



2012
2013

State Officer Candidate Packet



Included in this packet:

- ❑ Application Process Information
- ❑ Important Dates
- ❑ Contact Information
- ❑ State Officer Code of Conduct
- ❑ State Officer Responsibilities
- ❑ State Officer Team Descriptions & Individual Office Descriptions
- ❑ State Officer Candidate Agreement to Serve & Statement of Support
- ❑ Frequently Asked Questions



State Officer Candidate Portfolio (formerly known as "Application")

Through this application process, you will be creating a personal portfolio of your accomplishments. It is the intent of your screening committee to utilize the State Officer Screening process as an opportunity to help you work towards developing your understanding of DECA's Guiding Principles. This activity is designed to highlight how DECA is preparing you to be *academically prepared, community oriented, professionally responsible, and experienced leaders*. All portfolios will have certain required elements (listed below). Your portfolio will be evaluated on content as well as creativity and professionalism. **This new "portfolio" application process has been designed to allow for creativity and to give you opportunity for personal expression.** Consider this an interview process for your "dream job." Prepare this portfolio while keeping in mind that you will not be the only candidate for the position you are seeking. *Best of luck...and we look forward to reviewing your portfolio!*

Portfolio Required Elements:

Statement of Intent (Create a "Cover Letter" that contains the information below.)

- ❖ Name, Home Address, Phone number(s), Email
- ❖ Current year in school, First Semester GPA, Cumulative GPA, Last grade in Marketing
- ❖ Chapter name, Advisor name, Chapter phone number
- ❖ Statement pertaining to office(s) you are interested in seeking (Please refer to WI DECA State Officer Responsibilities and WI DECA State Officer Action Team Description-Pages 6-8)

Agreement to Serve/Statement of Support/Code of Conduct (Research the organization and determine if it is a right fit for you! Include the forms below that will represent your understanding and commitment.)

- ❖ Complete and include enclosed form: **Agreement to serve/Statement of Support-Page 9.** (Take an honest look at the commitment involved with being a State Officer for WI DECA. Talk it over with your parents and chapter advisor.)
- ❖ Complete and include the enclosed form: **State Officer Code of Conduct-Page 5.**

Resume (Take this opportunity to highlight your accomplishments in the following areas.)

- ❖ Develop and include your mission statement. Create a clear and easy-to-understand statement of your purpose in seeking leadership in WI DECA.
- ❖ Illustrate how DECA and Marketing Education have **academically prepared** you to become a high-achieving leader and conquer the challenges of your aspirations.
- ❖ Highlight your responsibility to **community service** and how your involvement has helped to improve your local community.
- ❖ Share your work experience and how DECA and Marketing Education have prepared you to become more **professionally responsible**.
- ❖ Include a statement of **leadership experience** and provide examples of how you have led your chapter through goal setting, consensus building and project implementation.

Letters of Recommendation (This will help demonstrate how you connect to school administration and business partners in an effort to develop these important relationships.)

- ❖ Provide 3-5 letters of recommendation. Sources could include, but are not limited to: chapter advisor, school administrators, previous or current teachers, advisors, or coaches, business professionals such as employers.



State Officer Candidate Screening Facts and Information

Important Dates and Contact Information

State Officer Candidate Packets will be available online December, 2011
www.dpi.wi.gov/deca

State Officer Application/Portfolio Due January 9, 2012
Mail to:
Holly Gregory
1080 Lowell Drive
Oconomowoc, WI 53066

Housing Request for State Officer Screening Due January 9, 2012
(see below)
Send to:
Holly Gregory
1080 Lowell Drive
Oconomowoc, WI 53066
Fax: 262-354-0406
Email: widecacenterdirector@gmail.com

State Officer Screening (8am-2pm) February 11, 2012
Crowne Plaza - Madison, WI
Required to attend with Chapter Advisor and/or parent(s)

State Officer Screening Housing Information/Request

Yes I will need a hotel room for the evening of February 10, 2012.

