



MISSOURI DECA

STATE OFFICER CANDIDATE INFORMATION

The Missouri DECA State Officer Program provides tremendous opportunities for any freshman, sophomore, or junior to gain new leadership skills, improve their planning and organization skills, become stronger speakers, demonstrate initiative, and much more. It is a unique and valuable experience that we are excited to offer. This role requires your year-round commitment and dedication to ensure that we carry out a challenging and successful program of work for our members.

It takes a special individual to serve as an officer. Candidates must be organized, professional, eager to play their role and lead when called upon, strong communicators, listen to understand, and have initiative and high moral and ethical standards. Candidates must be ready to make Missouri DECA a top priority and be willing to dedicate 5 to 10 hours a week dedicated to their role's initiatives and responsibilities.

Application for 2024-25:

- Submit the Application located at this [link](#) by February 2nd, 2024.
 - Upload a portrait/vertical headshot in .jpeg format (DECA Blazer required)
 - Upload an unofficial transcript
 - Candidates must have at least a 2.75 cumulative GPA on a 4.0 scale
 - *If your Social Security Number is printed on this, please either cross it out with a dark marker or cover it up with a label/sticker prior to scanning.*
- Submit two letters of recommendation from the following:
 - An administrator or a teacher (other than your advisor)
 - A community member or an employer
- Submit an essay describing your intent to run for Missouri DECA State Office
- Review, initial and submit [Signature Form](#) with a parent/guardian, advisor, and administrator signature
- Review and submit [Internet Permission Form](#) with parent/guardian's signature

Note: Each school is only allowed to run one candidate per office.

STATE OFFICER ELECTION INFORMATION

Please review the following information to understand how the election process is structured, required dates of events, campaign procedures, and duties of the officers for the 2023-2024 State Action Team. All officer candidates are required to wear a **DECA blazer** for all sessions. Any candidate not wearing a DECA blazer for these events will not be allowed to participate in the election process.

ELECTION ELEMENT	DESCRIPTION	TIME
BEFORE STATE CAREER DEVELOPMENT CONFERENCE		
Stage 1: <i>Application</i>	All information regarding the application process can be found on page 1 of this document.	MUST BE RECEIVED BY: February 2nd, 2024
Stage 2: <i>Written Test</i>	The test will evaluate the candidate’s knowledge of Missouri DECA and DECA Inc. Candidates must score a minimum of 70% to move forward and will have 60 minutes to complete. Those who fail to pass the minimum will <u>not</u> move on to Stage 3.	Prior to Conference via Zoom, TBD
AT STATE CAREER DEVELOPMENT CONFERENCE		
Stage 3: <i>Meet the Candidates</i>	Candidates will receive direction and set up their campaign booths. Please reference the campaign procedures for guidelines. Candidates will network with members and voting delegates prior to the opening session.	Meeting: Sunday, 2:00pm Set-Up: Sunday, 2:00 pm Campaigning: Sunday, TBA
Stage 4: <i>Screening and Nominating Committee Interview</i>	Interviewers will ask the candidates to answer questions about leadership characteristics and DECA experience. Interview sessions will be 15 minutes.	Sunday, 10:15 pm - 11 pm
Stage 5: <i>On-Stage Finalist Q&A</i>	Final three candidates will be prompted to answer a question provided by the leadership team before the entire MO DECA assembly in no more than 1 minute.	Monday, 8:30pm-9:45pm

Determination of winners: The winning candidate for each office will be determined by cumulative rank. The test score, interview score, and total votes cast based on the finalist Q&A will each be ranked. These ranks will be added together, and the candidate with the lowest total rank will be declared the winner. If there is a tie, the candidate with the highest interview score will be the winner. Winners will be announced on Tuesday at the Grand Award Session.

STATE OFFICER REQUIRED TRAVEL DATES

The following dates are required unless otherwise noted as optional. Failure to attend without prior approval from the State Advisors will result in termination of office.

SAT Training & *Emerging Leaders Summit | July 10-14, 2024 | Kansas City & *Nashville, TN

Fall Leadership Conference | October 13-14, 2024 | St. Louis, MO

District Vice President Training | November 6, 2024 | Jefferson City, MO

**Ultimate DECA Power Trip | November 15-17, 2024 | Charlotte, NC

SCDC Planning Meeting | January 11, 2025 | Kansas City, MO

District Competitive Events Conference | Date & Location determined by District

Legislative Day (VP of Advocacy only) | Date TBD | Jefferson City, MO

State Career Development Conference | March 23-25, 2025 | Kansas City, MO

**International Career Development Conference | April 25-April 30, 2025 | Orlando, FL

****MO DECA will pay for registration and lodging at the Emerging Leader Summit.***

*****State Action Team members are encouraged to attend Power Trip and ICDC; however, MO DECA pays no registration or lodging for these conferences.***

CAMPAIGN PROCEDURES

The goal of the campaign is to allow candidates the opportunity to discuss their platform and qualifications with the voting delegates.

