throughout the duration of ICDC
- Provide an official DECA blazer for the candidate