Name(s) of person(s) needing rooms: _____

Please include all persons who need rooms: You, Your advisor(s), Parent(s)

Please note any special dietary restrictions:



DECA has established four attributes and values that explain the priorities and standards of our organization. These are: **competence, innovation, integrity, and teamwork**. DECA is entrusting you to uphold these priorities and standards. Failure to abide by these codes of conduct could result in immediate resignation from your office.

Competence

- ◆ I shall apply appropriate leadership principles at all times. These include, but are not limited to the following: consensus building, compromising, listening, respecting other people's opinions and possessions, democratic styles, maintaining enthusiasm and involvement, and conflict resolution through open communication.
- ◆ I shall carry out my duties and responsibilities to the best of my ability.
- ◆ I shall be prompt and prepared at all times.
- ◆ I will always conduct myself in a professional manner as a representative of DECA.

Innovation

- ◆ I agree to be an active, prepared member of my State Officer Action Team.
- ◆ I shall work with my team to establish our goals for the year based on WI DECA and National DECA initiatives.
- ◆ I agree to contribute to accomplishing my individual and team goals to the best of my ability.

Integrity

- ◆ I shall not possess or consume any alcoholic beverages or illegal controlled substances of any kind. I will not use tobacco in any form.
- ◆ I shall follow established curfew. Curfew means I am quiet and in my own room unless I am conducting official business at the instruction of the WI DECA staff.
- ◆ Official conferences and activities begin when I leave home for the event and end when I return home. Therefore this code is in effect throughout the entire year of service.
- ◆ I shall not be engaged in any inappropriate or illicit behavior.
- ◆ I shall not deface public property. I will be responsible for any damages caused to rooms or facilities I am responsible for.
- ◆ I am responsible for reporting any violations of these codes of conduct committed by myself or by fellow officers.
- ◆ If other situations arise that are not covered by the WI DECA State Officer Code of Conduct, I shall use my best judgment in the situation. Above all I will try to act in such a way that I will reflect positively on WI DECA.
- ◆ I shall follow my local school policies where they are more restrictive than the state policies and guidelines.

Teamwork

- ◆ I shall wear appropriate coordinated attire with the rest of my State Officer Action Team while attending official DECA events.
- ◆ I will exhibit integrity in all that I do that represents WI DECA and my fellow State Officers.
- ◆ I shall immediately remove myself from all situations that could compromise my professional image and the image of my State Officer Action Team
- ◆ I shall refrain from dating fellow State DECA Officers while I am in office. I shall refrain from publicly dating anyone while at a WI DECA activity.
- ◆ I shall keep the WI DECA staff informed of my whereabouts and activities at all times, where the activities are an official function of my office, or while I am in her charge.
- ◆ I shall attend all **required** WI DECA conference activities, unless I receive prior approval from state staff to be absent.
- ◆ I shall keep my local chapter advisor and parents informed of all official correspondence.



I have read and fully understand the Wisconsin DECA State Officer Code of Conduct and agree to comply with these guidelines. I understand the necessity of these rules for the success of the state association. Furthermore, I am aware of the consequences that will result from violations of any of these regulations.

(If over 18), I grant WI DECA the right to use, reproduce, assign and/or distribute photographs, videotapes, and sound recordings of me in the materials they or their agents may create.

State Officer/Candidate Name (Print)	Chapter Name (Print)
State Officer/Candidate Signature	Advisor Signature
Principal's Name (Print)	Principal's Signature

Parent/Guardian agrees to:

I have read and agree to abide by the DECA State Officer Code of Conduct. We also agree that the school officials, the chapter advisors, and the state DECA staff have the right to send my son/daughter home from the activity at my expense if he/she has violated the Code of Conduct and/or his/her conduct has become a detriment.

I also authorize the advisor to secure the services of a physician or hospital and to incur the expenses for necessary services in the event of accident or illness, and I will provide for the payment of these costs.

Insurance Company Name	Policy Number
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Parent/Guardian agrees to:

I HEREBY CONSENT to release the Department of Public Instruction from liability in the event of injury to the above named State Officer/Candidate. This consent is valid with the exception of deliberate violation of the State Officer/Candidate's constitutional rights or damage committed or injury incurred as a direct result of DPI employees not acting within the scope of their employment.