The following rules and guidelines apply to campaigning procedures and set up before testing:

- Campaign materials may only be distributed during the “Meet the Candidates” session. Failure to adhere to this policy will result in disqualification. (Campaign materials may only be handed out at the candidates table i.e. not under chairs or passed out in the common areas.)
- Candidates may only distribute pamphlets, brochures, and/or business cards. **Items of monetary value, food or drink MAY NOT be distributed.**
- Campaign space is assigned to each candidate by the State Office and cannot be changed.
- Candidates are responsible for removing all materials from the exhibit area following the “Meet the Candidates” session.
- For visual display, candidates will be allocated a 6’ x 2’ space.
- Balloons filled with helium are not permitted.
- Candidates may not use the walls, nor extra chairs. All campaign materials should be on their table.
- Laptops or tablets may be used. No electrical outlets or cords will be provided for electronic devices.
- No campaigning at the entrance to the campaigning area. All campaigning must remain at the campaign booth where the candidate and helpers give out materials.
- No activity at the booths that could result in harm to a DECA member i.e. jumping to hit a target, climbing on other members, and/or throwing things.
- Only candidate and (1) student helper may remain in the booth with the candidate. (Not the entire Chapter)
- Campaign themes must be approved by the Missouri DECA Leadership Team and State Advisor after approval of application.
- **Social Media Guidelines:**

- Candidates may not use MO_DECA or MODECA_ in their campaign usernames as this causes confusion with active SAT members.
- Candidates may NOT reactivate a previous campaign or SAT/DVP account with previous activities.
- Candidates may not endorse or “shout-out” themselves from a DVP/SAT account if currently an elected MO DECA Officer.
- Candidates must delete their campaign accounts immediately after SCDC. (Will receive their official MO DECA accounts at Summer Training as current SAT uses them throughout ICDC)
- Any discovery of account creation OR reactivation, previous activity (ie. posting stories, images, campaign materials, DECA experiences prior to approved campaign, etc.) will result in immediate disqualification of candidacy.
- Candidates must receive approval to use Social Media accounts for campaign from Missouri DECA Leadership Team before any content is shared/posted/tweeted.
- Personal accounts may **not** be used as they have an existing follower base.

DUTIES OF MISSOURI DECA STATE OFFICER

All Missouri DECA State Officers will assume a large leadership role at the State Career Development Conference. The Leadership team will provide wardrobe items paid for by Missouri DECA consisting of 3 outfits (pants, shirts, dresses (if applicable), ties, jewelry set) for officers to wear at SCDC with a DECA blazer they own.

All Missouri DECA State Officers are required to complete a Program of Activities (POA) according to guidelines stated in the Program of Activities section of the State Officer Handbook. POAs are submitted monthly by the deadlines provided at SAT Training. POAs and documentation of activities are combined into a three-ring binder submitted at SCDC to be scored by SAT Advisors. State Action Team members must score a 70% or higher to attend ICDC as a State Action Team representative.

President

- Oversees all activities conducted by the State Action Team and works closely with the State Advisor, State Officer Advisors, and the State Action Team to ensure that all undertakings are successful.
- Acts as the primary public relations agent and makes as many public appearances as possible on behalf of Missouri DECA.
- Assists other SAT members in achieving their initiatives and provides accountability. ***The President is required to submit minutes from the two monthly SAT meetings and complete Status Report forms for each of the Vice Presidents on the SAT.**
- Responsible for leading the Missouri DECA delegation in all DECA conference meetings, including ICDC.
- Responsible for maintaining communication among other state associations throughout the term. **This includes monthly [OneDECA](#) calls hosted by DECA Inc.’s International Officer Team.**

Vice President of Advocacy

- Supervises the development, implementation, and evaluation of the advocacy goal of the State Action Team’s Program of Activities and assists the District Vice Presidents in carrying out the goal.
- Serves as a coordinator for special projects adopted by the State Action Team with legislative outreach.
- Attends ACTE Legislative Day to inform members of Missouri General Assembly about DECA. Be sure you check with your advisor about your DECA District CDC to see if it conflicts BEFORE you apply for this office.
- Hosts the Legislative Breakfast in the Capitol building to advocate for Missouri DECA.
- Grow Missouri DECA State Advisory Board during term.
- Maintains contact with members of Missouri DECA’s Congressional Advisory Board with updates and

news about Missouri DECA as provided by the Vice President of Communication

Vice President of Business Partnerships

- Conducts the planning, organization, and implementation of statewide initiatives to develop business partnerships with Missouri DECA.
- Secures colleges and businesses for FLC and SCDC exhibit sponsors.
- Maintains contact with business partnerships on updates and news about Missouri DECA as provided by the Vice President of Communication.

Vice President of Communication

- Conducts the planning, organization, and implementation of statewide publicity in order to convey information from chapters, districts, and the business community.
- Continually promotes Missouri DECA by compiling a record of all Missouri DECA activities including pictures. Information and pictures for this record will be supplied by all members of the State Action Team.
- Prepares and collects news and feature stories for use on the Missouri DECA social media sites, website, and other DECA publications.
- Leads the state officer team in utilizing the Missouri DECA Facebook page, LinkedIn, Instagram and Twitter Accounts to promote and publicize DECA programs, events, conferences, and activities.

Vice President of Community Service

- Supervises the development, implementation, and evaluation of the community service goal of the State Action Team's Program of Activities and assists the District Vice Presidents in carrying out the goal.
- Works with District Vice-Presidents and individual chapters to carry-out successful community service projects.
- Maintains contact with the Muscular Dystrophy Association State Representative, as possible.
- Plans a statewide community service event to be conducted in conjunction with the State Career Development Conference.

Vice President of Membership

- Conducts the planning, organization, and implementation of statewide membership growth initiatives for professional and alumni membership.
- Create and implement strategies to increase awareness and membership across the State.
- Serves as a coordinator for special projects adopted by the State Action Team with membership engagement.
- Supervises the development, implementation, and evaluation of the Membership Development goal of the State Action Team's Program of Activities and assists the District Vice Presidents in carrying out the goal.

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