I HEREBY GRANT PERMISSION to WI DECA the right to use, reproduce, and assign and/or distribute photographs, videotapes, and sound recordings of the above named student in the materials they or their agents may create.

Parent Name (Print)	Parent Signature
Street Address	City Zipcode
Home Email	Cell Phone Area/No Day Phone Area/No Evening Phone Area/No



State Officer Responsibilities

To the Organization

- ◇ Your foremost responsibility as a state officer is to professionally represent thousands of WI DECA members throughout the State of Wisconsin.
- ◇ The growth of WI DECA during your term of office will depend on the performance of your duties.
- ◇ You are expected to attend all district and state WI DECA meetings that relate to your office and to be prepared for all activities in advance.

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

- ◇ Avoid forming cliques with a few of the other state officers.
- ◇ Dating relationships are prohibited.

To Your Local Chapter

- ◇ Because of the many WI DECA activities you will be actively involved in, you may have less time than you would like to spend on local chapter activities.
- ◇ Do not accept responsibilities that you don't have time to complete.
- ◇ It is recommended that state officers not be local chapter officers.
- ◇ When at state activities you are a member of the state team and not a member of your local chapter.
- ◇ ICDC attendance is required as a State Officer the year you are elected. As an outgoing State Officer, students travel as members of their respective chapters if they qualify for ICDC.

To Your Chapter Advisor

- ◇ It is extremely important that you keep your chapter advisor informed of your activities at all times. It is suggested that you schedule a ten-minute meeting with your advisor each week for the purpose of discussing WI DECA State Officer activities.
- ◇ Your chapter advisor's encouragement and support is very important. Don't expect special privileges from your advisor because you are a State Officer.
- ◇ Make sure all your classroom work is completed on time.
- ◇ Chapters are responsible for supporting their State Officer and providing a DECA Blazer as part of their uniform.



STATE OFFICER ACTION TEAM DESCRIPTION

This resource was created to illustrate some basic components of being a member of the State Officer Action Team in order to increase candidate understanding of the scope and nature of the positions they are seeking.

- ❖ WI DECA State Officers are talented, outgoing young people able to present effective workshops and short speeches, execute goals to advance state initiatives, and represent WI DECA at local chapter activities.
- ❖ WI DECA State Officers are highly motivated, enthusiastic, and ready to serve the needs of all WI DECA members and chapter advisors.
- ❖ WI DECA State Officers become highly trained, professional representatives of our state association to business partners, school administrators, state level Boards of Governors, and National DECA representatives in order to communicate DECA's core attributes and values of: **competence, innovation, integrity, and teamwork.**
- ❖ WI DECA State Officers are required to attend to following events during their elected term of office:

Event	Date	Location	Attendance
New Officer Orientation	March 2012	Crowne Plaza, Madison	Required: Officer, Parent, and Chapter Advisor
ICDC	April 28-May1, 2012	Salt Lake City, Utah	Required
State Officer Workshop	June 2012	Madison	Required
Chapter Officer Workshop	July 2012	Madison	Required
Business Partnership Visits	Various Dates TBD	Milwaukee & Madison	Required
Fall Leadership Lab	October 2012	Pewaukee	Required
Fall Leadership Conference	November 2012	Wisconsin Dells	Required
Mid-Year Officer Training	November 2012	TBD	Required
Central Region Leadership	December 2012	Michigan	Optional
District Conferences	January 2013	District Locations	Required to attend at least 1
CTSO State Government Day	February 2013	Madison	Required
State Officer Screening	February 2013	Madison	Required
State Conference	March 2013	Lake Geneva	Required
ICDC	May 2013	Anaheim, CA	Optional
Board Meetings	Various Dates TBD	Phone & Locations TBD	Required

Updates to this calendar will become available online at: www.dpi.wi.gov/deca

STATE OFFICER ACTION TEAM DESCRIPTION FOR INDIVIDUAL OFFICES

This resource was created to illustrate some basic components of being a member the State Officer Action Team in order to increase candidate understanding of the scope and nature of the positions they are seeking.



President

- Coordinate and support successful team goal completion
- Motivate Action Team and help to facilitate team meetings
- Encourage future state level leadership opportunities
- Serve as a liaison between WI DECA and local chapters

Vice President Business Partnerships

- Participate in Business Partner Visits
- Work with Foundation for WI DECA in its work to develop Business Partners
- Support WI DECA E-Newsletters with articles about Business Partnerships

Vice President Chapter Development

- Promote and implement *The Member of the Month Initiative*
- Create programs and initiatives to help local chapters increase their involvement and success in DECA competitive events
- Coordinate and promote state level membership initiatives

Vice President Civic Consciousness

- Promote and implement *The 100 Hours Program and Acts of Kindness Program*
- Create and implement state goal for supporting DECA's charity of choice, MDA
- Communicate with state level advisors and MDA Contacts

Vice President Communications

- Promote and implement state level initiatives and information through the use of social media sites
- Document and organize media from DECA events to help promote our organization

Vice President Public Relations

- Raise awareness of DECA by writing articles for various publications
- Promote DECA accomplishments by providing support on Business Partner Visits and creating articles for WI DECA E-Newsletters



Here are answers to questions we anticipate in this new process. Please contact Holly Gregory with any other questions you may have. 262.490.1238 or email: widecacenterdirector@gmail.com.

How many pages does the portfolio have to be? How detailed are you expecting it to be? Make sure the portfolio has the required elements listed on Page 2 of this packet. All “forms” that are required are available in this packet. It is our purpose in redeveloping this process, to allow for creativity and self expression combined with professionalism. With that being said, we are not setting limits or rules as to the number of pages. We are not setting specific requirements for the amount of information other than requiring that certain elements be included. Consider this an opportunity to highlight how DECA and Marketing Education is preparing you to be academically prepared, community oriented, professionally responsible, and experienced leaders.

What format should we use to prepare the portfolio? This is another part of the process! We want you to be creative! Some ideas might be: an actual bound portfolio or binder of some kind, or a computer aided version such as power point. The important thing: make sure Holly Gregory receives your portfolio no later than January 9, 2012!

How and when will I be notified if I have been selected to attend State Officer Screening? This is the first step in the process of becoming a WI DECA State Officer. Once all portfolios have been received, candidates will receive a letter to explain whether or not they have been chosen to attend State Officer Screening. Those letters will be sent no later than January 11, 2012. Candidates and Chapter Advisors will receive letters via email to inform all parties of the decision.

What's next? State Officer Screening will take place on February 11, 2012 in Madison, Wisconsin at the Crowne Plaza Hotel. If you are selected to attend, you may stay overnight on February 10, 2012. WI DECA has reserved rooms at a reduced rate. Please be sure to fill out the housing request information (Page 3) and submit it to Holly Gregory with your application. Plan to attend wearing your DECA Blazer and professional dress. Breakfast and Lunch will be provided, but we ask that each attendee contribute \$25 towards the costs of the screening process. Candidates will be sent an invoice for this after January 11, 2012. As with any interview process, decisions will be made after the interview process is complete. All screening attendees will be notified within 7 days of State Officer Screening on whether they have been selected to move forward to State Officer Elections at WI DECA 2012 SCDC in March. Information about the election process will be included in the SCDC Packet that will be available online at www.dpi.wi.gov/deca in early December. Part of the screening process will also include and personal explanation of the election process at SCDC.

Who do I contact if I have other questions? Holly Gregory, Executive Director is managing this event. Her contact information is: Office/Cell Phone 262.490.1238, Fax 262.354.0406, email: widecacenterdirector@gmail.com, office address: 1080 Lowell Drive, Oconomowoc, WI 53066



Holly Gregory, Executive Director

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Phone: 262.490.1238 Fax: 262.354.0406

Email: widecacenterdirector@gmail.com